

# CHINA IN THE NEWS



Joanna Zhou (周娜), now residing in Knoxville TN, immigrated to Indianapolis with her husband from Beijing in 2013, where she worked in Human Resources for a U.S. Fortune 500 company. She enjoys her new life with her husband and kept in touch with her IAAT friends and readers by contributing to this column.

## More of China's luxury travelers journeying to the ends of the earth

Polar exploration has gained popularity among the mainland's jet-setters, with journeys to the North and South Poles making up one-third of the tours they took last year. In a recent poll of 291 "super travelers", 32 per cent had visited the North or South Pole over the past year, making it their third most popular destination, the Hurun Chinese Luxury Traveler report stated. The study defined "super travelers" as those with wealth of at least 10 million yuan (HK\$12.7 million) and who had spent at least US\$30,000 on travel in the past 12 months. Europe was their top destination, with 47 per cent having visited in the past year; the United States came in second with 40 per cent. The study was done from March to May with three leading mainland travel agencies. The popularity of the North and South Pole destinations was growing each year, the report said, netting an average of US\$19,300 per traveler. The super travelers polled went overseas four times last year, with leisure travel making up 20 days, a 10 per cent rise from the previous study. The number of outbound trips last year rose 17.8 per cent to 116 million from 2013, according to the China Tourism Academy.

## 中国游客成南北极旅游市场主力军

世界南极旅游协会发布去年赴南极旅游人数统计, 中国已经成为赴南极旅游第三大旅游国。随着中国入旅游观念的不断改变, 南北极旅游成为中国高端旅游的热点之一。胡润研究院、亚洲国际豪华旅游博览(IHTM Asia)发布《中国奢华旅游白皮书》: 对中国203名高端旅游者调查结果显示, 其人均旅游年花费15万元。此次调查样本为203位均具有南北极旅游经历的中国高端旅游者, 人群涵盖北京、上海、广东、天津等全国21个省、直辖市, 受访者平均财富6600万元, 平均年龄44岁, 其中男性占51%。结果显示, 这些旅游者平均去过40多个国家; 2013年平均出国36天, 其中有一半是旅游; 人均旅游花费15万元; 在目的地方面, 澳大利亚代替法国成为中国高端消费者最青睐的国际旅游目的地, 而在国内旅游目的地中, 三亚连续四年保持首选, 其次是澳门, 西藏则首次进入前三名。中国高端消费者旅游购物消费第四次蝉联全球第一。在未来三年旅游计划方面, 南美以36%的得票率位居榜首, 其次是南北极游, 再次是非洲、古巴和墨西哥。同时, 7%的超级旅游者将太空旅游列入了未来三年的旅游计划。国际南极旅游行业行业协会(以下简称IAATO)公布的数据显示, 2011年旅游季(2010年11月至2011年3月), 登陆南极的中国游客数量第一次以单列形式被计入IAATO的年终统计, 为614人次, 2012年几乎翻倍达到1158人次, 2013年继续翻倍增至2328人次, 位列美国、德国、澳大利亚、英国之后。刚刚出炉的2014年统计数字显示, 世界各国到南极的旅游总人数为37405人次。其中美国12418人次, 占33%; 澳大利亚4115人次, 占11%; 中国紧随其后, 以3367人次, 占9%, 正式晋级“三甲”。

## Governor celebrates opening of Under Armour store in China

The governor celebrated the construction of a new Under Armour store in Beijing, China. Gov. Larry Hogan has shifted his 12-day trade mission to Asia to China. He joined University of Maryland-College Park President Wallace Loh in a celebration for the store on Tuesday. Under Armour hopes to have more than 100 global stores by the end of the year, a majority of them in Asia. Last year, the company had 71 global brand stores, nearly 50 of them in greater China alone.

## UA旗舰店再落户北京

全球顶尖高端功能性运动品牌UNDER ARMOUR(以下简称UA)在北京芳草园购物中心举行隆重的新店奠基仪式。美国马里兰州州长拉里·霍根先生, 马里兰州大学校长陆道逵博士共同到场庆祝本次UA新店的奠基仪式。拉里·霍根先生在UA大中华区董事总经理埃里克·哈斯卡尔先生的陪同下, 在店铺内按下自己的手印。活动现场, 埃里克先生表示: "UNDER ARMOUR因诞生于马里兰州而自豪。中国是我们战略增长的主要市场。明年, UA计划在全球再拓展100家专卖店, 其中将有70家落户中国。" 霍根先生表达了对于UNDER ARMOUR快速发

展的赞许: "总部位于巴尔的摩的UNDER ARMOUR现已迅速向全球扩展, 我非常骄傲UA在中国的迅猛发展, 并且对于马里兰州持续不断的支持和贡献。"

## China's stock market goes nuclear

China National Nuclear Power Co., Ltd (CNNP) started taking subscriptions from investors on Tuesday, aiming to raise 13.2 bln yuan (2.15 bln U.S. dollars). It is believed to be the largest initial public offering (IPO) in four years in China's A share market. Intending to issue 3.9 billion shares at 3.39 yuan a piece, the CNNP IPO could be the biggest since Power Construction Corp. in September 2011. CNNP's IPO price was 22.29 times the company's 2014 earnings, lower than an average earnings ratio of 22.32 for the industry, according to CNNP statements posted on the Shanghai Stock Exchange website on Tuesday. Altogether, 1.17 billion CNNP shares, 30 percent of the total, will be transacted online, while the rest will be traded offline, said the statements. In the first three months this year, the company's operating revenue reached 6.36 billion yuan, up 45.1 percent compared with the same period last year.

## 5年来A股最大IPO揭幕中国核电今起申购

本周证券市场的大事件, 无疑是中国核电上市。受此影响, 昨天核电板块全线飘红, 迎接行业历史性时刻。中国核电今天开始网上申购, 首次公开发行不超过38.91亿股, 发行后的总股本不超过155.65亿股, 拟在上交所上市。这将成为2010年中以国内最大的一次IPO, 预计募集资金为133.76亿元。中国核电副总经理卓宇云透露, 公司2012年度-2014年度的营业利润分别是31.67亿元、32.18亿元、41.46亿元。中国核电董秘罗小未表示, 截至招股说明书签署日, 公司控股的投运核电装机容量为977.3万千瓦, 拥有在建机组容量1161万千瓦, 其中在建核电机组容量1159万千瓦, 计划自2015年起陆续投产, 公司装机规模将进一步扩大。

## Beijing awarded by WHO for new smoking ban

Beijing was honored by the World Health Organization (WHO) on World No Tobacco Day on Sunday for the city's new smoking ban, set to take effect on June 1. The new ban, the country's toughest to date, prohibits smoking in all the city's indoor public places, workplaces, and on public transportation.

## 北京最严控烟令今日启动

5月31日上午, 2015年世界无烟日暨《北京市控制吸烟条例》实施宣传活动在国家体育馆举行。从6月1日开始, 北京所有室内公共场所都将依法百分之百无烟。为了表彰北京在严格控烟立法中的领导力, 世界卫生组织特别授予北京市“世界无烟日奖”。据统计, 中国是全球最大的烟草制品生产国和消费国。中国的吸烟人数超过3亿, 全国成人中28.1%吸烟, 每年超过100万人死于烟草相关疾病, 相当于每天接近3000人。此外, 超过7亿人经常接触二手烟, 二手烟每年导致约10万人死亡。

## Hundreds of Chinese cancel travel plan to S. Korea on MERS fears

Hundreds of Chinese people have canceled their travel plan to South Korea, where two deaths and tertiary infections with the deadly Middle East Respiratory Syndrome (MERS) were identified Tuesday. South Korea's top travel agency Hana Tour was quoted by Yonhap News Agency as saying that about 300 Chinese people dropped their travel plan to the country amid growing fears over the MERS spread. The second-biggest travel agency Mode Tour hasn't finished yet the calculation of the number of Chinese tourists who canceled travel plans, indicating the number would rise further. As of Tuesday, the total number of South Koreans diagnosed with the viral disease surged to 25 as six more cases were identified. It was the third-highest number in the world except Saudi Arabia and United Arab Emirates (UAE).

## MERS疫情致超300中国游客取消韩国行

韩国中东呼吸综合征(MERS)患者的不断增加, 给韩国旅游业造成了影响。韩国国内某旅行社2日消息, 原计划于6月4日至11日从北京和上海出发的300多名中国游客, 已经取消了赴韩旅游计划。另一家旅行社称, 取消赴韩旅游计划的中国游客数量正在不断增加。此外, 马上将迎来暑假旅游高峰的海外旅游也受到了影响。旅游公司Hana Tour称, 今年韩国国内取消海外旅行计划的比例比平时增长了10%。Mode Tour称, 打电话咨询取消海外旅行的顾客一直不断。

# Indy Business Bulletin



## Hoosier Roots 'Play Well' For National Law Firm

An Indiana law firm is continuing to grow its U.S. footprint. Barnes & Thornburg LLP is opening an office in Dallas, which follows a string of expansions over the last six years, including Los Angeles, Atlanta and Minneapolis. Managing Partner Bob Grand says success in Indiana and throughout the Midwest serves as a base to allow the firm to boost its presence in markets that feature high concentrations of Fortune 500 companies.

## Postal Service Hiring Hundreds in Indiana

The United States Postal Service is looking to hire 700 carriers in its Greater Indiana District. The USPS says the positions are available in several areas and pay more than \$16 per hour.

## State Fair to Tip Cap to Farm Families

The Indiana State Fair has announced a list of 17 farm families who will be honored during this summer's event. The "Year of The Farmer" will pay respect to a broad range of Hoosier agriculture, from corn, swine and soybeans to urban farming, aquaculture and mint

## Cuban Contributes to 'Cutting Edge' Tech Center

One of Indiana University's most recognizable graduates has donated \$5 million to launch a "transformative" video, broadcasting and technology center. The schools says the Mark Cuban Center for Sports Media and Technology will make the athletic department "the national leader" in 3-D broadcast, replay and virtual reality capabilities. It will be located at Assembly Hall, currently undergoing a \$150 million makeover, and is expected to open in the spring of 2017.

## Indiana Tech Companies Make National List

Several Indiana technology companies have been selected as Red Herring Top 100 North America winners. They include Indianapolis-based CloudOne Inc., Carmel-based SteadyServ Technologies LLC and BluePillar Inc., which has an office in Indianapolis.

## IMS Poised to Put Vintage Race on Map

The president of the Indianapolis Motor Speedway says the Brickyard Vintage Racing Invitational, which goes green next week, will be a fixture for years to come. Doug Boles believes fan satisfaction after last year's inaugural event was higher than anything else held at the track next to the Indianapolis 500. It will span four days this year, include more than 500 entries and feature a Pro-Am race Saturday with 33 former Indy 500 drivers.

## RV Shipments Could Topple Records

An organization that represents more than 400 U.S. recreational vehicle manufacturers and suppliers,

a lion's share of which is based in northern Indiana, is predicting a record year. The Recreation Vehicle Industry Association projects shipments will reach levels not seen in nearly a decade.

## Herron High School to 'Replicate'

One of the state's most highly-regarded charter schools is expanding. Herron High School in Indianapolis has been approved by the city's charter school board to replicate its curriculum in a second, yet-to-be-determined location.

## IPL Plans Battery Storage Facility

Indianapolis Power & Light Co. says it will build a battery storage facility in hopes of improving reliability and lowering costs. The utility says tax abatement approved by the city's Metropolitan Development Commission will help save customers more than \$3 million over 10 years.

## Hill Makes Senate Run Official

Former Indiana Congressman Baron Hill has officially announced he will run for the U.S. Senate seat currently held by Dan Coats. In a statement, Hill says he wants to fight for Americans who he says have been "counted out, and left out, of our economic progress."

## Commercial Courts Move Closer to Reality

The Indiana Supreme Court is moving forward with plans for trial courts dealing specifically with business-related litigation. The commercial courts will be led by specially-trained judges, who could begin hearing cases next year.

## Woodrow Wilson Program Coming to IU, ISU

Indiana State University and Indiana University are joining the network of institutions offering a program aiming to boost training for principals and superintendents. A previously-announced, \$14.5 million grant from Lilly Endowment Inc. is allowing the schools to offer the Woodrow Wilson MBA Fellowship in Education Leadership.

## Interactive Intelligence Adds Daniels to Its Board

Purdue University President Mitch Daniels has joined the board of directors of one of the state's highest-profile technology companies. The Interactive Intelligence Group Inc. (Nasdaq: ININ) board also includes the global chief information officer of Whirlpool Corp. (NYSE: WHR) and managing partner of an Indiana private investment company.

## Henry: GM Investment Sends Message

Fort Wayne Mayor Tom Henry says the impact of a more than \$1 billion investment by General Motors Co. (NYSE: GM) will extend well beyond the walls of the local assembly plant. He says the effort to more than double the size of the facility will lead to construction jobs and boost the business of local suppliers and distributors. He believes the size of the investment shows Fort Wayne is becoming more of a "point of destination" for both residents and employers.

# FINANCIALLY SPEAKING

## Career wisdom found everywhere, even the trash



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College is among life's biggest financial outlays, so what can students do before and after they've earned their diploma to protect and enhance their return on this monumental investment?

Michael Cascio was an executive at the National Geographic Channel, A&E and Animal Planet. He won four Emmys, had two Oscar nominations and is now CEO of M&C Media, a video-programming advisory firm. Last September he wrote a terrific column for The New York Times, "Pearls of Career Wisdom, Found in the Trash."

Cascio said he interviewed lots of job candidates who showed up with polished resumes, anxious to show off their knowledge of the business. So, they were often caught off-guard by his favorite question: "What did you do in the summers during college and high school?"

He said he learned more from responses to that question than any other because before he was a Vice-President or CEO, he worked as a janitor for two summers, cleaning toilets, mopping floors and smelling like garbage. It had nothing to do with his chosen profession, yet he believes nothing was better for preparing him for work and life as an adult.

He was interested in entertainment and started at the very bottom rung of the ladder, as a janitor at Wolf Trap, an outdoor performance venue near

Washington, D.C. His crew cleaned-up backstage and throughout the park. He learned firsthand about the "hierarchy of employment faced by anyone with a job" and "peeked into the window of class distinctions that are still all around us."

Performers and patrons generally ignored and pretended the janitors were invisible. This left a life-long impression on Cascio, who says "a simple hello or smile goes a long way in acknowledging our mutual humanity."

Unlike most of Cascio's co-workers, his boss was several years older and this was his full-time job. He was less-educated and his life experience caused him to have different views than Cascio and his fellow collegians. Cascio learned you don't have to agree with everything the boss says; you just have to do the work. He said this lesson was helpful with bosses throughout his career.

Not only did he ultimately find his janitorial supervisor to be fair and wise, he received the best career guidance in his life from him: "Never turn down a chance to take on more responsibility."

In sum, his janitorial job taught him the basics of all employment: You have to show up every day, and on time. You have to appreciate and learn from everyone who works around you. You should acknowledge—and learn to deal with—the pecking order in the working world. You have to exert yourself in ways you may not have learned in school. And you often have to do things that have nothing—and everything—to do with your career and life ahead.

I would add work is not an extension of college. Your degree/academic pedigree may get you in the door, but your GSD (Get Stuff Done) will be the key to your success. Be glad for the opportunity to start at the bottom and work your way up. Be low maintenance and don't need constant praise. Strive to make your boss look good. Focus on generating more value than you receive in compensation.