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Passion for China: Interview with the Distinguished Entrepreneur Mr. John Craciun III

Li Fu

People call him Jack, which obviously is the nickname for John. John Craciun III, who is sitting in front of me, is the Chairman of International Techno Marketing Ltd. and a member of the well-known Craciun Family in USA.

“Is Craciun a Romanian surname?” I asked him directly.

“Yes,” said Jack. “My grandfather immigrated to U.S. from Romania in 1896. My father served in the U.S. Army in the World War II, fighting against the Germans and Japanese, and was awarded several medals. Later, he started to establish his business and became a successful entrepreneur.”

“Then you are the third generation of immigrants, right?”

“When I was 17, I went to The University of Toledo, majoring in Business Administration. I had strong interest in broadcasting business, so I worked for a long time as a salesman for some commercial radio and TV station in the Midwest. Of course, I also did something in music such as producing several rock ‘n roll records and jazz records. I got a lot of reputation by using mass media to oppose the Vietnam War, to advocate civil rights for African Americans and rights for women.”

Of course, as an entrepreneur, Jack put most of his energy in the management of his International Techno Marketing Ltd. He established his headquarters in Hong Kong, a subsidiary company in his hometown of Cleveland, USA, and some networks in Italy, Columbia, and some other countries to develop his core business of finance, trade, and high-tech marketing.

“Why did you put your headquarters in Hong Kong not in U.S.?” I asked.

“This is a very interesting question. My father had two wishes before he passed away. As one of the wishes, he wanted me to do business with China after I took over the family business and to marry a woman who loves China. My father anticipated that China would be the largest market in the world in the future.”

“When did you get married?”

“In 1985. Three years later, 1988 we had twin boys, Craciun IV. I will teach my sons to love China as their mother does.”

“Is their mother Chinese?”

“No. I looked very hard in China, but eventually found a woman in Macau. She was a teacher at a dance school there. Her name is Julia. She loves China very much and is crazy about oriental dances.”

“What are your plans in China?”

“I am an entrepreneur. My father sent me here to carry on my grandfather’s business, and the first few decades were extremely hard for my grandfather when he came to US to establish his business. My father always tells me, ‘your mission in China will be as difficult as your ancestors’ work was. You are,

first and foremost, a pioneer. You must establish friendship between the two countries and create opportunities for business and cultural cooperation.’ Since 1985, I’ve been busy understanding China: from Beijing to Shanghai, and from Guangzhou to Shenzhen. I had my ups and downs. I had great freedom as well as deep worry. When I finally realized my destination, I was bothered by the troublesome relationship between China and US.”

“Through observations, I have witnessed the exciting development and growth on China’s land. I plan to establish a sole-invested venture in China, to bring funds from Taiwan, and to cooperate with China in the high-tech field. I will use my family’s and my company’s internationally renowned reputation as a guarantee to actively develop relationships with China in all aspects.”

It seems that Jack is ambitiously preparing to do business with China. After the interview, he told me with excitement: “With opportunities to work with Chinese friends, I am a lucky American no matter what.”