

## **PROFILE: HU YONG—China's Leading Internet Authority**

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Hu Yong is Executive Board Director, Editor-in-Chief, and Senior Executive Vice President of Media Strategy for ChinaValue.net, the No. 1 Business/Economics/Finance new media community/portal/blog channel in China.



For background, ChinaValue consists of:  
15,000+ writer/researchers;  
top 50 university partners; top  
100+ magazine alliances;

strategic partner, CCTV (1 billion overall viewers worldwide); top 10 portals content provider; 200,000 professional members; 10 million audience; 1 million pageviews/day; real time intelligence on business, investments, finance, economics, technology, law, education, industry, government, media; first and largest professional business blogs, wikis, and "digging" tied to vertical search engine, on 21 industry sectors; -- <http://www.chinavalue.net/index.html>

Hu Yong received a B.A. in economics from the Shanghai International Studies University, and an M.A. in journalism from the Chinese Academy of Social Sciences. Currently, he is a Ph.D. candidate in politics at the prestigious Renmin University of China. In 2006 and returning in May 2007, Hu was invited as a visiting scholar to the prestigious University of California at Berkeley as the leading authority on China and the Internet. Hu is an acknowledged world authority on China industry and the ways they differ from their Western counterparts providing key business intelligence.

For two years from 1991, he was a national news editor with the China Daily, China's only national English-language daily newspaper. For another two years beginning in 1993, he was a researcher with the International Trade and Economic Cooperation Research Institute under the Ministry of Foreign Trade and Economic Cooperation, where he was engaged in research involving the development of strategies for growth in changing markets. In 1995, he joined Lifeweek, the most prestigious newsmagazine in China, as a senior writer and columnist. He commented on important business developments, with a special focus on the information industry.

From 1999 to 2001, he was Chairman of the Editorial Board of China Internet Weekly, the most authoritative weekly on China's Internet economy, and President of the China Internet Institute, the leading think tank on Internet

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research and consulting in China. In 2001, he went on to found the Global Executive, a management journal that explores the “Tao” of management in the ever-changing business and technological world. In 2002, he joined China Central Television Channel II, China's No.1 business news channel, as a Producer and Chief Strategist. Seen by nearly 100 million viewers every day, CCTV Channel II is the most-watched and longest-running broadcast business news channel.

Hu Yong is highly regarded as China’s most powerful thinker in helping organizations leverage their managerial capacity in Internet environments.



**Host for Sohu’s China Internet 10 Year Review Forum in 2004. Sohu is the No. 2 portal in China. Negroponte participated as Keynote Speaker. ChinaValue was a media partner.**

Hu Yong is a widely quoted and highly influential writer for his early insights into industry trends, his witty commentaries and his thorough analysis of challenging subjects. He has extensive research and consulting experience.

The most respected authority in his field, Hu Yong has been published widely. He authored “Internet: The King Who Rules,” the first book introducing the Internet to Chinese readers, as well as several other best-selling books concerning the Internet economy. He is also the translator of several groundbreaking English books on digital

technology, including “Being Digital, Release 2.0: A Design for Living in the Digital Age” and “City of Bits: Space, Place and Infobahn.” All these monographs and translations are well received for their timeliness and insight and have greatly helped open the new era of the popularization and commercialization of the Internet in China. His most recent book is “Haier: China-made” is a classic case study about the rise of a legendary Chinese manufacturing giant.

A frequent speaker at IT events and management conferences, Hu Yong is active in industry affairs. He is co-founder of the influential Digital Forum of China, the leading nonprofit organization that promotes the public awareness of digitalization and advocates freedom as well as responsibilities of the Internet. In 2000, as validation of Hu’s prominence in China, Mr. Yong was the nominee as the Top Chinese Internet Authority. As another example of his considerable influence, in June 2005, Hu hosted the Nobel-Prize Winner Forum.



**Hu (left 1), Negroponte (left 3), Founder of Sohu.com (left 4),...**

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Hu Yong has written for a variety of national and international business and professional publications like Fortune (the Chinese edition), The Economic Observer, Business Watch, Sino-Foreign Management, China Entrepreneurs, 21st Century Business Review, China International Business among others. He is also a columnist with Sina.com, Tom.com, and Project Syndicate.

- Hu was the host for the China Multi-media International Forum in 2005. ChinaValue was the media partner.  
<http://www.chinavalue.net/announce/mmec.htm>

- Hu's book, "A Telecom Winner" (2006) -- a case study of China Mobile, the mobile giant of China.  
<http://www.chinavalue.net/shownews.aspx?nid=10>



- Hu was invited as the VIP speaker for CCTV's Dialog TV show. CCTV's Dialog invites only top business leaders, such as Bill Gates, Jack Welch, etc. <http://www.chinavalue.net/announce/dialogue.htm>



- Hu hosted the 2005 Beijing Nobel Economics Winner Forum  
<http://www.chinavalue.net/announce/hosting.htm>



左图：爱德华·普雷斯科特



右图：胡泳


## PROFILE: HU YONG—China's Leading Internet Authority

- Hu's book detailing insights from China's first CEO, CEO of Haier, China's electric appliance giant.

[http://product.dangdang.com/product.aspx?product\\_id=9151398](http://product.dangdang.com/product.aspx?product_id=9151398)

- Famed MIT Media Lab Founder, Nicholas Negroponte book's Chinese version by Hu Yong.

[http://product.dangdang.com/product.aspx?product\\_id=285717](http://product.dangdang.com/product.aspx?product_id=285717)



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- Esther Dyson's book, Release 2.0: "A Design for Living in the Digital Age", Chinese Version by Hu, 1998.

- 19 books written by Hu on Dangdang.com. Dangdang.com is China's equivalent of Amazon.com.

<http://search.dangdang.com/search.aspx?key=&selbook=2&selmusic=0&selmovie=0&key1=&key2=%BA%FA%D3%BE&key3=&key4=&key5=&catalog=01>