



Industrial experts and government officials announce their primary objectives for the 2015 Guiyang International Big Data Expo, which opened from May 26 to 29 and attracted thousands of scholars, entrepreneurs and senior officials from both China and abroad. PROVIDED TO CHINA DAILY

Guiyang's big retooling

Provincial capital lays out economic strategy to support a new emerging industry, as **Yang Jun** and **Zhao Kai** report.

Guiyang, capital of Southwest China's Guizhou province, is taking a major leap forward in its economic development through its support for the big data industry.

With a favorable climate and natural resources, the city is aiming to become the heart of China's big data technology.

The 2015 Guiyang International Big Data Expo, which opened from May 26 to 29, lured thousands of experts, scholars, entrepreneurs and senior government officials from both China and abroad to discuss the future in big data.

"China, with a large population and massive IT applications, has tremendous data resources and unlimited space for the development of the big data industry," wrote Premier Li Keqiang in his letter of congratulations to the expo.

Earlier this year, Li introduced his "Internet Plus" plan to integrate traditional industries with greater information technology, the big data industry and Internet-powered startups.

While encouraging younger



talents to start their careers through innovation, the plan also brings more opportunities for less developed regions in China.

"Guizhou is one of the lowest ranked provincial administrations in terms of GDP per capita," said Chen Gang, Party chief of Guiyang.

But Guiyang's abundant natural resources and attractive environment could allow it to become one of China's major big data and cloud computing centers, he said.

Since 2012, technology giants including Alibaba, Tencent, Foxconn and Hewlett-Packard have launched cooperation plans with the governments of Guiyang and Guizhou.

In 2014, 138 projects were signed at a total value of 66.3 billion yuan (\$10.9 billion). "Aside from attracting big names, we are creating a more friendly environment for startups. This will be a significant reason for the big data sector to stay healthy and competitive here," said Chen.

Statistics indicated that more than 2,000 IT-related companies were established in 2014 at Guiyang, most of them startups.

An emerging city

In June, Guiyang will launch its citywide free Wi-Fi project for its residents — the first time any Chinese city has offered such a service.

In February, the Guiyang traffic administration bureau launched a program called "Data Cages" that records and supervises the city's traffic. It reportedly will make automatic adjustments and send out



Companies from Beijing's high-tech district of Zhongguancun have vowed to team up with firms in Guizhou to develop the province's big data industry. Beijing-based AsialInfo recently joined hands with Guiyang Big Data Exchange, the first data-based trading platform in China. WU WEIDI / FOR CHINA DAILY

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early warnings if there is heavy traffic or an accident.

"We are trying a new way to explore and manage local information, which is based on mass data, from the big data system cloud platform," said Xu Ping, head of the traffic administration bureau in Guiyang.

In April, the city made further strides in big data by opening the Guiyang Big Data Exchange, the first data-based trading platform in China.

"Big data is like a gold mine, and its exchange is based on cleaning, analysis, modeling and visualization," said Wang Sanshou, CEO of Guiyang Big

Data Exchange.

"We recently closed 11 deals. It means the target of making money by data exchange can be achieved."

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Big Data 2015 is the world's first summit for the industry. DENG GANG / FOR CHINA DAILY

Guizhou fashions a nest for startups

By ZHAO KAI and OU XINFAN

In China's mountainous southwest of Guizhou, young entrepreneurs are becoming more attracted to one of the poorest provinces in the country because of its favorable government policies and resources.

Wang Jingling, 25 and general manager of Guizhou Huntersun Information Technology Co Ltd, is one such young businessman. His goal is to provide netizens with an app that lists arrival times of public buses.

"Entrepreneurship has 'burst onto the scene' in Guizhou province as the Internet expands opportunities available to young people in the one of the least-developed regions in China," said Xu Hao, the deputy mayor of Guiyang, the province's capital.

Wang and 18 colleagues are embarking on an app project called *Zhi Xing Gong Jiao*, which means smart traveling public bus, that will provide residents with information on the locations of public buses. He said the app would benefit 60 percent of residents in the city's urban areas.

"Kaili (a city in Guizhou) is the first city where we launched our service, in March this year. Today, the number of users have reached 40,000," said Wang, who said their goal is to reach 200,000 users in Kaili.

"Making data accessible to the public makes Guizhou stand out among other provinces in China."

Wang said the app integrates bus location information, social functions, news, and coupons from advertisers that users can use to take public buses.



"With this app, we can also serve small companies by helping them market their products to targeted customers," Wang said.

When residents find out when a bus will arrive, Wang explained, companies distribute coupons through the app for would-be passengers to peruse while they wait.

Wang's company has acquired a series of favorable government policy supports since it gained its registration August 2014, including a three-year use of office space free of charge and capital.

"We get a great deal of supports from the government," said Wang.

The Internet has given Guiyang and Guizhou great economic opportunities after the development of big data industries, such as cloud services for transportation, logistics and tourism became a focus in Guizhou's annual work report this year, Xu said.

"The living costs and competition in coastal big cities are high and furious. Guizhou has introduced good policies and attaches importance to the big data industry," Wang said.

A lack of talents is one major challenge for Wang and his team, but he said he believes that more and more young talent will be attracted to Guizhou.

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The exhibition has attracted a number of startups. WU WEIDI / FOR CHINA DAILY

Building pillar of big data will require a sound blueprint

Editor's note: At the Guiyang International Big Data Expo 2015, Guiyang officials stated in the **Guiyang Declaration on Big Data** that it will be focusing its economic growth strategy on the emerging industry. Here is an excerpt:

We are entering a new age of big data.

This is exciting yet worrying because waiting ahead of us are both great opportunities and challenges.

This new age is bringing us richer data resources, an endless stream of data apps, infinite space for the data industry, constant innovation in technologies and an increasingly mature big data industry.

We are also aware of the severe challenges facing network information security, with threats like hacker attacks and network viruses endangering the security of data assets, as

well as not infrequent violations of personal data privacy.

Thus, guaranteeing the security of big data is of great significance.

At this year's Guiyang International Big Data Expo 2015 and Global Big Data Era Guiyang Summit, we will strive to develop better data security.

We have also analyzed global development trends in big data and discussed the major issues in big data security, protection of privacy and the development of the big data economy. Through our analyses, we have significantly deepened our understanding, clearly identified our goals and our responsibilities.

We have reached agreements on the following eight themes:

1. Big data must be shared by all.

We are becoming data protectors, enriching data resources with our actions. At the same

time, we are all customers, enjoying the value created by these resources.

Data is a shared resource and will become a source of common wealth. Fully using data resources will bring us new benefits. But abusing data resources can severely harm both individuals and the public.

2. The openness of government data is a common goal.

We are calling for transparency in government data to improve governance and efficiency, better satisfy the needs of the public, facilitate social innovation and promote economic growth.

We are also calling for the establishment of platforms to make government data more transparent, to open up high-value data and encourage innovation in open data-based applications.

3. We are advocating

global efforts to enhance personal data privacy and protection.

We should introduce legislation on data privacy and protection, appropriately delineate the line between information freedom and information privacy, and create a regulatory environment that allows for the healthy development of big data.

We also need to develop more techniques to enhance protection of personal data and privacy, allow users to decide how their own data should be used and realize user-controlled privacy protections.

4. Nations are obligated to strengthen their network security networks.

We ought to establish a system to truly safeguard network security and solve information security issues concerning wireless access, data fusion, open data, data exchange and

big data applications.

We should establish a comprehensive security system dealing with issues such as network communications and cloud-computing infrastructures, application systems, data, authentication and management. We need to form a next-generation system to safeguard big data security.

5. Forming global big data exchange markets is necessary for the development of this new form of economy.

We appeal for the acceleration of the development and utilization of data resources, data commoditization and commercialization as well as the establishment of big data exchange markets.

This will facilitate the forming of big data exchange markets and platforms, as well as help sort out exchange varieties, establish data pricing structures and mechanisms and set

regulations regarding issues like data-exchange security.

6. Big data will become a pillar sector for global emerging industries.

We should build a data-centered industrial chain in accordance with the life cycle of data-collection and clustering, processing and organization, analysis and discovery.

We need to develop sectors such as electronics manufacturing, big data software, data centers, call centers and crowdsourcing social data analyses, as well as accelerate the construction of big data industrial clusters.

7. Technological innovation in big data plays a crucial role in the sustainable development of related industries.

We should promote innovation in key areas including data collection, storage, processing,

analysis application and visualization.

We ought to build on key technological breakthroughs and continue to develop and manufacture both hardware and software for big data.

8. The application and innovative integration of big data in social and economic development will bring greater value and wealth.

We should implement the "Internet Plus" action plan and prioritize sectors dealing with massive data, such as e-commerce, industrial manufacturing, transport logistics, retail, finance, telecommunications, energy and media.

We must give our full support to the innovative integration of big data into traditional industries and realize the aggregation, integration, overlay, comparison and innovation of data of different sectors.