

The fast-growing digital economy of Guizhou province in Southwest China has nurtured a great number of startups with its incentive policies, favorable business environment and efforts to attract talent.

BaishanCloud Technology Co Ltd is one of the best emerging companies in big data industry. It has provided more than 400 industry leaders, such as Microsoft, Xiaomi and Changhong, with close-looped data lifecycle services for delivery, storage, governance and security, since being established in April 2015.

According to company statistics, their services cover 79 percent of China's netizens and at least 200 million users overseas.

"Our vision is to build a global service company that can help every terminal in the world share information better. We set up BaishanCloud to fulfill our dreams," said Huo Tao, chief executive officer and joint founder of the company.

It was registered in Guian New Area, a core of China's big data development in the south, which sits between Guiyang and Anshun, Guizhou province.

"Guizhou came to mind as the first option when we were selecting the location for BaishanCloud in 2015, because at that time the province had led the country in developing the big data industry," Huo said.

Guizhou was less developed when compared with metropolitan cities like Guangzhou and Shenzhen in South China, but it was exactly what the nation needed to serve as an impetus for a new round of economic growth, he added.

In fact, as China's first State-level big data comprehensive pilot zone, Guizhou reaped a marked growth of 37 percent year-on-year in terms of the digital economy in 2017. It ranked first across the country, according to official figures. It is projected that the added value of the big data industry could account for 30 percent of the gross domestic product of Guizhou by the end of 2020.

For Guian New Area, the big data industry surged 10 percent year-on-year to 37.1 billion yuan by the end of 2018, official figures indicate.

Huo and his partners also found Guizhou is suitable for living and working because the weather is comfortable all year round; the geological structure has a low earthquake risk; the natural resources, including water and coal, are rich and can keep electricity costs low; and the air is fresh.

"All those factors are suitable for the construction of data centers," said Huo. He added that a group of influential companies who chose to settle down in Guizhou also helped attract middle-to-top grade professionals.

"The economy of Guizhou has



Employees of BaishanCloud hold a meeting in an office in Guian New Area, Guizhou province. PROVIDED TO CHINA DAILY

BaishanCloud going high with government support

Guizhou province enjoys massive economic growth and attracts skilled labor after launching major financial incentives to startup companies, **Chen Hong** reports.

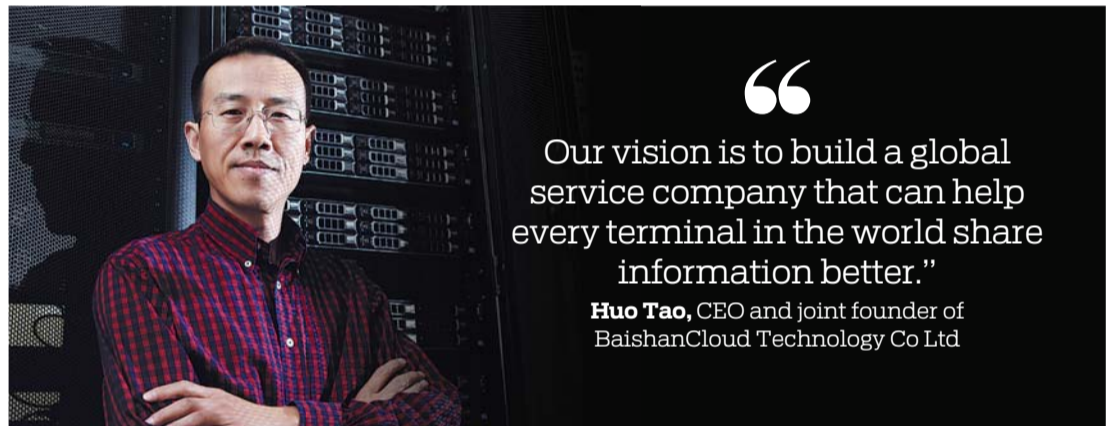
been dynamic over the years. We have taken the opportunity and the company has been on the fast track of development," Huo said.

BaishanCloud launches a new product each year to satisfy rising demand of its users, he said.

In July 2017, the company introduced Advanced Threat Detection, a new cyber security product based on artificial intelligence and machine learning, which can improve users' defenses.

In 2018, the company announced a new product called Orchsym, which tackles connectivity problems among data. It is caused by differing formats or users' enclosed systems. The product is aimed at government departments or companies and serves their digital integration and transformation.

BaishanCloud has obtained 32 invention patents and 33 software copyrights while 315 invention patents, including 41 patents under the Patent Cooperation Treat-



"Our vision is to build a global service company that can help every terminal in the world share information better."

Huo Tao, CEO and joint founder of BaishanCloud Technology Co Ltd

ty, are in the application, said Huo. "We are grateful to the government, which renders great support in policy and funds," said Huo.

The company received more than 100 million yuan in B-round financing, part of which was from the development fund of Guian New Area for emerging industry

and from the finance and investment arm of the new area's State-owned company.

He said the government's talent policy helps attract quality professionals, who are essential to the growth of big data companies.

Sun Zhigang, Party secretary of Guizhou, said the province will continue to strengthen its efforts

to attract big data and related companies, high-tech companies and talent at all levels, to make the digital economy bigger and stronger.

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Li Hanji contributed to this story.

Online trading offers route out of poverty

By **LIANG KAIYAN**
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Taking a locally produced vermilion bracelet to Beijing, Hua Xi, a 31-year-old from Guizhou province, is eager to show the rapid development of local goods through e-commerce during the two sessions — the annual gathering of the nation's top legislature and its top body of political advisers — being held in March.

Known as a rural online vendor, Hua is a deputy to the 13th National People's Congress. After her graduation in 2008, she spent several years working in the e-commerce industry in Zhejiang province.

In 2014, she returned to Wanshan town in province Tongren, Guizhou province, her hometown, as a civil servant. A year later, Alibaba introduced its e-commerce project to the rural areas of Tongren. Hua resigned from the government office and started her e-commerce business.

Using her experience, Hua set up an e-commerce service center in Wanshan town in 2015. Her online shops can sell around 3,000 items a day, she said.

"I have been to many rural areas since I started the e-commerce business and have met with many farmers after I came back to Guizhou," she said.

To promote the local e-commerce industry, Hua has set up an e-commerce school to help adults launch startups.

With her help, Wu Xiongyun began Taobao trading in 2017 to sell household appliances and agricultural products. He also helps local farmers purchase tools such as mini-tillers and tricycles.

"I can earn more than 3,000 yuan (\$448) per month and have time to take care of my family. I have been on the right track," he said.

Villagers now have the convenience to buy merchandise through online shops, which can improve their quality of life, Hua said.

"E-commerce is a good method to expand markets for Guizhou's local specialties," she added.

"This province is one of the most encouraging examples of poverty alleviation I have ever seen."

Jim Yong Kim, former president of the World Bank Group

In 2015, Hua founded her company to sell native products in Guizhou, including tea tree oil, rice wine and tea leaves. Last year, she cooperated with a local big data company to develop an app to sell Guizhou's products. It attracted more than 100,000 people to register in a few months.

"Turning local specialties into online merchandise will bring many changes to farmers' production and life," Hua said.

In recent years, the Guizhou provincial government has regarded the e-commerce business in rural areas as a key project to alleviate poverty. At present, the province has promoted national-level and provincial-level rural comprehensive pilot programs about e-commerce in 79 regions.

Official data shows that from January to September 2018, the total retail sales of e-commerce in the province reached over 11.13 billion yuan, an increase of 34.88 percent year-on-year.

In recent years, Guizhou has made great progress in helping people get rid of poverty, said Jim Yong Kim, former president of the World Bank Group.

"This province is one of the most encouraging examples of poverty alleviation I have ever seen."

By 2020, Guizhou is expected to achieve 360 billion yuan in e-commerce transactions, open 1,000 online shops for agricultural merchandise and set up 10,000 village-level e-commerce service stations, according to the province's department of commerce.

Zhao Yandi contributed to this story.



Hua Xi shares her experience and reflections with local residents after attending the two sessions last year. PROVIDED TO CHINA DAILY

Reform pioneer helps build road to riches for village's poorest

By **YUAN SHENGGAO**

Yu Liufen, a grassroots official in the deep mountains of Guizhou province, transformed impoverished Yanbo village into a renowned production base for stone bricks and liquor.

Yu is a member of the 13th National Committee of the Chinese People's Political Consultative Conference, top political advisory body of China.

Her story of bringing wealth to the poor by developing industries adds to the national goal of lifting all people out of poverty by 2020.

Yu, 50, was appointed Party chief of Yanbo village, Liupanshui city in 2001. At that time, there was no road, water or power supply. The annual income of a local was less than 800 yuan (\$119.4). One-third of villagers could hardly feed themselves. The village was also in debt.

There is an old saying: "The first step to wealth is to build a road." Yu believed a channel to the outside world was essential, but not all people agreed.

"We were too poor to afford guests a cup of tea at that time. We had doubts when we were told to give up land, trees and other materials to build a road," said Xiao Bengao, a local.

Yu worked day and night as project manager and construction worker for the road. She even used her own 20,000 yuan to buy building materials. She persuaded families to move one by one.

After three months, a road 4



Top: Yu Liufen, Party chief of Yanbo village, Guizhou province, a member of the 13th National Committee of the Chinese People's Political Consultative Conference, reads out from a book on agriculture to villagers. PROVIDED TO CHINA DAILY

Above: Yu visits a villager's house and inspects harvested crops. XU BIN / FOR CHINA DAILY

kilometers long and 3 meters wide was built. Yu and villagers later built 11 roads, which

changed the muddy and dusty traffic conditions and laid the foundation for further industrial

development. She found business potential in the village's resources of forests — suitable for fruit-tree planting — and the natural scenery ripe for developing rural tourism and coal mines.

In 2003, a coal stone brick factory was built to use the waste materials of the coal mines, to help reduce pollution and provide jobs.

She also offered support to villagers. In 2010, farmer Yuan Huiying contacted Yu, saying more than 10,000 chickens of hers were infected with cholera. "Yu came to our house and

helped us solve many problems," said Yuan. "She told me not to be afraid of failure and we can always start over."

Two years later, the profit of Yuan's farm surpassed 400,000 yuan.

The village also has a tradition of brewing *baijiu*, or Chinese spirit. In 2016, the Guizhou Yanbo Wine Co was founded, with villagers as shareholders.

"This year, the annual sale is expected to exceed 300 million yuan, 100 times higher than that in previous years," she said.

In 2018, the average annual income of villagers reached 18,600 yuan. Yanbo village has now become known as a representative of an economically advanced, civilized and well-off village.

Yu was titled "reform pioneer" at the celebration event of the 40th anniversary of reform and opening-up by the central government in December 2018.

This year, Yu, as a national political advisor, made a proposal about enhancing information network construction in rural areas.

She suggested that a special fund should be allocated every year to support information and network building in villages. She also suggested investing more human, financial and material resources in infrastructure construction.

Zhao Yandi contributed to this story.

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