

中博会

2004~2005
中国中小企业博览会

台前幕后

主编：舒勇



小中见大 博览天下

中博会

2004~2005

中国中小企业博览会的台前幕后

BACKGROUND MATERIAL OF 2004~2005

CHINA SMALL AND MEDIUM ENTERPRISES FAIR

(HEREINAFTER REFERRED TO AS CSMEF)

ISBN 7-80653-662-0



9 787806 536629 >

责任编辑：梁 玮
美术编辑：舒 杰
责任技编：顾耀民
黎伟贤

ISBN 7-80653-662-0

I·57 定价：38.00元

小中见大 博览天下



- 初生牛犊不怕虎，2004年首届中博会的成绩毫不谦让“中国会展一哥”广交会。以同年的第96届广交会为参照，广交会展位27760个，开展六天，接待来宾10万人，成交额175亿美元；而中博会虽然展位只有约1860个，开展五天就接待来宾11.8万人，总交易额320亿人民币。规模只有前者的1/14，成交额却达到前者的1/5。
- 首届中博会的成功，国内中小企业首次拥有了专属自己的高规格展会舞台。中博会，让中小企业首次搭上会展的“航空母舰”。

"A new born calf would never fear a tiger". The achievement of the 1st CSMEF parallels that of CECE, the "No.1 Big Shot of Chinese Fairs". Taking the 96th CECE held in the same year as a reference, CECE has 27,760 exhibition booths, receiving 100,000 guests with total business value of USD17.5 billion during 6 days' exhibition; while CSMEF only has 1,860 exhibition booths, but has attracted 118,000 guests with total business value of RMB32 billion during 5 days' exhibition. Though the scale of CSMEF is only 1/14 of CECE, its total business value has reached 1/5 of CECE.

With the great success of the first CSMEF, domestic SMEs for the first time enjoy a high-standard exhibition area of their own. CSMEF enables SMEs aboard the exhibition "aircraft carrier".

Products of Small and Medium Enterprise exhibited in a small place highlight their characteristics to the outside world.



CHINA SMALL AND MEDIUM ENTERPRISES FAIR
CSMEF 2004 - 2005 中国中小企业博览会台前幕后

中博会

台前幕后

小
中
见
大
博
览
天
下

图书在版编目(CIP)数据

中博会台前幕后/舒勇主编.——广州:广东旅游出版社,2005.7

ISBN 7-80653-662-0

I.中... II.舒... III.纪实文学—中国—当代 IV.125

中国版本图书馆CIP数据核字(2005)第073398号

中博会 —2004~2005 中国中小企业博览会台前幕后 BACKGROUND MATERIAL OF 2004~2005 CHINA SMALL AND MEDIUM ENTERPRISES FAIR (HEREINAFTER REFERRED TO AS CSMEF)

主 编 舒 勇

副 主 编:周兆晴 焦 维

责任编辑:梁 玮

设计总监:舒 杰

责任技编:顾耀民 黎伟贤

印 刷:广州伟龙印刷制版有限公司

出版发行:广东旅游出版社

地 址:广州市中山一路30号之一 邮 编:510600

网 址:广东旅游出版社图书网 www.tourpress.cn

联系电话:020-87348887

印 数 1-3000册 定价:38.00元

787×1092毫米 16开 13.5印张

2005年第1版第1次印刷

本书如有错页倒装等质量问题,请直接与印刷厂联系换书。

中小企业是 永恒的命题

Development of SME is an eternal topic (in lieu of a preface)

中小企业是永恒的命题（代序）

中共中央政治局委员、广东省委书记张德江妙谈中博会

（瞭望新闻周刊2004-10-18）

金秋十月，备受瞩目的首届中博会在广州隆重揭幕，成为全国中小企业界的一大盛事。

值得一提的是，这一历史性盛会的诞生，是在中共中央政治局委员、广东省委书记张德江的倡导下创办起来的。

2003年12月20日，张德江在考察首届广东省民营企业产品博览会时，萌生把这一“省字号”会展进一步提升为“国字号”会展的念头，将其办成为我国首个全国性的中小企业博览会，为全国中小企业提供服务平台。张德江这一建设性的倡议与国家发展改革委、国家工商总局对中小企业的扶持导向不谋而合，这两个国家部委立即决定与广东省政府联合主办这一盛会。

对于倡办首届中博会的初衷和办法，张德江当时有过以下几段精辟的论述，令人回味。

“中小企业是个永恒的命题”

在当时的考察中，张德江充分肯定中小企业在国民经济中的重要地位，提出了“中小企业是个永恒的命题”的深刻观点。他阐述说：在可以预见的未来，在所有企业当中，我国90%以上的企业还将是中小企业。所以，中小企业是个永恒的命题。我们要不断培育各类大型企业集团，甚至是跨国公司，但这毕竟是极少数，绝大多数还是中小企业。中小企业很大的好处是为大企业配套，拾遗补缺，生产经营灵活，相对成本低，还是解决就业的重要渠道。所以，发展中小企业对广东来讲，应该是一个大政策。我们要采取积极措施促进中小企业加快发展。

“给中小企业一个练摊的平台”

由于多种因素，中小企业很难进入广交会这类国家级国际型的展会，张德江提出降低准入“门槛”，由政府主导为中小企业搭建一个展示和交易的平台，让中小企业在这个平台上逐渐做大做强

强。

张德江说：许多进不了广交会的中小企业，表面看是些“小鱼小虾”，实际上藏龙卧虎。我们应该为他们提供一个平台，给他们充分展示的机会，等企业做大做强了，就可以上广交会展展了。

他举了一个生动的例子说：过去有些浙江的商人，开始时是小本经营，小打小闹，后来到了上海大码头“练摊”，摸爬滚打之后，就鲤鱼跳龙门，成了龙，然后到香港、美国当老板去了。由此可以看出，凡是中小企业都得经过磨炼。我的意思是讲，我们可在广州打造这样一个舞台，让全国的中小企业到广州这个地方来会一会，练一练，然后实现由鱼到龙的蜕变，走向全国，走向世界。

“要让企业真正签到合同”

对于如何确保展会的生命力，张德江认为一定要让企业从中得到实惠，取得实实在在的好处。他说：我们对办展要认真总结经验，要研究怎样才能办出效益。如果是自拉自唱，会影响参展商的积极性，展会自然办不下去。相反，如果参展的企业能提高知名度，了解市场需求，看到同行的水平，增强竞争意识，特别是能让企业做成交易，签到合同，那才是真正有效果，才会越办越兴旺。

张德江强调说：此外，办展的思路一定要拓展，要服务全国，吸引其他省区市的相关企业。因为没有外省的企业来，来看的都是些市民，他们拎着兜转一转，拿点纪念品，仅此而已。所以现在就要更上一层楼，这个楼就是争取创办中国中小企业博览会。如果能够借鉴广交会的模式，办一个中国民营企业或中国中小企业博览会，这就比较理想了。成千上万家企业、几万客商到广州来参展交易，那可就非同小可了。

“办中博会的捷径是‘搭车’”

针对目前中小企业市场开拓能力弱，尤其是难以拓展国际市场等问题，张德江认为，应采取借力广交会的“搭车”策略，就地利用广交会广泛的外商资源，扩大广交会的外延，把中博会办成“第二广交会”。

他说：办好中博会的最好办法就是“搭车”，现在最好的条件是每年有春季广交会和秋季广交会，我们就接着举办中博会。例如春季广交会第一期4月15日至20日举办，中博会就22日开始举办，这就接上了，让其高潮迭起，境外客源不断，由此使得中博会成为事实上的“第二广交会”。

Development of SME is an eternal topic (in lieu of a preface)

Mr. Zhang Dejiang, Member of the Political Bureau of the Central Committee of the Chinese Communist Party and secretary of Guangdong Provincial Party committee, delivers a witty speech on positively initiating China Small and Medium Enterprises Fair.

(Outlook Weekly 2004-10-18)

In the golden autumn October, the long-awaited 1st CSMEF opened ceremoniously in Guangzhou, distinguishing itself as the grand event in the nation-wide small and medium-sized enterprises sector.

What deserves our attention is such a fact that the birth of the historic grand fair should be attributed to Zhang Dejiang, Member of the Political Bureau of the Central Committee of the Chinese Communist Party and secretary of Guangdong Provincial Party committee, who advocated the initiation of CSMEF.

It was on December 20, 2003 when Mr. Zhang Dejiang paid an inspection of the 1st Guangdong Product Fair of Privately owned Enterprises that an idea occurred to him that efforts would be made to translate the "Guangdong-featured fair" into a "nationwide fair", thus bringing the fair up to the first national small and medium enterprise fair and functioning as a platform to provide service to small and medium enterprises nationwide. And fortunately, his proposal happened to comply with the orientation policy in support of nationwide small and medium enterprises of National Development and Reform Commission and State Administration for Industry and Commerce, both of which immediately decided in the capacity of Ministries and Commissions to co-sponsor the grand fair.

Down below are some profound remarks given by Mr. Zhang Dejiang on launching the 1st CSMEF, which still enjoys strikingly appealing aftertastes.

“Development of Small and medium enterprises is an eternal topic.”

At that time Mr. Zhang Dejiang gave full affirmation of the vital

role played by SMEs, airing his profound viewpoint that "Small and Medium Enterprises are an eternal topic". He expounded, in the predictable future 90% of Chinese enterprises would be SMEs. Therefore, SMEs are an eternal top. He continued that we should constantly cultivate all kinds of corporate groups, or even multinational corporations; nevertheless, they would account for a small percentage while the majority of enterprises would belong to SMEs. The most favorable advantage of SMEs consists in that they can support large-size enterprises, making good omissions and deficiencies and functioning as the main channel to alleviate the pressure of unemployment by conducting production and operation in a flexible manner and comparatively lower cost. In this connection, it should be a favorable policy in terms of the development of small and medium enterprises in Guangdong. And sure we should take positive measure to speed up the development of SMEs.

"Providing a platform for SMEs to seek more business opportunities"

On account of various elements, SMEs are hard put to participate in state-level international exhibitions or fairs, and on that basis did Mr. Zhang Dejiang put forward the proposal that the government set up a demonstration and transaction platform to lower the threshold for SMEs' entry into such high-level exhibitions or fairs, thus enabling SMEs to get gradually more mature and competitive on this platform.

Mr. Zhang Dejiang remarked, "So many SEMS which are not allowed to participate in China Export Commodities Fair seem to be "insignificant enterprises", however, in essence there are hidden dragons and crouching tigers among them. So it is imperative that we offer them a platform of opportunities and give full scope to their development and they can ultimately edge themselves into China Export Commodities Fair for competition as they get more powerful and competitive."

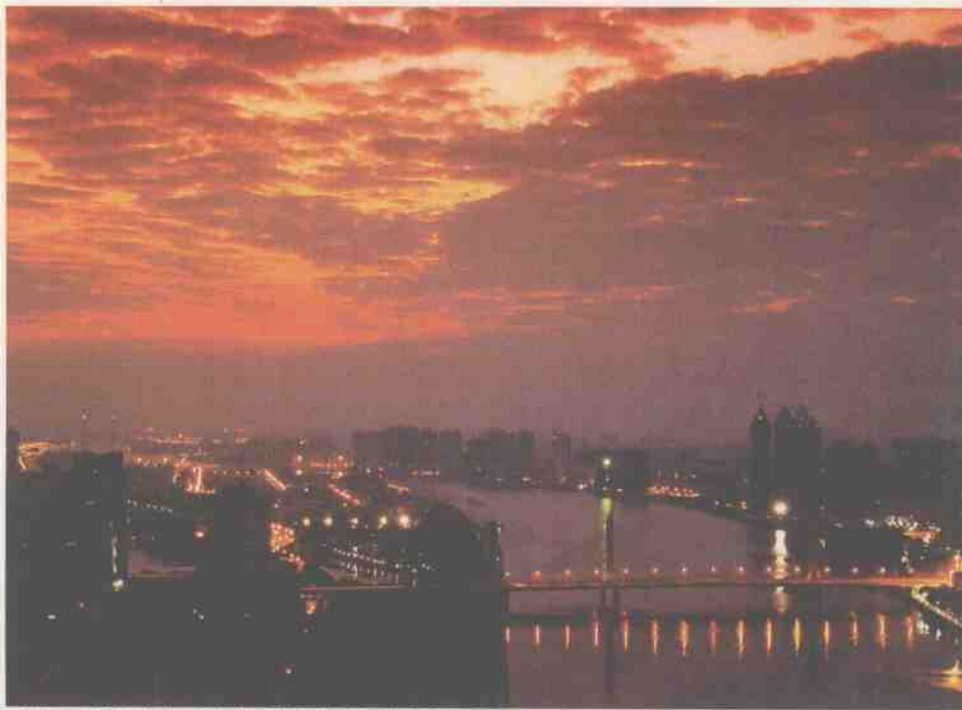
He cited a vivid example like this, "In the past some traders from Zhejiang started from scratch, then proceeded with a small capital, and afterwards they moved up to Shanghai Wharf, going through numerous hardships and making their way out; some of them even went to Hong Kong or America to do business as their own bosses. It follows that all SMEs shall go through numerous hardships and tests. We can also, I mean, create such a platform in Guangzhou and provide all SMEs nationwide to converge into Guangzhou for a try, which can bring into realization the transformation from rags to riches on the part of SMEs and rushing out of China and taking on the world. "

“Helping SMEs to land substantial contracts”

As to how to secure the vitality of the exhibitions and fairs, Mr. Zhang Dejiang held that efforts should be made to secure SMEs to cash in on practical or substantial benefits. He continued, we should conscientiously summarize experience as to how to conduct exhibitions and fairs and make a meticulous study of the way to maximize the beneficial results. If all SMEs go their own way in participating in the fair, it can do harm to the initiative of the participating SMEs and the fair will go to dogs spontaneously. On the very contrary, provided that all participating enterprises set great store by enhancing their prestige and popularity, acquainting themselves with the market demands, aligning themselves in line with other enterprises of the same trade and raising their own competitive awareness, especially in affording enterprises with more opportunities to strike business deals and land contracts, the fair can turn out to be effective and develop into increasing prosperity.

Mr. Zhang emphasized that, moreover, we should try to explore ideology in organizing the fair to cater for the need of nationwide SMES in terms of the service we provide so as to attract relevant enter-

广州早晨



prises from other provinces and regions. As we know, without the participation of SMEs from other provinces and regions, the fair will leave much to be desired with only our local citizens patronizing the fairs, picking up some souvenirs and not much else. Considering all this, we shall try to attain a yet higher goal, that is to say, we shall go all out to initiate CSMEF. It will be correspondingly ideal to model the fair on China Export Commodities Fair and draw on experience from that mode to establish a Chinese Privately Owned Enterprises Fair or SMES. It will make great difference to attract hundreds of thousands of enterprises and millions of guest customers to participate in CSMEF for business transactions in Guangzhou.

“The facilitating approach to organizing CSMEF lies in ‘Pick-up’”

In consideration of the present lack of strength in tapping potential markets, especially in expanding the international markets with difficulty, etc, Zhang Dejiang took it that we should avail ourselves of the extensive resources of foreign businessmen thronging China Commodities Fair, which offers us a favorable pick-up strategy, thus broadening the extension of China Commodities Fair and transforming CSMEF into the “second China Commodities Fair”.

Plus, he said, the best way for us to organize a successful CSMEF is “pick-up”, and it is quite clear that we are well-favored with the supreme conditions that every year Spring China Commodities Fair and Autumn China Commodities Fair are separately conducted, after which we can vouch for a successful follow-up - CSMEF. Take Spring China Commodities Fair for instance, it is held between April 15 and 20 whereas CSMEF is supposed to kick off on April 22, and the latter will prove to be a real cliffhanger to the numerous foreign guests, hence transforming CSMEF into “the second China Commodities Fair”.



目录

CONTENTS:

中小企业是永恒的命题(代序).....3

The Eternal Topic of CSMEF (in lieu of a preface)

— 中共中央政治局委员、广东省委书记张德江妙谈中博会

— Mr. Zhang Dejiang, Member of the Political Bureau of the Central Committee of the Chinese Communist Party and secretary of Guangdong Provincial Party committee, delivers a witty speech on positively initiating China Small and Medium Enterprises Fair (hereinafter referred to as SMEs).

PART I: 聚焦首届中博会: 小中见大、博览天下

Part I: Focus on the 1st CSMEF: Products of Small and Medium Enterprise exhibited in a small place highlight their characteristics to the outside world.

1. 广州——会展之都.....14

Guangzhou—Capital of exhibitions and fairs

2. 中小企业, 谱写大国经济传奇.....24

SMEs play a vital role in making legendary contribution to the national economy.

3. 决策内幕: 中博会是如何诞生的.....34

The inside story of the policy decision: How does CSMEF come into existence?

4. 中博会标徽、口号征集的幕后故事.....45

The inside stories related to the solicitation and collection of the emblem and slogans.

5. 展会运作的“广东速度”.....50

“GuangDong Speed” to be demonstrated in the fair

6. 聚焦中博会: 中小企业登上大舞台.....60

Focus on CSMEF: The big arena for small and medium enterprises

7. 参展企业——满载而归.....	74
Participating enterprises—bringing home the bacon	
8. 专题活动——为中小企业指点“钱途”	110
Theme-related activities—orienting small and medium enterprises towards the right track of the Fortune-Making Journey.	
9. 首战告捷.....	130
Great success of the first CSMEF	
10. 回顾与展望.....	142
Reviews and Prospects	

B

PART 2 第二届中国中博会：迈向国际化

Part II. The 2nd session of CSMEF: Marching towards internationalization

1. 密锣紧鼓：2005年第二届中国中博会的筹备工作已积极开展.....	156
All-dimensional preparation: Preparatory work of the 2nd session of CSMEF in 2005 is positively in full swing	
2. 关于举办第二届中国中小企业博览会暨中法中小企业博览会的通知...178	
A Circular Notice concerning Holding the 2nd China Small And Medium Enterprises Fair and Sino-France Small And Medium Enterprises Fair	
3. 关于第二届中国中小企业博览会暨中法中小企业博览会招展工作通知	189
Notice on the Exhibition Invitation for the 2nd CSMEF and Sino-French SMEs Fair	

附录

Appendices

1. 中华人民共和国中小企业促进法.....	194
The Promotional Law for Small and Mid-Sized Businesses in the People's Republic of China	
2. 国务院关于鼓励支持和引导个体私营等非公有制经济发展的若干意见.....	201
Some Opinions of the State Council of the People's Republic of China on Positively encouraging, supporting and guiding the development of privately owned and non-public ownership economy	
3. 世界各国促进中小企业发展的政策概述.....	210
Overviews of policies concerning Promotion of Small and Medium Enterprises Development in all countries and regions in the world.	
后记.....	218

CONFERENCE

中国
中小企业
博览会

CHINA SMALL AND MEDIUM ENTERPRISES FAIR

PART 1

→ 聚焦首届中博会： 小中见大、博览天下

Part 1: Focus on the 1st CSMEF: Products of Small and Medium Enterprise exhibited in a small place highlight their characteristics to the outside world.

1. 广州——会展之都

Guangzhou—Capital of exhibitions and fairs

2. 中小企业，谱写大国经济传奇

SMEs play a vital role in making legendary contribution to the national economy.

3. 决策内幕：中博会是如何诞生的

The inside story of the policy decision: How does CSMEF come into existence?

4. 中博会标徽、口号征集的幕后故事

The inside stories related to the solicitation and collection of the emblem and slogans.

5. 展会运作的“广东速度”

“Guangzhou Speed” to be demonstrated in the fair

6. 聚焦中博会：中小企业登上大舞台

Focus on CSMEF: The big arena for small and medium enterprises

7. 参展企业——满载而归

Participating enterprises—bringing home the bacon

8. 专题活动——为中小企业指点“钱途”

Theme-related activities—orienting small and medium enterprises towards the right track of the Fortune-Making Journey.

9. 首战告捷

Great success of the first CSMEF

10. 回顾与展望

Reviews and Prospects

Part 1

聚焦首届中博会
1 广州，会展之都

小中见大·博览天下

Guangzhou — Capital
of exhibitions and fairs

广州—— 会展之都

