

CHENGDU FORTUNE

City turns into service outsourcing hub

Large talent pool, local government backing boost miraculous growth

By ZHENG YANGPENG in Beijing and LI YU in Chengdu

When AAXIS Commerce, a US-based e-commerce consulting firm landed in Chengdu in 2007, they found no specialist in ATG, later acquired by Oracle into Oracle Commerce.

Attracted by the talent pool, strong support from government and the IT environment of Chengdu, which is home to several IT colleges and universities, AAXIS Commerce decided to set up.

Of the 46,000 graduates from Chengdu's information technology schools, most went to first-tier cities like Shanghai and Shenzhen to seek a job.

The following years have witnessed an explosive growth in the city's software industries. Now more than 35,000 software engineers work for 300 plus software and service outsourcing companies in the city.

Duc Hang, executive director of Global Delivery at AAXIS Commerce, and president of AAXIS China, said 80 percent of his 200 staff has a Sichuan background. This means that they are either graduates from Chengdu colleges and universities, or born in Chengdu and surrounding areas, or have family connection here.

This composition provides precious stability to AAXIS Commerce, with a client base such as 21 Century Fox, Universal Cinema and Disney. Large movement of workers is a common complaint for many IT company bosses.

To Hang and his fellow staff, in addition to the city's strategic location, convenient international travel links, strong local government support, the cost of labor is also a major concern when they decided to move here.

"Chengdu produces 46,000 college graduates in IT every year. If only a half of them are harnessed, the power could be incredible," Hang said.

The vision is exciting, but the reality could be tough. Hang and his team had to start from zero.

They started from a training program in the e-commerce software field. The training spanned the past six years. They dispatched a number of people from United States to establish the training program and the initial team.

For AAXIS, this meant millions of dollars in spending each year and as of now, the Chengdu center has not yet made a profit for the parent company.

But Hang believed the money was worth it. Workers in his company became skilled engineers and project managers in the niche software market. From the Chengdu center, they can provide professional consulting service directly to AAXIS's global customers, according to Hang.

"For IT consulting firms, it's very difficult to deliver service to China and Asia-Pacific from a Europe or US based team, due to language and cultural factors," Hang said.

"As of now, the best capability in terms of Oracle Commerce technology in China exists in



I believe Chengdu is not just another tier-two city. It's kind of between tier one and tier two."

DUC HANG
EXECUTIVE DIRECTOR OF AAXIS
SOFTWARE (CHENGDU) CO LTD

Chengdu," Hang said proudly. When asked if he could catch the latest trend of his industry in Chengdu, he said he didn't have to because his company is the trend.

Expanding the domestic market is a proud priority.

In the fourth quarter of last year, his company signed a short-term contract with a multinational in UK with a presence in Shanghai. This January, they signed a multi-year project contract with a large project of another multinational in Suzhou. (He declined to specify the names of the multinationals). Inspired by these projects, he is planning to increase his staff by 20 percent this year, and moving his office to another building in Tianfu Software Park.

They are already talking about transforming the cost center into a self-sustained profit center.

"In the first five to six years, we focused on 'capability building.' Since last year, we began to expand our local business, and we expect more and more local clients in our business portfolio," Hang said.

He appreciated the "ecological environment" created by the



A corner of Tianfu Software Park in Chengdu. The park has helped create a favorable "ecological environment" for local high-tech companies, which recorded offshore outsourcing contracts worth 44.5 billion yuan (\$7.15 billion) in 2012.

Tianfu Software ePark, which houses 350 similar companies, of which 40 percent are foreign invested.

"In addition to routinely held seminars, we are also closely situated to each other. It is very easy to reach out and network other executives in the park," he said.

A bigger story

AAXIS's story is one of the many stories in the park, an emerging service outsourcing hub and international R&D base that aspired to become another Bangalore in China.

In 2012, the 1,200 service outsourcing firms in Chengdu

executed off-shore outsourcing contracts worth \$986 million, a 61 percent surge from the previous year. By last year, the output of Chengdu's outsourcing companies totaled 44.5 billion yuan (\$7.15 billion), according to the city's commercial department.

And the story of the service outsourcing is also a part of the bigger success story of Chengdu's IT industry, now the largest industry for the 14 million Western metropolises.

Chengdu, once little known on China's IT map, now is home to world-famous high-tech companies such as Dell, IBM, Texas Instruments Inc

and Symantec Corp.

In 2012, Chengdu's software and IT service industry hit 175 billion yuan, and the industry has kept annual growth of more than 40 percent in the past five years, according to Du Tingting, general manager of Tianfu Software Park.

Hang is among hundreds of expatriates who have witnessed the city's miraculous growth. He grew up in the United States and is a global traveler.

He said he didn't know any other place in west China that experienced this level of growth.

"Just seeing it developing in the last five years is amazing:

from no subway lines to two subways lines, and to more than ten subway lines in the future. When you compare that type of growth and investment in Chengdu with other places, it's indeed a very exciting place to be," he said.

"I believe Chengdu is not just another tier-two city. If you compared the investment in the software park with other places, there is a big margin between them. Hopefully it can become a top tier city in the future," he added.

Contact the writers at zhengyangpeng@chinadaily.com.cn and liyu@chinadaily.com.cn

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6Brs 620sqm ¥ 65,000	
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4Brs 330sqm ¥ 30,000	5Brs 320sqm ¥ 28,000
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5Brs 390sqm ¥ 30,000	
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4Brs 385sqm ¥ 44,000	6Brs 500sqm ¥ 60,000
Long Beach Garden Villa 长堤花园别墅 (Villa)	5Brs 450sqm ¥ 35,000
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4Brs 330sqm ¥ 30,000	5Brs 358sqm ¥ 20,000
5Brs 400sqm ¥ 30,000	

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4Brs 450sqm ¥ 26,000	4Brs 492sqm ¥ 30,000
5Brs 502sqm ¥ 63,000	7Brs 720sqm ¥ 45,000

Pudong

Shimao Riviera Garden 世茂滨江花园 (Apt.)

2Brs 135sqm ¥ 13,000	3Brs 205sqm ¥ 20,000
4Brs 280sqm ¥ 28,000	4Brs 320sqm ¥ 33,000
5Brs 507sqm ¥ 50,000	

Yanlord Town 仁恒河滨城 (Apt.)

2Brs 88sqm ¥ 10,000	3Brs 162sqm ¥ 13,000
3Brs 151sqm ¥ 12,000	4Brs 222sqm ¥ 25,000
4Brs phase III 300sqm ¥ 35,000	

Yanlord Garden 仁恒滨江花园 (Apt.)

2Brs 84sqm ¥ 10,000	3Brs 165sqm ¥ 13,000
3+1Brs 180sqm ¥ 19,000	4Brs 285sqm ¥ 30,000

Shimao Lakeside Garden 世茂湖滨花园 (Apt.)

2Brs 142sqm ¥ 12,000	3Brs 210sqm ¥ 15,000
4Brs 280sqm ¥ 26,000	

Skyline Mansion 盛大豪邸 (Apt.)

2Brs 122sqm ¥ 12,000	3Brs 205sqm ¥ 25,000
4Brs 303sqm ¥ 32,000	

IFC Residences 国金汇 (Apt.)

2Brs 150sqm ¥ 15,000	3Brs 215sqm ¥ 22,000
4Brs 307sqm ¥ 33,000	4Brs 303sqm ¥ 32,000

Fortune Residence 财富海景 (Apt.)

2Brs 160sqm ¥ 28,000	3Brs 378sqm ¥ 45,000
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Dawn Garden 碧云晓园 (Apt.)

2Brs 148sqm ¥ 14,500	3Brs 180sqm ¥ 16,000
4Brs 210sqm ¥ 20,000	5Brs 286sqm ¥ 33,000
6Brs 400sqm ¥ 40,000	

Green Court 碧云花园 (Apt.)

3Brs 175sqm ¥ 23,000	3+1Brs 275sqm ¥ 30,000
4+1Brs 400sqm ¥ 40,000	

San Marino Bridge 圣玛利亚诺桥 (Villa)

4Brs 380sqm ¥ 42,000	5+1Brs 470sqm ¥ 50,000
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Vizcaya Villa 维诗凯亚 (Villa)

4Brs 480sqm ¥ 55,000	5Brs 506sqm ¥ 58,000
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The Emerald 绿宝园 (Villa)

3Brs 200sqm ¥ 22,000	3+1Brs 295sqm ¥ 40,000
4Brs 378sqm ¥ 45,000	5Brs 450sqm ¥ 55,000

The Greenhills 云间绿大地 (Villa)

3Brs 175sqm ¥ 18,000	3+1Brs 230sqm ¥ 35,000
4Brs 368sqm ¥ 55,000	5Brs 450sqm ¥ 55,000

Season Villas 四季雅苑 (Villa)

4Brs 174sqm ¥ 30,000	4Brs 240sqm ¥ 40,000
5Brs 430sqm ¥ 55,000	

Tiziano Villa 提香别墅 (Villa)

4Brs 300sqm ¥ 40,000	4+1Brs 437sqm ¥ 43,000
5Brs 280sqm ¥ 45,000	

Regency Park 御翠园 (Villa)

4Brs 285sqm ¥ 46,000	4+1Brs 480sqm ¥ 60,000
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Buckingham Villa 白金翰宫 (Villa)

6Brs 500sqm ¥ 45,000	
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Shimao Lakeside Garden 世茂湖滨 (Villa)

3Brs 290sqm ¥ 33,000	4Brs 380sqm ¥ 38,000
5Brs 405sqm ¥ 38,000	

Tomson Riviera Garden 汤臣湖庭花园 (Villa)

4Brs 290sqm ¥ 48,000	5Brs 580sqm ¥ 60,000
5Brs 400sqm ¥ 38,000	

Tomson Golf Villas 汤臣高尔夫 (Villa)

5Brs 420sqm ¥ 43,000	7Brs 500sqm ¥ 56,000
7Brs 700sqm ¥ 68,000	



Fantastic Old House
 Old House on Yueyang Rd ¥ 12,000
 Xuhui:1Br/80sqm
 8sqm terrace



Old House on E. YanAn Rd ¥ 38,000
 Jing'an:4Brs/240sqm
 wall heating, roof top terrace



Old House on Nanjing Rd ¥ 18,000
 Jing'an:1Br/78sqm
 stand alone A/C , floor heating



Old House on Ruijin Er Rd ¥ 24,000
 Jing'an:2+1Brs/120sqm
 with terrace,spacious living room



Old House on Shanxi Rd ¥ 30,000
 Huangpu:2Brs/150sqm
 spacious layout, with big balcony



Old House on M.Fuxing Rd ¥ 23,000
 Xuhui:3Brs/135sqm
 2-storey lane house, open kitchen



Hot & Popular Apartment
 Jing An Four Seasons ¥ 23,000
 Jing'an:2Brs/156sqm
 spacious layout, modern style furniture



Shimao Riviera Garden ¥ 35,000
 Pudong:4Brs/335sqm
 spacious layout, with big balcony



Lakeville Regency ¥ 30,000
 Huangpu:2Brs/150sqm
 bright and airy living room



Yanlord Town ¥ 15,000
 Pudong:3Brs/161sqm
 spacious layout, with big balcony



LaDoll Int'l City ¥ 12,000
 Jing'an:1Br/80sqm
 spacious layout, with big balcony



8 Park Avenue ¥ 17,000
 Jing'an:2Brs/116sqm
 bright and airy living room



Hot Properties Near Int'l School
 Luoshan Oasis Villa ¥ 45,000
 Pudong:4Brs/295sqm
 floor heating, waterfront garden
 School: SCIS,BISS



The Emerald ¥ 50,000
 Pudong:4Brs/380sqm
 floor heating,with big garden
 School: BISS



San Marino Bridge ¥ 32,000
 Pudong:4Brs/350sqm
 spacious layout, nice garden
 School: American school