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STEPHEN S CHEN

大 输 赢

美国篇 

BIG LOSE & WIN

大红儒商

美飘三十六年

Roving in the USA for 36 Years

作家出版社

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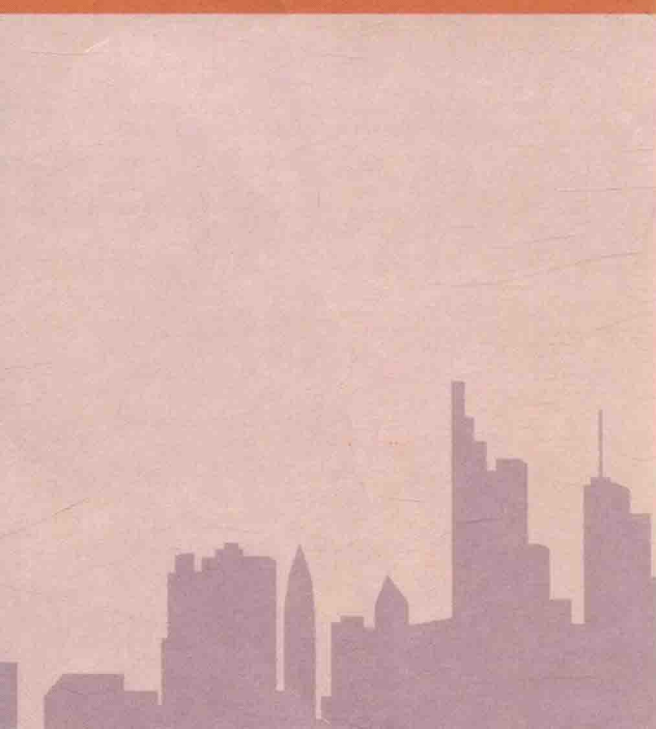
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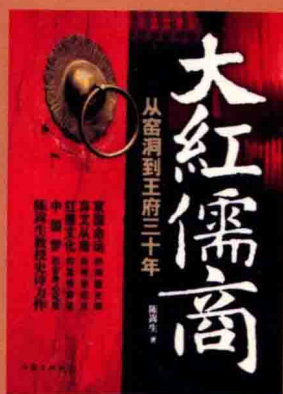
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陈嵩生 (Stephen Songsheng Chen)

1939年出生于北京，祖籍河南省济源市。毕业于北京外国语学院（现北京外国语大学）英语系。美籍华人企业家，作家，社会活动家，中国问题演说家。历时七年创作完成并出版的《红圈》（《Red Circle》）获得美国2010年度四项新书文学大奖。2011年，在美国出版了英文历史小说《红缘》（《Red Destiny》）。致力于开发祖国和世界各地间的经济合作和文化交流，先后谈判、开发成功了五百多项重大中外合作、贸易、文化往来项目。





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▲ 河南济源下雁门陈家老窑院，陈聘之教授就出生在这里



▲ 北大红楼旁嵩祝寺夹道，1939年陈嵩生在这里出生



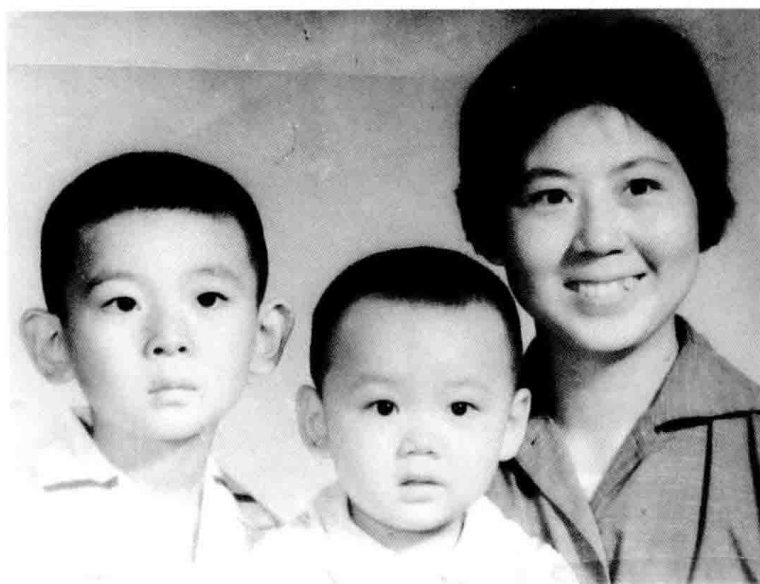
▲ 慈母、陈家三姐妹与嵩生 (1956年)



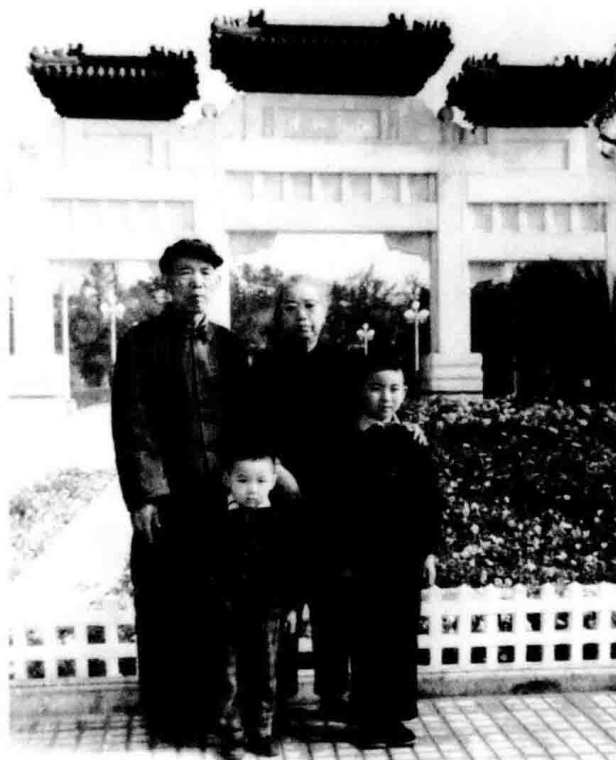
▲ 慈父和陈家三兄弟 (1962年)



▲ 陈嵩生和孟毓英订婚照（1962年）



▲ 宁夏黄河发水，嵩生抢险跌入水坑，这张照片救了他。
左起：陈卫、陈雷、毓英（1972年）



▲ 爷爷奶奶和陈卫、陈雷 (1973 年)



▲ 慈父慈母在颐和园 (1979 年)



▲ 嵩生美国独居四年，终于住进“苦乐斋”（1984年）

GM in China: ancient culture, new promise

Chinese leaders often use quaint sayings to convey complex thoughts.

Chinese leader Deng Xiaoping has a quaint saying about China's new economic policy:

"The cat's color doesn't matter so long as it catches the mouse."

Roughly translated, that means China will do what's necessary to join the world's industrial powers and improve Chinese living standards.

GM's China strategy is to ensure that it has a part in that process.

"China is difficult to ignore," says Stephen S. Chen, GM's director of Program Planning in China. Chen, a member of the Marketing and Product Planning Staff since January of this year, is uniquely qualified to discuss China's industrial potential.

Chen is a native of China with training in engineering and languages. He worked in Chinese industry in the years prior to the start of the Cultural Revolution in 1966. He was imprisoned by the Red Guards from 1967 to 1973 because of his industrial background.

Chen's fortunes improved with the liberalization of China following the end of the Cultural Revolution in 1976. For six years, he became involved as a member of negotiations between the Chinese government and western companies wanting to do business in China. He worked extensively with GM at the time as though contacts with Ford, a former GM operation that badly earth-shaking opportunity. Chen represented the Chinese in talks with the firm.

He came to the United States in 1980 to study and shortly afterward was granted immigrant status. Among his subsequent

tasks, important.

His message is a simple one: American companies risk missing many opportunities if they don't have a China policy.

He cites three assumptions to support this belief:

- China is the last frontier of marketing for motor vehicles and related products.

- The game of the Far East, with its ancient culture and its one billion inhabitants, has been asleep for the past 30 years.

- The years of obscurity are over and the quest is made.

These notions aren't necessarily laid for GM, and, in fact, may represent significant business opportunities. With this in mind, Chen told GM it was working to make the corporation a participant in the inevitable emergence of China on the world economic scene. A step in this process was taken earlier this year with negotiation of a joint venture between Chinese Diesel Allison Division (DIA), and an agency of the Chinese government. China will build manufacturing facilities, sell, distribute, support or work a licensing agreement with DIA.

Throughout these and other activities, Chen said, there will be a continuing need for mutual understanding between GM and the Chinese. Much effort has already been devoted to this goal. As a further step in this direction, 24 Chinese industrial officials will be training several GM firms this month.

"China's new leaders are just now learning how far their industries have lagged behind other countries," Chen said. "This includes developing nations such as Korea, Brazil, and Venezuela that were once both China 30 years ago and have now profited



CHEN: "China is difficult to ignore."

1949 until the start of the Cultural Revolution in 1966. China traded only with Russia and its Eastern bloc allies," Chen noted.

During the interminable years of the Cultural Revolution, from 1966 until 1976, China's social system in lockstep with the Soviets, sinking into almost total economic isolation.

In the years after Mao's death in 1976, the country's current economic policies didn't begin to emerge until after Deng Xiaoping took power. Chen said that although China may be an economic colossus, its current economic system is only five years old.

Even so, it has made impressive advances in that short time. China's gross national product, for example, has grown at a rate of 8 to 9 percent a year since 1981 and,

especially those with structures as complex as GM.

Current Chinese statistics, and the industrial plans of the country's leaders, give a hint of some of this potential for GM.

China's one billion inhabitants are served by only 2.8 million motor vehicles, one for every 360 persons.

Only 1 percent of the motor vehicles in China are more than 25 years old.

Economic development priorities, and growing demands of the market have made expansion of China's own industry a number one goal to China. Chen said. The country's plans are ambitious. Its leaders hope to increase the annual output of motor vehicles from the 320,000 units produced in 1984 to 660,000 units in 1985 and to an eventual one million units in 1990.

▲ 《古老中国，新的承诺》陈嵩生接受采访（1986年）



▲ 陈嵩生和美国 500 强公司对华投资负责人合影 (1996 年)



▲ 江苏扬州宝应小官庄镇 (1995 年) 嵩生投资兴建的扬州美瑞华礼品公司至今已有 22 年



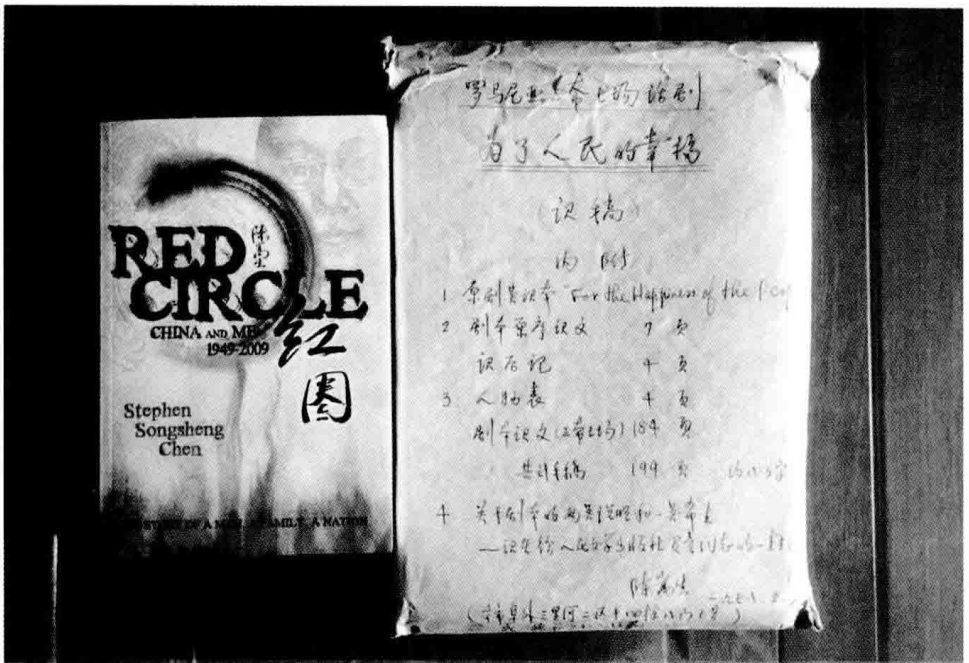
▲ 陈家老窑院的甜水井



▲ 回归河南济源下雁门祭奠陈氏祖先 (2009年)



▲ 嵩生 70 岁，《红圈》英文书获奖 (2009 年)



▲ 没有 1978 年嵩生的试译，就没有 2009 年出版的《红圈》

美國海外京劇聯誼會會長
陳嵩生教授領銜主演
Performed by Prof. Stephen S. Chen

- 特邀著名京劇表演藝術家 李丹、張國斌、朱曉華、紀海琴助演
Specially invited famous Beijing Opera actors for supporting role
- 導演 李國慶
Director Li Guoqing Li Guo
- 攝制人員 陳嵩生、沈智英
Director/Producer Stephen S. Chen & Yanying Meng
- 北京京劇學院青年京劇團演出
Mounted on the Young Troupe of Beijing Opera House
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Performed by Prof. Stephen S. Chen

京劇 Beijing Opera

將相和
RECONCILIATION OF THE GENERAL AND PRIME MINISTER

美國海外京劇聯誼會會長
陳嵩生教授
特邀京劇表演藝術家譚元壽
聯袂主演

第1場：平安樓朝
第2場：金殿時相
第3場：長街惜道
第4場：將相失和
第5場：申明大義
第6場：幡然悔悟
第7場：負荆請罪

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特邀京劇表演藝術家譚元壽 聯袂主演
Specially invited famous Beijing Opera Actor
Yuanzhou Tan Solely Performing

▲ 美国京剧联谊会陈嵩生会长录制的表派艺术名剧演唱集
陈嵩生教授特请谭元寿先生联合录制(将相和)



▲ 嵩生毓英在兰州电影节《黄克功案件》首映式 (2014年)



读书、讲课,陈嵩生教授回忆父亲对自己的教育和“家传30年”的经历,为读者讲述自己的“心梦路”

《大红儒商》千人送书会昨日举办 陈嵩生教授现场讲“济源故事”



三门峡日报记者
肖旭亮 刘翠宇 摄

昨天下午,“书香济源《大红儒商》赠书会”活动在沁园举行,来自社会各界的1000余位读者聚好来解解香,并听陈嵩生讲书。
在送书赠书时,陈嵩生还不忘重心心地赠书,“读完之后,可以借阅给别人。”同时,陈嵩生的好友、中国福利彩票会副主席孟冰和大家分享了《大红儒商》的阅读感受,“这是一个很好的济源故事,值得大家、中国故事。”

现场 陈嵩生时时嘱咐:读完之后,可以借阅给别人

昨天下午,济源沁园沁园大酒店内,陈嵩生教授正在为读者们讲述《大红儒商》的故事。陈嵩生教授在台上,台下则是满满当当的读者。陈嵩生教授在台上,台下则是满满当当的读者。陈嵩生教授在台上,台下则是满满当当的读者。

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讲述《大红儒商》——父与子两代人的“心梦路”

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推荐 孟冰:从这本书中感受陈教授和他的父亲对济源这片土地的情怀

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▲《大红儒商》千人送书会



▲ 在慈父陈聘之教授、慈母傅君英太夫人福荫下的陈嵩生和孟毓英



▲ 嵩生毓英全家再访美国亚利桑那大学 (1981年—2017年)

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