

High-tech zone hits the US talent trail

Chengdu is taking its IT recruitment activities into the global marketplace in a drive to become a leading innovation center

By ZHUANTI

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Chengdu Hi-tech Industrial Development Zone, one of China's top hi-tech zones in Southwest China's Sichuan province, wants to introduce more high-end talents from overseas for its future development.

The CDHT held a talent recruitment event in California's Silicon Valley in late September. Five companies in the hi-tech zone attracted some 200 interviewees from North America, mainly in the field of information technology.

The companies were Changhong, ThoughtWorks, Camera 360, Skymoons, and Ideasee, most of which are outstanding IT companies at the Chengdu Tianfu Software Park in CDHT.

The recruitment event, called Chengdu Tianfu Talent Recruitment-Silicon Valley Stop, was the first overseas talent recruitment activity organized by CDHT.

Tang Mengchen, who was born in Sichuan, finished her undergraduate study in the United States and now works in San Francisco, came to the event with several friends from Chengdu.

"We all care about the development of our hometown, and we have been thinking about going back home and contributing to it," Tang said. "Chengdu Hi-tech Zone provides us with an excellent platform as it attracts so many first-class companies."

About 20 students from the University of California, Berkeley also went to the event.

Li Yin, a representative of a Chinese student association at the university, said the students were eager to get to learn about the employment policies and human resources market in China.

"China is full of opportunities and is appealing to us," Li said. "This activity offers us detailed information about the employment environment in China and especially in Chengdu Hi-tech Zone, which gives us more confidence (about working in China)."

Barry Chang, mayor of Cupertino, California, where Apple Inc has its headquarters, said Chengdu has been developing quickly in recent years, while Chengdu Hi-tech Zone has become a shining star in IT. He said he looks forward to further cooperation between Cupertino and Chengdu.

Zhu Qingping, consul at the Chinese consulate in San Francisco, said he believes that Chengdu Tianfu Software Park will become the Silicon Valley of the East.

"The Tianfu Software Park is a leading science park in China in terms of infrastructure, preferential policies and services, while Silicon Valley is the world's center of innovation," he said. "There is great poten-



The event is the first overseas talent recruitment activity organized by the Chengdu Hi-tech Industrial Development Zone. PHOTOS PROVIDED TO CHINA DAILY

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Xu Junru, chairman of Chengdu Tianfu Software Park



Xu Junru (left), chairman of Chengdu Tianfu Software Park, talks about recruitment plan with Yu Guoliang, general manager of Lietou.com's US branch at the talent event in Silicon Valley.



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tial for cooperation between the Bay Area and Chengdu Hi-tech Zone."

Lin Shengheng, founder of the Northern California Chinese Coalition, said he was impressed by the talent recruitment event.

"Although it's the first time Chengdu Hi-tech Zone and Tianfu Software Park have come to the United States to recruit talent, the event attracted many top personnel, which demonstrated their attractions," he said.

The delegation also visited the world's leading incubator, Plug and Play, and leading hi-tech companies, including Google and Tesla.

Xu Junru, chairman of Chengdu Tianfu Software Park, said the park also strengthened the development of its US workstation through the recruitment event.

According to Xu, the annual event will work as a gateway for Chengdu High-tech Zone to enhance communication and exchanges with the world's leading high-tech industries and top-level talents, and to help the high-tech zone bring in more projects and talents from the US.

The Chengdu Tianfu Talent Recruitment activity has been held since 2007 in cities such as Chengdu, Beijing, Shanghai, Guangzhou, Shenzhen, and Dalian.

More than 100 social recruit-

ment and campus recruitment fairs are held each year, attracting 100,000 people annually and recruiting more than 8,000 of them for companies in CDHT.

Xu said the Silicon Valley Stop is just the beginning of the overseas recruitment activities under Chengdu Tianfu Talent Recruitment.

"We will recruit a large number of high-level technological talents with international vision from North America, Europe and Asia, to boost the development of the IT industry in Chengdu High-tech Zone," she said.

The next overseas talent recruitment event will be held in Seoul.

More work stations will also be set up overseas along with the holding of talent recruitment events, Xu said.

"Chengdu High-tech Zone is targeted to become a global leading hi-tech park and an international innovation and entrepreneurship center," she said. "This means we must treat industrial development and talent recruitment with a more global vision, and be passionate about attracting global talents."

Xu said Chengdu High-tech Zone will provide high-level overseas talents with a one-stop service to meet their needs and help them better blend in with work arrangements and the local lifestyle.

Software park a hive of new ideas

Chengdu Tianfu Software Park, located in the center of the Southern Park of Chengdu High-Tech Zone, is one of China's 11 national software industrial bases.

It ranked first among China's Top 10 Service Outsourcing Parks in 2013, 2014 and 2015. The built-up area of the park covers more than 1.50 million square meters.

The Ministry of Science and Technology awarded the park with the titles of National Science and Technology Business Incubator and Innovative Talent Training Demonstration Base. The Ministry of Human Resources and Social Security named it the National Startup Incubation Demonstration Base, and the Ministry of Industry and Information Technology designated it as the National SME Public Service Demonstration Platform.

Since it started official operation in 2005, the park has attracted over 600 domestic and international companies, including IBM, Philips, Maersk, Siemens, Dell, Huawei and Alibaba. Of those 600, 34 are Fortune Global 500 companies.

The park currently houses nearly 60,000 working staff.

It has established such industry clusters as software service outsourcing, software product research and development, telecommunication technology, digital entertainment, mobile connectivity and a shared service center. It has become one of the top destinations in China for domestic and international software and information service companies.

The park provides its tenants with comprehensive talent services, including recruitment, training and human resources consultancy.

It also operates the Tianfu Software Park Lab, a renowned startup incubation platform and the largest national public technology support platform in western China.

Established in September 2007, Tianfu Software Park Lab is a startup incubator specializing in mobile internet. So far, it has attracted 911 projects.

Last year, the lab drew venture investment of \$200 million, with the incubated companies generating revenue of 2.1 billion yuan (\$315 million).

The public technology support platform, which cost 120 million yuan and covers 4,000 square meters, offers companies such facilities as the IDC Datacenter, the IC Design and Test Laboratory, the Mobile Game Test Platform, the Cloud Service Platform and the SmartBits Network Test Platform.

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Young incubators share their ideas at the Chengdu Tianfu Software Park.

Huge funding to fast-track area's development

By ZHUANTI

Chengdu Hi-tech Industrial Development Zone (CDHT) has developed a new policy to attract more high-level talents over the next five years.

The policy covers all aspects of support for talents to develop their businesses in the high-tech zone, including startup support, company expansion, investment and financing, market exploration and life services.

Under the policy CDHT will spend 5 billion yuan (\$750 million) in the next five years to support the development of high-level talents.

The high-tech zone will carry out six talent programs, to support researchers, makers, financial and commercial services talents, technicians and humanities experts.

It plans to attract at least 10,000 more overseas high-level talents by 2020.

The high-tech zone also established a talents development association in late September.

Chen Yuanwei, a national One Thousand Talents Plan expert and chairman of the association, said it will integrate talent resources in the high-tech zone by holding industry exchange meetings and encouraging project cooperation and capital docking.

"Chengdu Hi-tech Zone is building into an international innovation and entrepreneurship center," said Gan Lijun, director of the high-tech zone's labor and social security bureau.

"We will try our best to attract more global talents by creating an international service system and environment for innovation and pioneering work."

Gan said CDHT will hold a series of events to recruit tal-

ents from around the world.

Fan Yi, Party chief of CDHT, said "talent accumulation" is one of the seven major actions for the high-tech zone to build itself into an international innovation and entrepreneurship center.

"Talent resource is the primary resource," he said.

"The competition among regions is actually the competition to attract talents. To serve the talents is to serve the development."

The previous talent policy of CDHT was carried out in November 2014.

According to the policy, the CDHT would spend at least 500 million yuan every year to bring in and cultivate high-level talents in fields such as next generation information networks, high-end software and emerging information services, biological medicine, aeronautic equipment and advanced environmental pro-



A global innovation center, the Chengdu Hi-tech Industrial Development Zone now aims to be a cradle for international talents.

tection. Last year, CDHT gave a total of 420 million yuan in rewards to high-level talents. Talents there could also enjoy the talent policy car-

ried out by the Chengdu city government.

To make the city a top choice for talents to develop new ideas or start businesses

\$750 million

investment of the zone in next five years to support the development of high-level talents

10,000 overseas talents

will be attracted by the zone by 2020

in western China, Chengdu announced on Feb 14 that it had adopted a new talent policy and would establish a fund of up to 2 billion yuan.

For Nobel Prize laureates who launch startups in Chengdu, the financial aid could reach as much as 50 million yuan. Up to 100 million yuan could be granted to a research team.