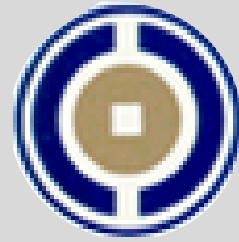


# 簡 報

## NEWS LETTER

荷 蘭 中 國 商 會  
Dutch Chinese Chamber of Commerce



December 2003

Issue NO. 4

2003年12月 总第四期

## 會展介紹

### Exhibition introduce

#### 1、中國首屆花木會展

中國首屆苗木交易會將於2003年10月12日~16日在金華仙橋花木城舉行。

中國花木交易會展中心坐落在浙江金華市東大門的金華仙橋花木城，它是浙江中西部最大的花木市場。市場交通便利，位于杭金衢、金麗溫高速公路互通口旁，03省道經過花木城正門。仙橋花木城為金華市政府重點工程項目。總規劃面積3200畝，首期建成307畝，現已投資1億多元，擁有各類別墅式經營單元、標準溫室、前店後園式高檔營業房及兩個大型高標準展館。

摘自《中国花卉报》2003. 8. 29

#### The first Chinese Flowers and Trees Exhibition

The first Chinese Flowers and Trees Exhibition opened on Oct.12th ,2003 and ended on 16th.The Chinese Flowers and Trees Exhibition Center , the biggest one in the western part of Zhejiang Province, locates in Jinhua city .The transportation here is very convenient. The total area is 3,200 acres ,and the first set program is up to 307acres with the investment over RMB100m .It owns various villa -type operation units, standard green-house, first-class business building and two huge highly international standard exhibitions buildings .

Excerpt from 《Chinese Flower Report》



#### 2、第三屆中原花木博覽會

第三屆中原花木博覽會暨鄴陵生態旅遊節，由河南省林業廳、河南省花卉協會、河南省農業廳、河南省旅游局和許昌市人民政府聯合主辦，鄴陵縣人民政府承辦，于2003年9月26日至10月31日在河南省許昌市鄴陵縣中原花木博覽園舉行。

#### The Third Chinese Central Plains Flowers and Trees Exposition

The Third Chinese Central Plains Flowers and Trees Exposition and Yanlang Ecological Travel and Tourism Festival was held jointly by Forestry Department of Henan Province, the Flower Association of Henan Province, the Agriculture Department of Henan Province, Henan Travel and Tourism Bureau and XuChang People's government .It lasted from September 26th, 2003 to October 31st .

## 會展信息

### Exhibition informations

#### 第五屆中國（壽光）國際蔬菜科技博覽會

展會時間：從2003年11月28日至2003年12月02日

地點：中國山東·壽光國際會展中心

主辦單位：壽光市人民政府

聯系人：

聯系電話：0536-5678213、5678215

傳真：0536-5678213

電子郵件：zsb@intvegetable-fair.com

## The Fifth China(Shouguang)International Vegetable Technology Exhibition

Time: November 28th ,2003 -December 2nd ,2003  
Site: Shouguang International Exhibition Center,  
Shangdong ,China  
Sponsor: Shouguang People's Government  
Contact people : -  
Tel: 0536-5678213 and 5678215  
Fax: 0536-5678213  
E-mail: zsb@intvegetable-fair.com

## 中國國際灌溉展覽會

展會時間: 從2003年9月23日至2003年9月25日  
地 點: 北京全國農業展覽館  
主辦單位: 中國國際貿促會農業行業分會  
聯 系 人: 王軍  
聯系電話: 010-85275057

## China International Irrigation Exhibition

Time: 2003-09-23 to 2003-09-25  
Site: Beijing national agriculture exhibition hall  
Sponsor: China international trade promotion committee  
agriculture guild  
Contact people: wang jun  
tel: 010-85275057

## 2003年四川畜牧獸醫及相關產 業博覽會會議介紹

展會時間: 從2003年7月1日至2003年7月5日  
地 點: 成都國際會議展覽中心  
主辦單位: 四川省畜牧獸醫學會  
聯 系 人: 吳九江  
聯系電話: (8628) 87659893 87662477

## 2003 SiChuan livestock husbandry ,the Vet & related industry exhibition

Time:2003-07-1 to 2003-07-05  
Site:international conference exhibition center  
Contact people: Mr wu jiujiang  
TEL:8628-87659893 87662477

## 2003年全國種子交流交易會會 議介紹

展會時間: 從2003年6月8日至2003年6月9日  
地 點: 河北廊坊國際會議展覽中心  
主辦單位: 中國工業經濟聯合會信息工作委員會等

聯 系 人: 莊玉根  
聯系電話: 13343064030

## 2003 National seed exchanges fair

Time: 2003-6-8 to 2003-6-9  
Site: international conference exhibition center , langfang ,  
Hebei province  
Sponsor: China industry economy unites & information com-  
mittee  
Contact people: Mr Zhuang Yugeng  
TEL: 13343064030

## 2003年中國畜牧業暨飼料工業 交易會

展會時間: 從2003年6月8日至2003年6月10日  
地 點: 南京  
主辦單位: 廈門、長沙、大連  
聯 系 人: 董偉  
聯系電話: 010-65919863 轉 28

## 2003 China livestock husbandry and forage industry fair

Time: 2003-6-8 to 2003-6-9  
Site: Nanjing  
Sponsor: Xiamen, long sand, Dalian  
Contact people: Mr Tong wei  
TEL: 010-65919863 turn 28

## 第二十二屆沙特國際農業、水 處理和農業機械展覽會

展會時間: 從2003年9月28日至2003年10月2日  
地 點: 沙特阿拉伯利雅得會展中心  
主辦單位: 利雅得展覽有限公司  
聯 系 人: 李小姐  
聯系電話: 021-63593265 63585018  
傳 真: 021-63585870

## The 22th Saudi Arabia international agriculture, water disposal and agriculture machinery exhibition

Time:2003-09-28-2003-10-02  
Site:Saudi Arabia Liyade exhibition center  
Sponsor :Liyade exhibition limited company  
Contact people: Miss.LI  
TEL: 021-63593265 63585018  
FAX: 021-63585870

## 歐洲海事港務博覽會

展會時間：從 2003 年 11 月 18 日至 2003 年 11 月 22 日

地點：荷蘭

主辦單位：RAI

聯系人：劉小姐

聯系電話：021-62188327

傳真：0086-62185809

電子郵件：ing886@sina.com

### European Ocean business and Port business exposition

Time: from 2003-11-18 to 2003-11-22

Site: Holland

Sponsor: RAI

Contact people: Ms. Liu

tele: 021-62188327

fax: 0086-62185809

E-mail: ing886@sina.com

## 金融信息 Finance News

### 荷蘭銀行在上海啓動理財服務

據報道：2003 年 8 月 28 日荷蘭銀行在上海外灘開張了其貴賓理財中心，啓動了面向中國個人消費者的理財服務，這意味着荷蘭銀行在開展中國業務百年之際，正式將消費金融業務落戶中國內地。荷蘭銀行用荷蘭最著名的畫家梵高命名這項業務。

摘自《經濟日報》

#### ABN Starts its Financial Services in Shanghai

On 28th, August 2003, ABN opened its financial service center for his honored guests in Shanghai, and it will offer its services to Chinese private consumers, which means ABN will celebrate its 100 ceremony-operation- in- china by starting its consume financial business in China mainland .ABN named this business with the well known Holland artist's name, VanjɔGaul

## 奧運商機

### OLYMPIC& BIZ OPPORTUNITIES

#### 侵權企業，無緣奧運商機

北京奧運市場開發計劃已正式啓動，國內外企業紛紛與北京奧組委聯系，希望在奧運商機中分得一杯羹。企業若想分享奧運商機，可有幾種方式：一是參與奧運市場開發，

二是投資參與奧運場館和配套基礎設施建設，三是挖掘廣泛存在于文化、科技、教育、體育、旅游等方面的商機，并用足用好它。

Infringement Company No Olympic Biz Opportunity Beijing Olympics market development plan has already been started Companies both from domestic and abroad are anxious to contact with Beijing Olympic Organization Committee and hope to gain business opportunities .There are three ways for them to obtain the opportunities:

- (1) To participate in the Olympic market development;
- (2) To invest and participate in the construction of infrastructure and Olympic sports arena;
- (3) To explore the business opportunities in fields of culture, technology, education, athletics, travel and tourism and etc., and make good use of the resource.

國際奧委會與北京奧組委有一條不成文的規定 黑名單制度，凡是企業參與侵犯奧林匹克標志的活動，一經查處，就自動失去了與國際奧委會和北京奧組委合作的機會。

IOC and Beijing Olympic Organization Committee(BOC) reached an unwritten agreement "D" blacklist system, i. e. any company who infringes Olympic's marks will definitely lose the chance to cooperate with IOC and BOC.

### 北京奧運會徽揭曉，翩然出世 “中國印” 配一圖

會徽有四項含義：一是中國特點、北京特點與奧林匹克運動元素的巧妙結合。其二是城市加年份的標準字體設計別出心裁、獨樹一幟。三是總體結構與獨立結構比例協調。四是有利于形象景觀應用和市場開發。

國際奧委會知識產權注冊機構認為。“中國印”舞動的北京”這主體圖案具有作為獨立商標注冊的條件，在城市螺旋面布置、場館環境布置等方面蘊含着巨大的潛力。



The emblem of Beijing Olympic make known, "China Signet"

The emblem contains four meanings:

It shows the perfect combinations of the characteristics of China and Beijing and the elements of Olympic; It illustrates

the different and unique design of a standard form of host city with the year;

It stands for the coordination of the general structure and its partial one's; It affords to benefit the application of the image landscape and marketing development.

The Registration Organization of the IOC Intellectual Property Rights thinks, "China Signet, Dancing Beijing", the main pattern, has the advantage to apply for registered trademark and it also has the very large potential in the fields of the city's spiral section's lay-out and the design of Olympic sports arena.



## 美麗的中國印

多麼簡潔、多麼生動的徽型  
多麼獨特、多麼鮮明的個性  
和田玉表示着潔白無瑕的中國心  
朱紅印深含着熱血沸騰的中國情  
人造型似京非京，像是長跑運動員健美的體形  
揮舞着鮮艷紅旗迎接着勝利者北京  
古老的北京城正煥發青春活力  
以萬分的熱情迎接着全球貴賓  
中國印，我們對你充滿着敬意和深情  
我們為你自豪為你驕傲，向你致敬  
啊！美麗的中國印，你已經刻印在我們每一個中國人的心中

啊！美麗的中國印，全世界的運動健兒為了友誼都會聚在北京

### Beautiful China Signet

How Simple → how vivid

How special, how fresh

The HeTian spotlessly white jade

Show you the purest heart of Chinese people

The vermilion signet deeply contains the state's boiling passion

The modeling seems like Beijing but not Beijing,  
it likes a long-distance runner waving the fresh red flag  
and welcoming the honored winners

Beijing,

The long- history Beijing is shining her youth

Welcoming the honored guests from all over the world

With her passion

China signet,

we show our deep tribute and our passion

We are proud of you and pay our respects to you

Oh! Beautiful China signet,

You have engraved yourself in every Chinese heart

Oh! Beautiful China signet,

The athletes from all over the world will come to Beijing

For Friendship



# 國際時事 INTERNATION NEWS

## 亞歐部長會為大連帶來商機

為期三天的第五屆亞歐經濟部長會議今年已于七月份在中國大連市舉行。這是我國今年以來舉辦的規模最大，級別最高、影響最大的國際會議，有海內外 130 家跨國公司的 155 名代表報名參會。為此，中國、法國、新加坡等 14 個成員國的經濟部長都親率代表團前來參加。

The three days conference of Asia and European Economic Ministers held in July 2003 ,in Dalian. About 130 transnational corporations and 155 representatives participated in this great scale and high level international conference which brought great influence to the international society. China, France ,Singapore , totally 14 membership countries mission led by their Economic Ministers presented at the meeting.

經濟部長會議自 1996 年創辦以來，應成為亞歐兩洲就經濟貿易等熱點進行高層交流的重要途徑。

The meeting has already been the important path of high level exchanges between Asia and Europe since 1996 .

### ■ 背景 ■

亞歐經濟部長會議

亞歐經濟部長會議是協調和指導亞歐經貿合作的專業部長論壇，迄今為止已舉辦過四屆。每年舉行一次。亞歐經濟部長會議的討論內容主要包括兩洲貿易、投資合作；世貿組織、區域經濟合作及工商合作等內容。會議結果將向亞歐首腦會議匯報。

### ■ Background Information ■

The Asia and European Economic Ministers Conference is a professional ministers' forum aiming at executing coordination and giving instructions to the Asia- Europe trade cooperation. It holds every year and this year is its fourth session. The main content of the conference concludes trade and investment cooperations, WTO, regional economic and industry and trade cooperation.

## 發展的中國 Developing China

## 深圳擬建設八大物流區

根據規劃，深圳市物流業主要服務兩大類型 貨運樞紐型配送中心；共分為五種類別，即綜合、港口、陸路口

岸、航空、配送等；同時，深圳將依據發達的交通運輸網絡在全市不同位置建立八大物流園區。

## Shenzhen Planes to Construct Eight Large Commodity Interflowing Sections

According to municipal programming, commodity interflowing business in Shenzhen will serves in two fields: commodity transportation hub and commodity dispatch center. It is classified into five functional sections: comprehension, sea port, land route, aviation and commodity dispatch sections. At the same time, Shenzhen will establish eight large commodity interflowing sections according to its developed transportation network in the whole city.

## 海南將在今年年底前建立海峽兩岸農業合作試驗區示範園區，為在海南的投資商提供更加寬鬆的發展環境和創業天地。

Hainan province will establish the cross-straits agriculture cooperation experiments area by the end of this year, which will make Hainan a more comfortable land for investors to initiate and develop their business.

該示範區將在澄邁縣境內劃出連片集中的農業開發用地，把示範園區建成引進臺灣農業資金、技術、人才和管理經驗的示範區，兩岸農業交流合作示範推廣的中心區。示範園區將採取“政府管理，市場動作”的方法進行開發、建設和管理，走產業合作道路互補，互惠互利。同時對投資領域、投資開工、用地形式、產業扶持、稅收等給予優惠和扶持。

This demonstration area will line out a lot of area to develop agriculture land in Chenghai county ,with the purpose to attract investment ,technology, personal talents and management experience from Taiwan and become the central area to promote the agriculture exchange and cooperation between mainland and Taiwan.

The way combining the governmental management with market-oriental methods will be adopted in this demonstration area to reciprocate various industries and set up mutual benefit system among them. Meanwhile ,the government will give favor and supports in investment domain, the way of land use, industrial support and tax policy.

## 蕪湖欲成中國旅游商品集散地

從事旅游商品交易，或從事產品研發。該園區管理部門將本着“先進配套、人性服務”的原則，為和顧客提供優質服務，共同把中國的旅游商品研發貿易做大做強。

### The Wuhu City will Become the Distributing Center of China Travel and Tourism Goods

The Wuhu city, in Anhui province, now puts its efforts to set up the nation-wide distributing center of travel and tourism goods. Wuhu Travel and Tourism Commodities Economic Zone, which will be the first developing zone in China specializing in travel and tourism goods' research and trading, now is under construction. By far, the basic construction has already come to end and there are more than 50 companies settle down there, undertaking tourism goods' trade and research." Advanced Facilities, Humanity Services" will be the principle adopted by the administrative office.

## 海洋經濟將成爲我國經濟新“亮點”

近日，國務院批准實施的《全國海洋經濟發展規劃綱要》制定了我國海洋經濟增長的預期目標：到2005年海洋產業增加值占國內生產總值的4%左右；到2010年，達到5%以上，逐步使海洋產業成爲國民經濟的支柱產業。業內人士預計，隨着我國海洋經濟發展目標的確立與實現，海洋經濟有望迅速成爲整個國民經濟的新亮點。

### The Ocean Economy will Become the Bright Focus in China Economy

Recently, the programming compendium about economic development in national ocean are approved to put into practice by State Department, it worked out the expected target of China's ocean economy increase: it will account for about 4% of GDP by 2005; over 5% of GNP by 2010, and becomes the backbone industry in national economy gradually. The insiders anticipates that the ocean economy will become another bright focus in national economy with the set goals.



**歐元區今年6月的零售貿易量較去年同期上升0.7%，歐盟15國上升了2.3%**

歐洲共同體統計局（Eurostat）估計，若與去年6月相比較，今年同期歐元區的零售貿易量增加0.7%，歐盟15國則增加了2.3%。若與今年5月的數據相比較，歐元區的

零售貿易量維持不變，歐盟15國增加了0.7%。  
**Retail Business Volume (RBU) increased 0.7% by June 2003 in euro-zone comparing to its corresponding period in 2002—that of EU 15 membership countries increased 2.3%.**



**2003年8月歐元區的年通貨膨脹率上升至2.1%；歐盟15國則上升至2.0%**

歐洲共同體統計局（Eurostat）今日公佈，2003年8月份歐元區通貨膨脹率從7月的1.9%上升至2.1%，去年同期的通貨膨脹率為2.0%。歐盟15國2003年8月的通貨膨脹率為2.0%，去年同期則為1.9%。

總體而言，8月份通貨膨脹率維持較高的歐盟會員國依序為：愛爾蘭（3.9%）、希臘（3.3%）和西班牙（3.1%）。通貨膨脹率維持較低的國家依序為：奧地利（0.9%）、德國（1.1%）和芬蘭（1.2%）等。

**Annual Inflation Rate in Euro-zone up to 2.1%, in EU15, up to 2.0% by August, 2003**

Euro-zone annual inflation rate rose from 1.9% in July to 2.1% in August 2003 according to the Statistical Office of the European Communities (Eurostat)'s report delivered in Luxembourg.

In August, the highest annual rates were recorded in Ireland (3.9%), Greece (3.3%) and Spain (3.1%); the lowest rates were observed in Austria (0.9%), Germany (1.1%) and Finland (1.2%).

**歐盟執委會同意提撥三千六百五十萬歐元，支援新獨立國家間的區域合作**

執委會已同意採行2003年的Takis區域行動計劃（the Tacis Regional Action Programme 2003），此計畫之總預算為三千六百五十萬歐元。計畫涵蓋了三項重要的跨邊界議題，其經費分配如後：環境保護（八百萬歐元）、促進基礎建設網絡之投資（一千七百五十萬歐元）以及打擊犯罪（一千一百萬歐元）。

這項Takis區域計劃主要為歐盟用來促進新獨立國家間

合作的工具。這裡所指的新獨立國家包含亞美尼亞、亞塞拜然、白俄羅斯、喬治亞、哈薩克、摩達維亞、吉爾吉斯、蒙古、俄羅斯聯邦、土庫曼、塔吉克、烏克蘭及烏茲別克等。

**Commission Approves EUR 36.5 m to Support Regional Co-operation between the Newly Independent States**

The European Commission has adopted the 2003 Tacis Regional Action Program with a total budget of • 36.5 millions. This Program includes three key cross border

themes: Environment protection (• 8 million), promoting investment in infrastructure networks (• 17.5 million), and attack crime (• 11 million).

The TACIS Regional Program is the main EC instrument for promoting co-operation between NIS countries, namely Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Mongolia, Russian Federation, Turkmenistan, Tajikistan, Ukraine and Uzbekistan

## 2002 年中國家具出口統計表

### 2002 The Statistics of Export Furniture from China

Unit: Ten Thousand USD 单位: 万美元

国家或地区 Nation and area	金額 sum	金額占出口總金額比重 proportion	金額同比增減 add or reduce
总计 total	537681	100	35.51
美国 USA	282291	52.5	38.94
日本 Japan	48568	9	13.66
英国 England	23712	4.4	61.8
加拿大 Canada	14080	2.7	38.3
澳大利亚 Australia	12728	2.4	56.33
德国 Germany	11051	2.1	20.92
荷兰 Holland	6374	1.2	25.41
法国 France	6275	1.2	4.77
韩国 Korea	5316	1	89.96
新加坡 Singapore	4661	0.8	52.25
沙特阿拉伯 Saudi Arabia	4253	0.8	101.64
意大利 Italy	4222	0.8	20.68
西班牙 Spain	3613	0.7	41.23
比利时 Belgium	3429	0.6	18
阿拉伯联合酋长国 United Arab Emirates	3257	0.6	102.95
瑞典 Sweden	2632	0.5	31.79
马来西亚 Malaysia	2574	0.5	57.38
丹麦 Denmark	2362	0.4	148.18
欧盟合计 E.U. Total	65982	12.3	36.96

## 商會新聞

## DCCC news

### 荷蘭中國商會中國首代高滢應邀參加 "外商直接投資促進與發展國際論壇"

2003年9月6日-9日荷蘭中國商會中國首席代表高滢等應邀參加了在中關村電腦節所安排的活動之一，在北京新世紀飯店舉辦的 "外商直接投資促進與發展國際論壇"，

期間同國內外各界與會代表進行了廣泛的溝通和交流，同時與中國音像交流協會、中國經濟信息網等多家機構建立了戰略合作關係，并就長期項目合作問題進行了洽談。

The Dutch Chinese Chamber of Commerce Chief Representative of China Gaoying was invited to attend "The International Forum on Promotion and Development Originated from Foreign Merchants Investment".

On Sep.6, 2003 the Dutch Chinese Chamber of Commerce Chief Representative of China Gaoying was invited to attend one of the activities held in Zhongguancun Computer Holidays, which was "the International Forum on Promotion and Development Originated from Foreign Merchants Investment" held in Beijing New Century Hotel. She widely communicated with many representatives from China and other countries at the same time constructed strategy and cooperation relation with China Audiovisual Communication Association, China Economic Information Network and so on, and negotiated about long-term program cooperation.

## 餐飲行業考察團的中國之行

2003年9月15日，由荷蘭中國商會會長胡志光先生、副會長楊虹、副會長黃鉞帶隊，與歐洲美食家協會共同組織的餐飲行業的考察團踏上了前往中國的路程。他們經過南京、上海、寧波、成都等城市，最後到達中國的首都北京，并于9月30日分別乘機離開中國。

原統戰部部長、現北京市海外聯誼會會長沈仁道先生在北京工商聯的安排下，招待考察團成員，對去年他本人親自到荷蘭，商會接待過他的成員表示“有朋自遠方來，不亦樂乎”。在這次考察過程中，由北京市工商聯組織的北京各餐飲行業與歐洲的餐飲行業的大腕們進行了相互的交流與合作。北京市百萬莊園的總裁陳立群對能有這樣一個機會與來自歐洲的企業家進行合作與交流感到非常的高興，雙方企業家進行了歷時兩個小時的一對一的洽談。北京市工商聯贈送荷中商會象徵對方友好合作的牌匾。

由中國代表處高滢女士安排的荷蘭衛星報紙項目也與廣播部下屬企業中國數據廣播進行了廣泛的信息源的交流，并就衛星報紙項目在亞洲和中國的未來發展做了長期的“三步走”的規劃。

在高滢女士的組織安排下，有3家中國報社媒體已加入荷蘭衛星報紙的體系并即將進行全球市場的發行和宣傳。這标志着中國的平面媒體進入了一種新型媒體國際化發行的階段。

### The Chinese journey for the group

On Spt. 15th,2003 ,Mr. Hu Zhiguang ,CDR, Yang Hong, Huang yue, Dupety CDR of the Dutch Chinese chamber of commerce lead on the group came to China. They went to Nan Jing, Ning Bo and Cheng Du, and at last, they arrived Beijing. They left Beijing on Spt. 30.

Mr. Shen Yandao, the CDR of Beijing Overseas Friendship Association,, arranged reception for the group, and he said

that it is always a pleasure to greet a friend from a far. In this journey, intercommunion and cooperation is between Beijing and from Europe. The President Chen Liqun from Million Land House feels so glad hat he had the chance for the communication with European enterprise. It is last 2 hours for the communication between European and Chinese Enterprisers. At the end, Beijing Industry & Business Association donated towards stele to the Dutch Chinese chamber of commerce for the friendship.

Gaoying exchanged the information resources of The Dutch Satellite Newspaper with China Data Broadcast which belongs to Broadcast and Television Department and made the long-term three-step plan for the future development of The Dutch Satellite Newspaper in Asia and China.

Under Gaoying's organization and arrangement there have been 3 China newspaper offices joining the system of The Dutch Satellite Newspaper and they will publish and propagandize them on it over the world. This marks the China plane media has entered a stage of international publication of a new media.

## 荷中商會中國代表處首席代表高滢應邀參加全國供銷總社舉辦的“2003 農業產業化與國際合作項目交流暨農業產業化經營項目立項申報指導會”

荷蘭中國商會中國代表處首席代表高滢作為農業國家的代表應邀參加了于2003年9月4日由中華全國供銷合作總社農業產業化辦公室主辦，總社科技推廣中心承辦的“2003農業產業化與國際合作項目交流暨農業產業化經營項目立項申報指導會”。在會上，各地和代表對荷蘭的農業產生了巨大的興趣，一致想通過商會這個渠道引進荷蘭的乳牛、花卉、種子。希望得到更多更好的農業的信息。

The Dutch Chinese Chamber of Commerce Chief Representative of China Gaoying was invited to attend the directing convention held by the national community of providing and selling on ("2003guidance of agriculture". Gaoying was invited to attend ("2003guidance of agriculture") as the representative of Agricultural Countries held by The Chinese Supply and Marketing Cooperatives. During the convention the representatives from all over our country showed great interest in Dutch agriculture. They all agreed to introduced cow, flower and seeds by the way of chamber of commerce, and they wanted to get more and better agricultural information.



## 胡志光先生被選舉為中華海外 聯誼會常務理事

中華海外聯誼會 (CHINA overseas friendship association)由中國大陸各界代表人士及有關團體、香港特別行政區同胞、澳門特別行政區同胞、臺灣同胞和海外僑胞中的知名人士自願結成,是具有獨立法人地位的全國性、聯誼性、非營利性社會團體。

值此十一國慶前期,2003年9月26日在中國北京中國大飯店,由統戰部部長劉延東召開并舉行的第二屆一次理事大會上,通過了中華海外聯誼會的修改的章程。全體會員一致表示贊成本會的宗旨:高舉愛國主義旗幟,團結熱愛中華民族的海內外同胞,加強聯系,幸友誼,促進合作,為統一祖國、振興中華服務。

胡志光先生在此次大會上,當選為常務理事,主執歐洲和中國之間的經貿合作。

由荷中商會組織的中國考察團全體人員參加了由統戰部、聯誼會舉行的在人民大會堂召開的國宴。各考察團成員對荷中商會能夠提供這樣一次難得的參加國家級宴會的機會表示非常感謝。

### Mr.Hoozhiguang was chosen as the standing director of CHINA Overseas Friendship Association

CHINA Overseas Friendship Association is consist of representatives of China mainland and relating groups, compatriots from Hong Kong Special Administrative Zone and Macao Special Administrative Zone, Taiwan compatriots as well as the overseas compatriots. It is an national, co-friendly, profitless organization which has independent legal juridical.

Before the National Day occasion the amended procedure corrected by China Overseas Friendship Association was passed on the first one of the second session of director conference held by Liu Yandong, the minister of United Front Department, in China Grand Hotel in Beijing in Sep. 26,2003. All the staff agreed the aim of the conference: hold the banner of patriotism high, hold the overseas compatriots who love China tigh, strength relationships, enhance friendships, facilitate cooperation, serve for our countries' unify and development.

On the conference Mr.Hu Zhiguang was chosen as the standing director who hosted the economy and trade cooperation between Europe and China.

All the staff of China Investigation Group Organized by the Dutch Chinese Chamber of Commerce took part in the national banquet held by United Front Department and China Overseas Friendship Association in Ren Min Grand Hall. All the other groups showed their thanks to the Dutch Chinese Chamber of Commerce for providing such a chance to take part in national banquet.

## 高滢參加中國德州第七屆投資 貿易洽談會

荷蘭中國商會中國代表處首席代表高滢作為中國德州的特邀的外國駐京機構的嘉賓,于2003年9月15日到17日參加了中國德州第七屆投資貿易洽談會。

會上,高滢介紹了荷蘭的農業強國的特點,吸引了當地招商部門、企業、各外國駐京機構的關注。德州經濟開發區招商局商商副局長在會上明確表示,要幫助開發區的企業引進荷蘭乳牛,引進溫室大棚,希望與荷中商會共同合作,為德州的企業、農民做些實事。

### Gao Ying attended the seventh session of the Investment and Trade Conference held in De Zhou, China

As the special guest who are from a stay-in-Beijing foreign organization Gao Ying, chief representative of China the Dutch Chinese Chamber of Commerce, was invited to attend the seventh session of the Investment and Trade Conference held in De Zhou, China. On the conference Gao Ying introduced the Netherlands, a country which has strong agriculture, which attracted, the attention of local business departments, enterprises, every stay-in-Beijing foreign organization. The vice director general of ( 德州經濟開發區 ) of De Zhou Economy Development District made all the people known: help the enterprises to introduce Dutch cows and greenhouses. He hoped to cooperate with the Dutch Chinese Chamber of Commerce and to do some something for the enterprises and farmers in De Zhou. Today's Famous people



EUROPEAN CENTRAL BANK

# 史玉柱 和

# 巨人公司

## Shi Yuzhu and Giant Company



1962 年 出生，1989 年 1 月以 4000 元下海創業

1989 年 5 月 推出的桌面中文電腦軟件營業收入超過 100 萬元

1992 年 巨人總部從深圳遷往珠海。38 層的巨人大廈設計方案出臺。後來方案一改再改，竄至 70 層

1995 年 “巨人” 推出 12 種保健品，投放廣告 1 個億。史玉柱被《福布斯》列為中國內地富豪第 8 位

1996 年 巨人大廈資金告急。史玉柱決定將保健品方面的全部資金調往巨人大廈。保健品業務因“抽血”過量，迅速盛極而衰

1997 年 祇建至地面三層的巨人大廈停工。巨人集團名存實亡，但一直未破產

1999 年 7 月 史玉柱 “人間蒸發” 兩年後，和原班底人馬在上海及江浙創業，做的是“腦白金”業務

2000 年 史玉柱在中央電視臺許諾：“老百姓的錢，我一定要還。” 於是收購珠海巨人集團在內地發售的巨人大廈樓花或《契約》約花費了 4000 萬元

史玉柱：“我粗粗地算了一下，要搞死一個民營企業，至少有十三種方法。” 史玉柱說，“這裏面還不包括出于企業內部的原因，比如經營不善等。”

這十三種方法為：不正當競爭、碰到惡意的“消費者”、媒體的圍剿、對產品的不客觀報道、主管部門把企業搞死、法律制度上的彈性、被騙、紅眼病的威脅、黑社會的敲詐、得罪了某一官員、得罪了某一刁民、遭遇造假、企業家的自身安全問題。

Born in 1962, Shi Yuzhu went into business in January, 1989 with only 4000 yuan.

In May, 1989 he got more than 1 million from desk top Chinese computer software which he introduced.

In 1992 the headquarters of Giant Company was moved from Shen Zhen to Zhu Hai following with the form of the blue print of 38-storey Giant Building. Later with several corrects of the blue print the building increased to 70 floors.

In 1995 Giant presented 12 products of health care to public and the fee of advertisement for these was 100 million. <<Fubushi>> said Shi Yuzhu was the eighth rich man in mainland.

In 1996 Giant Building Lacked of fond, so Shi Yuzhu decided to adjust all the fund of products of health care to the building. But the business of products of health care was declined because of drawing much fund.

In 1997 the construction of Giant Building was forced to stop in 3rd storey. Giant Building existed in name only, but it never became impoverished.

In July, 1999 after two-year meditating Shi Yuzhu together with his partners went into Nao Bai Jin business in Shang Hai and zone of Zhe Jiang.

In 2000 when Shi Yuzhu was invited to CCTV, he said, "I promise I will pay to common people.." So he spent almost 40 million on purchasing Zhu Hai Giant Holdings and selling Giant Building or bargains in mainland.

Shi Yuzhu said, "I accounted it has less than 13 methods to confuse a private corporation." Shi yuzhu said, "it excludes the reasons from corporation interior, such as unreasonable management."

The 13 ways are as following: malfeasance competition, appearance of spiteful consumer, media beleaguering, baleful reports of its products, confusing of a corporation made by primary departments, changeable laws, beguilement, red-eyes. Begrudge; the threat of underworld; offend some official; offend some bad people; situation concocts, the safe problem in oneself of the entrepreneur.



# 聖誕賀詞

## Christmas Congratulations

歷史的年輪駛入了光輝燦爛的2004年。在這辭舊迎新之際，我謹代表荷蘭中國商會和駐中國代表處，向全商會的會員企業、企業員工及親人致以親切的聖誕祝福！向給予我們更多支持與幫助的各界友人，向所有關心商會、扶持商會的朋友們致以美好的祝願！

The wheel of history is rolling in effulgent 2004. On the coming year on behalf of the Dutch Chinese Chamber Of Commerce and all the representatives in china I will give the cordial Christmas greetings and wishes to all the enterprises and all the staff and their relatives! Give best wishes to friends those who are from all circles, who have given more aids, and to friends those who have concerned about our Dutch Chinese Chamber Of Commerce and give much support to it.

送上親切的問候！真誠的祝願健康、幸福、快樂每一天，！

祝你們聖誕快樂！新年快樂！

給你們聖誕和新年帶來美好的祝願！

祝你們聖誕、新年和平快樂！

這是特別的問候與最好的祝願—聖誕快樂！新年快樂！

Greeting you warming with a wish that's sincere for healthy happy and wonderful days.

Wish you happiness for the Christmas Day and the coming year.

Bring you good wishes of happiness for this Christmas Day and the coming year.

Wishing you the Gifts of Peace and Happiness on this Christmas Day and throughout the New Year.

Here are special greetings and the best wishes, too-May Christmas Day and the coming year.

過去的一年，經過商會各位同仁的努力，我們商會取得了一定的進步：

新的一年，是充滿機遇、充滿希望、充滿挑戰的一年。在新的年裏，我們要更加團結、緊密合作，為商會的發展而盡我們的最大努力。

In the past year by the efforts of confrere our Dutch Chinese Chamber Of Commerce have made great progress.

The New Year is the year that is full of opportunities, hope and challenges. In the New Year we have to co-operate tightly to contribute much to the development of the Dutch Chinese Chamber Of Commerce.