

Talent fuels development push in Sichuan capital

By ZHANG ZHAO
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Talent plays no small role in Chengdu's drive to become an economic power with international influence, according to local officials.

"Chengdu is a city of inclusive-ness and vigor, and so it's talent-attraction strategy is comprehensive," said Ji Jianxin, an executive from Chengdu Diaoyi Group.

Two of Ji's employees were enrolled in the city's top talent programs last year.

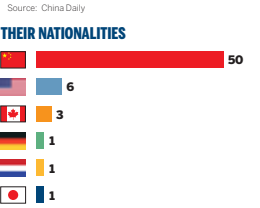
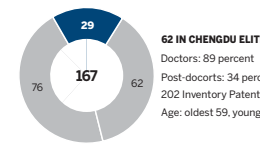
Home to 36 academicians of the Chinese Academy of Sciences and Chinese Academy of Engineering, the city has a large talent pool that makes it attractive to overseas businesses.

A series of innovative policies released in 2012 helped the city draw 167 high-end professionals last year, including 29 experts recruited through the 1,000 Talented People Plan, a nationwide strategy launched in 2008 that promises high salaries and funding to top professionals working overseas who are willing to come or return to China.

In May 2011, the city government invested 120 million yuan (\$19.5 million) into the Chengdu Talents Plan, which is intended to attract top overseas talent. Each of those selected will be granted 1 million yuan. And in 2012, the program was extended to cover individuals as well as teams.

The five awarded teams represented total sales revenue of 470

TALENT FLOW TO CHENGDU CHENGDU ATTRACTED 167 HIGH-LEVEL INTERNATIONAL PROFESSIONALS IN 2012



By ZHUAN TI
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The second direct flight between the city and Europe, the Chengdu-Frankfurt route is scheduled for Tuesday, Friday and Sunday. It is expected to strengthen the city's role as a logistics and transportation hub in western China.

The timing of the launch coincides with a period when many European countries are still trying hard to pull themselves out of economic crisis. Better links with the rising economic power in western China can help the process.

Chengdu already has one direct flight to Amsterdam in the Netherlands. It expects to open routes to Paris in June and London in September this year.

The opening of the new air route comes on the heels of the arrival of the first train of the Chengdu-Europe Express Rail at Poland's Lodz station on May 10.

The train left Chengdu's Qingbaijiang Railway Station on the evening of April 26 with 41



Sichuan University, built in 1896, is an example of Chengdu's excellent educational resources. The faculty environment at Sichuan University and the city's other research institutes is attractive to elite experts and researchers.

million yuan in 2012, and the number is expected to reach nearly 800 million yuan this year.

Chinese nationals as well as foreigners have been attracted to the city through the programs. They

come from such fields as biomedicine, electronics, advanced manufacturing, alternative energy, new materials and food science.

The city also aims to attract about 1,000 high-level entrepreneurs in emerging industries with strategic importance in five to 10 years.

"I received a 1-million-yuan gift from my hometown in 2011 when I was enrolled in the Chengdu Elite Plan. And when our company met difficulties while going through the startup process, the 5-million-yuan team fund was extremely welcome," said Liang Peng, founder and chairman of Chengdu-based biomedicine developer Clover Biopharmaceuticals Inc.

Liang is a cancer biologist specializing in genetic engineering technologies. He won the Innovative Technology Award from the Society of Chinese Bioscientists in America in 1997.

"Our team will bring the world's most-advanced biomedicine technologies to the motherland so that the millions of cancer patients can enjoy the best quality of drugs at the lowest price," he said.

Different districts have also launched similar programs to attract talented people. The Chengdu High-Tech Industrial Development Zone has established a fund of 100 million yuan to introduce talent as well as industries. And in Longquanyi district, more than 2,000 apartments have been built for top talent, foreign experts and leading entrepreneurs.

Each district and county in Chengdu has built a database to manage the information of the professionals introduced by the various talent initiatives. There are tailor-made policies for some of them.

Rather than waiting for talented people to come, the city

government is actively seeking them. It organizes delegations with companies and projects to visit other Chinese cities, such as Changchun and Nanjing, to promote its programs.

Last year, more than 20 companies were organized to take part in the campaigns, and more than 300 locals were enrolled.

The city has a relatively rich talent pool, with 42 universities, colleges and institutes supplying more than 100,000 graduates each year, according to Accenture, a global management consulting, technology services and outsourcing company.

The US-based advisory company sees demand for management consulting rising in western China.

The cost of human capital is low in Chengdu compared to coastal and first-tier cities, according to the company.

CEO: Foreign investments attracted by elite personnel

By ZHUAN TI
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Talent is "the key" to attracting foreign investors, said Wu Jiannan, president of human resources section of the Chengdu Association of Enterprises with Foreign Investment.

Wu, also the administrative director of Monolithic Power Systems China, said most of the 600 elites in the company's R&D department are from Chengdu, which has scores of opportunities for elite personnel to develop their full potential.

"As a NASDAQ-listed company, it was a wise choice to settle our R&D department in Chengdu," Wu said in interviews with local media.

Formed in 1997, Monolithic Power Systems is a high-performance analog semiconductor company headquartered in California.

Chengdu now has 238 Fortune 500 companies and more than 299 Singaporean enterprises.

The capital of western China's Sichuan province has a relatively rich talent pool, with 42 universities, colleges and institutes supplying more than 100,000 graduates each year.

She said the city's seasonal symposium for foreign enterprise investment provides a platform for these companies to discuss and solve problems together.

Wu once suggested that the government establish a platform to protect intellectual assets as well as stop enterprises from poaching talent from each other. She said the measure would not only secure the intellectual assets of foreign investors but also control the talent flow among them effectively.

"The government adopted my suggestion very quickly and established the human resources section under Chengdu AEFI within a half year."

Wu said the association investigates and analyzes the talent in foreign companies to better understand their needs in terms of human resources.

The association cooperates with the government and universities to cultivate students according to the needs of labor market, she said.

The human resource section is already seeking partnerships with universities and technical schools to educate more professionals.

The Chengdu Aeronautic Vocational and Technical College is their first partner.

She also suggested enterprises partner to train more quality staff.

"For example, a lot of companies need expertise in security. All of us will benefit from this co-training program if it works," she said.

"The cost will be high if each company trains people on their own. Thus, this co-training program is also a cost-cutting measure for us."

Air, ground links strengthen role of western hub

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standard containers, most of which carried electrical appliances.

The express rail departs regularly every Friday. Indoor workspaces for transshipment in intermediate destinations at Alatau Pass and Dostyk ensure the work is finished on time even during harsh winter weather.

The cargo train service is operated by Hatrans, a Lodz-based logistics company. A Hatrans official said cargo is mainly transported between Poland and China by ship, but it takes at least 45 days.

It takes 14 days for the express train to finish the 9,826-kilometer journey.

Improvements to the transport and logistics networks are an important part of the Five Metropolitan Prosperity Strategies that the Chengdu government has adopted in an effort to develop the city into the nucleus of western China's economic growth.

In addition to having more international air and rail connections, Chengdu will prioritize the development of public transportation, accelerate the construction of subway lines and build a diversified, high-volume and seamless multi-layered mass transit system.

According to the city's five-year plan, one of the

major targets is to develop the logistics industry in Chengdu and stimulate the export of high-end products.

During the period covered by the plan, the city hopes to increase the value of the logistics industry by 15 percent annually. By 2015, logistics should account for an 8 percent share of total GDP.

In terms of the air freight industry, Chengdu will have 30 direct international and regional flights in total in three years, making it the fourth-largest transportation hub in China.

By 2015, total air cargo capacity will reach 700,000 tons, of which international exports will account for 10 to 15 percent.

By the end of the new five-year plan, the city intends to complete the municipal highway system. This includes the second belt expressway as well as new highways connecting Chengdu to Chongqing, Luzhou, Nanchong and Mianyang. These new roads will reduce traffic delays, connect satellite cities around the capital and boost local economic development.

The total length of the highway system is 776 km.

There are four road transportation terminals - Xin-



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du, Longquanyi, Qingbaijiang and Xinjin. These integrate logistical resources have optimized the efficiency of transport organizations.

This system connects major cities nationwide and forms links with the seven provinces

surrounding Sichuan.

Chengdu is also increasing transportation connections with satellite cities like Pujiang and Xinjin by express rail and tramcar.

Construction will start on the Pujiang express rail in

early June. The Xinjin tramcar will connect Xinjin and Tianfu New Zone.

The new Second Ring Road will be opened to traffic at the end of May. It is an 28.3-kilometer overhead viaduct that does not have

any traffic lights. This new ring road will largely relieve the pressure of urban traffic. Passengers are able to take escalators to footbridge bus stations, which have safety gates that only open when buses arrive.