Big data industries turning capital into logistics hub

New Five-Year Plan projects that internet-based and related businesses will help in catching up with the more established tech centers in East China and around the world, **Yang Jun** reports.

Guiyang in Guizhou province has become a city of innovation, as its efforts to develop itself into a big data hub have attracted investment from high-tech companies to transform its economy.

The provincial capital attracted 138 big data and related investment projects in 2014 alone, with total investment value reaching 132.6 billion yuan ($18.99 billion).

To date, more than 4,000 companies are already involved in big data and related businesses in Guiyang, with 25,000 servers in the city.

According to the city's new action plan for internet development during the 13th Five-Year Plan (2016-20), annual revenue from internet services is projected to exceed 24 billion yuan by 2018. Information consumption is expected to exceed 29 billion yuan, while trade volume for e-commerce will exceed 120 billion yuan.

The growth of big data industries will spur the city's development, said Chen Gang, Party chief of Guiyang.

Chen compared the local economy to an elephant, saying: "We have found an awl and used it to poke the elephant, and now the elephant is moving forward.

"For Guiyang, that awl is big data."

Located in Southwest China, Guiyang is a city that lags behind the development of cities in East China, with its industry and service sectors comparatively weak.

The inland city saw the development of the big data industry as an opportunity to overtake other regions.

In September 2013, the Science and Technology Park of Zhongguancun in Guiyang was unveiled, as enterprises from Beijing signed 106 cooperation agreements with the city, bringing in a total investment value of 46.5 billion yuan. The park put Guiyang's big data industry on the fast track.

A number of industrial giants, including Dell, Hewlett Packard, JD.com, Foxconn and CBC Capital, have decided to invest in Guiyang.

The city has also attracted many professionals who have studied or researched overseas and now want to start their own businesses.

The big data drive prompted the founders of Guiyang Truck Alliance to base their company in Guiyang in 2014.

The company has grown at a phenomenal rate over the past three years, enabling the city to become a hub for logistics data nationwide.

Truck Alliance has established a communication platform between truck drivers and cargo owners, using mobile big data to link empty trucks with cargo, reducing waste of resources in road transport.

In 2015, Truck Alliance helped truckers nationwide to save more than 50 billion yuan in fuel charges and reduced total greenhouse gas emissions by 27 million metric tons.

The massive social and economic benefits provided by Truck Alliance have been recognized by Premier Li Keqiang when he attended the Guiyang International Big Data Expo in May.

Li spoke highly of the achievements of Truck Alliance after listening to a report from Luo Peng, president of the company.

Dai Wenjian, CEO of Truck Alliance, said the company decided to base itself in Guiyang because the city really goes all-out to assist in the development of the big data industry.

"In Guiyang, we can fulfil our dream of changing the future with big data," he said.

Clockwise from top: **Big data technology** showcased at an industrial expo in Guiyang, Guizhou province, can be used to deal with sports statistics to provide an improved on-site interactive experience. YANG JUN / CHINA DAILY **Workers** scan packages at a 180,000-square-meter logistics center invested in by JD.com in Guiyang. WANG XU / FOR CHINA DAILY **A visitor** tries virtual reality technology at the Guiyang International Big Data Expo. YANG JUN / CHINA DAILY **Truck Alliance** shows how it employs big data technology to facilitate communication between truck drivers and cargo owners at an industrial expo in Guiyang. YANG JUN / CHINA DAILY **Young people** discuss startup plans in Guiyang, which has attracted a throng of budding entrepreneurs as a big data hub in China. YANG JUN / CHINA DAILY **An exhibition center** at the Guizhou Big Data Comprehensive Experimental Zone has a futuristic design. XINHUA

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> **Chen Gang**, Party chief of Guiyang and a member of the standing committee of the Party's Guizhou provincial committee

25,000
servers

work in Guiyang to support the growth of the big data industry

130
billion yuan

the city's big data sector is expected to hit in industrial scale this year

Wang Sanshou, acting president of the Big Data Exchange in Guiyang, said: "Every city has a clear goal for innovation. In China, Guiyang is indispensable for developing big data industries, just as the development of the e-commerce industry couldn't be achieved without Hangzhou."

The rapid growth of the big data industry has also fueled the development of other businesses, including Guizhou Wanhua Sci-Tech, which was registered at a high-tech development zone in Guiyang in May 2010.

Jack Ma, founder and chairman of e-commerce giant Alibaba Group, said Guizhou province and Guiyang's world-class strategic positioning in the big data industry provides infinite possibilities for the sector's future development in China.

Guo Jian, the company's general manager, has since relocated from Beijing to Guiyang.

"Initially, I did not expect a long-term stay in Guiyang," Guo said. "My plan was to apply for a recall to Beijing in two years."

However, Guiyang's growth has prompted him to settle down in the city and seek longer-term development.

Wanhua has grown into an industry leader in information services, intelligent security and energy-conservation services.

"Our company has experienced rapid growth in Guiyang over the past five years, with business revenue increasing nearly 30-fold from over 1 million yuan to more than 30 million yuan" Guo said.
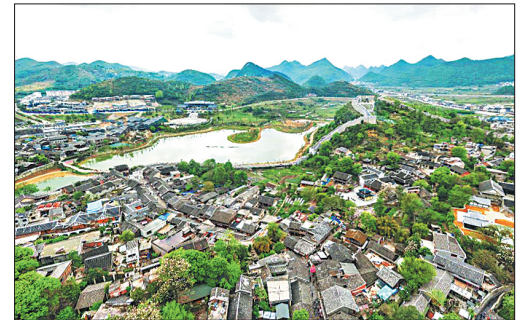
"The momentum continues," he said.

Guiyang's innovation-driven campaign, with an emphasis on big data, has paid off.

The city's major economic indicators, including total industrial output value, industrial value added and industrial investment, have all maintained a high average annual growth rate throughout the past five years, doubling the figures of 2010.

The scale of the big data industry in Guiyang is expected to reach 130 billion yuan by the end of this year, up 40 percent year-on-year.

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Xu Wei contributed to this story.

Qingyan town, built more than 600 years ago in Guiyang, Guizhou province, is a popular attraction in the provincial capital. LI BIN / FOR CHINA DAILY

Ancient town Qingyan integrating modern, traditional elements

By YANG JUN

Qingyan town in Guiyang, Guizhou province, boasts more than 600 years of history. The ancient town, initially a garrison, was named after the green peaks nearby.

In 2013, the city government published a plan for the protective renovation of Qingyan, paying special attention to preserving the natural environment, historical buildings and local culture.

The core area of the ancient town will expand from 0.8 square kilometers to 4.8 square kilometers. Six new parking lots will be added, some ancient city walls will be rebuilt and a large number of public infrastructures will be improved, according to the plan.

Liu Guoping, a resident of the Mingqing residential community in Qingyan, said: "I have been busy since the plan was issued. I sometimes even have work to do on the weekend."

Liu, 68, was elected the community's Party chief several years ago, when he returned to Qingyan with his wife after retiring from another region where he worked.

"I planned to live a simple and leisurely life here, but the tourism development project of Qingyan changed all my post-retirement plans," Liu said. "The neighborhood trusts me. I must take my duty seriously."

Infrastructure improvements have laid a solid foundation for Qingyan to become a tourist destination.

Statistics from the government show that more than 10,000 people visit Qingyan every day on average, bringing about 60,000 yuan ($8,800) in per capita income to local residents. The provincial average personal income for farmers in Guizhou last year was barely 7,400 yuan.

Li Larong, an eatery owner in her 50s, is good at making local snacks in traditional ways.

"My family are all engaged in the business now," Li said. "We can earn more than 200,000 yuan a year."

After local residents get rich, they hope to build new homes or renovate their old homes with modern windows and other materials that would change the facade of the ancient buildings.

To persuade them to give up the plans and protect their old homes has become an important job for Liu.

"Local residents' awareness of historical building protection is still weak," Liu said. "I have quarreled with them on the issue."

Liu said he takes responsibility for the preservation of Qingyan.

"If the old things are destroyed, they cannot be restored, and Qingyan will be no different from any other town in China. It will have no future as a tourist destination of historical interest," he noted.

The community residential committee in Qingyan made a rule that all rebuilding and renovation of old houses must first be approved to minimize the changes in the houses' historical characteristics.

Sun Xin, Party chief of Qingyan, said: "The government needs to raise local residents' awareness of protection and the close relationship between their interests and historical preservation."

He added that the government intentionally put all hotels and large restaurants outside Qingyan in a bid to better preserve the ancient town.

The Guiyang government has attracted more than 6 billion yuan investment to develop Qingyan as a tourist destination.

According to its plan, Qingyan is expected to become a 5A-level tourist attraction, the highest level in China, over the next five years. It is designed to feature historical buildings, Zen culture and the Buyi ethnic culture.

Qingyan is one of the 100 tourist attractions in Guiyang that the city government started developing during the 12th Five-Year Plan period (2011-15).

The city government is now implementing an ambitious tourism action plan, which covers one river, more than 100 hills and some 1,000 parks.

Yuan Yunlong, head of the Guiyang tourism development commission, said that there are many natural scenic sites and places of interest along the Nanming River.

The 108 hills in urban areas are the focus of the city's environmental campaign, which will eventually be extended to the surrounding mountains.

Guiyang plans to build more than 1,000 forest parks, wetland parks, geology parks, city parks and community parks by 2020.

The city is well-known for its clean air, cool summer and well-preserved karst landscapes and plantation in China.

Guiyang will transform its tourism from merely focusing on scenic spots to developing the entire region as a comprehensive attraction, paying special attention to promoting related industries and improved public services, in a bid to make it a world-famous tourism destination, according to the city's development plan.

In the first three quarters of this year, Guiyang received 90.28 million traveler trips from home and abroad, up 33.3 percent year-on-year, and its revenue from tourism hit 112.55 billion yuan, up 35.6 percent year-on-year.

Li Yang contributed to this story.

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