

briefly

Work begins on services center

The ground-breaking ceremony for an office building providing comprehensive services to Dongguan entrepreneurs all over the world was held in the Guangdong city on Thursday.

The complex, called the Home of World Dongguan Entrepreneurs, will become a place for promoting brands of Dongguan enterprises, exhibiting their products, providing training to and strengthening exchanges between Dongguan entrepreneurs, and studying how to help them grow bigger and stronger.

The building, designed by a member of the Chinese Academy of Engineering and master architect He Jingtang, who was born in Dongguan, combines traditional Lingnan architectural style with modern features. It is expected to play an active role in promoting and developing Dongguan enterprises and entrepreneurs on the global stage.

Complex set to hit new heights

Dongguan entrepreneurs have visited a large urban complex in the city expected to eclipse all other buildings in height during their return to their hometown for the 2016 World Dongguan Entrepreneurs Convention. The project, literally translated as World Trade Center, will be a multiple-use complex with offices, apartments, finance services, catering, hotels and other industries when completed. It was invested in by Minying Group, a real estate investment and development conglomerate consisting of 39 home-grown enterprises. The complex will be built with a gross floor area of more than 1.03 million square meters, of which 650,000 square meters will be for commerce and office buildings. Approximately 10 billion yuan (\$1.53 billion) has been poured into the project.

City honors entrepreneurs

Thirteen Dongguan businesspeople were awarded the prize of "outstanding Dongguan entrepreneurs" on Thursday during the 2016 World Dongguan Entrepreneurs Convention. The prize-winners pledged to continue to promote the traditional spirit of Dongguan entrepreneurs and strive to make greater contribution to the city's economy. Zheng Yaonan, one of the prize-winners and chairman and president of Cosmo Lady, said Dongguan is a good place for entrepreneurship. He hopes more local enterprises could "go out" so that more people could get to know Dongguan, thereby attracting more outstanding entrepreneurs to the city.

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ZHENG ZHIBO / FOR CHINA DAILY



Intelligent robots welcome guests at the 2016 World Dongguan Entrepreneurs Convention. ZHENG ZHIBO / FOR CHINA DAILY

Dongguan businesses grow with their city

Relationships with Hong Kong and Guangdong at large help private enterprises, their owners and the area's citizens flourish together, **Zhan Lisheng** reports.

China's opening-up has boosted the economic and urban development of Dongguan due to its proximity to and close kinship with Hong Kong, which in turn has turned this hustling and bustling Pearl River Delta city into a hot spot for the development of private businesses.

One of them is Lingnan Landscape Co Ltd, owned by a locally born and bred businessman named Yin Hongwei.

Yin used to be a senior executive with the city's agricultural research station before quitting for his own business.

"Dongguan was planning to give the urban areas a massive facelift at that time and I felt strongly the market potential," he said.

"I set up my own company focusing on landscaping and the business has seen a rapid growth ever since."

Lingnan Landscape has now grown into one of China's most professional and competitive urban landscape solution providers with an inclusive business scope of landscape planning and design, gardening, eco-engineering and cultural tourism.

He said he still remembers the first business order worth 40,000 yuan (\$5,995), out of

which he earned over 10,000 yuan, a return he dared not dream of when he worked for the State-owned station.

His company obtained contracts for the landscaping projects of the State-level Songshan Lake high-tech zone and the city's administration center square, which not only built up his experience and expertise in the field, but also increased his wealth, putting his company in a more favorable position to tap the markets outside of Dongguan, throughout Guangdong and the nation.

The company got a boost in 2014 when it was listed at the SME board of Shenzhen Stock Exchange, which, he said, made it possible for the enterprise to diversify its business scope to cultural innovation and tourism.

The firm acquired Shanghai-based Hirain Group, a fledgling high-tech cultural innovation firm, in 2015 and has benefited tremendously from the booming VR business thereafter.

Yin's company acquired Shanghai-based Demage International Messe, an exhibition market leader in China with global reach, earlier this year, cementing its foothold in the new business.

Male entrepreneurs are not the only protagonists in the city's growing private sector.

Many businesswomen are equally illustrious.

Fang Guiping, chairwoman of Guangdong Garwin Group Co Ltd, is one.

Starting from scratch, Fang retailed nylon underwear in 1979, shortly after China implemented its opening-up policies.

Her business grew by virtue of credibility and trustworthiness from a small retail outlet to a group company involving real estate development, decoration, property management, specialized market development and operation, manufacturing, financial service and venture capital.

Mo Haotang, former chairman of the World Dongguan Entrepreneurs Federation, said Dongguan business people are generally moral, grateful, down-to-earth and pioneering.

"Many of them have a strong sense of corporate social responsibility," he said, referring to both Yin and Fang as exemplary figures.

Yin has launched educational funds in several universities to help students from poverty-stricken families alleviate their financial burden, while Fang has set up a charity fund and has donated as much as 50 million yuan (\$7.7 million) in recent years.

Fang is also planning to launch a new fund worth 20

50

million yuan

charity fund by Fang Guiping to help people in need across the nation

million yuan with other businesswomen for the protection of children. Both Yin and Fang have maintained a positive attitude toward what the federation has done in the past four years.

The non-government organization has always been ready to help whenever businesses face difficulty and has created a platform for them to share their experiences, market information and business opportunities.

Both vowed to play a more active role in the institution.

Yin and Fang are among the 13 outstanding Dongguan entrepreneurs commended during the 2016 World Dongguan Entrepreneurs Convention which concluded yesterday. Of them, five are from the mainland, four from Hong Kong, one from Australia, one from Malaysia in addition to two other business people of non-Dongguan-origin.

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Innovation center emerges from China's 'manufacturing hub'

By ZHOU MO

Dongguan entrepreneurs are bringing new economic vitality to the city through innovation, as it strives to upgrade from a manufacturing hub to an intelligent manufacturing center.

From Wednesday to Thursday, Dongguan entrepreneurs from all over the world gathered in their hometown to attend the 2016 World Dongguan Entrepreneurs Convention.

Lyu Yesheng, Party chief of Dongguan, said local entrepreneurs are backbones for Dongguan's economic development and also the most valuable treasure of the city. It is their efforts that have supported Dongguan's growth and success, he said.

Lyu said the government will make efforts to create a market-based, law-based and international business environment to help entrepreneurs grow bigger and stronger.

Yin Hongwei, chairman of World Dongguan Entrepreneurs Federation, said that Dongguan enterprises have made big breakthroughs and major changes in their development in recent years.

"In the past, they used to concentrate on traditional industries like foreign trade, property and hotels," Yin said. "Now, a number of high-tech innovative enterprises have emerged in Dongguan, paving the way for the transformation and upgrade of the city's industries."

"Dongguan enterprises need to make concerted efforts and develop hand-in-hand as a group to achieve better development and stronger growth."

The federation, which sponsors the biennial event, has 743 members so far, compared with 522 in 2012. Among them, more than one third are young entrepreneurs.

Mo Haotang, director of the organizing committee of this year's convention and former chairman of the federation, said many Dongguan enterprises have innovated their operations and profit model in accordance with their businesses, and a new generation



Yin Hongwei (right), new chairman of the World Dongguan Entrepreneurs Federation, attended the appointment ceremony in Dongguan. ZHENG LINDONG / FOR CHINA DAILY



Now, a number of high-tech innovative enterprises have emerged in Dongguan."

Yin Hongwei, chairman of the World Dongguan Entrepreneurs Federation

of Dongguan entrepreneurs are actively exploring emerging industries.

"Dongguan entrepreneurs are becoming more and more confident and are going out of the country to the international stage," Mo added. He said the Dongguan government attaches high importance to the development of the city's non-public sector economy, which gives entrepreneurs confidence and encouragement.

Last year, Dongguan's GDP reached 627.5 billion yuan (\$94.1 billion), growing 8 percent compared with a year earlier. Non-public sector GDP now accounts for about 85 percent of the city's total volume.

Huang Jianping, chairman of Guangdong Wonderful Ceramics Co Ltd, said Dongguan is in an important period, filled with opportunities, but also a critical period of economic transformation and restructuring.

Against this backdrop, "we, (as Dongguan entrepreneurs), will seize development opportunities, accelerate our pace of innovation, promote our brands and push forward the scientific development of enterprises," Huang said.

Internationalization effort should follow its own path

By ZHOU MO
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Dongguan enterprises should embrace capital and technology more actively and make different developments from Shenzhen and Guangzhou, industry experts said on Wednesday.

Dongguan, the world's manufacturing hub, is striving to upgrade its industries by pushing forward with intelligent manufacturing.

Gong Fangxiong, chairman of China Investment Bank and former managing director of JP Morgan Chase & Co Asia Pacific, said the key to achieving success is capital and technology.

"Dongguan entrepreneurs in the manufacturing industry need to further raise their awareness of capital, no matter at what rate their enterprises are developing, whether they are in the ini-

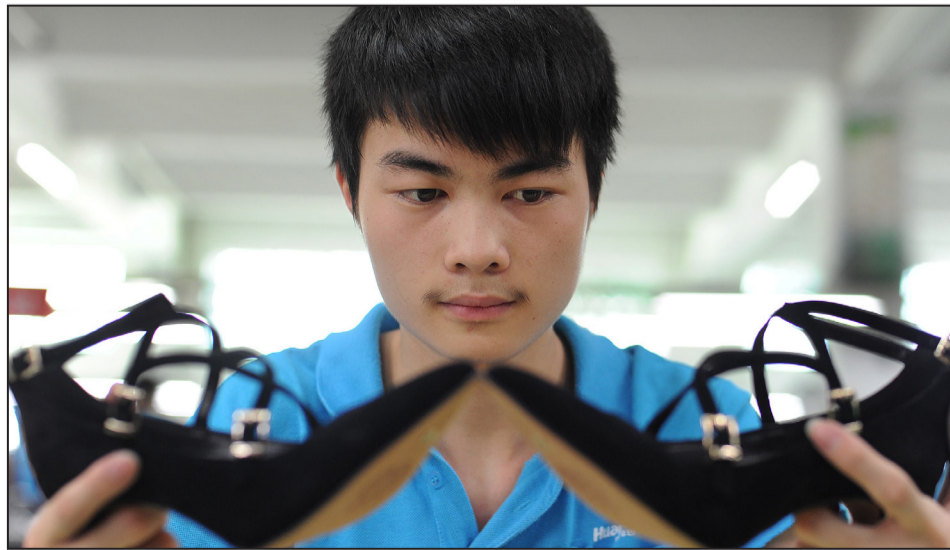
tial phases or mid-way. It is important to integrate traditional manufacturing with capital," Gong told World Dongguan Entrepreneurs Capital Summit.

"Local enterprises also need to engage more in the international market in order to acquire the world's most cutting-edge technology."

The capital summit is part of a series of events at the 2016 World Dongguan Entrepreneurs Convention, held in Dongguan from Wednesday to Thursday.

Gong's view was echoed by Chen Wei, chairman of Shenzhen Oriental Fortune Capital Co Ltd, a venture capital firm.

"Dongguan enterprises should move themselves more towards the capital market. More listed companies can be developed in the city," he said.



A worker with Huajian Group examines high heels before they are ready for packaging. ZHENG ZHIBO / FOR CHINA DAILY

Chen also noted that 80 percent of those enterprises that his company invested in and which later failed owing to human factors.

"Dongguan entrepreneurs are known for their low-key and down-to-earth spirit. This is where their advantage lies," Liang Guozhi, vice-pres-

ident of the company, said Dongguan doesn't need to develop industries where Shenzhen and Guangzhou have advantages.

Instead, it can make efforts in other areas like new energy and biopharmacy.

Meanwhile, a private equity fund, jointly initiated by the government of Dongguan, World Dongguan Entrepreneurs Federation and Dongguan Innovation Center of the Research Institute of Tsinghua University in Shenzhen, was officially launched at the summit.

The fund, worth 300 million yuan (\$44.99 million), aims to enhance Dongguan's internationalization capacity and to promote the transformation and upgrade of its industries, by attracting outstanding projects to set up and grow in the city.

It will focus on investing in fast-growing, promising enterprises in emerging industries, such as intelligent equipment, electronic information, environmental protection, new material, and new energy.