



# Cutting-edge tech to be key focus at WIC

Conference aims to build platform for communication among top experts

By FAN FEIFEI  
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Business leaders and industry insiders said the sixth World Internet Conference will bring about new development opportunities for enterprises and scientific research personnel, as the conference is an ideal platform to showcase China's latest technologies, such as 5G and artificial intelligence.

Denis Depoux, managing director of global consultancy Roland Berger China said the annual World Internet Conference has established itself as one of the flagship events for global internet technology, attracting both domestic and foreign participants.

"The conference offers not only a window on the singular Chinese internet, home to unique e-commerce, payment, AI and cybersecurity innovations. It is also an opportunity to showcase new technologies such as 5G, virtual reality and AI, and more importantly the product and services applications deriving from those," said Depoux.

Gradually, the event has evolved from being a simple showcase of advanced technologies to a platform to think and experience practical applications, Depoux added.

Zhu Shiqiang, director of Zhejiang Lab, a research institute established jointly by the Zhejiang provincial government, Zhejiang University and Alibaba Group, said the conference is important, as many world-renowned companies and scientists in the internet sector will participate in it, and some significant achievements will be released.

"Insights into internet development will be shared during the conference, which also builds a platform for communication among industry experts, and each participant will reap the benefits," Zhu said.

Zhu hoped this conference will bring about more development opportunities for the tech enter-

prises and scientific research staff. Established in September 2017, Zhejiang Lab explores the frontiers and key technologies in intelligent perception, intelligent networks, intelligent computing and intelligent systems.

Zhu added they will make full use of the conference to showcase their scientific research skills and achievements, observe and determine future internet development trends as well as introduce outstanding talents.

"The development of the internet in China started relatively late, but it is happening quickly. Today, we are in the first echelon in the world. We are now at the forefront of cloud computing, big data, AI, internet of things and 5G technologies," said Wu Xinhong, founder and CEO of selfie application maker Meitu Inc.

Wu said the integration of the internet with industry and the real economy will be much closer, because the internet is going to become an infrastructure to empower and serve other industries, and to elevate and even reshape the ecology of industries.

Shang Wenzhu, president of Hangzhou BroadXT Inc said this conference is an ideal window to display China's latest technologies, while noting China is taking the lead in autonomous driving technology.

The company's 5G self-driving minibus is set to make its global debut on the first day of the annual event. The vehicle will be used to help ferry participants to the venue during the conference.

"We want to let more people know that self-driving is safe through the display"

In September, Wuzhen authority and BroadXT inked an agreement to speed up the commercialization of 5G autonomous buses in Wuzhen. With a total investment of 650 million (\$92 million), the 110-square kilometers of Wuzhen will be covered with intelligent networked transportation systems in the next three years.



Attendees walk past the Zhejiang Lab booth during the Light of Internet Expo in Wuzhen, Zhejiang province, on Friday.  
GAO ERQIANG/ CHINA DAILY

## Tap for a shared future



Government officials announce the launch of the Light of Internet Expo, the warm-up event of the 6th World Internet Conference, in Wuzhen, Zhejiang province, on Friday. Co-organized by the Cyberspace Administration of China and the People's Government of Zhejiang Province, this year's WIC, themed Intelligent Interconnection for Openness and Cooperation: Building a Community with a Shared Future in Cyberspace, has attracted more than 1,500 guests to attend the conference, and share their opinions on cyberspace developments and show their new achievements. PROVIDED TO CHINA DAILY

# Service industry to make use of internet sector developments

By ZHENG YIRAN  
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For Liang Jianzhang, the co-founder and chairman of online travel agency Ctrip, discussing global internet connections in Wuzhen, Zhejiang province — a classic Chinese tourist spot — is kind of fun.

The sixth World Internet Conference will be held in this ancient and picturesque city, a typical river town south of the Yangtze River. It has been named as one of the Top-10 Charming Chinese Towns. Wuzhen is reputed as "the last riverine town in China" with a historic civilization stretching back 7,000 years while the town itself has a history dating back 1,300 years.

"My expectations for this year's WIC in Wuzhen will be the service globalization based on technological advancement, as well as global scientific innovative developments," Liang said.

"China's internet industry is ever-changing. I'm looking forward to seeing more eye-opening products and concepts at the conference," he said.

He noted that in past years, the internet has promoted the development of tangible e-commerce, enabling the circulation of goods with no barriers. With the help of the internet, people can now buy whatever they want anytime, anywhere.

"However, the role that the internet is playing in shaping e-commerce of service is equally impressive," he said.

According to Liang, the development of the internet is improving the service experience.

He pointed to Ctrip as an example of a company which has maintained its advantage in the domestic arena.

Thanks to the internet, the firm has partnered with many international enterprises to establish localized call centers. The compa-

“WIC is one of the most influential events in the world information technology industry.”

Guy Diedrich, global innovation officer of Cisco

ny's experience in the online travel agency sector was introduced to Japan, South Korea, Singapore, and a number of European countries.

"During the upcoming WIC, we are expecting discussions on how tourism services can be landed and circulated more smoothly in the world with the help of the internet. For example, a more comprehensive e-payment system and a more convenient inbound tourism service platform can be built," Liang said.

A recent research conducted by tourism marketing firm Sojern showed that in 2018, digital advertisement accounted for almost half of all travel advertisement, and the ratio is still rising.

Up to 60 percent of those surveyed said that data gives them a better understanding of how visitors behave on websites and apps; while 59 percent used data to learn how they win or lose customers during the purchase process.

"The development of the internet is completely changing the tourism industry," the report said.

During the WIC, Liang will also pay attention to the role that major global economies are playing in promoting business development and cultivating scientific innovations, especially in China and the United States.

He noted that China's current innovation capability is advancing by leaps and bounds. Many indicators show that China's innovation

ability is very close to, or even stronger than that of the US. In the long run, China will surpass the US in technological competition.

"In this regard, I hope we can have more in-depth communication with guests at the conference."

Lee Der-Horng, an academician at the Academy of Engineering Singapore, director of the Global Institute of Intelligent Technology and the Institute of Transportation Brain of Pcitech, and vice-president of Pcitech, voiced agreement with that assessment.

"I'm excited to see the world's leading internet 'black technology', together with various intelligent interactive projects in this year's WIC."

"As far as I know, Wuzhen is already taking a lead in realizing full coverage of 5G commercial application and has added many intelligent experiences — more than 60 projects, such as long-distance driving unmanned vehicles, millimeter-wave human security detectors, and transparent screens, will be displayed during the conference."

"This is the future trend. We are able to foresee the future life in Wuzhen in advance," he said.

"WIC is one of the most influential events in the world information technology industry. Everyone should attend," said Cisco Global Innovation Officer Guy Diedrich.

China's internet industry is experiencing earth-shaking developments, and the country's demographic dividend is one main contributor.

"In the past few years, China's economy has entered a new stage, and consumer iterations have enabled new industries and services that are lean, high-quality and segmented to gain new opportunities through the internet. More opportunities are yet to come."

# Innovative products set to make their debut in Wuzhen

By LIU YUKUN  
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Expectations for the upcoming World Internet Conference are heightening as both overseas and domestic participating companies see it providing access to business inspirations and deals.

For leading cybersecurity company Kaspersky, the global event is a rare opportunity to get access to China's growing industrial internet of things market.

"We heard that a concentrated group of industry experts and practitioners will come to this conference and we are excited about them sharing the latest trends, opportunities and challenges, and showcasing some of their best products and practices in the area of industrial IoT. It will be a great opportunity to expand our network and we look forward to meeting with potential new partners and strengthening relations with our current clients," said Zheng Qiliang, general manager for China at Kaspersky.

With industrial IoT — internet applications to the operation of industrial equipment for a connected network — becoming more advanced in China, Kaspersky thinks there is great market potential in developing related cybersecurity products.

"For this year's event, we will continue focusing on discussions in this area, and Kaspersky is stepping up efforts on developing new systems to battle cybersecurity risks," he added.

The company showcased its newly developed system Kaspersky OS at a recent exposition in Tianjin. The system is said to prevent risks in the infrastructure, manufacturing and healthcare industries.

Zheng said a big challenge for the industry today is to develop products to prevent cybersecurity risks relating to infrastructure, such as railways and electric power plants, as attacks can cost billions of dollars.

"The market in that area is huge and we are expecting more discussions during the upcoming World Internet Conference," Zheng said.

Kaspersky also expects to see more measures being brought up by government officials to improve the business environment to further support the company's development in China, according to Zheng.

"We have participated in this global event for five consecutive years. Those past experiences have inspired us on many concepts of our most cutting-edge technologies and products," he added.

During last year's World Internet Conference, Kaspersky signed numerous deals with Chinese companies including China Electronics Technology Cyber Security Co Ltd.

"China has been our most important market and we are expecting more business opportunities to be discovered during this global internet conference," said Anton Shingarev, vice-president of public affairs at Kaspersky.

This year's conference will hold sub-conferences on cybersecurity and industrial IoT on Oct 21 and has also attracted local industry giants like NSFocus Security Labs.

For China's robot company Shanghai Xiao-i Robot Technology Co Ltd, this year's World Internet Conference provides a great platform to expand its network with potential partners and clients on a global scale.

"As one of China's leading companies in the area of artificial intelligence, we are eyeing increasing presence in the global AI community and we consider the conference as an important opportunity," said Xu Yiya, senior vice-president of Xiao-i.

"The conference will exhibit some most cutting-edge technologies and products to participants from around the world, and that may open doors for future business deals in areas of telecommunications, big data, AI hardware," she said.

The robot company will also attend the sub-conference on AI on Oct 21.

"We believe the discussions at the AI sub-conference will offer rare chances to dive into solutions to issues that have been impacting the AI industry and those that are relevant to its future. That will be an important inspiration for our company's long-term development," Xu said.

# Digital advances helping firms take the high road to success

By HE WEI in Shanghai  
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Business executives from home and abroad are pinning their hopes on industrial internet development and industry issues to be the key focus in the "targeted and forward-looking" discussions during the 2019 World Internet Conference.

The theme of this edition's conference covers not only technology hot spots such as artificial intelligence and 5G, but also deal with issues that concern all parties like data governance and industry digitalization, said Alvin Ng, Asia-Pacific vice-president and general manager of digital solutions at Johnson Controls, a smart building provider.

"The huge market has pushed many traditional industries like construction to transform and upgrade with digital solutions," Ng said. "We expect to take away inspirations on future development with

the utilization of internet in smart buildings and cities."

Ng said the company is striving to create a smart future for all types of facilities and thereby boost the formation of the digital economy in China and the rest of the world. This can be achieved by helping customers put their building data to work through a cloud-based platform and assist buildings and facilities managers discover insights and find efficiency.

The WIC is an important occasion for foreign companies like LinkedIn to be deeply involved in China's economic and internet development, as well as an important occasion to hold dialogue with global industry leaders, said Lu Jian, China president of the United States-headquartered social networking site for careers.

"This has been the fifth consecutive year for LinkedIn to be part of the WIC," Lu said. "China is not only

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Lu Jian, president of LinkedIn in China

an important market for us but a key component of our global strategy. We aim to help enterprises connect with talents and assist global talents to enter China."

As a global internet company,

LinkedIn will continue to strengthen its long-term commitment to China, as has been the case by a growing number of global counterparts, who are delving into the crucial market by participating actively in the gala and pouring in more investment.

"From rhetoric to reality, topics being discussed and debated during the WIC are increasingly extensive and profound. The event offers enterprises a glimpse of more opportunities and how global internet is facilitating high-quality development," he said.

Industrial internet is shaping up to be the focus for LinkedIn, which adopts the troves of big data to portray the "economic atlas" of the changing dynamics of labor market in China. Lu said LinkedIn will team up with Tsinghua University and launch a report tracking the digitalization trends of various industries, which is expected to serve as an indicator for the nation's and even the

world's, economic development.

Global consultancy PwC will also unveil their latest researches during the fair and top executives will share their insights on startup companies as well as unicorn firms and tech-related investment and initial public offerings.

One topic of interest and importance is the so-called responsible AI, which refers to ethically sound and regulatory compliant AI. PwC forecast AI could infuse \$15.7 trillion into the global economy by 2030 and virtually open up limitless potential to benefit the entire society.

Amid this promise, however, the rapid pace and significant scale of change resulting from ever smarter AI systems and increasingly pervasive human/machine interactions are also giving rise to markedly differing concerns among business leaders and consumers, said Wilson Chow, a leader on the technology, media and telecommunications of PwC.