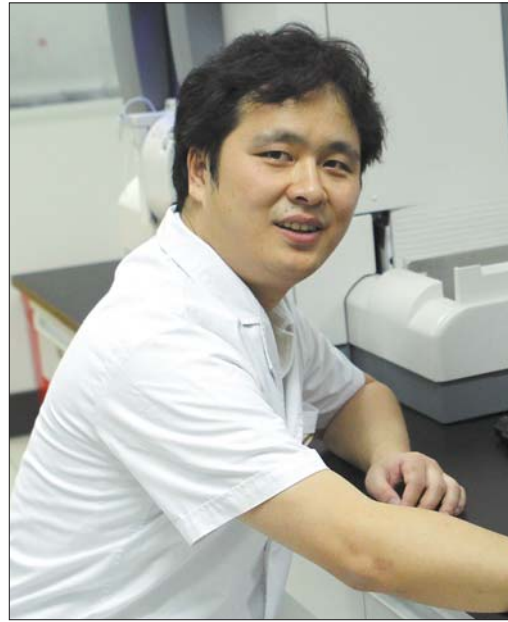


Returning home: The new land of opportunity

By XU XIAO
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"The opportunity is here," said Zhong Zhihui, a 36-year-old overseas



Chengdu's medical industry has seen rapid development, but there is still much space to start a business. My former tutor in the US is also considering coming to Chengdu after hearing of the opportunities. Considering cost-effectiveness, Chengdu is a good choice."

ZHONG ZHIHUI

AN OVERSEAS RETURNED STUDENT OF THE "1,000 TALENT PROJECT" IN CHENGDU

returned student who has chosen Chengdu to continue his career. "China is full of opportunities. I don't want to be a bystander."

Formerly a lecturer in the human nervous system at the University of Rochester in the US, he is a Sichuan native.

Recruited through the central government's "1,000 talent project", he recalls when he and fellow returnees went to Yan'an for patriotism education, which significantly boosted his morale to work in his hometown province and its capital Chengdu.

"You may think that I'm talking clichés, but I really think that national sentiment is a born thing," he told reporters.

He is now director of the department that studies the effects of medicine at Huaxi Haiqi Medical Co in Chengdu.

His major work is testing the safety of medicine before trials on humans.

Zhong is now preparing to start another company, a wholly owned subsidiary of West China Hospital.

"My company makes sure a medicine is effective and then Haiqi will test its safety on animals. It is a chain," he said.

He said his former tutor in the US is also considering coming to Chengdu after hearing of the opportunities.

"Chengdu's medical industry has seen rapid development, but there is still much space to start a business," he added.

"Considering cost-effectiveness, Chengdu is a good choice," he said.



Chengdu welcomes the Fortune Global Forum that opens on June 6.

PHOTOS PROVIDED TO CHINA DAILY



The Shuangliu International Airport is in full swing for the upcoming event.

Helping: Volunteers aid in the big event

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Jin has had two job offers — from the city's Tianfu software park and Lotte Group's subsidiary in Chengdu.

But he might leave for future study after graduation. "Of course I will come back to Chengdu, though," he said.

Song Sha, a Chengdu girl who has just returned from studying abroad, will also serve as a volunteer at the forum.

"I want to make some contribution to my hometown at the grand event," said the 24-year-old, who is among those scheduled to receive former US politicians.

Song submitted the application online while she was in Britain. She called it *yuansen* — or luck — because that day was the deadline as well as her birthday.

Song has a job at a company in Guangzhou. Despite the distance, she doesn't want to give up the chance to serve her city and its guests. She has flown between Chengdu and Guangzhou for the volunteer training sessions.

"Chengdu is catching up with the coastal cities in economic development, but not at the expense of life quality," Song said, adding that such attitude towards life gives her a strong sense of belonging.

"Although I work in Guangzhou now, I will try to get back to my city in the future," she said.

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Intel displays its chip expertise at an electronic information expo in Chengdu. The selection of the city to host the 2013 Fortune Global Forum is expected to create many opportunities for local IT enterprises.

Forum to be boon for IT sector in host city

By YANG FEIYUE
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The electronic information industry is likely to be the first to see a windfall from the Fortune Global Forum, said Xiang Qihan, CEO of Yonyou Software Co Ltd, a major producer of management software in the Asian-Pacific region.

"I believe the forum will help more and more financial giants get to know Chengdu and provide stronger momentum to the electronic information industry in the city," Xiang said.

At present, the industry has reached an advanced level in Chengdu, and it is currently the eighth largest in scale nationwide. The city's IT enterprises collectively ranked fourth in tax contribution among comparable industrial clusters in other cities and sixth in investment value.

More than 20 manufacturers of IT products have formed a cluster in Chengdu's High-Tech Comprehensive Bonded Zone, including Foxconn, Intel, Dell and Lenovo.

Local enterprises have adjusted their product mix and sharpened their competitiveness to make inroads into the international market, which has led to rapid growth in total foreign trade.

Investment is flowing both ways. Intel dedicated more than \$600 million to building one of the largest chip-packaging and testing centers on the planet. One out of every two computers around the world has a chip made in Chengdu.

According to official statistics, electronic information processing and trade business has become a major driving force behind export growth in Sichuan province.



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XIANG QIHAN
CEO OF YONYOU SOFTWARE

In 2012, the export volume of Chengdu's high-tech zone hit \$15.57 billion, an annual increase of 59.9 percent that accounted for 62 percent of Sichuan's total foreign trade growth for the year. The coming decade cre-

ate great opportunities for Chengdu since it is a crucial period in the nation's western development strategy, said Li Guangjin, vice-chairman of the Sichuan Federation of Industry and Commerce.

It is necessary to use the forum to attract more investment from outside to Chengdu if the city wants to promote its global image and influence, Li said.

He stressed that companies should capitalize on the forum to promote their brands, learn about new innovations and advanced management strategies, and find the technology or talent they need.

"There are bound to be new challenges to our existing management concepts or mode when large multinationals move in, but we should stay positive and learn from them to better prepare ourselves for going global," Li said.

Foreign companies finding Chengdu more 'open-door'

By YANG FEIYUE
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The decision to hold this year's 2013 Fortune Global Forum in Chengdu has piqued the interest of many foreign companies that had previously been shy about investing in the Sichuan capital.

"It is much more open-door than before," Yong Zhao, head of the British Chamber of Commerce in Chengdu, told British newspaper The Daily Telegraph.

"It does not have to be a joint venture any more. You have a local government that is more than willing to help. It is enthusiastic."

British investment in Chengdu has historically been small relative to that of France and Germany. "The truth is that the UK has been too cautious, and we have been left behind," Zhao said.

"China will get better if more British companies come in," she said. Zhao also noted that the increasing demand for financial services, quality education and medical care have already created great opportunities for British companies.

Herve Lambelin, a representative of the French Chamber of Commerce in Chengdu, told a European news agency that local governments have shown a more active and open attitude toward foreign investment.

"Compared with coastal regions, the city government shows a more welcoming attitude and has offered many favorable policies," Lambelin said.

In Chengdu, foreign companies can gain access to local



You have a local government that is more than willing to help."

YONG ZHAO
HEAD OF THE BRITISH CHAMBER OF COMMERCE IN CHENGDU

consumers without establishing a joint venture.

"At present, Chengdu still needs a large quantity of foreign capital to come in, and the timing couldn't be better for foreign businesses to make full use of local favorable policies to gain a foothold," Lambelin said.

It is easy to find quality employees that will work at a more competitive rate relative to coastal areas, he said.

Lately, more Chengdu natives who studied abroad are starting to come back to settle down and work.

Astrid Schroter at the German Chamber of Commerce in China said Chengdu will still continue to attract investment from multinational companies.