

GROUND LEVEL: PEOPLE

# 'Beida butcher' works with fellow alumnus

The booming Chinese pork market is said to be worth about 1 trillion yuan a year

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Lu Buxuan, a graduate of Peking University, also known as Beida, one of the most prestigious universities in China, has hit the headlines again for selling pork.

Lu graduated from the university's Department of Chinese Language and Literature in 1989 and became a self-employed butcher in 1999 after having a few jobs in Xi'an, capital of Shaanxi province. He made the headlines in 2003 after his story was reported by a local television station.

He has since been labeled the "Beida butcher", which is unimaginable to many, as cutting and selling meat would not usually be associated with a graduate of such a renowned university.

In 2004, he started working for a local history compilation office in Xi'an, leaving family members to run his butcher shop.

However, he has recently picked up his butcher's knife again. But instead of working at his family-run shop, which made 2 million yuan (\$300,000) in 10 years, Lu is working with Chen Sheng, a fellow Peking University graduate, who owns Guangdong No 1 Food Co.

"They have tried to persuade me to join the company



Lu Buxuan at a store of Guangdong No 1 Food Co in Guangzhou. PROVIDED TO CHINA DAILY

since 2010, but I was hesitant. I didn't think the business (of selling expensive pork) would last long," Lu said.

But he later changed his mind.

"The Chinese pork market is huge. It is included in the calculation of CPI and is worth about 1 trillion yuan a year, which is more than the home appliance or computer markets," he said, adding that Chinese consumers are paying more attention to quality.

Lu said it would have been better if he resigned from his previous job earlier, adding that a light workload at the local history office left him with too much idle time.

In his new position, Lu will be engaged in technical work, training at the butcher school and overseeing quality control, while also serving as head of the online store.

He will also be involved in hiring employees and development of corporate culture. He said he will help embrace

the challenge of recruiting well-educated people for the company.

"In principle, we want to hire people who at least have a junior college education. This year, we will hire college graduates for most positions. We need to build our brand and change our image," he said. "Universities used to be devoted to cultivating elites, but since recruitment numbers have expanded, they have become more popularized, improving the quality of workers nationwide."

"I would tell college students to get a job before selecting a career path," he added. "I have always been against the idea of college students starting businesses. They need to study well before they start a business."

Recalling his experiences of going into business before he started to sell meat, Lu attributed his failures to a lack of experience and resources.

"I am calmer and more open-minded now," he said.

When he gave a lecture at Peking University in 2013, he said he was an embarrassment to his alma mater.

However, Xu Zhihong, former president of the university, said in response: "There is nothing shameful about a Beida graduate selling pork. Doing small-scale, skilled work does not prevent a person from having grand ideals. Beida produces politicians, scientists and pork vendors. They are all the same."

Chen Sheng said: "I don't think Beida students follow one single model. Selling pork also involves technology. Our pork business involves more than 1,000 stores and annual revenue of more than 1 billion yuan. Would you say selling pork is shameful? I would say traditional business, when well operated, makes more sense than the internet business."

Around China

**SHANDONG**  
**Man conned by roommate**

A man in Yantai has been detained after using his roommate's bank card to buy 3,300 yuan (\$495) worth of goods online. The man, surnamed Yuan, used the card to shop online around 70 times in just four days. When his roommate, surnamed Guo, discovered his savings were being used to buy products online he reported Yuan to the police.

SHM.COM.CN

**BEIJING**  
**Female imposter jailed for fraud**

A woman, surnamed Yang, who pretended to be the daughter of a Malaysian business tycoon, has been sentenced to 14 years in jail for defrauding a man, surnamed Li, out of more than 5 million yuan (\$750,000). Yang claimed to be the niece of well-known Malaysian actress Michelle Yeoh and said she worked in the German Consulate General in China. She asked Li to loan her the money in 2012 for an investment that never materialized. Yang was also fined 14,000 yuan.

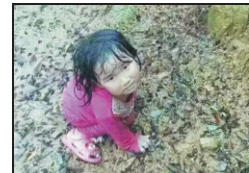
BEIJING MORNING POST

**Extinguisher prank ended badly**

A bridegroom was hospitalized after inhaling the contents of a fire extinguisher at his wedding ceremony in a practical joke gone wrong. The unnamed man was sprayed with a dry powder fire extinguisher by his friends as a joke, but footage of the incident published online shows him struggling to breathe before falling to the ground. Doctors said the toxic powder had blocked his airways and could cause lung disease in later life.

THE MIRROR EVENING NEWS

**FUJIAN**  
**Mystery of girl found on mountain**



Police in Longyan city have launched an investigation into how a 2-and-a-half-year-old girl who had been missing for five days became stranded on a mountaintop 6 km away from her home. The girl's father said his daughter went missing from outside the family home, in Luofang township last month. She was found by a team of farmworkers atop a mountain five days later. How she got there is not known.

HXNEWS.COM

**Child found after 63 hours missing**

A 3-year-old boy who became lost in the mountains of Wuping county while trying to follow his mother to work has been found, after 63 hours missing. More than 1,000 people were summoned recently to help search for the child in remote Shanyangkeng. He was found with slight injuries to his hands and legs.

CHINA NEWS.COM.CN

**SICHUAN**  
**Egg attack injured senior citizen**

A 70-year-old man who lives on a housing estate in Chengdu was injured after a resident from the upper floors of his apartment block threw an egg at him. Security guards said residents sometimes throw eggs to protest against those who dance or play loud music in the early morning, but the man said he was not dancing when he was hit by the egg.

WESTERN CHINA METROPOLIS DAILY

**SHAANXI**  
**Thief used selfie stick to steal phone**

A thief who used a selfie stick to steal drivers' mobile phones has been detained in Xi'an. The man, surnamed Chen, stole the mobile phones by reaching into the open windows of vehicles with his stick, which had double-sided adhesive tape attached. Surveillance footage showed Chen targeting four vehicles in the same road, all in the early morning. He admitted to stealing four mobile phones valued at more than 2,200 yuan (\$330).

HUASHANG DAILY

**CHONGQING**  
**Toddler poisoned mom's wine**

A mother almost died after drinking rat poison her 3-year-old son had poured into her wineglass. Wang Dan drank the poison last month and was immediately hospitalized with sickness and vomiting. Her condition stabilized after doctors administered emergency treatment, but it was only after a thorough investigation that police discovered that her son had poisoned her. The incident is being treated as an accident.

CHONGQING MORNING POST

**GUANGDONG**  
**Dealer 'hid drugs in tea boxes'**

A man in Shenzhen who allegedly used social media to sell drugs has been detained. Police launched a sting operation after receiving a tip-off about the man, surnamed Jiang, and his activities. According to police, Jiang would hide drugs in boxes of tea and use the phrase "I am selling tea" when communicating with customers. He was detained after saying the phrase to an undercover officer in a restaurant.

SHENZHEN EVENING NEWS

Chengdu special

# World Routes signals growing interconnection

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Chengdu, a hub city in Southwest China's Sichuan province, is attracting more world attention as it plays host to an increasing number of international events.

The latest global event held in the city was the 22nd World Route Development Forum, which is also known as World Routes, one of the biggest annual events for the global civil aviation sector.

The four-day event, which concluded on Sept 27, drew 3,500 representatives from airlines, airports, government departments and international organizations, and was the largest in scale in its history.

It offered a platform for route development professionals to meet, plan and discuss new and existing global air services.

The agenda included keynote speeches, a strategic summit, a world tourism summit, face-to-face meetings, exhibitions and folk performances.

The exhibition area totals more than 40,000 square meters. The exhibition hall specified for Chengdu covered 1,400 sq m, which fully displayed the city's flight networks, aviation economic development, as well as tourism and culture.

The event bore fruitful results. The Chengdu city government, together with Sichuan Province Airport Group, signed agreements with six airlines to open nine nonstop air routes departing from Chengdu during the World Routes.

The six airlines are Air China, Hainan Airlines, Beijing Capital Airlines, Tibet Airlines, Ethiopian Airlines and Sichuan Airlines. According to the agreements, they will open the direct routes within one year, strengthening Chengdu's connection to Europe, Oceania, North America, Africa and the Middle East.

Tewolde GebreMariam, CEO of Ethiopian Airlines, said Chengdu is a perfect destination due to its large population and good geographical location.

"The new route will open a gateway to western China. I hope it will further boost the bilateral development between Asia and Africa in tourism, trade and investment," he said.

Adrian Newton, an executive at UBM EMEA, which organizes the forum, said it was a wise choice to have



A foreign delegate at World Routes shares a light moment with an ethnic group delegate from Sichuan. PHOTOS PROVIDED TO CHINA DAILY



Delegates have one-on-one meetings at World Routes 2016 in Chengdu, Sichuan province, on Sept 25.



Chengdu as the host city.

"The number of delegates this year was the largest in World Routes' history, surging some 40 percent year-on-year, which shows Chengdu's appeal to the world," he said.

Newton said Chengdu is playing an important role in China because of its great potential in economic development and the aviation industry, as well as its rich tourism resources.

"Chengdu has more than pandas; it also has the basic conditions to become an international metropolis. I believe the opening of the nine nonstop air routes will further improve its status as an international aviation hub," he said.

Raymond Ng, general manager for Asia at Vancouver Airport Authority, often comes to Chengdu on business, as there is a flight linking Chengdu to Vancouver. Raymond said he appreciated the good service the host city offered during the event.

"The hotel is close to the exhibition center, the food is delicious, and the activities are well-organized," he said, adding that people in Chengdu are always nice to visitors.

He said the current flight between Chengdu and Vancouver performs very well, and his airport is negotiating with Sichuan Airlines on turning it into a direct flight.

Sean Zhao, marketing director for China at Travel Texas, came to World Routes to explore the western China market and conduct market research.

"Texas is rich in tourism resources. Although there isn't a flight linking Chengdu to Texas, it is easy to transfer from San Francisco to Texas," he said.

In June 2014, United Airlines launched a thrice-weekly nonstop route between San Francisco and Chengdu. It is the first nonstop route connecting the United States to a city in China's central and western regions.

Zhao also mentioned that he and his counterparts thought the exhibition services were friendly and professional.

Top choice for intl events

Chengdu, capital of Sichuan province, has become a top destination for international conventions and exhibitions to be held in western China.

The city played host to the World Routes 2016 in late September, becoming the second city on the Chinese mainland to hold the event, following Beijing in 2009.

Launched in 1995, World Routes is considered the Olympics or World Expo for the world's civil aviation circle. The event has been held in cities including Abu Dhabi, London, Amsterdam, Copenhagen, Dubai, Vancouver and Beijing, all famous international cities.

To win the right to host World Routes, Chengdu beat a number of competitive rivals, including Paris and Seoul. "The fact that Chengdu won the bid to host the World Routes over five other strong rivals demonstrates its comprehensive strength and the world's expectation to share the opportunities offered by Chengdu," said Katie Bland, director of routes at UBM Live.

"The city has been attracting worldwide attention with its huge market potential and development opportunities; it provided a perfect platform for the 2016 event," she said.

Chengdu has rich experience in hosting such events as World Routes.

In April 2012, the city held the 10th Route Development Forum for Asia, a leading annual event for the civil aviation sector in Asia, with the number of exhibitors reaching a record high.

In May 2015, it held the Airport Cities Asia Pacific Conference and Exhibition 2015, attracting nearly 600 delegates from across the world.

In the past five years, Chengdu has introduced on average more than 10 new international conventions each year, including the 2013 Fortune Global Forum, the 12th World Chinese Entrepreneurs Convention, and the ninth World Biomaterials Congress, G20 Finance Ministers and Central Bank Governors Meeting, the 12th Michelin Challenge Bibendum, and the 2016 Chengdu Global Innovation and Entrepreneurship Fair.

It is expected to hold about 520 major conventions and exhibitions this year, of which 20 percent are international events. The city's revenue from these events is expected to hit 77.92 billion yuan (\$12 billion), up 10 percent from last year.

Chengdu is upgrading its service and infrastructure to meet the growing demand for international events, according to the Chengdu Bureau of Exposition.

The Western China International Expo Center, which has 200,000 square meters of indoor exhibition area and 100,000 sq m of outdoor exhibition area, has completed construction in August. It will be used as the permanent site for the Western China International Fair as well as a platform for other large-scale exhibitions and high-end business activities.

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