'Sunset industry? It's not in my dictionary'

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Life is an unstoppable process of trying, meeting challenges and enjoying the process, says Sun Xinrong, founding partner, chairman and chief investment officer of BC Capital.  
He says that after having joined the financial market "by accident", he's grateful for the chances offered during the good times.  
Sun had a special liking for economics and English, choosing international finance as his major at university. Upon graduation, the Chinese mainland's financial sector was in dire need of financial talents, so he joined the Industrial and Commercial Bank of China — one of the country's "Big Four" lenders — in Zhejiang province in 1989.  
He was with ICBC for nearly two decades, serving in various positions, including general manager of the international business department, vice-general manager of the business department of the bank's Zhejiang provincial branch, deputy CEO of the Singapore branch and CEO of ICBC Hong Kong.  
Sun left ICBC in 2008 before taking the plunge in the private equity and asset management business.  
In 2013, he co-founded BC Capital, an asset management firm specializing in private equity investment and offering sophisticated expertise in fixed-income, hedge-fund and overseas M&A portfolio management.  
"Having a target and a direction is important for developing business and careers. Sticking to the right direction and being patient is critical," he says.  
He doesn't believe in the saying that any particular business is a sunset industry, based on his own lengthy experience in traditional banking. "Opportunity is always there in the market and we're always on the innovation road."  
He feels the difference between working in a traditional banking system and founding his own business is that a startup business requires much greater passion. He takes it as working for the entire team and clients rather than for himself.  
Currently, his focus is on a long-term business strategy and leading the team to greater heights in development.  
To the younger generation, he says: "Remember to develop whatever you do step by step. Young people have to be diligent and honest, which are critical characters, and be patient at all times. Very promising times are in store for them."

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