



# CAN DO! CHENGDU

## VOLUNTEERS SHARE PASSION FOR CHENGDU

More than 1,200 donate time and effort to aid forum, **Peng Chao** and **Li Yu** report



PROVIDED TO CHINA DAILY

Volunteers that will serve the 2013 Fortune Global Forum set for June 6 to 8 in Chengdu attended a number of training programs.

**A**sophomore at Southwestern University of Finance & Economics, Jin Zhoujian is often busy with leisure pursuits, working as the university's chorus leader and playing basketball.

And he spends a lot of his free time on photography. He just won first prize in a university photo contest.

To cover the costs of photography, Jin has also worked as a part-time Korean interpreter.

Now he is among the 1,263 volunteers that will serve the 2013 Fortune Global Forum set for June 6 to 8 in Chengdu.

It will be the first time that the forum, one of the world's most important business gatherings, will be held in western China.

Previous hosts in China have been Shanghai in 1999, Hong Kong in 2001 and Beijing in 2005.

This year the forum expects more than 600 participants including CEOs of Fortune Global 500 companies, entrepreneurs, government leaders and scholars, Andy Serwer, managing editor of Fortune Magazine, said at a news conference on May 30.

Volunteer interpreter Jin said he will donate his services "simply out of my love for Chengdu."

"I love the city even more than my hometown," he said.

The 22-year-old was born in Northeast China's Yanbian, Jilin province, home to a large number of Koreans. As a child, he moved to Seoul with his parents as they pursued postgraduate degrees in the capital of South Korea.

After five years in Seoul, his parents were both employed as professors at Southwestern University of Finance & Economics. He has now lived in the southwestern city for eight years.

There are people who know little about Chengdu, Jin said, so the forum provides a golden opportunity to show his good manners and services, demonstrating to guests from around the globe that "young people in Chengdu can do!"

Jin learned about the volunteer opportunity from his roommate, who gave him an application form.

More than 400 students at his school applied, but just 20 were selected. Ironically, his roommate failed to make the cut.

"It's a little embarrassing when I meet with him," Jin said.

Organizers started training volunteers in mid-March, briefing them on the basic information about Chengdu and the Fortune Global Forum. They were also taught foreign affairs protocols and the work they need to do during the event.

Due to his outstanding performance, Jin was appointed leader of half of the 300-strong volunteer backbone who will receive the most honored guests and world leaders.

### Friendly city

During the training, Jin got a better understanding of Chengdu and its culture. He said the more he knows about the city, the more he loves it and can't help digging for more.

"The most striking feature of Chengdu is its inclusiveness," he told China Daily. "The city is so inclusive because most Chengdu residents are descendants of migrants from other parts of the country."

While he was doing interpretation for Korean companies, they told Jin they met the fewest obstacles in Chengdu among all Chinese cities.

"Nobody excludes you because you are a foreign company," they said.

On top of that, Jin said he is "touched by people's life attitude here."

"They work to live better, not the reverse," he noted.

"Sometimes when I finished my part-time job late in the evening and wearily sat on the bus by the window, I would be affected by the women dancing by the roadside and cheer up again," Jin said.

Jin said he is glad that people at various levels in the city are able to enjoy their life and get along well with each other.

"If you ask Chengdu people whether they like the city, nine out of 10 would say yes," said Jin, who is proud to con-



**"I'm touched by people's attitude here. They work to live better, not the reverse."**  
JIN ZHOUIJIAN, VOLUNTEER

sider himself "half-Chengduese." Despite the pleasant lifestyle, Chengdu has made great achievements in economic development.

At the end of 2010, Forbes Magazine ranked it at the top of the fastest grow-

ing cities for the next 10 years in the world.

"Chengdu is providing more opportunities," Jin said.

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### AT A GLANCE

#### FORUM SCHEDULE FOR JUNE 8

8:30 - 9:20

#### • Global perspective – meet the future – China's entrepreneurs

Five of China's most innovative emerging companies give pitches to a panel of notable venture capitalists who will evaluate each contestant. The winner will be the company that gets the most audience votes for best idea and most attractive investment.

#### • Viewpoint: What's next for rural China?

Two hundred million Chinese are constantly on the move seeking work and new lives in China's urban centers. This massive migration has created opportunities for migrants but it is also causing enormous strain on urban centers, infrastructure and social fabric.

#### • Viewpoint: Corporate risk and climate change

Globally, governments have failed to reach an agreement on climate change. Traditional activist groups are putting pressure as never before on corporations to change their business practices. Public awareness of environmental harm is increasing, and consumers are using their buying power to boycott unsustainable goods and services.

#### • Viewpoint: The food dilemma

As Chinese people become more affluent, demands for agriculturally intensive foods like meat and poultry have surged in recent decades. With only 7 percent of China's land arable, this demand puts an enormous strain on a food system that needs to feed 1.3 billion people daily. Meanwhile, increasing urbanization is resulting in dietary changes that rely on convenience foods, raising nutrition and health concerns. Concurrently, frequent episodes of contamination have made food safety a leading concern in the country.

#### • Viewpoint: Rewriting the global rule book

Today's CEOs are finding it increasingly difficult to navigate the patchwork regulations that shape global trade and commerce.

#### • Viewpoint: Opening hearts and wallets

The past 30 years saw the remarkable rise of China's wealthy class and a massive accumulation of personal fortunes. The widening wealth gap, enormous social needs and recent natural disasters seemed to rekindle an interest in charity nationwide. However, charities and the philanthropic sector in China are still in the nascent stage.

9:30 - 10:15

#### Growth and conflict in the Asia-Pacific

Greater economic interdependence has produced unprecedented dynamism that creates common interests and made Asia a central driver of global growth. But security issues, including territorial disputes and a changing balance of power, are raising tensions and jeopardizing the positive economic story.

10:15 - 10:30

#### Spotlight: Understanding China's young generation

Today's Chinese youth have very different attitudes from their parents. They have grown up with social media, and expect a more open society and a freer flow of information. They also desire many of the products and services common in the rich nations.

10:30 - 11:15

#### The rise of the west

The western provinces are now the fastest-growing region in China. Cities such as Chengdu, with a population of 14 million, have become centers for high-tech, automotive, finance, and other industries. More than 200 Fortune Global 500 companies now operate in Chengdu, which has built a world-class infrastructure for trade.

11:40 - 12:30

#### The mobile economy

Mobile devices are displacing everything from PCs to credit card readers, a massive consumer-driven shift that is prompting hundreds of billions of dollars of investments in infrastructure, software, handsets and other technologies. As mobile computing becomes the world's primary platform for communication, media and transactions, Fortune Global 500 companies will need to rethink and reinvent their business models.

12:30 - 12:45

#### Spotlight: Defining global excellence

13:15 - 14:30

#### Multinational companies in China: The local view

Fortune will gather China-based regional presidents of multinational companies to share views and exchange ideas on the current realities, opportunities, and challenges of doing business in China today. This on-the-record session will inform Fortune's editorial coverage of China.