



INSPIRING THE DREAMS OF OUR FUTURE

Moutai helps clean up 'Spirits River'

By QIU BO in Guiyang
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Spirits giant Kweichow Moutai Co Ltd will provide 500 million yuan (\$81 million) over the next 10 years to protect a major watershed, the company said.

At a conference jointly held by the Guizhou provincial government and Kweichow Moutai earlier this month, the two parties announced a joint plan for the Chishui River, a water source that is considered vital to the company's development.

Under the agreement, the company will provide 50 million yuan for the project annually, with the government allocating also 50 mil-

lion yuan annually. The 268-kilometer-long Chishui River is a tributary of the Yangtze River, and its quality has deteriorated in recent years. The Chishui is also known as "Spirits River", as it is a water source for several famous Chinese liquor producers besides Kweichow Moutai, such as the Sichuan Langjiu Group Co Ltd.

Guizhou also signed a deal with the Asian Development Bank last week to help attract more capital for the protection of the river. The agreement was signed during the Eco Forum Global Annual Conference in Guiyang.

Guizhou Vice-Governor Mu Degui and Hamid Sharif, the ADB's country director in China, signed a memorandum during the forum intended to

broaden financing channels and attract more capital for the green development of the river.

Xiong Dewei, head of the provincial environmental protection department, said cleaning up the river will cost about 5 billion yuan.

Zhang Qingfeng, a water resources specialist for the ADB, said that investment is expected from government bodies, banks and local companies, and the province may announce policies to clarify stakeholders' rights and obligations.

Jia Kang, director of the Institute for Fiscal Science Research under the Ministry of Finance, said that "healthy green finance" should have policy support.

Zhao Kai contributed to this story.



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The Chishui River runs through Maotai Town in Guizhou province. Spirits giant Kweichow Moutai Co Ltd will provide 500 million yuan (\$81 million) over the next 10 years to protect the river, a water source vital to the company's development.

Feihe, Harbin vocational college team up to train dairy staff

By HUANG YING
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Feihe Dairy, a subsidiary of Feihe International Inc, has joined with a Harbin-based vocational college to nurture dairy talent, a move experts said will help ensure the industry's safety standards are met.

With the development of China's domestic dairy industry, especially the introduction

of infant formula regulations, the demand for high-end dairy talent continues to rise, said Liang Aimei, vice-president of Feihe International.

Liang said the industry needs more management personnel, technicians, quality inspectors and workers in cow breeding programs.

That is why the company signed an agreement with Heilongjiang Vocational College for Nationalities in late June to provide vocational education

for industry workers, she said.

Its three-year training program will admit 150 first-round students in two major fields — that of dairy processing and technology, and also animal husbandry and veterinary medicine. Admission to the program will start in August, according to the school.

Liang said Feihe Dairy will fund tuition fees for the first year. For the second year, the company and the college will offer a tuition waiver or reduction to those

who are either academically qualified or identified as in need of monetary assistance. Students will have to fund the last year themselves.

After graduation, the students will be able to work for whatever company they want.

In terms of a training model, Feihe Dairy will arrange to have its own technicians, dairy industry experts and professionals give lectures as well as provide internship opportunities.

Song Liang, an industry analyst, said pasture managers, production system control personnel, engineers and sales talent are desperately needed by the dairy industry.

"A pasture manager has to be responsible for the good operation of the pasture and keep costs under control," Song said.

He said unpopular majors like livestock breeding receive limited attention and financial support at colleges and

universities. "The government should play a larger role in supporting such majors through preferential policies or funding," he said.

Xu Jiancheng, Party chief of the Heilongjiang school, said the source of students for vocational education should not only be high school students but also should include staff from enterprises and unemployed workers.

He said the school's cooperation with Feihe would attempt

to enroll more such people into the program.

In addition to Feihe Dairy, other industry players also have been active in organizing training programs.

In 2010, Inner Mongolia Yili Industrial Group Co established Yili Cow School, which trains technical and management personnel.

Yili reportedly offered 61 training courses from 2010 to 2012, with the number of trainees exceeding 2,000.

dreamfundreport

Jaguar football Open Day can help kids realize their goals

By ZHUANTI
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"This is the first time I've played on a big pitch like this," said Wang Xiaolong, an excited student from a school for the children of migrant workers. "They are spending a lot of time training us so we know what to do right and improve how we play."

The young student was just

one of the many participants to join Jaguar Land Rover China as the company kicked off its first Jaguar Football Public Open Day on July 14, continuing the exhilaration of the World Cup just a few hours after the thrilling final.

Some 400 guests, including around 300 energetic local children, were able to get onto the pitches and experience the fun of football for themselves

in friendly matches that took place amid a festive carnival atmosphere. Half the children are from schools for migrant worker's children.

The event is just one of many planned for the Jaguar China Youth Football Development Initiative, part of the company's ambitious CSR programs under the Jaguar Land Rover China Children and Youth Dream Fund, supported by respected NGO partner, the China Soong Ching Ling Foundation.

The initiative will help raise the bar for sports in China, creating new football pitches across the country and getting more people out playing football, and giving structured coaching to school children, including sending a group of students to the United Kingdom for professional training and cultural exchanges with British students.

Over the course of three years, the different football programs are expected to benefit around 30,000 young people across China.

"This is a fantastic turnout, with great enthusiasm from the kids, and we're looking forward to more Open Days in the metropolitan centers of Beijing, Guangzhou, and Chengdu," said Bob Grace, regional president of Jaguar Land Rover Greater China.

"Young people will be creating tomorrow's China, so by building healthy bodies and improving their character with a sense of fair play, respect, leadership, and discipline, we are giving them the tools to realize their own goals in life, as they inspire our dreams for



PHOTOS PROVIDED TO CHINA DAILY

Bob Grace, regional president of Jaguar Land Rover Greater China, delivers his speech on the Open Day.



Jaguar Land Rover employee and Shanghai media football teams celebrate their own World Cup.



Bob Grace, regional president of Jaguar Land Rover Greater China, enjoys football with the kids.



Sun Wen, famous China women's football player and Jaguar Land Rover Dream Ambassador, coaches Shanghai school children.

a better future."

Word about the Open Day was spread through multiple channels, including mass and social media, dealer groups, customers, and schools, resulting in a very diverse group of people attending the event.

The Open Day really showed the strong spirit of the Dream Fund with the involvement of the entire community of stakeholders in Jaguar Land

Rover's CSR efforts coming together to support the children and enjoy football.

Valuable professional coaching was on hand under the expert guidance of famous Chinese female footballer Sun Wen, who, along with representatives of Jaguar Land Rover employees, received Dream Ambassador awards as outstanding individuals who have pledged to

devote their personal efforts to supporting the Dream Fund activities.

"I really hope my personal engagement as a Dream Ambassador and sports coach can serve to amplify the Dream Fund efforts, as we all reach out to touch the hearts of these school children and make a big difference in their lives," said Sun.

Explaining the company's

vision, Bob Grace said, "Sustainability is the guiding principle in everything our company does. Going forward, all our CSR activities will be managed within the framework of the Dream Fund, and with a donation of 50 million yuan (\$8.2 million) over three years, these CSR initiatives are a clear statement of Jaguar Land Rover's long-term commitment to China."