

中资企业在澳大利亚

Chinese Investment in Australia

澳大利亚中国总商会 主编
China Chamber of Commerce in Australia



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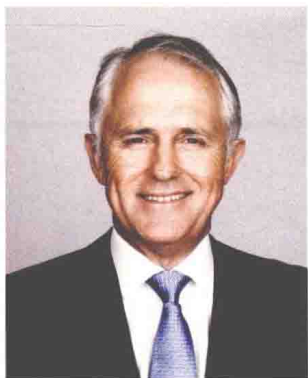
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PRIME MINISTER

**澳大利亚总理特恩布尔
为《中资企业在澳大利亚》一书题写的贺词**

澳大利亚中国总商会：

澳大利亚政府正在大力拓展和深化同中国的关系。

目前，中国是澳大利亚最大的贸易伙伴、最大的货物出口目的地、最大的货物进口来源国。

今年，具有里程碑意义的中澳自由贸易协定的签署，是中国和澳大利亚两国经贸关系的历史性时刻，是两国相互信任、彼此尊重的标志。

中澳两国将尽享对方前所未有的市场开放带来的益处，这将在未来数十年造福于两国人民。

此自由贸易协定将取消澳大利亚农产品出口壁垒，未来四年澳大利亚对华出口的资源、能源以及工业品中，将有 99.9% 的商品享受零关税待遇。

澳大利亚服务提供商将获得进入中国服务领域的新机遇，同时，中国的企业将更自由地进入澳大利亚的相关市场。

两国经济领域的扩大开放将带来众多机遇，可谓想象力有多大，商机就有多大。

未来的岁月中，我们将亲眼目睹两国更加自由的贸易带来的各种实惠：更多就业机会、更加物美价廉的货物和服务、更加紧密的关系等。

我对两国共创繁荣的未来充满期待。

马尔科姆·特恩布尔

澳大利亚总理

2015 年 10 月 16 日



PRIME MINISTER

MESSAGE FROM THE PRIME MINISTER

CHINA CHAMBER OF COMMERCE IN AUSTRALIA CHINESE INVESTMENT IN AUSTRALIA

The Australian Government is working hard to broaden and deepen our ties with China.

China is by far Australia's largest trading partner, our largest goods export destination, and our largest source of goods imports.

The signing of our landmark Free Trade Agreement this year was an historic moment for China-Australia trade relations, and a sign of the trust and respect with which we regard each other.

Our nations will enjoy unprecedented access to each other's markets, unlocking benefits for both our peoples for decades to come.

The FTA removes barriers to Australian agricultural exports across a range of products, and provides duty-free entry for 99.9 per cent of Australia's resources, energy and manufacturing exports within four years.

Australian services providers will have new access to China's services sector, and Chinese businesses will have freer access to Australian markets.

The opening up of our economies will provide great opportunities, the limits of which will be set only by the imagination of our businesses.

In the years ahead, we will see first-hand the benefits of freer trade between our nations—through more jobs, more affordable goods and services, and even closer bonds.

I look forward to our shared future of prosperity.

A handwritten signature in blue ink, reading 'Malcolm Turnbull'.

The Hon Malcolm Turnbull MP
Prime Minister of Australia

16 October 2015



寄语

张向晨

中国商务部国际贸易谈判副代表

改革开放 37 年来，中国开放型经济发展取得巨大成就。在此过程中，我们不仅积极扩大对外贸易，也在鼓励开展投资合作。不仅敞开国门吸引外国投资，而且也在积极、稳步开展对外投资。2014 年中国对外直接投资规模达 1 231.2 亿美元，连续三年位列世界第三大对外投资国，双向直接投资首次接近平衡，这不仅折射出中国经济结构的优化升级，也给全球资本、产能布局带来深远影响。

中澳两国一直保持着紧密的经贸合作关系。中国是澳大利亚第一大贸易伙伴。澳大利亚是中国第八大贸易伙伴，也是中国第二大投资目的地。澳大利亚良好的环境，吸引了众多中资企业赴澳开展投资合作，涉及领域包括采矿业、电力行业、房地产、制造业、商务服务业等，累计各类投资规模近 750 亿美元。中国企业在澳大利亚投资兴业的过程中，严格遵守澳大利亚法律制度，积极融入多元文化的环境，尊重当地风俗习惯，努力实现自身的可持续发展，同时还创造了大量的就业，缴纳了可观的税金，促

Preface

H.E. Zhang Xiangchen

Deputy China International Trade Representative

Ministry of Commerce, China

Since China adopted the policy of reform and opening-up 37 years ago, the development of its open economy has achieved significant results. During this period, we have been actively expanding foreign trade, while encouraging cross-border investment activities. We have not only embraced inward foreign investments, but also carried out Chinese investments abroad in an active and steady manner. In 2014, the total outward foreign direct investment by China reached USD123.1 billion, thus China became a major capital exporter for the first time. It reflects the upgrading and optimizing of China's economic structure, and has brought about profound impact on the global pattern of capital movement and industrial capacity configuration.

China and Australia have always maintained close trade and economic relations. China is Australia's top trading partner, while Australia is China's eighth biggest trading partner and the second largest destination for Chinese overseas investment. The good environment of Australia has drawn numerous Chinese investors for business partnership in such sectors as agriculture, mining, manufacturing, service industries, etc. The cumulative amount of Chinese investment in Australia has reached USD75 billion.

Abiding by the legal regime of Australia, the Chinese investors have made great efforts to adapt to the multicultural environment

进了经济的发展，增加了联邦和地方政府的收入。同时，中国企业高度重视履行企业社会责任，慷慨投入大量人力、物力、财力，广泛参与所在社区以及全国性各类慈善、文化、体育、医疗、教育等公益事业，在完善基础设施建设、提高居民福利水平、丰富文娱生活等方面扮演着重要角色，加深了中澳两国人民的友谊和互信，为中澳双边互利共赢的经贸合作打下了坚实基础。

随着中澳自贸协定的签署，未来中澳两国的经贸合作前景将更加美好。可以想象，越来越多的中资企业将赴澳开拓业务，寻求更多、更好的发展机会，这将成为两国深化经贸关系的重要基石。

《中资企业在澳大利亚》一书，为读者详细介绍了中资企业在澳大利亚投资的概况、中资企业在澳的投资故事以及知名人士对未来中澳两国全面合作的看法，相信可以为众多有意愿赴澳投资的中资企业提供丰富的经验和有益的借鉴。我本人也乐见更多的中资企业走出国门、投资澳大利亚，共同创造中澳经贸合作新辉煌！

最后，祝贺《中资企业在澳大利亚》一书成功出版！

and local customs in the process of realizing their own sustainable development in Australia. They have created a lot of jobs, paid sizable amounts of taxes, contributed to government revenues at all levels and promoted the development of Australian economy. In particular, they have attached great importance to fulfilling the corporate social responsibilities by investing fairly impressive amounts of human, physical and financial resources in social undertakings, such as education, healthcare, community development, sponsorship of charity, sports and cultural activities, etc. It is fair to say that the Chinese investors have played a positive role in the local community by contributing to infrastructure improvement, upgrading the welfare of local residents and enriching their recreational life. In a broader sense, they have contributed a lot to deepen the friendship and mutual trust between the peoples of China and Australia and to strengthen the cornerstone of our bilateral trade and economic cooperation to the benefit of both sides.

Following the signing of the China-Australia Free Trade Agreement, the prospects of our future bilateral commercial relationship appear brighter and better. It is easy to imagine that more and more Chinese enterprises are going to Australia to explore opportunities of greater business development and growth. This would form the crucial foundation for further deepening of Sino-Australian trade and economic relationship.

The *Chinese Investment in Australia* presents an overview of Chinese investments there and tells true stories of Chinese investors and entrepreneurs in Australia. It also provides some insightful views and analysis by experts on the state and trends of bilateral business cooperation, which could serve as useful reference or tips for those Chinese companies with intent and interest to go and invest in Australia. Personally, I am also glad to see more Chinese investors go global and do business in Australia, where by working together, new glories of Sino-Australian commercial partnership can be created.

Finally, I express my warm congratulations on the successful publication of *The Chinese Investment in Australia*.



序

马朝旭

中华人民共和国驻澳大利亚联邦特命全权大使

继广受欢迎的《赴澳大利亚投资指南》出版一年后，又一本促进中澳投资合作的力作《中资企业在澳大利亚》同读者见面了。我对这本书的出版感到由衷地高兴。之所以出版这本书，是由于中澳投资合作已达到相当的水平，中资企业在澳投资快速增长，人们希望了解中资企业在澳投资情况、所付出的努力、经历的艰辛和取得的成果。中资企业也需要向中澳民众介绍自己在澳发展的真实故事和期待。因此，这本书可以说是恰逢其时，应运而生。

经贸合作是中澳关系的“压舱石”和“推进器”。2014年，双边贸易额达到1369亿美元，是建交时的1500多倍。中国稳定地成为澳大利亚第一大货物贸易伙伴、出口市场和进口来源地，澳大利亚也成为中国第八大贸易伙伴国。近年来，中国对澳投资始终保持着良好的增长势头。据中国商务部统计，中国年度对澳直接投资额从2005年的约5.87亿美元增至2013年的34.58亿美

Foreword

H.E. Ma Zhaoxu

Ambassador of the People's Republic of China
to the Commonwealth of Australia

A year after the well-received book *How to Invest in Australia* was published, I am very happy to see that a second book aimed at promoting China-Australia investment cooperation *Chinese Investment in Australia* is now released. This book is published at a time of growing China-Australia investment cooperation and with a rapid increase in Chinese business investment in Australia. People want to know more about Chinese investors in Australia, their efforts and what they have accomplished. At the same time, Chinese investors in Australia also feel the need to share their stories in Australia with both peoples. This makes the book all the more relevant.

Business cooperation and trade serve as a stabiliser and driver of bilateral ties. China-Australia two-way trade reached USD136.9 billion in 2014, more than 1 500 times what it was in the early years of diplomatic ties back in the 1970s. China has become Australia's biggest trading partner, export market and source of imports while Australia is now China's eighth largest trading partner.

Recent years have witnessed the fast increase of Chinese investment in Australia. According to statistics from the Chinese Ministry of Commerce, China's annual direct investment in Australia is up from USD587 million in 2005 to USD3.458 billion in 2013, growing by an average annual rate of 54.3 per cent. At the end of 2014, China's cumulative investment in Australia was USD74.94 billion, of which direct investment accounted for USD19.95 billion. This makes Australia the second largest destination of overseas Chinese investment.

元，年均增长 54.3%。截至 2014 年年底，中国累计对澳各类投资共 749.4 亿美元，其中直接投资累计 199.5 亿美元。澳大利亚已成为中国海外投资的第二大目的地。多年来，一批又一批中资企业前往澳大利亚投资兴业，与澳大利亚企业共同发展，为推动澳大利亚经济发展做出了重要贡献，为促进中澳更为紧密的经贸合作关系发挥了不可替代的作用。中澳经贸合作能达到今天的规模和水平，中资企业功不可没。中资企业同澳方企业携手合作，架起了澳大利亚能矿资源产品通向中国市场的桥梁，为澳大利亚近十年的“矿业繁荣”以及两国贸易的显著增长奠定了基础。今天，中资企业的投资已从矿业拓展到农业、服务业、基础设施、高新技术产业等各个领域。我相信，澳大利亚经济在经历“矿业繁荣”后，将迎来“农业繁荣”、“服务业繁荣”，等等，这些繁荣都是同在澳中资企业的努力分不开的。中国有句俗话，叫作“吃水不忘挖井人”。当我们回首中澳经贸合作的发展历史，不会忘记曾经为此默默耕耘的中资企业。

中资企业的投资促进了澳大利亚的经济增长和政府财政收入增加，为澳大利亚民众创造了更多的就业机会，拉动了本地物品采购，完善了基础设施建设。更重要的是，中资企业积极履行社会责任，通过协助改善社区生活和福利、资助慈善文化事业等，赢得澳大利亚民众的认同和尊重。

Over the years, a growing number of Chinese enterprises have come to Australia to invest and do business. They partnered with Australian enterprises and contributed to local development, playing an important role in bringing the two economies closer. China-Australia business cooperation would not have grown to what it is today in scale and scope but for their hard work and contributions. The close cooperation between Chinese and Australian companies served as a bridge for Australian resources and energy products to go to China, laying the foundation for the decade-long 'mining boom' in Australia as well as the remarkable trade growth between the two countries. Today, Chinese investment in Australia has ventured from mining to many other areas such as agriculture, services, infrastructure and high technology. I sincerely believe that Australia's 'mining boom' will be followed by even more 'booms' such as an 'agriculture boom' and 'services boom'. All this could not have been achieved without the efforts of Chinese investors in Australia. As a Chinese saying goes: 'When you are drinking the water, don't forget the people who dug the well'. When we look back at the course of development in our economic relationship, we will never forget those Chinese enterprises that have persisted in their hard and down-to-earth efforts to make a difference.

Chinese investment has helped promote economic growth, increased government revenues, created jobs, boosted local production and improved infrastructure in Australia. More importantly, many Chinese enterprises have taken their social responsibilities very seriously. They have actively contributed to improving welfare and supporting cultural and philanthropic programs for local communities, which has been widely acknowledged and acclaimed by the Australian people.

There is now a historic opportunity for Chinese businesses to invest in Australia. Chinese President Xi Jinping paid a successful state visit to Australia in November 2014. The leaders of China and Australia agreed to upgrade the bilateral relationship to a comprehensive

当前，中资企业在澳投资面临难得的历史机遇。2014年11月，习近平主席成功访问澳大利亚，两国领导人宣布将中澳关系提升为全面战略伙伴关系，标志着双方政治互信、务实合作达到一个新的高度。2015年6月，两国政府正式签署中澳自由贸易协定，为未来两国贸易和投资确立了更加开放、便利和规范的制度安排。此外，随着中国“一带一路”战略构想、国际产能合作等的推进，以及澳大利亚“北部大开发”等计划的实施，中资企业在澳大利亚的发展将会有更加广阔的舞台。

在中国驻澳大利亚使馆和驻悉尼、墨尔本、珀斯、布里斯班总领馆的大力支持和协助下，澳大利亚中国总商会编撰了这本《中资企业在澳大利亚》，系统地介绍了中资企业在澳投资整体情况，更为可贵的是，它收录了许多中资企业投资真实感人的故事，以及两国工商界人士对发展中澳合作的深刻思考和期待。

中国和澳大利亚是天然的合作伙伴。作为世界和亚太地区重要经济体，中澳两国产业结构高度互补，联系交流日益密切，合作前景良好。我相信，中资企业一定会把握机遇、开拓进取，同澳大利亚合作伙伴一道，共同谱写中澳经贸关系的新篇章。

strategic partnership, which marks a new high in political mutual trust and practical cooperation between the two countries. In June 2015, the two governments officially signed the China-Australia Free Trade Agreement, setting the framework for a more open, liberalised and rules-based trade and investment environment. China has put forward the strategic development initiative of 'One Belt One Road' (the 'Silk Road Economic Belt' and '21st Century Maritime Silk Road') as well as international industrial cooperation, and Australia has released a white paper on developing northern Australia. With these initiatives being carried out, Chinese enterprises will have an even broader stage for business development in Australia.

The China Chamber of Commerce in Australia, with strong support from the Chinese Embassy in Australia as well as Chinese Consulates General in Sydney, Melbourne, Perth and Brisbane, has compiled this book to provide a big picture on Chinese investment in Australia, and record many touching true stories in the course of such investment. It also includes deep reflections and expectations of the business communities in both countries on how to further our bilateral cooperation.

As important economies in the Asia-Pacific region and beyond, both China and Australia are natural partners with highly complementary industrial structures, ever-closer exchanges and very broad prospects for future cooperation. I am convinced that Chinese investors will seize the opportunities and work hand in hand with their Australian partners to take China-Australia investment cooperation and business cooperation as a whole to a new high.



导 言

胡善君

澳大利亚中国总商会会长

40 多年来，中澳两国建立了长期稳定、健康发展的全面合作关系。2014 年 11 月习近平主席对澳大利亚成功进行了国事访问。两国政府签署实质性结束中澳自由贸易协定谈判的意向声明，并将关系定位提升为全面战略伙伴关系。2015 年 6 月 17 日，中澳自由贸易协定正式签署。我们相信，两国经济优势互补、互利双赢的关系将进一步密切，中澳民众间的关系、中澳企业间的关系都将得到进一步发展。

中资企业在澳大利亚的发展，是中澳经贸关系的一个重要缩影。特别是近年来，随着两国经贸往来日益密切，在澳经营的中资企业以及当地华人创办的各类企业不断增多，为澳大利亚的经济、文化、科技发展做出了重要贡献。随着中资企业在澳投资的增加，由于缺乏全面了解中资企业的渠道，部分澳大利亚民众对各类投资存在或多或少的疑虑。在这样的背景下，我们觉得有必要用我们的精彩故事和有说服力的数据发出声音，帮助各界朋友更全面、更准确地了解中资企业在澳大利亚的历史、现状和未来。

经过半年多的筹划和准备，澳大利亚中国总商会主编的《中