

# CHINA

## Job market gets healthier for graduates

Internet and e-commerce among hottest industries looking to grab fresh talent

By **JIANG CHENGLONG**  
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More jobs are available this academic year for university and college students who will graduate in 2019, a report released on Thursday said.

The employment report, issued by online recruitment platform Zhaopin.com, said the ratio of jobs to job hunters was 2.68-to-1 in the first 11 months of the year, compared with 1.78-to-1 in the same period last year. The report was based on job openings from various enterprises, including small and micro businesses, and the job intentions of more than 1 million registered students.

"There are plenty of job opportunities for university graduates," said Chen Yu, deputy director of the China Association of Employment Promotion.

Job hunters grew by 21 percent year-on-year while the number of job positions increased by 81 percent, the report said.

"The majority of those new jobs were in the education, consulting, internet, e-commerce, media and culture industries," said Li Qiang, a senior consultant at Zhaopin.com.

Chen believes that job growth in the service industry is a result of people's booming demands in life, brought on by the country's economic development.

"The service industry needs more workers to provide higher quality services for people when the economy develops to a certain degree," he said. "For example, many young people enjoy fitness, so the job of personal trainer is popular."

The ratio in the import and export industry also increased to 1.81-to-1 this year, from 0.71 last year, showing a strong demand for talent.

However, it was harder to actually get a job in the internet and e-commerce industry, because the pool of candidates grew faster than job vacancies.

According to the report, the industry's ratio this year was 2.7-to-1, down 0.09 from last year.

Established internet companies are now under pressure to upgrade technology — for example, toward artificial intelligence — and need to adjust, the report said.

It also said that private enterprises, including small and micro businesses, were thirstier than ever for talent. The ratio for private companies was 3.85-to-1, with number of job posi-

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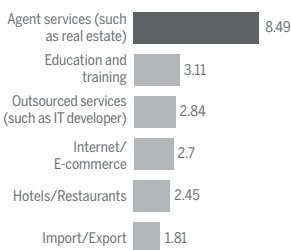
### Jobs for grads

January to November 2018

Position-to-candidate ratio



Industries with the greatest number of jobs per candidate this year:



Source: Zhaopin.com

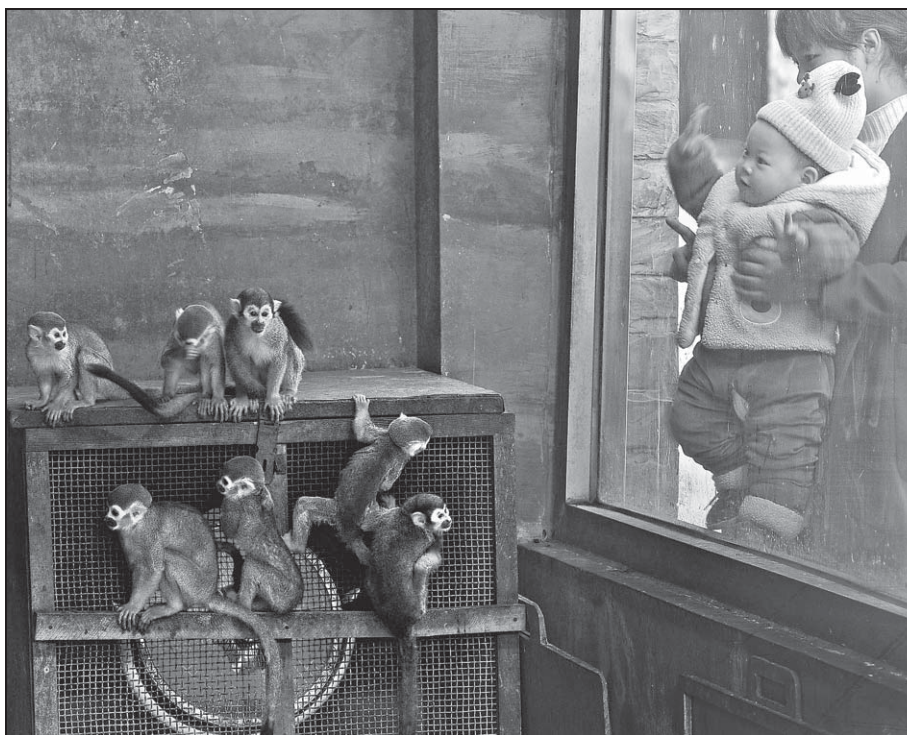
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tions expanding by 109 percent. Jobs in companies with 100 to 499 employees increased by nearly 90 percent.

A career service teacher named Chen at Sichuan University in Southwest China said the university's graduates have paid a lot of attention to private businesses, including those small ones.

"Our students have strong passions for those companies when seeking jobs," she said. "This year our university held three specialized job fairs, and more than 100 small and micro businesses from all over the country attended. We never held such a specialized event before."

There will be about 8.34 million college graduates in 2019, 140,000 more than that of this year, according to Lin Huiqing, vice-minister of education.



## A warm place to hang out

Lemurs at the Chengdu Zoo cling to a heater as visitors watch in Chengdu, Sichuan province, on Wednesday. The temperature dropped below 10 C in the city, bringing a chill accompanied by high humidity. In response, the zoo turned on the heaters and made sure animals that are accustomed to warmth, such as those native to tropical zones, are able to pass the winter safely.

WU CHUANMING / FOR CHINA DAILY

### 40 YEARS ON | ZOOM-IN

## Gamers find success in Shanghai outskirts

By **LIN SHUJUAN** in Shanghai  
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When Zhu Renran and his friends decided to start a company, setting up in a suburban town in southern Shanghai was not the first place that would have come to mind.

Fengjing, which lies on the border of Shanghai and Zhejiang province, is known among locals for its ancient water town dating back more than 1,500 years ago. Except for a few industrial parks, the town, which covers around 90 square kilometers, remains largely pastoral.

Born and raised in Fengjing, Zhu moved to settle in downtown Shanghai after his graduation from college, working as a software engineer and later in corporate management in multinational companies.

In July 2017, when one of his former high school classmates approached him to start a company to scout esports talent back in his suburban hometown, he agreed without hesitation.

"The offer was too tempting to resist," said the 26-year-old, sitting in the lobby of Innovation Town, which was established by the Fengjing town government.

As an avid fan of video games, Zhu is not oblivious to China's craze for esports, which is being propelled by the country's booming video game market — already the world's largest and expected to register \$37.9 billion in sales this year, according to gaming consultancy Newzoo.

The market is set to grow steadily as companies like Tencent, NetEase and Alibaba compete to market video games, fill stadiums with fans and sell broadcast rights to matches.



**Zhu Renran**

This has created a strong demand for professional gamers and live broadcasters.

One of the founders is an esports coach who led a Chinese professional team — called The Wings Gaming — to win the championship of The International 2016 in the game of Dota 2.

They had scouted almost every incubator and industrial park across Shanghai looking for office space, but nothing was comparable to what Fengjing could offer — free space for at least two years, free publicity and promotion for the company on any occasion the local government finds appropriate and minimal living costs in the town, which also boasts fresh air, a green environment and the serenity of surrounding countryside.

In addition, the town's remote location on Shanghai's south side has had little impact on its business, as players can wield virtual weaponry in multiplayer games anytime, anywhere.

Zhu's company is typical of the startups Fengjing aims to attract to transform itself into the innovation backyard of Shanghai.

### REFRESHING GUANGXI

## Land once barren is bringing prosperity

By **CAO ZINAN**  
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Seen from the sky, the fish and shrimp breeding base in Jiangping town, Dongxing city in the Guangxi Zhuang autonomous region, is a color palette, crisscrossing and extending all the way to the sea.

Covering an area of more than 200 hectares, the breeding base is divided into hundreds of different ponds.

Thanks to Dongxing's location at the mouth of the Beilun River, where saltwater and freshwater merge, the water is rich in nutrients, attracting a variety of fish and shrimp.

The shrimp are sold not only in Guangxi but in Yunnan and Guizhou provinces and other parts of China, while most of the fish are shipped by sea to Europe and the United States.

But not long ago, this place was just useless land with saline soil. It had been deserted for decades. Now, it helps farmers in Jiangping earn a per capita net income of at least 15,400 yuan (\$2,200) per year, 30 percent higher than all of Dongxing city on average.

Several years ago, through land transfers, Jiangyuan Aquaculture Co rented farmland in Tanji, Wanwei and 11 other nearby villages for renovation. It implemented a new approach — "company + farming base + farmers" — increasing the income of each poor household by about 30,000 yuan annually.

By reusing the saline-alkali land, the breeding base has attracted more than 100 households to Tanji, the company's nearest village. Eighteen of the families are poor.

"If these people work as migrants in cities, they usually earn about 3,000 yuan per month, but if they work here, their salary will be over 4,000 yuan on average, and they are closer to home and can take care their families more conveniently," said Fan Guoxiao, assistant to general manager of the company.

She described the project as akin to doing charity work.

"We want to develop aquaculture in our town but, more important, to use the base to boost local farmers' incomes," Fan said.

What had been saline-alkali land is now full of fish and shrimp, and the farmers who benefit are beginning to thrive as they leave poverty behind.

According to data from the Guangxi Office of Poverty Alleviation and Development, from 2012 to 2017, 7.09 million people were lifted out of poverty in the region.

### 40 YEARS ON | PEOPLE

## Livestream a new way to help the poor

By **YANG JUN** in Guiyang  
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A 20-year-old woman from Tianzhu county in Guizhou province has become an internet celebrity after failing the college entrance examination in June last year.

Yuan Guihua, with few qualities commonly believed necessary for success, started a channel connecting her remote Leizhai village to the outside world via the internet. She posted items about daily life on Kuaishou, a popular Chinese app for streaming and short videos, and got more than 3 million fans.

Born into an impoverished family, Yuan has an older sister who suffered from polio and an older brother in poor health. The rural family had long been struggling to make ends meet.

"She didn't want to become a burden to us, so she chose to come home instead of taking the exam again," her mother said.

Yuan started watching Kuaishou short videos in 2015. She never thought that one day she could be watched and loved by so many fans across China on the platform.

"Last Father's Day, I went to feed the cattle and look after them in the hills with my father as usual. Then I made a short video of less than 20 seconds to express my gratitude to

him," she recalled. It was her first experience with Kuaishou.

A few docile cattle, a muddy mountain road and an elderly father and a loving message attracted half a million hits in a few days.

That video brought Yuan more than 1,000 fans and she started sharing interesting stories from village life, such as the crop harvest, mountain road construction and raft making.

What was an especially pleasant surprise is that Yuan's series of short videos and webcasts brought opportunities to improve her family income and even that of fellow villagers.

"Sometimes I help my mother with cooking while I'm livestreaming. My fans were curious about some dishes like bacon, sausage and pickled tofu," she said.

She tried to deliver some local delicacies to fans. They said the delicious foods were natural and pollution-free, and quite different from the dishes commonly found in the city.

Her income now surpasses 20,000 yuan (\$2,900) a month through livestreaming and specialty sales, which is abundant for a family of nine, according to her mother.

As the number of fans grew, more local specialties were deliv-

ered outside the village. She is exploring ways for left-behind residents to improve their incomes.

Shi Dengshi, 55, raised his grandchildren at home and relied on his son, who works as a migrant laborer, for living expenses.

"I never knew that ordinary agricultural products held such economic value," he said. "Now I earn 1,500 yuan a month from that."

Yuan tried to help more impoverished villagers by planting *xuetengguo*, a specialty fruit in Tianzhu county. But the lack of a cold-chain logistics system made it difficult to deliver.

In September, Yuan was selected as one of 20 internet celebrities to attend the Happy Rural Entrepreneurs Program launched by Kuaishou at Tsinghua University in Beijing. The program provided courses in rural entrepreneurship and business management.

Zhang Fan, the program's trainer, said Kuaishou will continue to support for Yuan's entrepreneurship.

"We will provide various resources for commercial management and brand promotion to help Yuan and other residents become better off," Zhang said.

Zhao Yandi contributed to this story.



Graduates attend a career fair at Yunnan Minzu University in Kunming, Yunnan province, last month. More than 5,000 positions were being offered. HAO YAXIN / FOR CHINA DAILY