YaoDun launches US branch

2018-09-05

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 chinadaily.com.cn |  
 Updated: 2018-09-05 05:39

Another Chinese company has chosen to establish its overseas headquarters in the United States despite ongoing US-China trade disputes.  
During a Sunday press conference attended by Chinese and American representatives from different sectors of society, USA Holdings Group, based in Los Angeles, announced the kick-off of its operations.  
The company is the first overseas branch established by its parent company, YaoDun Group of China.  
“The US and China are the two biggest economies in the world,” said Yao Mingwen, president of the Shanghai, China-based YaoDun Group.  
“Setting up the company’s overseas operations in the US is a strategic decision that would help to enhance our international development,” Yao added. “It would also help us better manage our overseas projects, as we do in Asia and Europe.”  
According to data from a recent survey conducted by the China General Chamber of Commerce (CGCC), two-thirds of respondents believed that investing in the US could enhance their international brand presence.  
The CGCC serves 1,500 Chinese member companies that have collectively invested over $120 billion and employ more than 200,000 people throughout the US.  
Yao said he has spent over a year preparing for the launch of his company’s US branch.  
Established in 2003, YaoDun of China focuses on the protection, treatment, and restoration of global ecology.  Its industrial chains are located across the globe in locations such as the US, UK and Thailand.  
Last month the company announced the launch of a new satellite program that monitors agricultural resources and detects diseases related to pests around the globe. The company also seeks to use blockchain technology to help protect global ecosystems.  
In addition to its emphasis on global ecology, YaoDun also has its eye on the cultural and entertainment industry. An upcoming project of YaoDun USA is “Hollywood Battles”, a reality show that shows young actors chasing their dreams in partnership with established Hollywood stars.  
“The goal of this project is to establish a platform for US-China cultural exchange,” said Sun Xiaolei, CEO of YaoDun USA Holdings Group, adding that she hopes the show becomes a basis for international cooperation with Hollywood film and television talents.  
Jimmy Wu, community outreach deputy for Los Angeles County 5th District Supervisor Kathryn Barger, attended the event on her behalf.  He welcomed the investment of Chinese companies in the US.  
“Although the trade war is making us worried, we don’t want to see  retaliation or confrontation,” said Wu. “We want to see more businesses, sport delegations, and cultural groups coming to the US from China to promote the culture and understanding between these two great nations.”

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