

# Experts: Continued innovation crucial

Transformation of inland Chengdu a work in progress

By DU JUAN  
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To maintain its role as a major economic center in western China, Chengdu will need to further deepen its high-tech industrial development, said economists and experts on Thursday during the 2013 Fortune Global Forum.

Chengdu is undergoing economic transformation, so continued cooperation and innovation is crucial to its sustainable development, said Robert Mundell, a Nobel Prize-winning economist and professor of economics at Columbia University, at a forum symposium called Chengdu's New Future.

He said the process will take some time but Chengdu's economic strength has already shown its advantages.

In the first quarter of this year, Chengdu's GDP surpassed 215 billion yuan (\$33 billion), a year-on-year increase of 10.8 percent.

The growth rate was 2.8 points higher than the national level.

Wang Zhile, a consultant



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WANG ZHILE  
CHINA ACADEMY OF INTERNATIONAL TRADE AND ECONOMIC COOPERATION

with the Chengdu Fortune Global Forum and an expert at the China Academy of International Trade and Economic Cooperation, said it is important for Chengdu to participate in the global economy and cooperate with international companies.

He said that the city's surging IT industry is a good example.

Leading international IT companies including Intel, Dell, Texas Instrument and Foxconn now all have operations based in Chengdu.

"Chengdu has become one of the most attractive cities for IT industrial clusters in western China," he said.

"In the future, the international companies will play a bigger role and be increasingly vital for Chengdu."

The chengdu government

encourages international cooperation in the sector, which will surely benefit the city's other industries as well, he added.

Last year, sales revenue of the city's electronic information industry surpassed 300 billion yuan.

The computer manufacturing capacity in Chengdu has now soared to 100 million units with actual deliveries surpassing 50 millions last year, according to official statistics.

Some 80 percent of the iPads made globally were produced in Chengdu.

Pankaj Ghemawat, professor of global strategy at the IESE Business School, said during the symposium that Chengdu is now striving to meet the challenges ahead despite its current strong economic growth.



WANG XIWEI / FOR CHINA DAILY

Global PC giant Dell announced during the Fortune Global Forum that it will start a global manufacturing base in Chengdu.

"As an inland city, there are still challenges for Chengdu in the course of globalization," he said.

Although the local government places great importance on exports, the domestic market should not be neglected, he said.

"The city should go east as well as west by cooperating

with China's eastern provinces, which can use Chengdu as a gateway to the West countries," he said.

"It should concentrate more on domestic market — both east and west. Meanwhile, it needs to increase exports with more innovative value-added products."

He agrees that there is huge

potential in electronics for Chengdu.

In addition to industrial modernization, Chengdu is also trying hard to make itself a transportation hub in western China.

At present, Chengdu Shuangliu International Airport serves 58 international airlines, making the city China's

fourth-largest international aviation hub.

Last month, Air China launched a new direct route from the Sichuan capital to Frankfurt, Germany.

The city has also expanded its overland connections with Europe and other parts of the world including a freight railway that ends in Lodz, Poland.



PHOTOS PROVIDED TO CHINA DAILY

Graduates receive their academic degrees during Sichuan University commencement ceremony.

## Scholarly and scenic Sichuan University adds to city's luster

By ZHUANTI  
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Famed for its scientific research, Sichuan University is one of the most prestigious universities in China.

It has more than 3,600 professors and associate professors, accounting for some 30 percent of its total staff.

There are altogether 13 academics from the Chinese Academy of Sciences and Chinese Academy of Engineering.

Sichuan University is ranked No 8 in China in terms of overall competitive-

ness, according to the 2010 Academic Ranking of World Universities by Shanghai Jiao Tong University.

Over the past decades, the school has invested 530 million yuan (\$81.5 million) in research, teaching and support facilities.

It has now developed into a multi-disciplinary university specialized in literature, science, engineering, agriculture, law and teacher training.

In addition to its strong academic background, the school is also renowned for its beautiful campuses.



LIFE IN CHENGDU

The older Wangjiang campus is located in central Chengdu on the Jinjiang and Jiang'an rivers. It has the ancient buildings dating back to Qing Dynasty (1644-1911).

The nearby Huaxi Campus is home to the university's famous medical school.

The newest Jiang'an Campus in known for its well-designed modern architecture and recreational facilities.

### IF YOU GO

• **Wangjiang Campus**  
Address: Sichuan University, No 29 Wangjiang Road, Wuhou District, Chengdu

• **Huaxi Campus**  
Address: No 37 Guo Xue Xiang, Chengdu

• **Jiang'an Campus**  
Address: Shuangliu Wine, Chuanda Road, Chengdu



Main hall of the Wangjiang Campus



Classic architecture of Sichuan University

## Leisurely lifestyle, growing affinity for fine French wine

By HAO NAN  
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With Chengdu becoming increasingly international, more locals are incorporating overseas cultural elements into their traditional leisurely lifestyle. Cindy Bellemin-Magninot, manager of Montpellier promotion and a partner in the EU Project Innovation Center, shares her thinking about the capital of Sichuan province and its growing affinity for French wine.



**Cindy Bellemin-Magninot,** manager of Montpellier promotion and a partner in the EU Project Innovation Center

**What's your impression of Chengdu?**

Chengdu is a very beautiful and large city.

In France, we have no such big cities and even Paris is smaller than Chengdu, so we have to get used to the very big buildings and big roads but lots of traffic jams.

And it is also an interesting city, for you can feel Chengdu is now developing and growing fast.

This is a nice environment for our companies and offices because you can find anything you want in the city.

**Since part of your work is to promoting Montpellier wine, what brought you to the city?**

First of all, the relationship between Montpellier and Chengdu started a long time ago — they became sister cities in 1981, so we want to maintain this relationship.

In 2010, Chengdu EU Project Innovation Center became our partner and we started cooperation projects.

Another reason that we choose Chengdu is that the market here is new.

We have noticed that along with economic development, Beijing and Shanghai have developed a new taste for wine, so we hope Chengdu will be the same and we are actually realizing this already.

This is a good market of course.

**How's your project going?**

Our wine platform was put into place last year.

The project is new to all of us and we will have new customers.

Everything is going well —

we are finding more and more partnerships in China.

The China Food and Drinks Fair held in March in Chengdu was a major event for us to introduce our products and to present our center, showing what it is and why it was established.

The market is going very well.

**Do you have any more projects planned?**

Yes, we do have some projects.

The center not only focuses on trade, but also training.

We will provide training courses to customers and people who are interested in wine in general because we really believe that wine comes with the French culture. These are associated things.

If you want to enjoy French wine, you have to understand the culture.

That's why we hold trainings to present wine — especially those from Languedoc where Montpellier is located — as well as how to drink wine, and how to match wine and food.

Montpellier Agglomération will also give customers the possibility to travel there with their friends and families next September, to experience by themselves picking up grapes, seeing the wine's production processes, having lunch with wine makers, experiencing the French life and so forth.

The four-day journey will be free except for the plane tickets and accommodation.

**How does the EUPIC help you promote your projects in Chengdu?**

With the help of the EUPIC,

we were able to participate in the China Food and Drinks Fair and also will open a showroom covering a 180-square-kilometers area in the city's tax-free zone displaying the bottles from all Montpellier winemakers.

EUPIC also helps the winemakers to be in tight contact and eventually concrete cooperation.

**What is your business model?**

We are a government agent. The greatest profit we can have is to help small winemakers get into Chinese market, which they cannot do by themselves.

We are here to help them find customers and to ensure that Chinese customers have proper and real French wine.

There is nobody between us and them, and we take no money.

**How many local French companies want to do business in China?**

In Montpellier, we have about 51 winemakers, but only 25 are going to sell their wines in China because the rest are too small.

And we have a big partner in Chengdu, a company that buys many bottles and really likes the wine from Languedoc.

Our other Chinese customers are all by the sea or river, such as Qingdao, Nanjing, Shanghai and Shenzhen, because it is really convenience for the boats to there.

And I want to say that Chengdu is really a smart city — they know they are far away from the sea, so they have developed train lines to the Europe instead of boat routes.

**Any other topics you want to share with China Daily readers?**

Yes. Montpellier is not only doing wine business in China.

We also have other companies active in European markets, mainly engaged in high-tech, communication and software technologies.

We also help Chinese companies to get into Montpellier through an incubator project.

The local government will provide some financial support and other preferential policies to them.