

CHENGDU FORTUNE

Large talent pool fuels drive to prosperity

Coordinated rural-urban development pays dividends to southwestern city

By ZHENG YANGPENG in Beijing and LI YU in Chengdu

In 2012, Chengdu rolled out a massive program to attract talent such as technicians and entrepreneurs. The top award it offered was 5 million yuan (\$810,000).

It was part of the city's campaign to lure talented people to sharpen its technological edge and encourage innovation. The city government offered 5 million yuan to the "top innovation and entrepreneurship team"; 500,000 yuan to a "youth team"; 500,000 yuan to "overseas short term entrepreneurship"; and 1 million yuan to "overseas long term entrepreneurship".

Lianhe Zaobao, a Singaporean newspaper, said Chengdu's generous offer was unparalleled compared to those offers made by similar cities.

Chengdu municipal government also asked four industrial zones, districts or counties under its administration to carry out their own talent programs. Chengdu Hi-tech Zone, for example, offered 100 million yuan to attract talent in information and biomedicine sectors, its pillar industries.

These initiatives have begun to yield effects. In 2012, Chengdu has attracted 167 overseas top talents to settle down in this city, among whom 29 were from the National Thousand Talents Program, China's top talent program which introduces overseas distinguished

5 million yuan the amount of money that Chengdu offered in 2012 as top award to attract talents

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GE HONGLIN
MAYOR OF CHENGDU

scholars to China.

As one of the two pilot cities selected by the State Council to conduct coordinated development of their urban and rural areas, Chengdu has also taken various initiatives to close the gap between its urban and vast rural areas.

In 2007, the annual disposable income of a Chengdu farmer was 3,546 yuan, or 31.9 percent of an urban resident's. By 2012, that figure had jumped to 11,301 yuan, or 41.56 percent of an urban resident's disposable income.

Ge Honglin, mayor of Chengdu said: "There is a viewpoint that the development of the city takes precedence to the development of the rural area. But I think the development of these areas is mutually dependent and should be promoted simultaneously."



XUE YUBIN / XINHUA

A job fair in Chengdu held in December 2012 offered 22,600 vacancies to job seekers, among them more than half were college graduates. The capital of Sichuan province's improved infrastructure and talent pools, among other things, have attracted a lot of Fortune 500 companies to set foot in the city.

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In 2012, Fortune magazine chose Chengdu as the site of the 2013 Fortune Global Forum, making it the fourth Chinese city to play host to the prestigious world business summit after Shanghai, Hong Kong and Beijing.

Ge said he believed the balanced development of Chengdu's urban and rural areas was one of the reasons that convinced Fortune to give the honor to his city. "When Fortune

considered various options, it might hope that his guests could see something new, something unusual," he said.

"What could they see in Chengdu? First, the successful story of China's west after more than 10 years of the 'Go West' campaign. Second, they could see the recovery and improvement of the area after the 2008 earthquake. And third, how Chengdu has tried to coordinate the development of its urban and rural areas."

In Ge's view, it is very impor-

tant to show foreign guests the "real" Chengdu during the Fortune Global Forum.

This means no deliberate preparations, no colorful flags and no banners bearing slogans, all of which are commonly associated with lots of Chinese cities that are set to hold an important event.

He admitted that seven or eight years ago, if an important event was to be held in Chengdu, many sectors of society would have been mobilized and enormous preparations would

have made everyone stressed and exhausted.

"But now, as long as the government works normally, no extra work is needed," Ge said.

Part of his confidence lies in the city's achievement in building service-oriented government in the past years.

In 2012, Chengdu's GDP grew to 813.9 billion yuan, double that of 2008, making it the third largest economy of China's 15 sub-provincial cities after Guangzhou and Shenzhen. In 2008, Chengdu was

ranked just seventh.

The information technology sector, including the integrated-circuit, optoelectronics, flat panel display and software industries, contributed most to Chengdu's fast expansion.

In 2003, when semiconductor maker Intel Corp set up a chip package and test factory in Chengdu, it was rare for a Fortune 500 company to set foot in the city. Now, Chengdu is home to 238 Fortune 500 companies, including Texas Instrument, Dell Inc, and Lenovo Group Ltd.

More telling is that one out of every two laptop microchips made in the world is now produced in Chengdu, and two-thirds of the world's iPads come out of Chengdu.

Mao Yushi, a renowned economist in China, said a main reason why Chengdu can attract international IT giants is the relatively low cost of air freight. The city's improved infrastructure, pro-business administrative environment and talent pools also benefit its development, Mao said.

In terms of talent and human resources, about 290,000 students graduate from Chengdu's tertiary education institutes every year, 58,000 of them in information technology-related majors. This means that one in five graduates in the city is either a programmer or a software engineer.

Mayor Ge said: "Before 2006, most of the graduates would go to first-tier cities like Shanghai and Beijing to seek jobs."

"Now more and more stay in Chengdu and work for local companies."

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APARTMENTS FOR RENT

| | | | |
|--|--|--|---|
| Park Avenue - 公园大道 ID: 3415 173sqm, 3bedrooms ¥ 77,000 south facing, big balcony, garden view | Palm Springs - 棕榈泉 ID: 0512 180sqm, 3bedrooms ¥ 95,000 garden view, arc bay windows | Central Park - 新城国际 ID: 1975 220sqm, 3+1bedrooms ¥ 47,000 phase III, high floor, garden view | Gemini Grove - 嘉里华庭 ID: 38825 332sqm, 4bedrooms ¥ 30,000 penthouse, south facing, garden view |
| Lido Serenity City - 领河湾 ID: 24968 170sqm, 3bedrooms ¥ 95,000 garden view, floor heating, value for money | Fortune Plaza - 财富中心 ID: 36022 140sqm, 2bedrooms ¥ 11,000 high floor, garden view, modern-chinese style furniture | Shimao Gongyuan - 世茂公园 ID: 38757 220sqm, 3bedrooms ¥ 16,000 high floor, CBD view, value for money | Shoukai Bojun - 首开铂郡 ID: 38927 181sqm, 3bedrooms ¥ 15,000 high floor, good view, floor heating |

VILLA FOR RENT

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|---|---|---|---|
| Beijing Riviera - 香江花园 ID: 32712 400sqm, 4bedrooms ¥ 48,000 type A, phase II, detached, big garden and terrace | Yosemite - 优山美地 ID: 9540 490sqm, 4bedrooms ¥ 60,000 type B1, detached, big garden, floor heating | Chateau Regalia - 丽晶王府 ID: 38938 450sqm, 4bedrooms ¥ 65,000 detached, big garden and terrace | Lane Bridge Villa - 长岛澜桥 ID: 4152 350sqm, 4bedrooms ¥ 48,000 300sqm big garden, high ceiling living room |
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| Xanadu Apartment ID: 13524 ¥ 25,000 171sqm 2+1br, 12th floor, good view | Palm Springs ID: 6748 ¥ 28,000 180sqm 3br, 32th floor, arc bay windows | Shimao Int'l Center ID: 14091 ¥ 19,000 144sqm 2br, 22th floor, value for money | Generata Int'l Center ID: 38362 ¥ 35,000 345sqm 4+1br, 16th floor, garden view |
| Upper East Side (Twins Building) ¥ 20,000 ID: 4753 210sqm 3+1br, duplex, high ceiling | Star River ID: 35780 ¥ 23,000 250sqm 4br, 1st floor, big garden | Central Park ID: 2056 ¥ 20,000 130sqm 2br, 7th floor, garden view | Park Avenue ID: 1416 ¥ 28,000 190sqm 3br, 13th floor, big balcony |

Apartments for Rent in Beijing

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| CBD Area Central Park - 新城国际 (I-II) 2Br: 132sqm south facing ¥ 20,000 3Br: 148sqm high floor ¥ 23,000 3Br: 180sqm south facing ¥ 26,000 4Br: 265sqm garden view ¥ 40,000 4Br: 320sqm high floor ¥ 45,000 Central Park - 新城国际 (III) 3Br: 140sqm garden view ¥ 21,000 3Br: 171sqm south facing ¥ 28,000 3Br: 188sqm high floor ¥ 30,000 3+1Br: 220sqm good view ¥ 35,000 Central Park - 新城国际 (IV) 2Br: 138sqm garden view ¥ 22,000 3Br: 188sqm special offer ¥ 36,000 4Br: 264sqm south facing ¥ 42,000 4Br: 286sqm good view ¥ 45,000 Global Trade Mansion - 世贸国际 2Br: 176sqm duplex ¥ 18,000 3Br: 180sqm good view ¥ 20,000 3Br: 259sqm garden view ¥ 23,000 3Br: 267sqm high floor ¥ 25,000 Fortune Plaza - 财富中心 3Br: 140sqm middle floor ¥ 15,000 3Br: 167sqm high floor ¥ 18,000 3Br: 205sqm good view ¥ 23,000 CBD Private Castle - 圣世一品 2Br: 150sqm middle floor ¥ 16,000 3Br: 170sqm high floor ¥ 19,000 3Br: 230sqm good view ¥ 22,000 4Br: 390sqm good furniture ¥ 42,000 Xanadu Apartment - 雁栖湖 1+1Br: 110sqm CCTV view ¥ 14,000 2+1Br: 175sqm nice furniture ¥ 23,000 China Center Place - 华贸中心 2Br: 140sqm middle floor ¥ 15,000 3Br: 211sqm high floor ¥ 23,000 Gemdale Int'l Gardens - 金地国际花园 2Br: 148sqm middle floor ¥ 15,000 3Br: 200sqm south facing ¥ 23,000 | Lufthansa Area United Apartment - US联邦公寓 2Br: 166sqm high floor ¥ 16,000 3Br: 200sqm high floor ¥ 20,000 4Br: 230sqm high floor ¥ 22,000 Chevalier - 骑士堡 3Br: 220sqm garden view ¥ 22,000 4Br: 290sqm high floor ¥ 25,000 Mixon Residence - 九都汇 1Br: 110sqm big terrace ¥ 13,000 3Br: 180sqm good view ¥ 25,000 3Br: 206sqm high floor ¥ 27,000 3Br: 254sqm middle floor ¥ 32,000 Four Seasons - 四季世家 3Br: 265sqm good view ¥ 48,000 3Br: 270sqm middle floor ¥ 55,000 Beijing SOHO Residence - SOHO北京公馆 2Br: 220sqm middle floor ¥ 26,000 3+1Br: 290sqm high floor ¥ 45,000 | Dongzhimen Area Seasons Park - 海晏名苑 2+1Br: 140sqm good view ¥ 16,000 4Br: 230sqm garden view ¥ 17,000 4Br: 250sqm garden view ¥ 33,000 MOMA - MOMA 3Br: 230sqm high floor ¥ 22,000 3Br: 245sqm good view ¥ 23,000 4Br: 303sqm south facing ¥ 32,000 POP MOMA - 当代MOMA 3Br: 210sqm south facing ¥ 25,000 4Br: 276sqm middle floor ¥ 35,000 | Dynasty Garden - 国都花园 4Br: B 360sqm special offer ¥ 44,000 ¥ 38,000 4Br: G 500sqm big garden ¥ 40,000 5Br: F 420sqm nice garden ¥ 40,000 5Br: H 600sqm big garden ¥ 45,000 Ritz Garden - 丽晶花园 4Br: 410sqm nice garden ¥ 40,000 4Br: 450sqm big garden ¥ 45,000 5Br: 500sqm full furniture ¥ 50,000 Australian Garden - 澳园 4Br: 450sqm nice garden ¥ 38,000 5Br: 600sqm nice garden ¥ 55,000 La GRANDE VILLA - 香天下 4Br: 275sqm nice garden ¥ 20,000 4Br: 375sqm full furniture ¥ 28,000 5Br: 600sqm big terrace ¥ 50,000 |
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Villas for Rent in Beijing

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| Greenlake Place - 绿湖国际 3Br: 180sqm nice furniture ¥ 16,000 4Br: 205sqm high floor ¥ 20,000 4Br: 260sqm middle floor ¥ 25,000 4Br: 298sqm garden view ¥ 30,000 Palm Springs - 棕榈泉 2Br: 138sqm south facing ¥ 15,000 3Br: 190sqm high floor ¥ 23,000 3Br: 225sqm good view ¥ 28,000 3Br: 230sqm high floor ¥ 30,000 4Br: 370sqm good view ¥ 55,000 Park Avenue - 公园大道 3Br: 170sqm nice balcony ¥ 20,000 3Br: 193sqm high floor ¥ 22,000 3Br: 250sqm park view ¥ 30,000 3+1Br: 212sqm high floor ¥ 28,000 4Br: 280sqm 70sqm garden ¥ 38,000 4Br: 370sqm park view ¥ 48,000 Oceanwide Int'l Residential District - 远洋国际 3Br: 185sqm spacious layout ¥ 17,000 4Br: 245sqm high floor ¥ 24,000 4Br: 300sqm high floor ¥ 35,000 Beijing Golf Palace - 高尔夫公寓 3Br: 270sqm south facing ¥ 33,000 4Br: 310sqm high floor ¥ 43,000 Boya Garden - 博雅园 2Br: 135sqm good view ¥ 12,000 3Br: 170sqm middle floor ¥ 15,000 4Br: 228sqm high floor ¥ 22,000 3+1Br: 256sqm nice garden ¥ 26,000 4Br: 280sqm 1st. big garden ¥ 31,000 Victoria Gardens - 维多利亚 2Br: 136sqm south facing ¥ 18,000 4Br: 235sqm nice balcony ¥ 30,000 Park Apartment - 天安家园 3+1Br: 245sqm middle floor ¥ 26,000 3+1Br: 265sqm big balcony ¥ 32,000 Parkview Tower - 碧园 2Br: 164sqm big balcony ¥ 14,000 3Br: 201sqm high floor ¥ 18,000 | Jing Shan Road Close to WAB Beijing Riviera - 香江花园 4Br: A 403sqm big garden ¥ 42,000 4Br: B 496sqm detached ¥ 45,000 4Br: C 294sqm nice garden ¥ 40,000 3Br: E 240sqm modern furniture ¥ 32,000 Lane Bridge Villa - 长岛澜桥 4Br: K 480sqm nice garden ¥ 30,000 4Br: L 380sqm big garden ¥ 36,000 Orchid Garden - 锦绣万代 4Br: 270sqm nice garden ¥ 30,000 4Br: 350sqm big garden ¥ 35,000 4Br: 400sqm special offer ¥ 40,000 ¥ 35,000 Grand Hills - 大湖山庄 4Br: K 480sqm nice garden ¥ 55,000 4Br: C 502sqm big garden ¥ 60,000 4Br: N 157sqm big terrace ¥ 65,000 Quan Fa Garden - 泉发别墅 4Br: 230sqm big garden ¥ 23,000 4Br: 700sqm nice garden ¥ 40,000 | Jing Shan Road Close to EB Yosemite - 优山美地 4Br: B1 498sqm detached ¥ 48,000 4Br: B2 579sqm nice garden ¥ 55,000 4Br: B3 502sqm big garden ¥ 53,000 4Br: C6 453sqm nice garden ¥ 52,000 4Br: C9 358sqm big garden ¥ 38,000 Beijing EuroVillage - 欧陆苑 4Br: 252sqm big garden ¥ 25,000 4Br: 289sqm nice garden ¥ 27,000 4Br: A 682sqm big garden ¥ 50,000 4Br: 578sqm big garden ¥ 45,000 4Br: 516sqm 100sqm garden ¥ 40,000 4Br: F 280sqm full furniture ¥ 20,000 Capital Paradise - 名都园 3Br: 159sqm semi-detached ¥ 13,000 3Br: 190sqm nice garden ¥ 17,000 4Br: 229sqm detached ¥ 23,000 River Garden Villa - 锦都花园 3Br: A 200sqm 20sqm garden ¥ 25,000 4Br: B 247sqm big garden ¥ 32,000 3Br: C 260sqm nice garden ¥ 35,000 Dragon Bay Villa - 龙湾别墅 4Br: 350sqm nice garden ¥ 30,000 4Br: 400sqm big garden ¥ 40,000 4Br: 500sqm big garden ¥ 45,000 Rose and Orange Villas - 玫瑰里山庄 4Br: 350sqm big garden ¥ 34,000 4Br: 400sqm luxury decoration ¥ 42,000 |
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Courtyards for Rent

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| Dongcheng Courtyard - 东城四合院 ¥ 35,000 3Br: 200sqm | Yonghegong Courtyard - 雍和宫四合院 ¥ 40,000 4Br: 150sqm | Qixiu Courtyards - 棋秀四合院 ¥ 30,000 3Br: 250sqm | Wangjing Courtyard - 王府井四合院 ¥ 35,000 4Br: 320sqm |
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