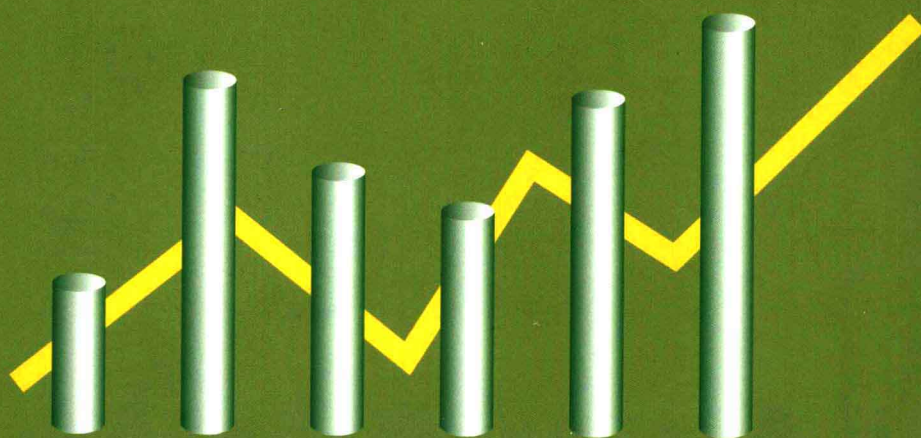


中国市场年鉴

China Markets Yearbook 2008



外文出版社
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China Markets Yearbook 2008

中国市场年鉴 2008

(Reports on 450 Markets)

(450 行业报告)

All China Marketing Research Co., Ltd.

北京华通人商用信息有限公司

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Preface

China Markets Yearbook is a collection annual of all the main industry markets in China. Since it was published in 1997 for the first time, with its abundant and precious content reflecting the development change of the Chinese industries, now it has become the indispensable reference for enterprises and research institutions to grasp the development of all the industries.

In order to better demonstrate the present economic situation in China, since 2003, the new National Economy Industrial Classification Standard has been issued, and the industrial classification in the *China Markets Yearbook* has been adjusted accordingly. All data of *China Markets Yearbook* derived from National Bureau of Statistics of China and survey data of ACMR. We still have made extra effort to do further selection and check to assure the high quality of data and then provide the most abundant, exact information to our readers.

Due to the limit of compiler's ability, it is unavoidable that there are still some errors in this yearbook. If any, please clearly point out mistakes to us so that they can be discussed and corrected.

China Markets Yearbook 2008 mainly consists of:

- 9 different indicators showing each industry on total number of firms, total number of employees, total revenue, total profit, return on assets, return on equity, labor productivity, debts/assets, and total assets.
- The 9 indicators also showing the ownership of firm: state-owned, collective-owned, foreign & overseas Chinese funded and the economic situation in different provinces and areas.
- The group of employees and revenue of 10 main firms.
- The top 10 cities' production volume.
- The contact details of the 10 major wholesalers.

前言

《中国市场年鉴》是一部按年度连续出版的工业行业的资料性年刊，自 1997 年开始出版以来，以其丰富而珍贵的内容资料，反映中国行业的发展变化情况，深得广大读者青睐，是密切关注市场的商家和研究者了解各行业发展状况不可或缺的参考资料。

为了更好的反映中国经济的现状，自 2003 年起，中国实行新的国民经济行业分类标准。《中国市场年鉴》中行业分类也随之做了相应的调整。本书资料来自于中国国家统计局及华通人调查资料。为保证资料的高质量，我们对原始资料进行了精心的筛选和复查，力争做到将准确、无误的资料地提供给广大读者。

编写过程中，由于编者的能力有限，难免出现错误，请予以指正，商榷。

《中国市场年鉴 2008》的主要内容包括：

- 以 9 种指标显示每个行业的总体经营状况：企业总数、职工总数、总销售收入、总利润、资产利润率、权益利润率、劳动生产率、资产负债率、总资产。
- 9 种经营指标分别按所有权、地区、省份列示。
- 各行业 10 家主要企业的职工人数和主营业务收入分段。
- 销售收入排名前 10 位的城市。
- 全国 10 家主要批发商的联系方式。

Explanation of Terms

The coverage of all the statistical data in the yearbook is as follows:

All state-owned industrial enterprises and non-state-owned industrial enterprises with an annual sales of over RMB 5 Million yuan in 2007.

Industry Overall	All the relevant "Industry Overall" figures are calculated using the unit of the measurement for the indicator. For example, "Return on assets" is calculated by dividing "the total profits" of the industry by "the total assets" of the industry. (Note: firms with large assets will have a larger weight.)
No. of Employees	Number of employees
Revenue	Revenues in units of 1,000 Renminbi (RMB).
Profit	Profit in units of 1,000 RMB.
Return on Assets	Profit divided by total assets: $(\text{profit}) / (\text{total assets})$.
Return on Equity	Profit divided by equity, which is total assets less total debts: $(\text{profit}) / [(\text{total assets}) - (\text{total debts})]$.
Labour Productivity	Value added of industry/Average number of staff and workers
Debts/Assets	Debts to assets ratio
Total Assets	The sum of fixed assets and current assets (including all debts).
Rate of Change	from year t to year $t+1$: $\{[(\text{year } t+1 \text{ figure})-(\text{year } t \text{ figure})]/(\text{year } t \text{ figure})\} \times 100\%$
Major Wholesalers	To facilitate the reader to contact wholesalers which carry the products of an industry. Please note that wholesalers listed here may carry not only the specific products of an industry, but also products of other industries.

Market Share

(A region's revenue in an industry)/ (Total revenue of the industry)

Ownership

State-Owned. Firms owned by different level of governments such as the central government, the provincial government, or the local government.

Collectively-Owned. Firms owned by a collective body, such as a village, a township [town and village enterprises (TVEs)], all workers of a firm, or individuals who give up their private ownership. Collective-ownership is considered "public-ownership".

Privately-Owned. Firms owned by individuals.

Domestic Joint Ventures (JVs). This category includes firms that are joint ventures (JVs) between domestic firms with different ownership types. For example, JVs between state- and collectively owned, or JVs between state- and privately owned.

Joint Stock. This category refers to all companies with limited liabilities, including (1) companies that explicitly issue stock certificates which may be traded publicly and (2) companies that have two or more shareholders with limited liabilities.

Foreign-Funded. "Foreign" is defined as foreign investors excluding Chinese outside China (overseas Chinese and Chinese from Taiwan, Hong Kong, and Macao). This category includes three types of "foreign-funded" firms: (1) Foreign-invested equity JVs; (2) foreign-involved contractual JVs; (3) foreign wholly-owned firms.

Overseas Chinese-Funded. "Overseas Chinese" includes all Chinese outside China, including Chinese from Taiwan, Hong Kong, Macao, and other countries. This category includes three types of firms: (1) equity JVs by Overseas Chinese, (2) contractual JVs by Overseas Chinese, and (3) firms wholly owned by Overseas Chinese.

指标解释

本书中数据的统计范围是：

2007 年全部国有工业企业及年产品销售收入 500 万元人民币以上的非国有工业企业。

行业总体	此栏的平均值是根据行业总体、行业总人数、总资本和总利润计算的，并没用（企业数）作加权计算。如甲行业有 10,000 人员，300,000 元销售收入，则人均销售收入为 $300,000/10,000=30$ 元/人。
职工数	职工人数
销售收入	以人民币为单位
利润	以人民币为单位的利润
资产利润率	$(\text{利润}) / (\text{总资产})$
权益利润率	$(\text{利润}) / (\text{净资产})$ ，即 $(\text{利润}) / [(\text{总资产}) - (\text{总负债})]$
劳动生产率	工业增加值/平均职工人数
资产负债率	总负债/总资产
总资产	净资产+总负债
变化率	$\{ (\text{今年比去年的增长}) / (\text{去年总值}) \} \times 100\%$
主要批发商	为方便用户，我们列出经销本行业（但不限于本行业）的最大的批发商
地区的市场份额	$(\text{甲行业在本地区的销售收入}) / (\text{甲行业的总销售收入})$
产业所有权	国有： 生产资料归国家所有的企业 集体： 生产资料归公民集体所有的企业，包括城乡使用集体投资举办的企业 私有： 包括各种生产资料归公民私人所有的企业

联营：国内不同所有制（国有、集体、私有）的企业以各种形式联营的企业

股份制：指由股东出资，以股份形式投资举办的企业，包括各种有限责任公司和发行股票的公司

外商投资：中外合资、合作、以及外国独资企业，但不含由海外华人和港、澳、台投资的企业

港澳台资：由港、澳、台和海外华人投资的合资、合作及独资企业

三资：包括外商投资及港澳台和海外华人投资企业

Selected Socioeconomic Statistics by Province, 2007

Province or Municipality	Capital	(1) Year-end Population	(2) GDP growth with Preceding year	(3) Total Imports & Exports of Customs	Actually Used Foreign Direct Investment	(4) Per capita income (RMB)		Consumer Price Index (preceding year=100)	
		(Million)	(%)	(USD 100 million)		Urban	Rural	Urban	Rural
Beijing	Beijing	1,633	12.3	820.4	506,572	21,988.7	9,439.6	102.4	NA
Tianjin	Tianjin	1,115	15.1	756.5	527,776	16,357.4	7,010.1	104.2	NA
Hebei	Shijiazhuang	6,943	12.9	344.7	242,000	11,690.5	4,293.4	104.3	105.1
Shanxi	Taiyuan	3,393	14.2	152.2	134,283	11,565.0	3,665.7	104.2	105.7
Inner Mongolia	Huhhot	2,405	19.0	91.0	214,900	12,377.8	3,953.1	104.3	105.2
Liaoning	Shenyang	4,298	14.5	651.5	910,000	12,300.4	4,773.4	104.6	107.1
Jilin	Changchun	2,730	16.1	113.1	88,500	11,285.5	4,191.3	104.4	106.1
Heilongjiang	Harbin	3,824	12.1	184.3	208,508	10,245.3	4,132.3	105.4	105.4
Shanghai	Shanghai	1,858	13.3	2,739.9	792,000	23,622.7	10,144.6	103.2	NA
Jiangsu	Nanjing	7,625	14.8	3,722.9	2,189,206	16,378.0	6,561.0	104.1	104.8
Zhejiang	Hangzhou	5,060	14.5	1,991.8	1,037,000	20,573.8	8,265.2	103.9	104.4
Anhui	Hefei	6,118	13.9	157.3	299,892	11,473.6	3,556.3	105.3	105.2
Fujian	Fuzhou	3,581	15.1	753.0	406,058	15,505.4	5,467.1	105.1	105.4
Jiangxi	Nanchang	4,368	13.0	103.3	310,000	11,451.7	4,044.7	104.4	105.8
Shandong	Jinan	9,367	14.3	1,408.2	1,101,159	14,264.7	4,985.3	103.8	105.3
Henan	Zhengzhou	9,360	14.4	142.3	306,162	11,477.1	3,851.6	105.4	105.5
Hubei	Wuhan	5,699	14.5	153.0	276,622	11,485.8	3,997.5	104.7	105.1
Hunan	Changsha	6,355	14.4	102.0	327,100	12,293.5	3,904.2	105.2	106.9
Guangdong	Guangzhou	9,449	14.5	6,523.0	1,712,600	17,699.3	5,624.0	103.7	103.5
Guangxi	Nanning	4,768	14.9	104.7	68,396	12,200.4	3,224.1	105.6	106.8
Hainan	Haikou	845	14.5	70.7	112,000	10,996.9	3,791.4	104.6	106.2
Chongqing	Chongqing	2,816	15.6	71.6	108,534	12,590.8	3,509.3	104.7	NA
Sichuan	Chengdu	8,127	14.2	136.2	149,322	11,098.3	3,546.7	105.9	106.0
Guizhou	Guiyang	3,762	13.7	32.0	12,700	10,678.4	2,374.0	105.9	107.4
Yunnan	Kunming	4,514	12.3	87.9	39,500	11,496.1	2,634.1	105.9	105.9
Tibet	Lasa	284	14.0	3.2	2,418	11,130.9	2,788.2	102.9	104.2
Shaanxi	Xi'an	3,748	14.4	82.2	119,516	10,763.3	2,644.7	105.2	105.1
Gansu	Lanzhou	2,617	12.1	58.4	11,802	10,012.3	2,328.9	105.2	106.3
Qinghai	Xining	552	12.5	6.8	31,000	10,276.1	2,683.8	106.3	107.3
Ningxia	Yinchuan	610	12.4	19.6	16,968	10,859.3	3,180.8	105.1	105.9
Xinjiang	Urumqi	2,095	12.2	154.5	12,484	10,313.4	3,183.0	104.6	107.2

Note: "NA" means not available

Sources of data:

All data in this table are from *China Statistical Yearbook 2008 and each provincial yearbook*.

(1) Data for year-end population have been estimated on the basis of annual national surveys on population changes, but excluded the military personnel

(2) GDP growth is calculated at comparable prices.

(3) The data is calculated by places of destination or origin in China.

(4) Per capita income of urban households is per capita annual disposable income, that of rural households is per capita annual net income.

2007年各省（市）社会经济状况

省（市）	省会	(1) 年底 总人口	(2) GDP比上年 增长	(3) 海关进出口 总额	外商实际 直接投资额	(4) 人均收入 (元)		居民消费价格指数 (上年=100)	
		(万人)	(%)	(亿美元)	(万美元)	城镇	农村	城镇	农村
北京	北京	1,633	12.3	820.4	506,572	21,988.7	9,439.6	102.4	NA
天津	天津	1,115	15.1	756.5	527,776	16,357.4	7,010.1	104.2	NA
河北	石家庄	6,943	12.9	344.7	242,000	11,690.5	4,293.4	104.3	105.1
山西	太原	3,393	14.2	152.2	134,283	11,565.0	3,665.7	104.2	105.7
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海南	海口	845	14.5	70.7	112,000	10,996.9	3,791.4	104.6	106.2
重庆	重庆	2,816	15.6	71.6	108,534	12,590.8	3,509.3	104.7	NA
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云南	昆明	4,514	12.3	87.9	39,500	11,496.1	2,634.1	105.9	105.9
西藏	拉萨	284	14.0	3.2	2,418.0	11,130.9	2,788.2	102.9	104.2
陕西	西安	3,748	14.4	82.2	119,516	10,763.3	2,644.7	105.2	105.1
甘肃	兰州	2,617	12.1	58.4	11,802	10,012.3	2,328.9	105.2	106.3
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宁夏	银川	610	12.4	19.6	16,968	10,859.3	3,180.8	105.1	105.9
新疆	乌鲁木齐	2,095	12.2	154.5	12,484	10,313.4	3,183.0	104.6	107.2

“NA”即欠缺资料

资料来源说明：

本表中资料来源于《中国统计年鉴2008》及各省统计年鉴。

(1) 年底总人口数据为人口变动情况抽样调查推算数，未包括中国人民解放军现役军人人数。

(2) GDP增长速度按可比价格计算。

(3) 按境内目的地、货源地计算的进出口总额。

(4) 城镇人均收入是指可支配收入，农村人均收入是指纯收入。

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