Why Be Wild about China?

Mei Zhang, Founder & Chairman, WildChina, China
Why be Wild about China?
Not so Wild

Personal pivot
Three reasons to be Wild
Agenda

Not so Wild

**Personal pivot**

Three reasons to be Wild
How **wild** is WildChina?

*Here’s what the Oxford English Dictionary says:*

**Wild adj.**

1. (place) uninhabited, inhospitable
2. (people) not civilized, primitive
3. Lacking discipline or restraint
4. Very enthusiastic or excited
TRAVELS THROUGH DALI

with a leg of ham

ZHANG MEI
Not so Wild
Personal pivot

*Three reasons to be Wild*
1. Amazing Infrastructure
2. New Narrative
3. New interpretation