



Chapter 3

Case Studies of Urban-Rural Integrated Development Practices by Local Governments

- (1) Speeding Up the Development of Chongqing-Style Urban-Rural Integration
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(1) Speeding Up the Development of Chongqing-Style Urban-Rural Integration

Among the “Ten Actions” outlined in the Chongqing Action Plan for Promoting the Construction of the Chengdu-Chongqing Dual-City Economic Circle (2023–2027), the ninth action is promoting urban-rural integrated and regional coordinated development. The plan aims that by 2027, model zones for urban-rural integrated development will have achieved significant results, with the ratio of urban-rural disposable incomes being reduced to 2.3:1. Additionally, the modernization of the urban clusters in the Three Gorges Reservoir area of northeast Chongqing and the Wuling Mountains urban clusters in southeast Chongqing will have made notable progress, becoming modern models of harmonious coexistence between humans and nature in reservoir and mountainous areas.

Accelerating the Construction of the Model Zones for Urban-Rural Integrated Development.

An official of the Chongqing Municipal Development and Reform Commission stated, “Promoting urban-rural integrated development is an inevitable path for Chongqing to achieve common prosperity and to expand development space in urban and rural areas.” The city will deepen reforms in its western region, a national pilot zone for urban-rural integrated development, advancing the construction of major demonstration projects and building model zones for urban-rural integrated development.

Chongqing's regional development is uneven, with notable differences in natural conditions

and resources. Amid efforts to build the Chengdu-Chongqing dual-city economic circle, Chongqing must adopt an integrated development approach, focusing on building a coordinated development pattern of “one zone and two clusters” to raise the quality and level of development.

Recently, Chongqing has been devoted to establishing a county-level coordinated development mechanism following the “one zone, two clusters” model, emphasizing the key tasks of industrial collaboration, urban-rural interaction, technological cooperation, and market connectivity. Support from the “one zone” to the “two clusters” has grown steadily, yielding positive results in coordinated development.

Advancing Wan-Kai-Yun Urban Integration and Fostering Integrated Development between Northeast Chongqing and Northeast Sichuan Regions.

Regional coordinated development needs strong support. The Wan-Kai-Yun area links the Chengdu-Chongqing and Wuhan city clusters in the middle reaches of the Yangtze River, playing a vital role in the Yangtze River Economic Belt and Chengdu-Chongqing dual-city economic circle. Since the “Wan-Kai-Yun Integrated Development Action Plan” was launched a year ago, the three regions have witnessed a continuous increase in the level of industrial cooperation, accelerating the building of an “industrial interaction circle”.

Companies like Wanzhou Changan Crossing Vehicles, Kaizhou Qianneng

Industrial, and Yunyang Sanmu Automotive collaborate with a joint output of over 1.2 billion yuan.

An official from the Chongqing Municipal Development and Reform Commission said that the three regions will deepen industrial integration, optimize industrial layouts, and develop six major industry clusters including automotive, material and consumer goods. In the mean time, they will also focus on improving connectivity, accelerating the construction of a “convenient transportation circle”. At present, Wanzhou Airport's terminal expansion is underway; a pilot of a new land-sea corridor in the west, which is a intermodal transportation means, has been successfully implemented; and the construction of the Phase II of Wanzhou Xintian Port is progressing. Transportation across the three regions will be more convenient soon.

At the municipal level, coordinated development between Wan-Kai-Yun and the Wanda-Kaichuan-Chongqing demonstration zones will be promoted, advancing the formation of an integrated development pattern between northeast Chongqing and northeast Sichuan and giving full play to Wan-Kai-Yun's role as a key economic growth pole in the Three Gorges reservoir urban clusters of northeast Chongqing.

Comprehensively Promoting Rural Revitalization through Urban-Rural Integrated Development.

At a press conference on the theme of comprehensively promoting rural revitalization that was held in Zhong County, Chongqing, officials reported that all 350

rural communities across the county had fully implemented the “Three Changes” reform.

An official from the Chongqing Agriculture and Rural Affairs Commission said that Zhong County, Fengdu County, and other districts and counties had promoted the reform citywide, with 3,913 villages involved. By consolidating and expanding rural collective property right reforms, Chongqing has revitalized collective assets and optimized urban-rural resource allocation. “We have established a system of annual inventory checks and regular reporting for rural collective assets. Across the city, 9,200 villages and 85,000+ groups have completed shareholding cooperative system reforms for collective assets,” the official added. In 2022, the collective operating income of all villages of the city reached 2.43 billion yuan, averaging 268,000 yuan per village.

In the next step, Chongqing will further consolidate and expand the reform of the rural collective property right system from three aspects to achieve a reasonable allocation of urban and rural resources and factors. First, refine and clarify the rural collective property rights, accelerate the construction of an operating mechanism that is characterized by clear governance, scientific operational structure, robust management strategies, and reasonable distribution of incomes, thereby promoting a new model for rural collective economy. Second, expand the “Three Changes” reform in eligible areas to develop rural economies. Third, improve markets for the transfer of rural property

rights and establish a unified information system citywide.

Developing Industries with a Focus on Cultivating Agricultural Market Entities.

“Developing industries is the foundation and prerequisite for promoting urban-rural integrated development,” said a relevant official from the Municipal Agriculture and Rural Affairs Commission. The focus is to promote urban-rural integrated development through the integration of industries, villages, and cities, with an emphasis on enhancing the cultivation of agriculture-related market entities.

Currently, Chongqing has nearly 4,000 registered leading agricultural enterprises, including 91 national-level and 992 municipal-level ones. “These 992 municipal-level leading enterprises have generated a total revenue of 250 billion yuan, but fewer than 200 of them have an individual output value exceeding 100 million yuan, indicating a shortage of 'major leading' enterprises,” the official noted.

In the future, firstly, we should use a “full industry chain approach” to guide enterprises to select the right development areas and strengthen advantageous areas; secondly, we should guide and lead enterprises to learn to analyze the market; thirdly, we should introduce science and technology into enterprises to a greater extent and lower the barriers to technology

transformation to applications for enterprises.

Consolidating and Expanding Poverty Alleviation Achievements to Lay the Foundation for Urban-Rural Integration.

“Promoting urban-rural integrated and coordinated development requires consolidating and expanding poverty alleviation achievements, laying a foundation for urban-rural integration,” said an official from the Municipal Rural Revitalization Bureau. They will improve precise monitoring and assistance systems to prevent poverty relapse, support key rural revitalization counties, and upgrade industrial cooperation between Shandong and Chongqing, to promote high-quality integration.

“Although all registered impoverished populations in Chongqing have been lifted out of poverty so far, some households, especially the newly lifted ones, remain vulnerable and are subject to the risk of poverty relapse,” the official added. Chongqing has established a multi-level monitoring system combining local, online, regional, and big data monitoring, with tailored support plans for each household.

Next, Chongqing will enhance this system and conduct a second round of poverty relapse prevention assessments, focusing on high-risk townships and villages, monitoring incomes and basic living guarantees in particular.

Source:

Chongqing Municipal People's Government | Accelerate the Exploration of New Paths for Urban-Rural Integrated Development with Chongqing Characteristics (2023-04-06).

https://www.cq.gov.cn/ywdt/jrcq/202304/t20230406_11849329.html



Villagers in Fuling District drying green vegetables.



New look of Guanba Village, Taian Town, Tongnan District.



Dianjiang County, Chongqing: G42 Hurong Expressway, G50 Huyu Expressway, and Zhengyu High-Speed Rail blend harmoniously with pastoral countryside.



Youyang Gongfu Village: Flower fields and terraced farms nearing harvest.

Photo Link:

People's Daily | Chongqing accelerates the construction of a demonstration zone for rural revitalization integrating urban and rural areas (2025-03-07).

<http://cq.people.com.cn/n2/2025/0307/c367698-41155997.html>;

Chongqing Municipal People's Government | Accelerating the exploration of new paths for urban-rural integrated development with Chongqing characteristics: Heads of relevant municipal departments discuss how to implement the spirit of the Municipal Party Committee's Conference on Rural Work (2023-02-03).

https://www.cq.gov.cn/ywdt/jrcq/202302/t20230203_11564307.html;

Chongqing Municipal People's Government | Chongqing strives to improve the system and mechanism for urban-rural integrated development and compose a "concert" for urban-rural integrated development (2024-09-10).

https://admin.cq.gov.cn/zt/cyscj/q/xtfz/cxrhfz/202409/t20240910_13613036.html.

(2) Ezhou, Hubei: Pioneering a New Path for Urban-Rural Integrated Development

Eleven years ago, 70% of the labor force in Dongshan Village, Changgang Town, Echeng District, Ezhou City, Hubei Province, worked outside the village. Now, 80% of the village's labor force is employed locally. Dongshan Village boasts beautiful scenery and a strong rural landscape. On July 22, 2013, President Xi Jinping visited the village to inspect urban-rural integration efforts. He held a cordial discussion with the village representatives, emphasized the need to break down the urban-rural dual structure and to promote urban-rural integrated development, opening a new era of urban-rural integrated development in Ezhou.

Keeping in Mind the “National Priorities” and Invigorating Agricultural and Rural Development through Reforms.

Ezhou, the smallest prefecture-level city in Hubei Province, lies at the core of the Wuhan Metropolitan Area. It is among the province's first pilot zones for comprehensive supporting reforms in urban-rural integration and the first pilot city for urban-rural integration. Urban-rural integrated and coordinated development has long been a hallmark of Ezhou.

Fang Yongli, Director of the Agricultural Office of the Ezhou Municipal Party Committee and Director of the Municipal Agriculture and Rural Affairs Bureau, said that although agriculture's scale is modest in

Ezhou, its role is crucial. “Urban-rural integration” serves as a vital upgrade from “urban-rural integrated development”, and caters to the region's practical development needs. Ezhou has firmly maintained the bottom line of food security and of preventing large-scale poverty recurrence, persisted in reforms and innovation, actively built a policy system and institutional mechanism for urban-rural integrated development, and has taken the lead in establishing an evaluation index system for urban-rural integrated development. Forty-eight policies have been issued by the city's agriculture-related departments, building a mechanism that has enabled the two-way free flow of factors including people, land, and funds, between urban and rural areas. The urbanization rate has achieved 67.9%, ranking the second in the province.

Ezhou's rural reform has always been at the forefront of Hubei Province. In 2018, it was designated a pilot site for the fourth batch of national rural collective property right reforms.

The city managed to complete reforms in 322 villages, developing models such as the "Lotus Model" for urban villages, the “Dalong Model” for relocated villages, and the “Luhua Model” for purely rural villages. These were recognized as national village-level exemplary cases, injecting new momentum into rural revitalization.

Source :

Ministry of Agriculture and Rural Affairs of the People's Republic of China | Ezhou, Hubei embarks on a new path of urban-rural integrated development (2024-11-12).

http://www.moa.gov.cn/xw/qg/202411/t20241112_6466041.htm



The first 40 key projects in Ezhou Changgang River Urban-Rural Integrated Development Demonstration Zone are launched.



The Echeng District holds the 2025 District Committee Conference on Rural Work and the Promotion of Urban-Rural Integrated Development.



Changgang River Basin Management and Wuchang Fish Industry Development EOD Project.

Source:

Ezhou Investment Promotion Network | The construction of the first batch of 40 key projects in the Changgang River Urban-Rural Integrated Development Demonstration Zone in Ezhou City, with a total investment of over 5 billion yuan, has been launched (2025-03-06).

https://zsj.ezhou.gov.cn/zsdt/tzdt/202503/t20250306_692130.html;

Ezhou District People's Government | The 2025 Echeng District Committee Conference on Rural Work and the Promotion of Urban-Rural Integrated Development was held (2025-03-24).

https://www.echeng.gov.cn/ztzl/ecqjlxkgc/202503/t20250324_694821.html;

Ezhou Investment Promotion Network | The EOD project of Changgang River Basin Management and Wuchang Fish Industry Development in Ezhou City has been launched (2025-04-23).

https://zsj.ezhou.gov.cn/zsdt/tzdt/202504/t20250423_699581.html.