



Cross-Regional Operation Information Service Center Project

Country	China – Weifang County, Shandong Province
PPP typology	Business development/advisory services
Subsector and commodity	Agricultural market information
Partnership duration	2006–ongoing
Overall objective	Provide an all-round information service for agriculture machinery operators
Investments	Total: > US\$3 million (Public: 33%; Private: 67%)
Public partners	Ministry of Agriculture Role: Guide the whole project construction; Provide nationwide farm machinery operation information; Build the cross-Regional operation information command center and assign professional workers to collect agriculture information
Private partners	Fonton Lovol Role: Responsible for the daily management and maintenance of the information system
Intermediaries partners	N/A
Beneficiaries	Farmers
Main driver of the PPP	Government of China
Activities	Establishment of a national trans-regional work information service center; Support of high quality agricultural information
Results to date/Impacts	<ul style="list-style-type: none">• Answered 820 000 calls and messages from the customers benefiting more than 670 000 users;• Sent more than 86 million trans-regional work information.