

Chengdu

Global Research City

Aide Memoir

to a *unique project*

initiated by the *Globalization and World Cities (GaWC) Research Network* (Director: Professor Peter J Taylor)

in association with the *Center for City and Competitiveness* (Director: Professor Pengfei Ni) of the *Chinese Academy of Social Sciences*

for the *Publicity Department of Chengdu Municipal Government*

Preamble

GaWC is the leading academic think-tank for studying cities in globalization (www.lboro.ac.uk/gawc)

The fundamental purpose of this GaWC project is to understand how successful cities grow

The success of a city is a result of the multiple successes of its many firms

In the contemporary era such successful cities are on trajectories to become what are called world cities or global cities

Specifically at this time, there are more successful cities growing in China than anywhere else in the world

Chengdu is an important case of this national achievement: as a key inland city it shows the economic transformation is much more than coastal interface with the world economy

Chengdu is a successful city on a trajectory to become a 'continental' world city through the multiple successes of

Key outcomes

1. The basic output will be a smorgasbord of successful business practice, myriad stories of winning firms - in other words a living archive of knowledge celebrating Chengdu's economic success
2. Detailed knowledge of how Chengdu grew through its successful firms will be disseminated as a major book publication using a renowned international publisher on global urban issues
3. In this way Chengdu will become well-known in both academic and policy circles as a model representative of city trajectories to world city status, a place for other cities to emulate
4. As such it will be seen worldwide as an exemplar of contemporary urban globalization just as Baltimore and its waterfront was an exemplar of urban modernization in the late twentieth century
5. All this will make Chengdu's name synonymous with 'successful city' and 'emerging world city' thus providing highly appropriate raw material for developing city branding options for the Publicity Department

Project work

1. Selecting the firms

At this time we are **NOT** interested in large-scale foreign inward direct investment but the focus is on small and medium-sized enterprises (SMEs)

It is desirable for the contact to have been with the firm for some time, ideally from the firm's beginning

It is important that the contact has a position in the firm where he or she has developed an overview perspective on the firm

It is important that the contact is at such a level within the firm that he or she can commandeer others' help to fill in gaps in knowledge

Generally, the higher up in the firm, the better the contact

3. Distributing and collecting the questionnaire

The idea behind the questionnaire is that it will

There will be two strands of work: academic to produce the book and practical to produce the archive as a Publicity Department source of information

The latter is planned to be a 'living archive' as the changes in the firm's activities are regularly monitored to bring information up to date

There will be two major events emanating from this work and bringing the project to a close

First, a workshop for personnel in the Publicity Department and associated municipal government employees – this will provide an insider insight into what the results mean and how they might be used

Second, there will be an academic and policy conference by invitation on “Chengdu: Global Research City” that will include launching the book and living archive

Peter J Taylor, 23/01/11

Appendix

The questionnaire

CHENGDU SUCCESS STORY SURVEY
This is an exploratory joint project between the Cities Competition Centre of the Chinese Academy of Social Sciences and the
understand the phenomenal economic growth of Chengdu.
As one of the leading economic players in the city, we are interested in the commercial biography of you and your company. We would

Part B: ORIGINS OF THE COMPANY

Part C: DEVELOPMENT OF THE COMPANY
What have been the changes in size of company to the present (labour force and turnover). Has there been any product/service development into new spheres of work? When? Why? How? Were you the first to do this new work in Chengdu? What was the development that 'sealed' the success of the company? Was there more than one? How have labour, raw materials and markets changed? Wngdu?

