

# Two friends find success in same place

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On the wall outside the office of Wang Hongzhen, CEO of Zycoo, a telecommunications company in Chengdu, there hangs a sketch of four heads.

It is meant to resemble the main characters of "The Big Bang Theory", a popular US TV series about four nerdy scientists. The top two heads belong to Wang and He Zheng, his friend and business partner.

After Wang acquired a doctorate degree in Chengdu's Sichuan University, he decided to start his own business in 2006, and Zycoo was born.

The telecommunication company provides VoIP solutions for small and medium-sized companies across the globe.

To put it simply, the company's technologies and equipment enable telephone calls

over the Internet.

This can save a lot of business costs. For example, international phone calls are extremely expensive in some countries and regions, but Zycoo's technologies enable business partners to call each other on the Internet, Wang said.

He said his clients currently mainly come from overseas and his services cater more to industries instead of individuals because China has not opened such applications to ordinary people yet.

His business has now spread to South America, where his company is the exclusive provider of these services for five countries. Furthermore, Zycoo also operates Southeast Asia and the Middle East.

The company's revenue has doubled every year since 2010, when Zycoo's technology and equipment first went to market, Wang said.

In the domestic market, clients come mainly from Sichuan province, he added.

He Zheng, a Sichuan native, said he is happy doing business with Wang. But unlike the open and optimistic Wang, He is more introverted.

"We created our business at almost the same time. We are almost at the same age — both in our mid-30s and share similar experiences," He said.

He is the general manager of Chengdu's CubeTech Co, a software provider of unified communication services that integrate several forms of communication and make them accessible from a common mobile phone.

For example, once a person gets a business partner's mobile number, he can send files directly to the number with CubeTech's software. Then the receiver can read the file on his mobile phone. The file can be a PowerPoint presentation or a long article, He said.

He told reporters that receivers do not need a smartphone to enjoy such services. Just an ordinary mobile phone will do.

Unlike Wang's company, He's business is focused on the domestic market. Now, he has a 30-people R&D team, which is not small for his industry, He said.

He used to work for the Beijing operation of Yonyou, one of the biggest software providers in the Asia-

Pacific region.

However, the prohibitively expensive housing prices in the capital city and a bad case of homesickness brought him back to his hometown, where he found the cost of starting a business was much lower. With just 100,000 yuan in funding, he was able to establish his own company.

Now his clients include the State-owned oil provider CNPC, Sinopharm Group and the administrative committee of a high-tech area in Chengdu.

"The administrative committee now uses our unified communication software to communicate with reporters," he said.

He said he hopes to provide services for more small and mid-sized companies.

The cost of each set of CubeTech's products is between 30,000 yuan (\$4,848) and 50,000 yuan, but similar products from world-renowned companies can reach 1 million yuan, he added.

Wang said he hopes that more overseas companies will seek the services of Zycoo in the future.

The two industry leaders said Chengdu still needs to globalize more. For example, improvements are needed in terms of transportation and logistics.

The neighboring cities have not caught up with Chengdu's development yet, they added.



Wang Hongzhen, CEO of Zycoo

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He Zheng, general manager of Chengdu's CubeTech Co

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PHOTOS PROVIDED TO CHINA DAILY

The second ring road in Chengdu was put into service on May 28 in preparation for the upcoming Fortune Global Forum. The city is gradually optimizing its transportation facilities.

Wang said they are now quite busy. They participate in the world's five major commu-

nications exhibitions in Germany, Dubai, Singapore, India and Russia.

"Almost every exhibition I will take He with me. We are happy together," he said.



The Jinsha museum features many ancient relics.

## Jinsha, Sanxingdui ruins open up gateway to past

By ZHUANTI  
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Visiting both of the ruins of Jinsha and Sanxingdui is an exploration of one of the most interesting ancient cultures in China.

Jinsha rose to prominence around 1,000 BC and shares similar origins with Sanxingdui, which can be seen in the types of burial objects at the two sites, historians said, although Jinsha had no city wall.

The comprehensive display

at the archaeological site uses modern technology to recreate the kingdom and its fascinating culture.

Built some 5,000 years ago, the ruins of Sanxingdui, about 50 kilometers away from Jinsha, are a gateway into a mysterious civilization that once flourished in southern China.

The ancient culture that built these structures was a strong centralized theocracy that traded in bronze and ivory.

Evidence of distinctive independent cultures in different

regions of China defies the traditional theory that the Yellow River was the sole "cradle of Chinese civilization".

Excavations of Sanxingdui have turned up the ruins of a city that was the political, economic and cultural center for the State of Shu (1046-316BC).

The Qin Dynasty (221-206BC) annihilated the state in 316 BC. Little was known about Shu culture until the 2001 discovery of the Settlement of Jinsha, one of China's top 10 of archaeological finds.

## Always tea time in Chengdu

By ZHUANTI  
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It has been said that China has the best teahouses in the world, and Chengdu has the best teahouses in China.

The first thing a visitor notices when walking on the street in Chengdu is that teahouses seem to be on nearly every corner.

The humid weather creates ideal conditions that allow Sichuan to produce some of the best tea in the world, such as Zhuyegya and Huangya.

Together with Sichuan cuisine, tea is one of the most

### IF YOU GO:

**The People's Park**  
Address: East area of the People's Park, 12 Shaocheng Road, Chengdu (10 minutes walking from Tianfu Square)  
Price: 5-10 yuan per person

**Shunxing Old Teahouse**  
Address: 166 Century City Road, Hi-tech Zone, Chengdu  
Price: 160 yuan per person

important aspects of daily life in the province. Locals have created their own culture for drinking tea, which includes distinctive teapots, teacups, and tea ceremonies.

The teacup, also called the "tea-boat", features a cover and a saucer that keeps the water warm and also prevents the tea leaves from going into one's mouth.

The Chengdu tea ceremony is a performance that incorporates dance, martial arts and teapot design. You can see it performed everywhere from the lowliest corner teahouses to luxury shops that cater to

the wealthy.

Teahouses can be enjoyed by anyone, regardless of wealth. A cup of tea ranges from less than a dollar to more than 10 dollars.

Their relaxing environment makes teahouses centers of social activity, where neighbors chat and play mahjong.

Teahouses are also places for businessmen to get together and make deals.

To see how locals really live, there is no better destination than one of Chengdu's countless teahouses. After one cup, you will fall in love with the city.

## Spice of Sichuan cuisine adds some variety to life

By ZHUANTI  
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Many with only a basic knowledge of the country may know that *gongbao* chicken and *mapo* tofu are two types of typical Chinese cuisine, but what they may not know is that both come from Sichuan.

Sichuan cuisine is one of the four most-cherished branches of Chinese cuisine. One can find Sichuan food worldwide, but the opportunity to try some authentic Sichuan dishes in Chengdu is one that cannot be missed.

Characterized by its spicy and pungent flavor, Sichuan

cuisine emphasizes the use of chili peppers and prickly ash, creating a blend of flavors unique to the region.

Sichuan's spicy dishes can be quite daunting for some, but the region offers something on the menu for everyone.

Sichuan cuisine has more than 20 kinds of major flavor combinations based on six major tastes — numb, spicy, sweet, salty, sour and bitter.

There are several major kinds of Sichuan restaurants you will

see in Chengdu, including classic Sichuan food, home-style dishes, Zigong Salt Gang.

Each of these represents a different family of Sichuan cuisine. Classic Sichuan cuisine emphasizes the balance of different flavors, while home-style dishes originate from family kitchens.

Zigong Salt Gang is not only a major branch of Sichuan Cuisine but also a profound accumulation of Chinese salt culture. The food is spicier and full of ginger, numbing spices and millet pepper. Brave diners interested in a culinary adventure are urged to try it out.



LIFE IN CHENGDU



One of the most precious relics in the museum.

### IF YOU GO:

**Jinsha Museum**  
Hours: 8:00am-6:00pm  
Address: 2 Jinsha Road, Chengdu, Sichuan  
Phone Number: 86-028-87303522  
Fares: 80 yuan

**Sanxingdui Museum**  
Hours: 8:30 am-5:30 pm  
Address: 133 Xi'an Road, Guanghan, Sichuan  
Phone Number: 86-0838-550-0349  
Fares: 82 yuan



Foreigners enjoy Sichuan cuisine in Chengdu.

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### IF YOU GO:

#### Classic Sichuan Food:

• **Da Rong He**  
Address: 68 South Zijiang Road, Hi-tech Zone, Chengdu  
Phone Number: 028-85143232  
Price: 100 yuan per person

• **Hong Xing**  
Address: 137 East Ziwei Road, Hi-tech Zone, Chengdu  
Phone Number: 028-85175388  
Price: 70 yuan per person

• **Shang Zuo**  
Address: 38 Yizhou Avenue, Hi-tech Zone, Chengdu  
Phone Number: 028-85316666  
Price: 150 Yuan per person

• **Home Style: Ming Ting**  
Address: Outer Caojia Lane, Jinniu Zone, Chengdu  
Phone number: 028-83315978  
Price: 50 yuan per person

• **Zigong Salt Gang: Shu Jiang Chun**  
Address: 3 East Qingjiang Road, Qingyang Zone, Chengdu  
Phone number: 028-87733580  
Price: 50 yuan per person