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# 河南商务蓝皮书

BLUE BOOK OF HENAN COMMERCE

# 河南商务发展报告

## (2015)

主编/焦锦淼 穆荣国

副主编/张进才 王军 任秀苹 武安华

ANNUAL REPORT ON COMMERCIAL DEVELOPMENT  
OF HENAN (2015)



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# 《河南商务发展报告 (2015)》

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## 摘 要

《河南商务发展报告（2015）》是由河南省商务厅主持、河南省商业经济研究所组织编撰，其全面总结了2014年河南商务领域的发展成效，重点反映了经济新常态下全省商务发展的最新进展，研究和分析了商务领域的理论和实践问题，科学研判了2015年全省商务发展的走势，系统性、综合性、时效性突出。

全书内容由主报告、行业篇、专题篇、案例篇、区域篇五部分组成。

主报告分为年度商务发展主报告和新常态下商务发展主报告两篇，代表本书的基本观点。

主报告之一《2014~2015年河南省商务发展回顾与展望》，全面总结了2014年河南省商务运行综合情况，并分析预判2015年商务发展态势。报告认为，2014年，面对复杂多变的外部环境和艰巨繁重的改革发展任务，全省商务系统在省委、省政府的正确领导下，按照调中求进、变中取胜、转中促好、改中激活的总要求，扎实做好商务领域稳增长、促改革、调结构、惠民生等各项工作，商务运行总体平稳、稳中有进、稳中提质，较好地发挥了开放招商的综合带动作用、消费和出口的拉动作用，有力促进了全省经济社会发展和民生改善。2014年，全省实际利用外资149.27亿美元，增长10.9%；实际到位省外资金7206亿元，增长16.3%；进出口650.33亿美元，增长8.5%；社会消费品零售总额13835.9亿元，增长12.7%；对外承包工程和劳务合作完成营业额47.08亿美元，增长11.9%。2015年，经济发展新常态下，商务发展环境依然复杂，但机遇大于挑战，河南商务有望保持平稳增长。

主报告之二《新常态下河南省商务发展分析》，重点分析了经济发展新



常态下，河南省商务新常态的发展特征及关键环节。报告认为，在我国经济进入新常态的背景下，商务发展正在进入一个增长动力重构和发展方式转换的新阶段，呈现出个性化和多样化成为消费主流、商品输出和资本输出相互促进、高水平请进来和大规模走出去并行发展同等重要的特征。认识、适应、引领新常态，是当前和今后一个时期做好商务工作的最大逻辑和基本前提。河南省商务要紧紧把握新常态下商务发展的关键环节，引领经济发展新常态。

行业篇重点分析了2014年度河南省商务各行业发展情况，特别是重点行业发展的新亮点和新变化，结合经济发展新常态及国外经济形势对行业发展进行研究探讨，预测2015年商务各行业态势，提出了发展思路和对策建议。

专题篇着力分析了加快推进河南省现代商品市场体系建设、新常态下河南省招商引资面临的机遇与挑战、推进行政审批制度改革等商务发展的重点、难点、热点问题，并提出了应采取的措施。

案例篇重点反映了宇通客车外贸快速发展、民权打造冷谷基地、丹尼斯百货逐鹿河南等河南省商务发展史上的范例，探讨了其对商务发展的重要启示。

区域篇全面反映了2014年河南省各地商务工作取得的成效，剖析了商务工作中存在的问题和针对性措施，区域特色突出，展示了河南省区域商务发展的新思路和新优势。

**关键词：**河南省 商务发展

## Abstract

Organized by the Henan Provincial Commerce Department and prepared by the Henan Provincial Commercial Economy Institution, *Annual Report on Commercial Development of Henan (2015)* comprehensively summarizes the development achievements in the commerce sector of Henan in 2014, focuses on new advances of provincial commercial development under the new normal of economics, studies and analyzes the theoretical and practical problems in the commerce sector, and judges the provincial commercial development trend in 2015. In brief, the report is provided with good systematicness, comprehensiveness and timeliness.

This book is composed of general reports and industry topics, special topics, case studies, and regional topics.

The general report is divided into two parts, general reports of annual commercial development and that of commercial development under the new normal of economics, which represent basic view of this book.

General Report One: *Review and Outlook of Henan Provincial Commercial Development from 2014 to 2015*. This part comprehensively summarizes the general conditions of commercial development in 2014 and predicts the development trend in 2015. The report says that in 2014, facing a complex and changeable external environment as well as onerous reform and development tasks, under the correct leadership of the Provincial Party Committee and Provincial Government, the provincial commerce system earnestly and steadily made great efforts to stabilize growth in commerce sector, facilitate the reform, adjust the structure and bring benefit to the people in accordance with the general requirement of “make progress in adjustment of industrial structure, achieve success in situation changes, promote sustainable development by changing economic development mode, and bring vitality to market by deepening reform”. Consequently, the commercial



development is generally stable and advances were made and quality is improved during the stable development. The opening up and investment attraction as well as consumption and export plays an very important role in effectively promoting economic and social development and people's livelihood improvement of the Province. In 2014, the incoming overseas capital in place of the Province was USD 14.927 billion, with a growth of 10.9% ; the actually invested capital from other provinces was RMB 720.6 billion, with a growth of 16.3% ; the import - export volume was USD 65.033 billion, with a growth of 8.5% ; the total retail sales of consumer goods were RMB 1383.59 billion, with a growth of 12.7% ; the business volume from contract foreign projects and labor service cooperation was USD 4708 million, with a growth of 11.9% . In 2015, under the new normal of economic development, the environment for commercial development is still complex. However, opportunities overcome challenges and the commercial development of Henan Province is prospected to be kept growing stably.

**General Report Two: *Analysis on the Commercial Development of Henan Province under the New Normal of Economics*.** This part focuses on the characteristics and key links of Henan provincial commercial development under the new normal of economic development. The report says that under the background that the economic development has entered the new normal in China, the commercial development is approaching to a new stage where economic growth sources are reconstituted and development mode is transformed. Therefore, many important characteristics emerge, such as that individuation and diversification becomes the mainstream of consumption, commodity export and capital export promotes mutually, and high - level introduction of foreign capital and large - scale investments abroad develops with equal importance. Learning, adapting to and leading new normal is the most important logic condition and basic preconditions for commerce associated work in current and future periods. Henan Provincial Commerce Department has to seize key links of commercial development under the new normal and lead the new normal of economic development.

**Industry Topics:** This part focus on the analysis on the development situation of various industries in 2014, especially the new highlight and changes of key industries development. In addition, by combining with the new normal of



economic development and foreign economic situation, this part studies and discusses the industries development, predicts development trends of various industries in 2015, and puts forward development ideas and countermeasures.

Special topics: This part focus on the acceleration of construction of the modern commodity market system, opportunities and challenges faced by investment promotion in Henan Province under the new normal, and key points, difficulties and hot spots in advancing the reform of administrative approval system. Besides, this part puts forward the measures to be carried out.

case studies : This part focus on the commercial development cases in Henan Province, such as that foreign trade of Zhengzhou Yutong Bus Co. , Ltd. developed rapidly, Minquan County built a “Cold Valley” (refrigeration industry), and Dennis Department Store entered Henan Market, case studies discuss their important enlightenment for commercial development.

Regional topics: This part comprehensively reflects the commerce work achievements in various regions of Henan Province in 2014 and analyze the problems existing in the commerce work and countermeasures. Provided with striking regional characteristics, this part shows new ideas and advantages in regional commercial development in Henan Province.

**Keywords:** Henan Province; Commerce Development

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