Title: "New Beijingers in New York" - Film Script Outline

Genre: Contemporary/Inspirational/Reform and Opening-up/Public Service/Drama

Synopsis:

"New Beijingers in New York" tells the compelling stories of Chinese entrepreneurs, symbolized by Dr. Zhao Yunlong, since the Reform and Opening-up era. These individuals venture abroad to the United States, facing a series of remarkable challenges and triumphs in both social and business realms. The film opens and concludes with this group of entrepreneurs, who, having weathered many storms, ultimately return to their roots. They invest their acquired wealth in initiatives like desert greening in Inner Mongolia, giving back to society. The movie explores the pressures, loneliness, sincerity, kindness, mutual understanding, and relentless spirit of these Chinese entrepreneurs as they navigate the world.

Main Character Introductions:

Dr. Zhao Yunlong: The protagonist, hailing from a humble background, is extroverted, sensitive, straightforward, dedicated, and deeply devoted to his family.

Zhao's Father: Zhao Yunlong's father, a man of simple yet strict upbringing, provides him with opportunities to explore the world.

Street Vendor: An Anhui native who serves as Zhao Yunlong's mentor in business.

Long Hui: A student at Columbia University, Zhao Yunlong's American student and assistant.

Mr. Mondale: Zhao Yunlong's American friend who leads him into the United Nations.

Head of UN Environmental Organization: The guiding figure for Zhao Yunlong's first charitable endeavor.

Battar: A government official from Inner Mongolia who supports desert greening initiatives.

Wang Shi: Representative of Chinese entrepreneurs.

Yu Minhong: Representative of Chinese entrepreneurs.

Jack Ma: Zhao Yunlong's spiritual competitor.

Chapter List:

Prologue

Chapter One: Fear Not the Humble Beginnings

Chapter Two: Those Who Dare to Innovate

Chapter Three: A Life Resembling Jack Ma's

Chapter Four: Upholding Morality, Achieving Merit, Speaking the Truth

Chapter Five: The World United

Epilogue: Different Paths, Same Destination

Summary:

"New Beijingers in New York" portrays the life journey of Zhao Yunlong, a native of Inner Mongolia born during the early days of the Cultural Revolution, as he rises from humble beginnings. Like many of his generation, he faced poverty and hardships. Through unwavering determination and the guidance of strategic studies learned in his youth, he became a successful entrepreneur amidst the wave of China's Reform and Opening-up. However, if he had stopped there, Zhao Yunlong would have been just another renowned entrepreneur of his time. It was the ancient Chinese military treatise, "The Art of War" by Sun Tzu, that enriched his life with a different perspective and vision.

In 2004, Dr. Zhao Yunlong was invited to become a visiting scholar at Columbia University in the United States, where he had the opportunity to interact with distinguished figures on the international stage. After much contemplation, he followed his inner calling, hoping to broaden his horizons in the world's most prosperous nation and contemplate the path of Chinese culture far from his homeland. With this sense of purpose, he decisively closed down his domestic enterprises and rented out all his properties. Setting out on a bicycle, he embarked on a journey to the distant shores of the United States to pursue education and entrepreneurship.

In the United States, Dr. Zhao Yunlong began his life as a visiting scholar and became a professional researcher at Columbia University's East Asian Institute for Political Economy. He also started exploring the similarities and differences between Eastern and Western cultures, gradually adapting to American society and forging friendships with people from around the world.

Through a stroke of luck, he was invited to join the United Nations' Economic Organization, enabling him to stand on the international stage, gain a broader perspective, and transition from initial mutual exclusion and misunderstanding with people from different countries to meaningful exchanges and mutual respect. His work at the United Nations provided him with opportunities to engage in various charitable projects aimed at helping impoverished and war-torn regions worldwide. He also began looking back to his homeland, where assistance was needed.

Dr. Zhao Yunlong aspired to combat desertification in Inner Mongolia, restoring it to lush grasslands and preventing desert encroachment into northern China. He initiated investments in desertified land in Inner Mongolia, conducted technical research, and undertook desert land reclamation. Leveraging his position at the United Nations, he appealed to numerous charitable organizations and Chinese entrepreneurs to rally support for his cause.

Dr. Zhao Yunlong shared his vision with prominent Chinese entrepreneurs like Wang Shi and Yu Minhong, hoping they would join this endeavor to contribute to their homeland's greening. Influential figures who had long been engaged in and committed to public service, such as Wang Shi and Yu Minhong, readily agreed to participate after carefully reviewing the project details. Through their influence, a group of Chinese entrepreneurs joined the cause. They convened at the United Nations, held discussions, and ultimately collectively financed the greening of Inner Mongolia. Dr. Zhao Yunlong once again made a significant life decision by joining the Alashan SEE (Ecological Environment) Foundation, established in 2000, making desert greening a crucial core of his philanthropic efforts.

Main Story:

Prologue:

In a conference room at the United Nations headquarters, a group of Chinese and overseas Chinese entrepreneurs and numerous UN officials convene to discuss the issue of desertification in Alashan, thousands of miles away. A Chinese entrepreneur, born in Inner Mongolia, raised in Beijing, and now a resident of the United States, delivers a fluent speech in English. His robust physique, compelling voice, and the smile on his lips easily remind people of their favorite teachers from their school days, conveying warmth akin to a gentle spring breeze. This man is Dr. Zhao Yunlong, the convener of the meeting. With several years of service at the United Nations, he aspires to lead efforts to address the desertification issue in his homeland. At the same time, Jack Ma, then the head of the United Nations' Small and Medium-sized Enterprises Development Organization, showed keen interest in this problem. Years later, Zhao Yunlong and Jack Ma, who had shared similar business interests in their early careers, would converge once more, not only contributing to UN affairs but also dedicating themselves to China's desert greening mission. After Dr. Zhao Yunlong's speech, his friend Wang Shi takes over the conversation, offering his perspective, and Dr. Zhao Yunlong's thoughts gradually return to where it all began.

Chapter 1: Fear Not the Poverty of Youth

In 1967, the second year of a tumultuous decade, the entire Chinese mainland found itself in a precarious state of social development. Against the backdrop of these challenging times, almost all Chinese people struggled to secure their basic necessities, living on the brink, battling against death and fate. In that year, history took an unexpected turn, and everyone seemed to forget the true essence of life, chasing after spiritual fulfillment.

In a small town in Inner Mongolia, during this year of upheaval, a simple farming couple welcomed their eldest son into the world. In an era when male children were favored over female ones, the birth of their son was undoubtedly a stroke of luck. They named him "Yun," endowing the name with auspicious and beautiful meanings. However, during those days, the paramount concern was simply getting enough to eat. Much like the majority of the population, this family faced twenty years of hunger and poverty. The Zhao family in a small town in Ordos, Inner Mongolia, once descended from merchants of Shanxi province, had become an ordinary peasant class in Ordos, the most common of all in the nation by the time Yunlong's father's generation arrived.

When Yunlong was three years old, the Cultural Revolution entered an intense phase. At that time, the entire nation paid little attention to production and nature. More energy was directed towards the "Smash the Four Olds" campaign. Except for government officials and urban workers in major cities, hundreds of millions of farmers struggled to put food on the table. The annual quota of grain production for a family after handing over to the state was a meager 260 pounds. For a family of eight, sustaining life for a year seemed impossible. Yunlong watched as his family struggled to make ends meet, and he learned to peel the bark from trees, discarding the dark, dry outer layers and keeping the soft, white inner portions, which became their main source of sustenance. This diet persisted throughout his childhood, a taste he would never forget.

The one thing that set their family apart was Yunlong's father, who had crafted a crude box from wood and scavenged circuit boards, and declared it a radio. When the radio was turned on, Yunlong heard voices from the outside world for the first time, a profound experience that left a lasting impression on his young mind. It exposed him to many things unknown to his peers. It was through this radio that Yunlong first listened to a narration of "Romance of the Three Kingdoms" and learned of an intriguing book called "The Art of War." He later found this book in the library. Throughout Yunlong's childhood, this radio was his solace, a small source of comfort amid the drudgery and poverty.

This was how Yunlong navigated his impoverished childhood and adolescence. As China eventually emerged from this tumultuous period, he saw a ray of hope. In 1988, after toiling the land for two years, Yunlong managed to gain admission to Inner Mongolia Normal University. His family celebrated as if it were a festival, preparing a grand feast. During the celebration, Yunlong's father handed him a package wrapped in a newspaper. When he unwrapped it, he found a collection of small change, totaling a few dozen yuan. His father told him, "This is all the money we have. It's enough for your tuition fees. But remember, you also owe your younger siblings. With you going to school, we won't be able to afford their education. They will rely on you from now on." Yunlong knelt on the ground and bowed to his parents, his younger siblings, and the entire lineage of the Zhao family.

With this heavy burden in mind, Yunlong devoted himself to his studies during the first semester. When summer vacation arrived, he didn't return home. He walked the streets of Hohhot, the capital of Inner Mongolia, for days, searching for part-time work. He was willing to do any job, even carrying bricks at a construction site if necessary. For a whole week, he survived on only steamed buns and plain water, depleting what little money he had. During this time, Yunlong felt despair creeping in. It wasn't just about the next semester's tuition; he was also anxious about failing to fulfill his promise to his family.

Finally, one day, while resting outside a factory, an elderly worker stopped him. He asked Yunlong why he was always wandering the streets. Yunlong shared his story, and the old worker, after scrutinizing him for a while, said, "You don't look like a troublemaker. Why are you wandering the streets all the time?" Yunlong explained his situation, and the old worker replied, "You seem capable. We need someone to tend to the boiler at our factory. It's hard work, but we provide meals and pay a salary. Are you interested?" Yunlong was overjoyed and immediately accepted the offer.

At the factory, Yunlong took on the job of tending the boiler. He had to work eight to nine hours a day, and during the daytime, he could only have plain rice in the nearby canteen, without any soup. However, considering the years of insufficient food at home, Yunlong felt content with this life. Despite the exhaustion from stoking the boiler all day, he would return to the dormitory and find time to read classic Chinese texts. Among them, "The Art of War" and "The Book of Lord Shang" were his most frequent companions. When he read, everything around him seemed to fade into insignificance. His thoughts transformed into those of ancient generals, navigating different eras, battlefields, and courts. The story of Xiang Yu taught him that even the most exceptional individual could only defeat a hundred opponents, but learning the art of war could make one a match for ten thousand. Combining his practical experience with his relentless study, he realized that relying solely on physical labor to earn money was not enough; one needed to use their intelligence.

Understanding was one thing, but Yunlong's journey to implement these ideas was just beginning. During the bitterly cold winter, the wind howled outside, while the boiler room radiated scorching heat, turning Yunlong's skin dry. Dust often settled on his eyelashes before he could brush it away, making him appear no different from a seasoned worker. Yunlong persevered, driven by the vision of a brighter future, seeking opportunities to change his circumstances. At that time, the living standards of the people were gradually improving. Many of Yunlong's classmates came from well-off families. They often asked him, "Aren't you exhausted working so late every day? Is it worth it for that little money?" To save face, Yunlong replied, "When you have a dream, you can't sleep, and when you have a dream, exhaustion is insignificant." However, deep inside, he knew the truth – he was tired. Working and studying late into the night was not easy, but his determination outweighed the fatigue.

Yunlong continued to persevere and search for an opportunity to change his circumstances. He had always had an impression of Beijing from his childhood, thanks to radio broadcasts of "Golden Hill in Beijing." This skill he had developed, gathering information from the radio, would soon prove invaluable. Yunlong scoured the enrollment information for a long time until he finally found a university that didn't require tuition or living expenses – China University of Geosciences. He concealed this decision from everyone and diligently prepared for the entrance exam. In 1988, he took the college entrance exam for the second time and was finally admitted to China University of Geosciences, ranking first in North China. He sent a letter to his father, saying, "I have been accepted to a university in Beijing, and it doesn't require tuition or living expenses. I can earn money for the family." His father, once again, was moved to tears. Borrowing from villagers and telling everyone they met about his son's accomplishment, Yunlong's parents gathered a hundred yuan to send to him as travel expenses to Beijing.

This period marked a turning point in Yunlong's life. The classics he read, such as "The Art of War" and "The Book of Lord Shang," reshaped his worldview. The rudimentary radio in his father's hands had expanded his horizons. Yet, the true transformation of Yunlong's life awaited him when he gained admission to China University of Geosciences. Simultaneously, the era of China's reform and opening up presented more possibilities for his life's path.

Remarks: Demonstrating a Sense of the Era:

In the third grade, I have a vivid memory of the school requiring us to wear white shirts and the Young Pioneers to wear red scarves. I didn't have one. Finally, my mother found a sack used for packaging flour, washed it, and turned it into a white shirt. On it, she wrote "Net Weight 50 Kilograms." I wore it a couple of times, feeling quite embarrassed because my actual weight was less than 50 kilograms!

Chapter 2: The Crab Eater

Sitting in his luxurious New York apartment, Zhao Yunlong looked back on the ups and downs of his life, which had brought him to this point. His thoughts traveled back to when he was 22 years old. He believed that the second turning point in his life came from a suggestion by a street vendor.

Arriving in Beijing had broadened Zhao Yunlong's horizons, and he no longer worried about his next meal or tuition fees. For the first time in his life, he had the time to contemplate his future. He started planning his finances and needed a "first bucket of gold" to support his future endeavors. Along with his fellow students, he visited Beijing's Talent Market in search of tutoring jobs. He found the market crowded with university students seeking such work, and it made him nervous.

In the Talent Market, an assistant bureau chief from Xicheng District in Beijing was looking for a tutor for his son. He spotted Zhao Yunlong among the crowd, a standout due to his appearance. The assistant bureau chief approached him and asked, "Can you speak English?" "Yes." "Which university are you from?" "China University of Geosciences." "Alright, you're hired. Come with me." Zhao Yunlong was led to a spacious two-bedroom apartment, assigned to a deputy-level cadre. The surroundings fascinated him. "The monthly pay will be 50 yuan. Five sessions a week, two hours each. Is that okay?" "Sure." Zhao Yunlong felt grateful because, at the time, a worker's monthly salary was just a few dozen yuan, and this job was far less strenuous than tending to a boiler.

The bureau chief's home was in Daliushu North Station, and Zhao Yunlong had to take multiple buses from Xizhimen to get there. Despite the inconvenience, Zhao Yunlong was determined. After sending necessary living expenses to his younger siblings, he survived on nothing but cabbage every day to save money for his future business. Half a year later, he had saved over 100 yuan, which he considered his "idle capital." Eager to start a business, he sought opportunities.

One day, while talking to a vendor who often set up stalls on campus, Zhao Yunlong learned about the high demand for thick gloves and coal during Beijing's cold winters. This insight ignited a spark in him. He immediately inquired about wholesale sources for these items and, with the vendor's guidance, visited a wholesale market to select merchandise. That same day, he purchased a heap of towels, socks, gloves, and similar items, filling up his dorm room. This drew curious and mocking looks from his dormmates.

After careful consideration and overcoming his embarrassment, Zhao Yunlong set out to sell the goods at Tsinghua University and Peking University. Since no one knew him there, and because the students' purchasing power was higher, he believed this would be more profitable. At the university gates, he shouted at the top of his lungs, "New socks, new gloves, come take a look!" Students and teachers with university badges would stop to examine the merchandise. This strategy allowed him to make a modest profit during that winter.

His success as a campus vendor made Zhao Yunlong one of the few thousandaires at the time and provided him with more capital for future endeavors.

After graduating from university, Zhao Yunlong was assigned to a geological unit and became a civil servant. Initially, his daily job consisted of organizing samples and data. This newfound stability gave him the time to contemplate his future without worrying about tomorrow's meal. However, when he received his first month's salary, he was shocked to find that it was less than 100 yuan. This was far less than what he had earned in one day during his successful vending business days.

With capital and experience, Zhao Yunlong felt more confident. He decided to resign from his government job. When he told his superiors, they couldn't understand his decision. They appreciated his hard work and contributions but had no idea why he would leave. After working for just one month, he left the job and moved on. Before parting ways, his superior told him that if things didn't work out, he could always return.

Taking a day-long train ride, Zhao Yunlong returned to familiar Beijing. He applied for an interview with Coca-Cola, a company that had recently entered China.

Interviewer: "Coca-Cola came to China hoping to have more like-minded friends working together. Would you prefer a high-salary system or a performance-based pay system?" Faced with this question, the majority of the 100+ interviewees chose the high-salary system. But Zhao Yunlong, who had just left a stable government job, wanted a different experience. He chose the performance-based pay system. This decision gained the interviewer's approval, and Zhao Yunlong joined the foreign company.

At Coca-Cola, Zhao Yunlong learned one of the most valuable lessons of his life: "No matter what, in front of customers, you should dress like a successful person." This phrase was from the Coca-Cola sales manual. Regardless of his actual circumstances, Zhao Yunlong aimed to present himself as a successful person. This optimism and confidence carried him through many challenges and uncertainties.

Like during his boiler-tending days, Zhao Yunlong continued to study and improve himself. In his first month at Coca-Cola, he earned over 700 yuan. By the second month, he made over 1,000 yuan, and at his peak, he earned over 10,000 yuan in a month. At that time, university professors earned only a few hundred yuan a month.

Using the sales techniques he learned at Coca-Cola, Zhao Yunlong built his confidence and accumulated capital. In April 1993, he established his first company, becoming an entrepreneur. Zhao Yunlong was always the kind of person who dared to be the first to eat the crab.

Remarks: Sense of the Times

Zhao Yunlong's first experience wearing a suit and visiting a bank to deposit over 3,000 yuan left him excited.

During his university days, Zhao Yunlong used the 4,500 yuan he earned from street vending to buy a set of apartments for his family.

In the early 1990s in Beijing, Coca-Cola was only available in glass bottles and primarily sold in restaurants and Western-style eateries.

Chapter Three: A Life Similar to Jack Ma's

In the short span from 1990 to 1993, through the distribution of Coca-Cola, Zhao Yunlong became one of the country's first millionaires. During this period, Zhao Yunlong opened three branch companies and hired hundreds of employees. He was riding high on success. However, from 1994 to 1996, he faced economic downturns that posed significant challenges. To navigate through those tough times, he personally worked alongside his employees on the frontlines, cleaning boilers and laboring like a mechanic. During this period, many employees left to find other opportunities, leaving only seven or eight dedicated core employees by his side. An old employee said, "Mr. Zhao, as long as you provide us with meals, we will stick with you to the end!" But there was a time when Zhao Yunlong couldn't even afford to provide meals. He took off his wristwatch and exchanged it for instant noodles and mooncakes to get through the most difficult days. Zhao Yunlong, who had experienced smooth sailing since university, began to doubt himself and contemplate seeking stability. It was at this moment that Zhao Yunlong's grandmother and his cousin gave him all the money they had, encouraging him to persevere. His grandmother said, "Entrepreneurship is tough, you are the only college graduate in our family and village. You can't give up so easily! Back in the day, our Zhao family did business in Shanxi, and we faced all kinds of hardships. We persevered through them all!" Grateful to his family and employees, Zhao Yunlong finally weathered the economic downturn of the national economic cycle and gained a deeper understanding of the meaning of gratitude.

From 1990 to 2000, this was a crucial decade for Zhao Yunlong. During this decade, he ventured onto the path of corporate development, riding the wave of reform and opening up. He established an industrial detergent factory in Hohhot, making significant contributions to the local economy and providing employment opportunities for hundreds of laid-off workers in Hohhot. By 1998, he already had branch offices in Shanghai, Guangzhou, and other cities. He had truly built a large-scale, conglomerate enterprise. Between 1998 and 2000, Zhao Yunlong established two industrial parks. Zhao Yunlong had evolved from an excellent entrepreneur into an industrialist. He also took on the role of department head at the Chinese Academy of Social Sciences, earning high honors.

During this time, he started a family and had a happy home. He was no longer the street vendor outside Peking University, calling out to customers while chewing on steamed buns. He was no longer the impoverished young man who burned coal stoves to make ends meet for tuition and meals. At the age of thirty, he had achieved success on multiple fronts.

However, Zhao Yunlong was not content with his current achievements. He had understood and practiced a principle since childhood through his radio: information is the most valuable resource. He set his sights on the relatively uncharted enterprise yellow pages market in China. At that time, Lenovo's founder, Liu Chuanzhi, was a pioneer in various information business fields, deeply influencing China's information industry. This influence profoundly affected Zhao Yunlong.

While Zhao Yunlong was focusing on the yellow pages and call center businesses, Jack Ma was also making strides in Beijing's market, leading to competition between the two. Occasionally, their business representatives would meet in the same client's office. "Is this Mr. Zhao's company? I've heard of you!" "Is this Mr. Ma's company? Nice to meet you!" Jack Ma later returned to Hangzhou and founded Alibaba, becoming a prominent Chinese entrepreneur. Meanwhile, Zhao Yunlong continued to dig deep into the yellow pages market.

The late 1990s marked the peak of the information industry's development. Due to his outstanding work, Zhao Yunlong was transferred to the National Information Industry Department while still working at the Chinese Academy of Social Sciences. He became the Director of the Information Resources Office, creating the "China Business Directory Collection" database and publishing yellow pages for dozens of provinces in China. He earned the title of the "Number One in China's Yellow Pages" and pioneered the fusion of video technology and yellow pages. Vice Premier and ministry leaders praised Zhao Yunlong. After obtaining a video license, Zhao Yunlong established new companies in the United Kingdom and Malaysia, expanding his business into the international market. American companies, British companies, Malaysian companies—all of this made Zhao Yunlong's business conglomerate grow larger, and his wealth increased many times over. As usual, amidst his daily work, Zhao Yunlong never stopped reading. Combining over a decade of practical experience, he wrote theoretical books on the industry.

In 1997, Zhao Yunlong published his first book titled "Tele-Sales," primarily focused on marketing through telephone communication. In the process of business operations, he was the first in China to introduce the concept of "tele-sales." Tele-sales significantly increased marketing success rates by providing clear target customer groups for businesses. Zhao Yunlong was hailed as the "Tele-Sales Pioneer of China" due to the success of this book. Later, based on his experiences studying in the United States and his in-depth understanding of China's national conditions, he authored over a million words in various telephone marketing books, such as "Tele-Sales Studies," "Tele-Sales General Theory," and "Tele-Sales Training Courses." Zhao Yunlong's tele-sales theories had a profound impact on various sectors of society. He said, "I will continue to promote and expand the tele-sales theories." To this day, many telephone marketing company libraries and university marketing courses still use Zhao Yunlong's works as textbooks. On November 27, 2004, at the China Planning Annual Meeting held at the Great Hall of the People, Zhao Yunlong, Chairman and CEO of Guoxin Group, was awarded the title of "China's Top Ten Outstanding Planning Experts."

Zhao Yunlong, who never stopped learning, obtained an MBA and a doctoral degree in China. He also became a visiting scholar at Columbia University in the United States, where he had the opportunity to interact with many elites from the United States and the United Nations. This included Kofi Annan, the then Secretary-General of the United Nations, and his assistants. Broadening his international perspective, Zhao Yunlong was excited to put into practice what he had learned about strategic studies. When he expressed his desire to immigrate to the United States, the process went smoothly. At the time, he was not aware that the U.S. government had included him in the important and outstanding talent immigration program. The eagle from the grasslands was about to embark on a journey to face the challenges across the ocean!

Remarks: Sense of the Era

Awarded the title of "China's Top Ten Outstanding Planning Experts" at the Great Hall of the People.

Discussions with department leaders about the design and operation of the "China Business Directory Collection" database.

Chapter Four: Cultivating Virtue, Achieving Merit, and Speaking with Conviction

Cultivating virtue, achieving merit, and speaking with conviction—the timeless pursuits of traditional Chinese scholars—have always been upheld by Zhao Yunlong as the ultimate principles. While he had achieved merit and spoken with conviction in his homeland, he had not yet fulfilled his aspiration to cultivate virtue. This led him to set his sights on foreign shores.

In 2010, Zhao Yunlong immigrated to the United States. There, he realized that his proud British English, which had served him well in China, had no market in the United States. When he first arrived at Columbia University, he found himself unable to understand what the professors were saying. He sought guidance from a linguistics professor at Columbia University on how to learn American English. "Listening is key, Mr. Zhao. Just listen for over 7,000 hours, and you will learn American English." "Is it that simple?" "It's not simple!" Although it was tedious and seemed absurd at times, Zhao Yunlong followed the professor's method diligently for over two years, with headphones always on, whether he was eating or sleeping. Eventually, he acquired fluent American English, laying a solid foundation for his later work at the United Nations.

Zhao Yunlong's move to the United States was driven by the spirit of a Chinese entrepreneur. Subconsciously, he hoped to exert influence on a grander stage in the United States or beyond. He was always prepared for this in his heart. At Columbia University, apart from his studies, he finally had the time to focus on the research of "The Art of War" by Sun Tzu and the study of strategy. Due to his efforts, many Americans became aware of the presence of a Chinese strategist and military theorist named Sun Tzu during lectures and casual conversations. Gradually, Zhao Yunlong earned the reputation of being a disseminator of "The Art of War" in China. His lectures covered topics such as the philosophy of war, the art of war guidance, strategic and tactical theory, and military theory. Zhao Yunlong vividly and philosophically explained how to integrate the principles of war into the business world. His lectures were highly sought after by American students.

Soon, Zhao Yunlong's opportunity came. Thanks to his research on "The Art of War," he was invited to give a lecture on international strategy at the United Nations. Through these UN lectures, he met Mr. Monder, who invited him to join the United Nations and later became his friend for many years. "Zhao, come to the United Nations. You belong here. This stage is prepared for you." "What can I do?" "You should ask yourself what you want to do." Due to his nature of being helpful, Zhao Yunlong began to engage in philanthropic activities at the United Nations. Over the course of several years, he traveled to countries in Africa, the Middle East, South America, and others, offering assistance to the people in these regions. In many places, the conditions were as harsh as in his childhood hometown, reminding him of the difficult years and memories of endless yellow sand.

During his time at the United Nations, Zhao Yunlong had the opportunity to engage in deep discussions and communications with prominent leaders such as Bill Clinton, Hillary Clinton, and Dr. Jin Xin. This further boosted his confidence and broadened his horizons. "What do you study, Dr. Zhao?" "I came to the United States mainly to study international relations and strategic studies and to promote the ancient Chinese strategic thought." "Ancient? Are ancient thoughts still useful in modern times?" "Yes, they are. While civilizations have developed, people remain the same, unchanged."

During most of his time at the United Nations, he preferred to immerse himself in reading thick documents in his office rather than attending inconsequential events. His humble and low-profile demeanor was visible at many academic conferences. Zhao Yunlong, at the peak of his career, had left his homeland behind to study in the United States, leading a humble life. During his studies, he mainly subsisted on rice porridge and instant noodles, relying on public transportation when going out. This unwavering spirit and dedication were admirable. During his tenure as Chairman of the United Nations Economic Commission and as a Research Fellow specializing in global economic development trends at the East Asia Institute of Columbia University, he began to study international monetary trends. He published "Monetary Statistics," primarily discussing the development trends of the international monetary fund system. While working at the United Nations, Zhao Yunlong tirelessly researched the trends of the U.S. dollar and the euro.

However, the longer he stayed in high places, Zhao Yunlong began to feel a sense of melancholy when he was alone. The unwavering man he had always been now worried about drifting too far from his homeland's ideals. In the United Nations building, his colleagues noticed his growing discontent. "Zhao, you're not happy because you're homesick, right?" "This is my home." "Then why do you wear such a gloomy expression all the time? Is our country's food not to your liking?" "You wouldn't understand." "Right. So, tell me why." "I want to do something practical." "Such as?" "Something that makes me sweat every day, something that exhausts me so much that I fall asleep as soon as I lie down!" "Haha! That's simple!"

Afterwards, with the strong recommendation of his colleagues, Zhao Yunlong went to the United Nations Environment Programme (UNEP) based in Nairobi, Kenya, where he embarked on his first philanthropic work at the United Nations.

Remarks: Sense of the Era

The scene of international students cooking instant noodles, a shared experience for many.

Chapter Five: A World of Unity

Arriving at the United Nations compound in Kenya, Zhao Yunlong witnessed a different side of the UN from what he had seen in Geneva, with its view of Lake Geneva and the sunlit Alps. The natural landscapes in Africa exuded vitality and wild beauty, representing a more rugged and primitive environment. Additionally, the UN staff here were generally younger, in stark contrast to the older generation often found at the UN headquarters. Zhao Yunlong was inspired by the fresh challenges of his new role and the enthusiasm of the younger staff. Though he found himself exhausted every night, he felt much more content. He frequently called home to describe his daily experiences.

However, after working for a while, Zhao Yunlong became unhappy again. He approached the head of the United Nations Environment Programme.

"I want to make a donation." "Donation? Very few UN staff members make donations. They might even choose not to take a salary." The head of the Environment Programme looked at him with interest. "I'll donate my salary as well." The head of the programme chuckled and poured him a glass of water. "You're a generous person. Tell me why."

In his work, Zhao Yunlong had come into contact with many Kenyan children who were out of school, and he couldn't understand why. He knew that the Kenyan government waived school fees, and he was puzzled as to why these children were dropping out. After inquiring with local Kenyan staff, he learned that these out-of-school children couldn't afford the $11 annual fee for textbooks and school supplies. Touched and heartbroken, he thought back to his own experiences. He had struggled to pay his school fees and dropped out for a period after graduating from junior high school, almost missing out on his later doctoral degree. Yet, he had been able to herd cattle, stoke boilers, and set up street stalls to earn money for his education. What options did these Kenyan children have? He donated $300,000 to the United Nations Environment Programme, equivalent to covering the school fees for over 27,000 Kenyan children from elementary school to high school.

Gradually, during his extended stay in Kenya, Zhao Yunlong began to feel a connection to his homeland. The same droughts, arid lands, and impoverished populations reminded him of his home in Inner Mongolia. He had left and never truly left. Perhaps, it was time for him to do something for his hometown.

When he found an opportunity to return to his hometown, Zhao Yunlong was shocked to see the severe desertification in Inner Mongolia. Frequent sandstorms threatened the environment and the cleanliness of cities. He had grown up in Inner Mongolia and couldn't bear to see his homeland gradually turn into a desert. He realized that if nothing was done, the entire Inner Mongolia would become a desert. Therefore, Zhao Yunlong conducted investigations and purchased several areas of desert land in Inner Mongolia. He invested nearly ten million yuan in ecological landscaping. Today, those lands he bought have transformed into eco-industrial parks, promoting local economic development.

Afterward, Zhao Yunlong's philanthropic endeavors expanded to various parts of the world, including the Middle East, South America, and Eastern Europe. He actively pursued the goal of cultivating virtue. At the same time, he shared his insights on "The Art of War" and international strategic studies with the people in the countries he visited. He believed that it was precisely because the comprehensive strength of a country was not strong enough that it needed to pay more attention to international competition and strategy. "The Art of War" was suitable for such an environment. During this period, he published a book titled "The Art of War and International Strategy," widely disseminating the application of ancient Chinese military philosophy in modern times.

But what concerned him the most was the vision he had for his homeland. He believed that the yellow earth of Inner Mongolia should be covered in green. Several years later, after achieving significant academic success and honors in the United States, he made the decision to return to China.

What influenced his decision to leave and return?

Epilogue: The Way Continues

Zhao Yunlong often said, "The prerequisite for helping others is to be strong enough yourself. To truly unleash your potential, you must first strengthen yourself." This was his philosophy of philanthropy, which he adhered to before entering the business world and continued to uphold to this day. Through years of continuous philanthropic activities at the United Nations, Zhao Yunlong had become inseparable from the cause of charity. From sponsoring underprivileged children to donating to schools, from participating in the post-earthquake reconstruction in Sichuan to supporting charities for people with disabilities, from focusing on combating desertification in Inner Mongolia to engaging in national environmental organizations, Zhao Yunlong's philanthropic actions covered various aspects of society. Every year, he allocated a significant portion of his income to continuous charity and philanthropic endeavors.

Today, Zhao Yunlong found himself on a path parallel to that of his fellow businessman Ma Yun (Jack Ma). After accumulating immense social wealth and status, both were dedicating themselves to combating desertification. Ma Yun launched the "Ant Forest" project, which claimed to plant 60,000 trees daily and had already planted millions, with over 200 million users nationwide. The United Nations Development Programme's global carbon market report even dedicated a section to introducing Alipay's "Ant Forest." The report considered "Ant Forest" a unique initiative that used digital finance primarily and had a "China version" that contributed to the global community's shared destiny, holding unique significance in the global carbon market. It was clear that, from the United Nations' perspective, the evaluation was quite high.

Zhao Yunlong possessed an indomitable spirit. He rallied his friends, such as Wang Shi and Yu Minhong, and leveraged his position at the United Nations to call on numerous Chinese entrepreneurs. He aimed to save the grasslands from desertification.

Under Zhao Yunlong's call, numerous prominent entrepreneurs and leaders from both domestic and international spheres gathered in a United Nations conference room. This was the beginning of an important chapter in Zhao Yunlong's life, the ending of our story, and the start of a more grand and remarkable journey ahead!