

Turbolinux looks to western China for more customers

By *srlinuxx*

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Faced with growing competition from U.S.-based Linux vendors, Turbolinux China Software Co. is looking to China's western provinces for new customers, according to a senior company executive.

"We are facing fierce competition from Novell [Inc.] and Red Hat [Inc.], so we want to differentiate ourselves," said Claude Zhou, Turbolinux China's general manager, in Beijing. "We want to do something in the second-tier cities."

Novell and Red Hat have more resources and can draw on a wider array of multinational partners than their rivals in China, including Turbolinux, Zhou said. But both Novell and Red Hat are primarily focused on China's major cities, such as Beijing and Shanghai, creating an opportunity for Turbolinux China to concentrate on customers in China's smaller cities and provinces like Sichuan, in southwestern China, Zhou said.

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