



The scenic city of Guiyang is implementing major measures to boost its big data industry in an effort to provide a blueprint for other cities across the nation. PROVIDED TO CHINA DAILY

# Guiyang makes major push to boost big data industry

## New policies, boost in infrastructure and Wi-Fi project among initiatives

By SONG MENGXING  
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Guiyang has taken a number of measures to develop its big data industry in recent years, local officials said.

The city's new efforts aim to grasp growth opportunities in the industry that has developed rapidly both at home and abroad and is showing great future potential.

According to a report by the consultancy firm China Industry Research, the global big data industry will generate a revenue of \$23.8 billion this year, growing 31.7 percent from a year ago. Estimated annual growth in China in the coming years will be more than 60 percent, with total revenue reaching 46.29 billion yuan (\$7.13 billion) in 2019.

The big data industry has been designated as one of the three strategic sectors in the 13th Five-Year Plan (2016-20) in Southwest China's Guizhou province.

The provincial capital of Guiyang hopes to pilot the development by releasing preferential policies and enhancing the construction of infrastructure facilities.

The city has issued policy documents and a strategy to boost the industry. It has also conducted research and issued a report on big data development that examines and forecasts trends in the industry, its influence on the economy and new services.

Guiyang has also boosted infrastructure construction and spent 3.14 billion yuan (\$484 million) on information infrastructure in 2015.

It is also working to provide free citywide Wi-Fi. The project's first phase was completed in May 2015 to allow free Wi-Fi on the city's major roads and main public areas, covering an area of 12.8 square kilometers. It is slated to be finished by the end of 2017.

Guiyang aims to host several international and national

**3.14 billion yuan**

was spent on information infrastructure in 2015

**1,300+ companies**

in big data and related industries set up shop in the city last year

data centers. It already is home to Guizhou Xiangming Technology Co.

The city is also giving strong support to industries related to big data. It boosted rural and cross-border e-commerce and has developed new businesses, such as e-commerce big data analysis.

E-commerce giant JD.com finished its first-phase construction of an e-commerce industrial park, which is also a modern logistics center, in Guiyang last year. The first-phase

project became operational on Dec 8.

Total investment in the park is about 1 billion yuan and the second-phase construction is slated for completion this year.

More than 1,300 big data and related companies set up shop in the city last year, taking the current total in the city to more than 5,000.

The city has held large events to promote the big data sector.

The International Big Data Expo 2015 and Global Big Data Era Guiyang Summit attracted many foreign and domestic companies and helped Guiyang become more influential in the nation's big data sector, local officials said.

The city jointly held the 2015 China E-commerce Innovation and Development Summit with China Network Television.

Guiyang has organized big data-related promotional activities in regions including Beijing, Shanghai and Shenzhen and signed agreements

for 162 projects with investment worth more than 170 billion yuan.

In July, the Ministry of Science and Technology approved Guiyang's plan to build an experimental area for big data technological innovation.

The area will help create a good environment for innovation and explore sustainable development strategies for underdeveloped cities in western China, local officials said.

They said Guiyang hopes to promote mass entrepreneurship and innovation related to big data in the city. It has worked to attract more investors and businesses from the big data industrial chain and to build itself into an experimental area for innovation and startups.

The city government said Guiyang will attract more than 100 big data projects this year and foster one or two leading big data companies which are nationally influential.

# City thriving in growing sector of call centers

By DONG XIANWU and ZHAO SHIJUN

With the rapid growth of big data industry in Guiyang, capital of Southwest China's Guizhou province, companies in the city are finding success with the emerging business of outsourcing call centers.

One company in Guiyang that has seen success as a call center outsourcing operator is Xutong Big Data Co Ltd. The company became a telecom operator in 2003 and began to offer call center outsourcing services in 2014.

It said call centers are an effective way for its clients to cut costs, generate sales and better maintain customer relations.

In two years, the company has a staff of 1,050 call center agents and a client list that includes Sinopec, PetroChina, China Mobile, China Unicom and Haier. The company predicts the number of call center agents will reach 10,000 next year.

Zhao Quanqiang, executive vice-president of Xutong, said the government's strong support for call center outsourcing businesses as well as the city's hardworking spirit and growing big data industry are key advantages for the city.

Zhao said a company could have apply for a 1 million yuan (\$154,000) subsidy from the government for offering jobs and training locals as call center agents.

"We are glad to have many hardworking, patient and highly skilled people from Guiyang to serve as call center agents to help clients conduct market surveys and promotions and maintain cus-

tomers relations," Zhao said.

The city's other main advantage are the lower costs of hiring employees compared to other large cities in the country. But Zhao warned that cost-effective labor is not enough for running such a business successfully.

"The business needs support from the big data industry," Zhao said, adding that his company has rich experience in big data collection and analysis that can offer added value to its clients.

"For instance, we can help clients better understand their customers and have accurate marketing based on our clients data analysis," he said.

Yan Xiaobin, chairman of the China Call Center and BPO Association, said he is optimistic about Guiyang's development in call center outsourcing business.

"Guiyang was approved by the State as a demonstration city in broadband networks. Its improving infrastructure featuring free Wi-Fi access and its successful big data industry will offer greater support to the call center outsourcing business," he said.

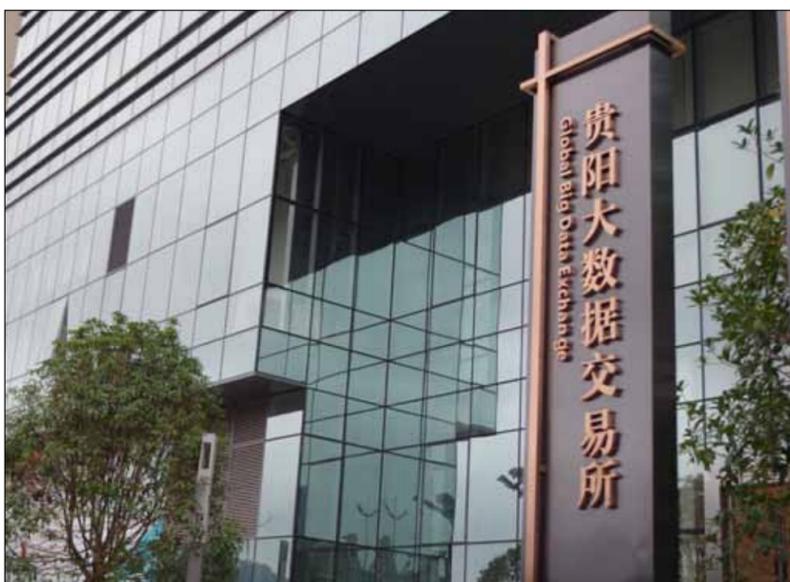
He said the call center business can play an important role in upgrading Guizhou's economy because it is a labor-, knowledge- and technology-intensive sector.

According to local authorities, Guiyang will use its big data and call center businesses to drive its overall development and to make it a city "smart" both in manufacturing and urban management.

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A call center agent at Xutong Big Data Co Ltd confers with a client. ZHAO SONG / FOR CHINA DAILY



The Guiyang Big Data Exchange is the nation's first big data exchange. PROVIDED TO CHINA DAILY

# Exchange platform sees early growth

By ZENG JUN and ZHAO SHIJUN

With the rapid development of big data technology and its wider application in the commercial field, Guiyang is seeking to lead the nation in big data transactions.

China's first big data exchange — the Guiyang Big Data Exchange — became operational on April 15, 2015.

The exchange, also known as the GBDEX, offers a range of services for data assets transaction, big data cleansing, modeling and analysis, transactions of data futures, as well as financing for the industry.

According to Wang Sanshou, executive president of the

exchange, the GDGEX had 360 members by the end of 2015.

The members include such domestic big names as Taikang Life, Tianhong Asset Management, China Unicom, Alibaba, JD, China Life, Huawei and iSoftStone.

"To date, transactions have been made among more than 70 members, with total value surpassing 70 million yuan (\$10.8 million)," Wang said.

"Data transactions are different from transactions of securities and commodities. What we transact here are the analysis results based on big data, not the big data itself," Wang said.

He said many enterprises hope to save their data collect-

ed from business operations in the GBDEX, expecting the exchange to offer them added value through processing, modeling and analyzing.

Wang said the long-term goal of the exchange is to have annual transaction volume surpassing 10 billion yuan.

He said the goal is practical because big data will be among the most valuable assets in the future with further development of the internet and other information technologies.

He said the exchange would encourage more entrepreneurs to use the GBDEX's big data platform for starting businesses and expanding markets.

The executive president said the biggest problems they face

are the legislation needed for data transactions and the protection of the property rights of big data.

Wang said there should be an authoritative party to confirm the ownership rights of the data before they are traded at the exchange.

He said Guiyang is making some tentative experiments in this field by developing a big data special zone.

"Our ambition is to build the GBDEX into a national-level exchange by leveraging on Guiyang's breakthrough developments in the big data industry," Wang said.

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## GBDEX Milestones

