



上海市美国问题研究所
SHANGHAI INSTITUTE OF AMERICAN STUDIES

Americans in Shanghai

(Volume 1)

Editor-in-Chief: Wu Xinbo

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Editor's Note

This book is a translation of the Chinese edition of *Americans in Shanghai*, published in June 2013. Since the initial interviews were conducted, many of those profiled have moved on to new opportunities, statistics have changed, and interesting developments have taken place. However, this English version does not offer an update on their life; rather it aims to open these stories to a wider audience.

Without the original interview recordings, it has proven especially difficult to translate quotes faithfully and precisely. For this reason, we have allowed slight revisions in content and structure to increase readability. To that end, this English edition is a slightly modified version, rather than a word-for-word translation, of the original Chinese text.

Translators include Pan Suyue, Ye Jun, Tao Yimeng, Le Lin, Ding Qing, Wang Qiu, Han Tianyun, Jing Kangning and Bao Lujia. This English edition is edited by Frances Arnold and proofread by Ye Jun.

Preface

This year marks the 35th anniversary of China's reform and opening-up policy. As a pioneer and model, Shanghai has not only benefited greatly from the national drive, but also contributed significantly to boosting the country's economic and scientific development. Shanghai first set its sights on becoming a socialist modern international metropolis back in the 1990s. Since then, the city has embarked on a series of unprecedented reforms that have continued to facilitate its emergence as one of the world's leading economic, financial, trade and transportation centers. While attracting worldwide attention, the success of Shanghai wouldn't have been possible without the help of our international friends and the support of the global community.

There are many internationally recognized, comprehensive indicators to evaluate whether a city can justifiably be described as a global metropolis. Among these measures, the living conditions of foreign residents and the business environment for international companies are paramount.

Since the early 20th Century, Shanghai has evolved into a land of opportunity, attracting business professionals and adventurers from around the world. Throughout its recent process of reform and opening-up, the city has impressed the world with its ever-increasing global impact and undeniable charm. A case in point would be the 2010 World Expo in Shanghai, which hosted 190 countries and 56 international organizations. With 18 enterprise pavilions from both home and abroad, as well as 50 Urban Best Practice Area pavilions, the extravaganza showcased the city's potential to spectacular effect.

Shanghai is now home to expats from over 200 nations and regions, with Americans representing the largest group from Western countries. Indeed, since first opening up as a treaty port some 200 years ago, Shanghai has hosted candid and fervent exchanges between China and the US. The city accommodated some of China's first US consulates, financial facilities and missionary schools. Today, it is a must-visit destination for American politicians and celebrities alike. In short, Shanghai, has captured the world's attention, and in particular, America's.

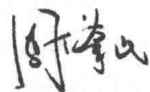
After a century of interaction with the outside world, Shanghai has become

the most Westernized city in China. As a result, American expats have come here in their droves, and at one point, tens of thousands called Shanghai home. A strong presence in the expat community, Americans have made considerable contributions to the city's economic, cultural and social development. After new rounds of reform and opening-up, the city has regained its vitality and strength. We shall never forget the roles these foreigners continue to play in making Shanghai a more prosperous place.

What are the stories behind the success of American expats? How do they view the changes the city has undergone? What advice do they have for Shanghai's future development? These are all questions worthy of our attention. In this sense, the editorial team behind *Americans in Shanghai* are doing a meaningful, and unprecedented job.

The book is based on in-depth interviews with people from a range of professional fields. They include veteran diplomats who experienced firsthand the establishing of formal Sino-US relations; those who after a lifetime devoted to cultural and social studies have opted to retire in the city; as well as senior business leaders from multinational companies, eager to dive into the Chinese business world and hungry for success. As well as renowned figures from the arenas of education, sport, charity, culture and art, there are also entrepreneurs and self-employed individuals, intent on pursuing their dreams in Shanghai. Honest, inspiring and motivational, their stories shed light on the unique perspectives and viewpoints of these hard-working expats.

It is an honor to write the preface for this book launched by the Shanghai Institute of American Studies. Although I am personally acquainted with only a handful of those profiled here, I admire all for their devotion and passion. It is my sincere wish that this book serves as a token of friendship, and a reminder of a collaborative and promising future for both nations.



Zhou Hanmin

Member of the Standing Committee of CPPCC,

Vice Chairman of the Shanghai Committee of CPPCC

May 15, 2013

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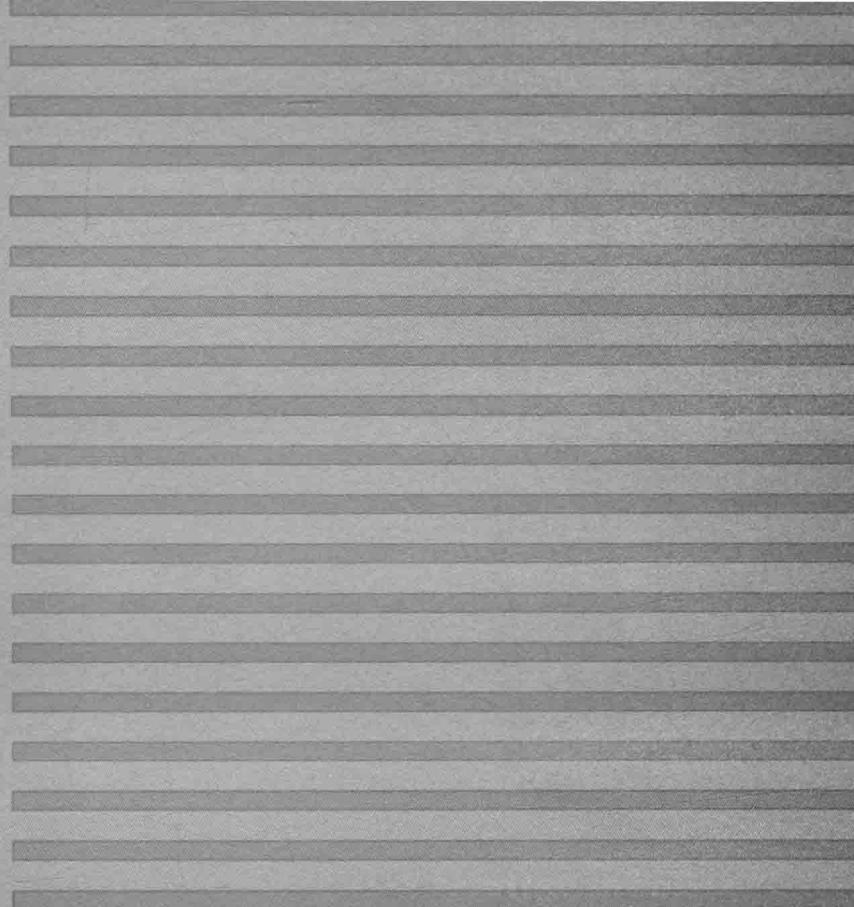
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AFTERWORD



VETERANS WITH VISION

With carefully chosen Chinese names and a sophisticated understanding of Chinese culture, these international individuals have all enjoyed formidable careers in government, characterized by impressive chapters in China. Now embracing their new home of Shanghai, these veteran diplomats envision a future of further collaborations.



Kenneth Jarrett 季瑞达

With more than 20 years of experience in Sino-US relations to his name, Kenneth Jarrett is the Chairman of APCO Worldwide for the Greater China region. Prior to his appointment, the American served as the US Consul General in Shanghai from 2005 to 2008, and before that, was Deputy Consul General in Hong Kong, Director of Asian Affairs for the National Security Council, and Deputy Chief of the US Embassy's political section in China. All positions saw Kenneth intrinsically linked to the US' longstanding liaisons with China in terms of the countries' politics, leadership, human rights and social issues.

With impressive Ivy League credentials to his name, Kenneth graduated from Cornell University before completing MAs at Yale University and the National War College. His thirst for knowledge would eventually bring him to China's own prestigious educational institutions in Nanjing, Hong Kong and Taipei. An expert in Chinese culture, language and diplomacy, Kenneth continues to learn from the country he now calls home.

When Politics and Passion Meet

Kenneth Jarrett, former US Consul General in Shanghai, promotes the art of diplomacy in his newfound home

Few foreigners can claim firsthand experience of China's unprecedented growth since its heady days of reform and opening-up. Of those, fewer still have proved pivotal to the country's ongoing rapport with the US from those fledgling beginnings through to the reciprocal unity and strength of today. Kenneth Jarrett is different: one of the first American teachers to come to China after its historic repositioning during the 1970s, he went on to serve as a diplomat of the US government for 26 years, playing a crucial role in the countries' bilateral relations.

During this time, he met and married his Chinese wife, artist Ann Yen, and most recently was appointed regional Chairman of APCO Worldwide. Inextricably linked to China through pursuits both personal and professional for more than 30 years, Kenneth described his unique insights, adventures at Expo, and the complementary creativity of his wife. "Old China Hand" doesn't do justice to Kenneth's remarkable experience: more accurately, he is a savvy, sensitive and smart sinologist, businessman and cultural ambassador whose understanding and insights into China run deep.

Shanghai: A Premier Chinese City

Despite a career in Sino-US relations that spans more than three decades,

Kenneth remembered the many historic highlights of his professional life as if they were yesterday.

Particularly momentous was President Clinton's state visit to China in 1998. As part of his role as Deputy Chief of the political section of the US embassy in Beijing, Kenneth was responsible for the President's itinerary whilst in China. Specifically, that involved planning not only which cities the dignitary would visit on his trip, but also what topics would be discussed on each leg of his tour. The former President's 10-day long sojourn was the longest state visit of Clinton's tenure, calling for meticulous organization and foresight on the part of Kenneth and his team. Their goal, he recalled, was to craft a program that was as much about political diplomacy as it was cultural content and meaning.

Kenneth spent three months preparing the trip, devoting a total of four weeks to personally visiting each and every city under consideration for their special guest for its suitability and opportunity. "The state visit was a good opportunity for the US President to learn about China," Kenneth recalled. Finally settling on Xi'an, Beijing, Shanghai, Guilin and Hong Kong, the selection was highly strategic.

Kenneth explained, "Xi'an showed China's long history and rich culture; Beijing was where most of the official talks would be held; and Shanghai was centered on business and commerce. Last but not least, the visit to Guilin was to let the President experience China's natural beauty." Each city in Kenneth's painstaking plan represented a unique facet of China's remarkable diversity, presenting the world leader with an intimate glimpse into the workings of a country that simply has to be witnessed firsthand.

Of course, Kenneth was the right man for the task, not least because the experiences he devised for President Clinton's landmark visit reflected his own. Whilst embarking on his life-long learning of the Chinese language as a History major at Cornell University, he developed a similarly long-term interest in the country's culture. As a student, he visited both Hong Kong and Taiwan to hone his linguistic skills, unable to visit the mainland until the 1979 stabilizing of relations between his own country, and the one he would eventually call home.

Just as the city of Shanghai played a crucial role in that historic bridging of nations, so it did with Kenneth's own relationship with China. With the normalization of interactions between the US and China, and as part of the

country's process of reform and opening-up, certain key official institutions in China began hiring American experts. Kenneth seized his chance, readily accepting the position of English teacher at Shanghai International Studies University.

Two years later, Kenneth returned to the US where he embarked on what would become a successful and international diplomatic career spanning more than two decades. A personal highlight for Kenneth saw him return to Shanghai between 2005 and 2008 to serve as Consul General in the city. A rewarding role, its responsibilities ranged from promoting US businesses in China and public diplomacy, through to political and economic analysis.

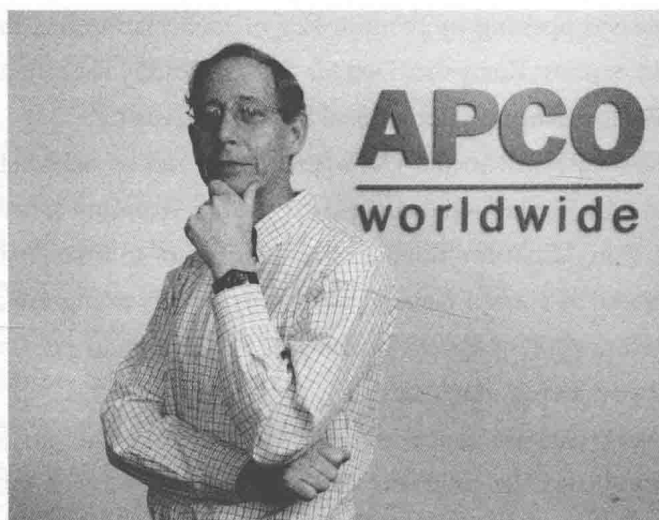
When his tenure as Consul General ended in 2008, Kenneth chose to close his chapter in foreign affairs. Instead of returning to Washington to receive his next appointment, he opted to stay in Shanghai where he became the Chairman at APCO Worldwide for the Greater China region.

"It was a decision for my family," explained Kenneth. "One of the biggest challenges facing any diplomat is that of frequent transfer. In the past 26 years alone we have moved 13 times, and every time I could feel my family becoming more and more frustrated."

A family man through and through, the potential benefits for a happy home life were Kenneth's top priority. He said, "I have two daughters: one in college and the other in high school. If I go back to Washington D.C., my youngest has to stay in Shanghai. For me, separation of family must be absolutely avoided." In addition, a return to the US might have marked a professional shift away from China: another outcome that Kenneth was keen to avoid. "After weighing up the pros and cons, I made up my mind to quit foreign affairs. In many ways, though, it didn't really end: I still continue to work in business in China." Expressed in this way, and set against a backdrop of a lifetime spent in China learning, working and growing, Kenneth's career switch represented as much change as it did continuity.

Expo Experiences

Swapping one diplomatic role for another, at the 2010 Shanghai Expo Kenneth assumed the role of chairman of the board for the US Pavilion. It was a position that brought with it its own challenges: due to a lack of funding, the US government at one point considered withdrawing from the global event altogether.



A veteran diplomat, Kenneth has been inextricably linked to China through both personal and professional pursuits.

The hurdle lay with a 1992 law stating that the US Federal Government is not permitted to use state revenue to fund building construction at World Expos. For Kenneth, that meant securing sponsorship from the business arena.

Given Expo's formidable reach and influence, one would be forgiven for assuming that securing sponsorship would be a straightforward task. Wrong: not only had many American companies exhausted their budgets during the 2008 Beijing Olympics and were therefore indifferent to Shanghai's potential; moreover, the US itself was in the throes of political change. A switch in leadership meant that Expo plans laid out during Bush's administration were carried over to President Obama's term, a shift that spelled inevitable delays. More importantly, on a societal level, for Americans, Expo was somewhat off the radar: 20 years after the US had hosted such an event and in the midst of a global economic crisis, why spend millions on a far-flung project in China, particularly when so much was to be done at home? In short, survival outweighed spending.

"Every time the problem of the US wanting to quit Expo popped up, I would call Washington to try to make them realize that it would be a mistake, and more than anything, keep the pavilion construction project going," Kenneth recalled. "Fortunately, after President Obama took office and got to know about the endeavor, he considered it very important to US-China relations and decided to

lend his support. The Secretary of State, Hillary Clinton, was especially helpful.”

Shanghai: the New York of China

Kenneth’s relationship with Shanghai is as long as it is complex. Having first visited the city as a young man in 1979, he is still in awe of the bustling metropolis he now calls home.

“The most impressive thing is its vitality: as one of the global cosmopolitan cities, it has a uniquely energetic atmosphere.” Recalling his first impressions of Shanghai, he said, “Even then, when you walked its streets you could feel its vigor, its wisdom but most of all the pace of this rapidly changing land. In this sense, Shanghai is the New York of China. What’s more, Shanghai is very international and has a long history of interaction with the world, which makes foreigners feel not just comfortable here but able to settle.”

In keeping with a passion for history that’s stayed with him since his Cornell days, in his spare time, Kenneth enjoys nothing more than visiting Shanghai’s old buildings. As much of a pastime as a passion, he has even joined one of the city’s associations for those interested in learning more about Shanghai’s historic architecture.

On the subject of Shanghai’s special role in the unique relationship enjoyed by the US and China, Kenneth lit up. Referencing the historical *Shanghai Communiqué* of 1972, he explained how the city is integral not just to the nation’s interactions with his own homeland, but also the world. “In 1972, President Nixon visited Beijing, Shanghai and Hangzhou, but all the important agreements were signed here – in Shanghai,” he smiled.

A family man with two young daughters, education in Shanghai is also of paramount importance to Kenneth. A career highlight for the “Old China Hand” was the opportunity to attend the 2011 centennial ceremony of Shanghai American School. Recalling the occasion with fondness, he said, “It just goes to show that Shanghai has been open to the world for a long time.”

The city’s business environment is one with which Kenneth is uniquely familiar, thanks in part to his 2012 chairmanship of American Chamber of Commerce Shanghai (AmCham Shanghai). The biggest destination for US investment, the city’s attractiveness for American companies is reflected through the fact that AmCham