



Beyond Beijing and High Tech: Chinese Entrepreneurship on the Edge

Mr. Min Zhu, Co-Founder, WebEx; Founder, Cybernaut; Venture Partner, New Enterprise Associates

There is more to entrepreneurship in China than what takes place in Beijing and Shanghai, where high-tech firms make the headlines and international investments are the news of the day.

Beyond the big cities, innovative Chinese entrepreneurs are working on exciting and ground-breaking projects in “traditional” industries ranging from shipbuilding to home furnishing that reveal important—though less well known—factors shaping Chinese innovation and entrepreneurship.

As a venture capitalist and founder of Cybernaut, a VC firm focusing on early-stage investment in China, Min Zhu is in touch with what is happening on the ground in the provincial peripheries far from Beijing. He has fascinating and relevant stories to tell of innovative entrepreneurship that is providing the foundation for tomorrow’s successful Chinese firms.



Min Zhu (MS '85) has over twenty years' experience in high tech. He is co-founder of WebEx Communications, Inc., a leading Internet conferencing platform company that was acquired by Cisco in early 2007 for \$3.2 billion; after co-founding the company in 1996 he served as President and CTO before being named “Chief WebEx”; in 2004 Zhu became a Venture Partner in New Enterprise Associates (NEA), a leading venture capital firm. In 2005 he founded Cybernaut, a Hangzhou-based VC firm focusing on early-stage investment in China. In 2007 Zhu donated \$10 million to his alma mater to establish Zhejiang University Innovation Institute (ZII). He is one of the founders and board members of the Hua Yuan Science and Technology Association, serves on a number of Silicon Valley boards and is an advisor for the San Jose Municipal Government.

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