



# 品牌 山东

## Famous Brands of Shandong

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Famous Brands of Shandong

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山东人民出版社

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# 走进孔子故里 感受魅力山东

(代序)

中共山东省省委常委、宣传部部长 李 群

孔子在这里诞生，泰山在这里崛起，黄河在这里入海……山东作为“孔孟之乡、礼仪之邦”，以历史悠久灿烂、经济繁荣兴旺、人民生活富裕、生态环境优美、文化特色鲜明、社会安定和谐而著称。改革开放 30 年来特别是近几年来，忠厚正直、豁达淳朴、崇礼尚义、勇敢坚韧、勤劳智慧的齐鲁儿女，弘扬改革创新、开放包容、忠诚守信、务实拼搏、敢为人先的新时期山东精神，在实现经济社会又好又快发展的历史进程中，奏响了一曲曲动人心弦的时代凯歌，展现了一幅幅令人叹为观止的壮丽画卷。

山东省地处中国东部，黄河下游，濒临渤海、



黄海，与朝鲜半岛、日本列岛隔海相望，总面积 15.71 万平方公里，海岸线长 3100 多公里，人口 9367 万，辖 17 个市、140 个县（市、区）。省会济南被誉为“泉城”，青岛市是 2008 年北京奥运会协办城市、奥运会帆船比赛地。

山东文化底蕴丰厚，是中华文化的重要发祥地。早在四五十万年前，这里就是古人类生存和繁衍的摇篮。著名的北辛文化、大汶口文化和龙山文化诞生于此；中国最早的古“齐长城”发现于此。“文圣”孔子、“亚圣”孟子、“兵圣”孙子、“智圣”诸葛亮、“书圣”王羲之等历史名人，至今仍对中华文化乃至世界文明产生重要影响。在近现代史上，山东也是名人辈出。近年来，在孔子文化品牌带动下，独具特色的鲁文化、齐文化、红色文化、运河文化、滨海文化、泰山文化以及民俗文化更是异彩纷呈。

山东是资源大省。矿产资源丰富，全省共发现矿藏 150 种，其中，金矿等 8 种矿产储量位居全国第一，国民经济赖以发展的 15 种支柱性重要矿产都有探明储量。生物资源众多，境内有各种植物 3100 余种，烟台苹果、莱阳梨、肥城桃、乐陵小枣等久负盛名。海洋资源得天独厚，近海栖息和洄游的鱼虾类达 260 多种，对虾、扇贝、鲍鱼、刺参、海胆产量居全国首位。旅游资源不胜枚举，“世界自然文化遗产”——泰山，“世界文化遗产”——曲阜孔

庙、孔府、孔林等享誉海内外。

伴随着共和国改革和建设的脚步，山东经济、政治、文化、社会事业发生了翻天覆地的变化，取得了辉煌的历史性成就。



——经济综合实力大幅提升。农业综合生产能力逐年增强，制造业强省建设进展顺利，高新技术产业产值比重提高，经济增长方式加快转变。2007 年全省国内生产总值 25887.7 亿元，人均国内生产总值 27723 元，实现地方财政收入 1674.5 亿元，规模以上工业企业实现利润 3389 亿元。

——改革开放取得重要成果。农村综合改革稳步进行，国有企业改革和财税、投资、价格、金融、土地等改革不断深化，非公有制经济健康发展，参与国际竞争与合作的深度和广度不断加大。2007 年进出口总额达到 1226 亿美元，有 130 家世界 500 强企业在山东投资发展。

——基础设施建设不断加强。能源、水利和交通建设的支撑作用进一步增强。发电装机容量 5540 万千瓦，高速公路 4033 公里，电气化铁路 1041 公里，港口吞吐量 5.8 亿吨，济南、青岛新机场投入使用。南水北调、胶东调水和治淮东调南下工程获取阶段性成果。

——区域发展取得积极成效。统筹区域发展的机制逐步完善。半岛城市群发展壮大，济南集聚辐





射作用日益明显，青岛龙头带动能力进一步提高。县域经济发展势头强劲。省会城市群经济圈、鲁南经济带、黄河三角洲高效生态经济区和海洋经济建设相继启动。

——城乡面貌发生显著变化。新农村建设扎实推进，农民生产生活条件得到改善。城市化进程加快，公共服务设施建设力度不断加大，城区人均道路、绿地面积大幅增加。

——各项社会事业繁荣进步。科教兴鲁战略深入实施，科技创新步伐加快。各级各类教育快速发展。文化、卫生、体育、广播电视、新闻出版、计划生育、残疾人、老龄等各项事业全面发展。

——人民群众得到更多实惠。2007年，城镇居民人均可支配收入14265元，农民人均纯收入4985元。城乡义务教育阶段学杂费全部免除，新型农村合作医疗制度全面建立，城镇居民基本医疗保险逐步推开，社会保障体系进一步健全，安康居住工程全面实施。

如今，山东经济社会发展已经站在新的历史起点上。全省人均国内生产总值将由3000美元向5000美元攀升，进入加快推进工业化、信息化、城镇化、市场化、国际化进程的新阶段。未来的山东，在发展道路上，坚持科学发展、又好又快发展、全面协调可持续发展；在发展布局上，坚持以经济建设为



中心，社会主义经济建设、政治建设、文化建设、社会建设全面推进；在发展动力上，坚持改革开放、依靠科技进步和创新；在发展目的上，坚持以人为本，发展为了人民、发展依靠人民、发展成果由人民共享，促进人的全面发展。根据省第九次党代会和省委工作会议精神，围绕建设经济文化强省的目标，山东明确提出推进“一体两翼”和海洋经济发展战略，积极实施文化建设“八大工程”，进一步确立了“深化日韩、提升东盟、突破欧美、拓展非洲”的开放布局。今后，将全面深入贯彻落实科学发展观，着力调整经济结构和转变增长方式，着力加强资源节约和环境保护，着力推进改革开放和自主创新，着力促进社会发展和解决民生问题，努力做到科学发展、和谐发展、率先发展，在新起点上实现富民强省的新跨越。

在继续解放思想、坚持改革开放、推动科学发展、促进社会和谐的过程中，山东比以往任何时候都需要与各方互动、交流，需要国内外各界人士的关心、理解和支持。为使海外朋友尤其是华人华侨能够认识一个全面客观、真实生动的山东，我们精心编写了这套《山东》系列丛书。丛书立足于山东经济政治文化发展的大背景，有重点地选取体现山东特色的各个方面，以文字客观叙述为主，同时配以相应图片，用十个分册的篇幅，全面系统地介绍



了山东的基本情况，说明山东的发展变化，解读山东的未来走向。《人文山东》，主要介绍山东的传统文化和现代文明，向海外友人展现山东丰厚的文化资源。《风情山东》，主要介绍山东的自然景观、民间风俗、节庆文化等。《创新山东》，主要介绍山东致力于自主创新，以创新求发展、建立创新型省份的新进展。《发展山东》，主要介绍山东改革开放以来尤其是近年来经济、政治和文化发展的思路和措施。《成就山东》，主要介绍山东在发展进程中各条战线所取得的辉煌成就。《品牌山东》，主要介绍山东在加快发展过程中所创造的重要经济和文化品牌。《文明山东》，主要介绍山东着力提高全民素质，实施精神文明建设“十大工程”方面的新进展、新变化。《和谐山东》，主要介绍山东在构建和谐社会进程中所采取的积极措施和显著成效。《友好山东》，主要介绍国外友人在山东创业、发展、生活的情况，展示山东良好的投资和发展环境。《未来山东》，主要从宏观的角度，描绘山东未来发展的美好前景。但愿透过这套丛书，让读者进一步走近山东、了解山东，感受她的厚重历史，体味她的蓬勃活力……

谨以此书纪念中国改革开放 30 周年，献给多年来一直关心支持山东改革开放和现代化建设的海内外朋友。

2008 年 10 月



# Getting Close to the Hometown of Confucius Tasting the Charm of Shandong

(A Substitute for Preface)

*By Li Qun,*

*Member of the Standing Committee*

*Director-General of the Publicity Department*

*Shandong Provincial Committee of the Communist Party  
of China*

Shandong is the birthplace of Confucius. It is the province where renowned Mount Tai stands and the spectacular Yellow River runs into the sea. It is well-known being the hometown of Confucius and Mencius and a place

Famous Brands in Shandong



of rites and courtesy. With its time-honored and splendid history, beautiful scenery, distinctive culture and considerable economy, people here live a better-off and peaceful life. The people of Shandong have long been acclaimed for their honesty and integrity, generosity and tenacity, diligence and respect for manners and justness. While China launched its opening-up and reform drive 30 years ago and especially since recent years, the people of Shandong have been working in the spirit of reform and innovation, openness and magnanimity, honesty and boldness to achieve overall sound economic and social progress at a fast pace. Their efforts, thus made, have promoted great dynamism of nowadays society and presented to us an amazing and magnificent picture of Shandong.

Shandong Province lies on the east coast of China and at the lower reaches of the Yellow River. It borders on the Bohai Sea and the Yellow Sea and overlooks the Korean Peninsular and the Japanese Archipelago across the vast stretch of sea. It has a population of 93.67 million, 157,100 square kilometers of land area and 3,100 kilometers of coast line. Within the Province, there are 17 municipalities and 140 counties (cities and districts). Its capital, Jinan, is dubbed as the City of Springs while Qingdao hosted the Sailing Regatta of the 2008 Beijing Olympic Games.

As one of the cradles of Chinese civilization, Shan-

Shandong is a place of profound cultural heritage. It was the original place where ancient human being lived and spread back as early as 400,000 and 500,000 years ago. The well-known Beixin Civilization, Dawenkou Civilization and Longshan Civilization all originated from here and the earliest ancient Great Wall of Qi State time was also found here. The Province has turned out a great number of historic celebrities including "Sage of Intellectuals" Confucius, "The Lesser Sage" Mencius, "Sage of War" Sun Zi, "Sage of Wisdom" Zhu Geliang and "Sage of Calligraphy" Wang Xizhi, just to name a few, whose influence is still significant in Chinese civilization or even the civilization of the entire world. Modern and contemporary history also witnessed generations of well-known figures being produced in this land. In recent years, led by the major cultural brand of Confucianism, multiple and distinctive cultural brands such as Lu-State Culture, Qi-State Culture, "Red" (Communist Revolutionary) Culture, Canal Culture, Coastal Culture, Mount Tai Culture as well as folk culture all have presented themselves and formed a colorful cultural picture of Shandong.

Shandong is a resourceful province. It is rich in mineral resources and there are altogether 150 varieties found in the Province, including 15 varieties of pillar minerals with proven reserves on which national economy is de-





pendent and 8 varieties including gold mines topping the country in terms of reserves. Shandong also boasts abundant biological resources with 3, 100 kinds of various plants, some of the produces such as apple of Yantai, pear of Laiyang, peach of Feicheng and small Chinese dates of Laoling, etc. are known across the country. The marine resources of Shandong are unique. There are some over 260 varieties of fish and prawn staying and migrating in in-shore Shandong, and the outputs of shrimp, scallop, abalone, sea cucumber and sea urchin rank the first of the country.

The tourist renounces are countless. “World Natural Heritage”—Mount Tai, “World Cultural Heritage”—Confucius Temple, Confucius Mansion and Confucius Cemetery, etc., all enjoy worldwide acclaim.

Keeping along with the Republic’s reform and development, Shandong has been witnessed huge changes taking place in all economic, political, cultural and social sectors. Splendid historic achievements have been accomplished.

— The overall economic strength has been increased by a large margin. The comprehensive agricultural productivity has been strengthened year by year. The efforts of building a strong manufacturing industry are faring smoothly with the degree of output generated by high and



new technology industries increased and the mode of economic growth quickly transformed. In 2007, the GDP of the Province was 2.58877 trillion Yuan, per capita GDP was 27,723 Yuan, local fiscal revenue reached 167.45 billion Yuan and the profit generated by enterprises with annual output value above 5 million Yuan amounted to 3,389 billion Yuan.

— Significant achievements have been made in reform and opening-up drive. The comprehensive reform in rural areas is getting well underway while the reform in state-owned sector and other systems like economics and taxation, investment, price, finance and land, etc., is deepening. The non-public economic sectors are developing in a sound track and the degree of participation of Shandong into the international competition and cooperation has been greatly enlarged. In 2007, the import and export volume reached 122.6 billion dollars and altogether 130 Fortune 500 companies had made their investments in Shandong till that year.

— Infrastructure facilities are under constant development and expansion. The fundamental support by energy, hydraulic and transportation facilities have been further strengthened. Till now, the Province has installed electricity power generation capacity of 55,400 mw, the mileage of high way of 4,033 kilometers, electrified railway of





1,041 kilometers and the port handling capacity of 580 million tons. Two new airports, Jinan and Qingdao, have been opened to businesses. Expected results have been materialized by stages with regard to three major engineerings, namely, Diversion of Water in the South to the North, Diversion of Yellow River Water to the Jiaodong Peninsular and Diversion of Huaihe River Water to East and Nansi Lake Water to the South.

—Regional development has yielded positive results. The mechanism responsible for coordinating regional development has been gradually improved and the city cluster in the peninsular has been developed and expanded. Jinan is now playing an increasingly role in accumulating all factors needed for economic development and benefiting the areas with its radius. Qingdao, likewise, is playing a similar role in heating up its economy and that of surrounding areas. To make things better, there is a strong momentum for economy in all counties to grow. The Economic Belt around Jinan City Cluster, the Economic Belt in the South Part of Shandong, the High Efficiency Ecological Economic Area in Yellow River Delta and Marine Economy Development have all been launched.

—The city and countryside appearance has had a remarkable change. The new developments in rural areas are moving forward in a solid way and the working and living