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## FEMALE FORCE

China's new entrepreneurs  
challenge a male domain

BEHIND THE NEWS A16

Another woman making waves is Li Xuebing – or Bing Bing. Ms Li fills the room, talking a mile a minute, smiling and laughing. Her favourite word is "beautiful". Her life seems to be a source of fascination even to her – witness *Scratch More, Itch More*, the autobiography she published. She's the kind of person who's hard to keep up with – and whom you probably wouldn't want to cross.

She's not shy about her success as a gallery owner in one of Beijing's trendiest art communities – or about how much work it took to get there.

With its wide-open space and skylights, Yan Gallery could as easily be in New York's SoHo as Beijing. It's tucked into the trendy Factory 798. Today, her businesses are profitable overall, although the gallery still has to see a profit. It was a risky move, she says.

In her mid-30s, Ms Li says women have to work harder to achieve. "They experience pain, but it's worth it," she says, pressing a well-manicured hand to her chest. "Every woman must know what she wants, and what she's willing to pay for it."

Li Xuebing, 35, Beijing, China

For her, the price has been long days of business decisions and evenings of entertaining. But she's happy with her choices. "Most people define success as money, getting something big. For me, it's to do what I like." Ms Li sees herself as part of a larger movement. "The things we are doing can push Chinese culture step by step – and that's worth it," she says. "My generation has this responsibility – to bring this kind of life to more Chinese."

As the mainland's economic and social changes gather pace, an army of new entrepreneurs is challenging a traditionally male domain, writes *Amelia Newcomb*

# Women with will

BEHIND THE NEWS ENTERPRISE



Entrepreneur Li Xuebing says her generation has a responsibility to change mainland lifestyles.

Photos: The Christian Science Monitor

*The Christian Science Monitor*  
Weiwei Wang contributed to this report