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編 者 的 話

隨着經濟體制改革的不斷深入和對外開放的擴大，我國的商品經濟進入了前所未有的發展時期。發展商業外向型經濟，將國際市場與國內市場有機地結合起來，是我國商品經濟發展的客觀需要。適應這種需要，我們編輯出版了這本《中國商業》畫冊，以使國內外各界人士更好地了解中國商業的狀況，從而達到溝通信息、擴大交流、增進了解、促進合作之目的。

《中國商業》畫冊的編輯工作是在商業部領導的直接領導和親切關懷下進行的，同時得到了部屬各司局、公司、各直屬機構及各級地方商委、商業、糧食廳（局）、供銷社及各有關單位的大力支持和協助，在此一併致謝。由於我們時間較緊、水平有限，書中的缺點、錯誤在所難免，望廣大讀者批評指正。

《中國商業》畫冊編輯部 1990年2月

Editor's Note

With the deepening of the reform of the economic system and the expansion of the effort to open to the outside world, an unprecedented period of development has been ushered in, for the commodity economy in China. The development of a commercial, extrovert economy and the integration of the world market with the home market are both necessary for China's development of a commodity economy. To meet this need, we have edited and published this picture album, *China's Commerce*, to help people from all walks of life at home and abroad better understand the condition of China's commerce, so as achieve the purpose of swapping information, expanding exchanges and promoting mutual understanding and cooperation.

Thanks to the direct leadership and solicitous care of leaders of the Ministry of Commerce, as well as the unstinting support and cooperation of the various bureaus and corporations under the Ministry and local commercial committees and departments, grain bureaus, supply and marketing cooperatives of the various localities, *China's Commerce* has now come off the press smoothly. However, because of hastiness in compilation and our limited editorial level, mistakes and shortages are hardly avoidable. We therefore are willing to accept any criticism or correction our readers have to offer.

February 1990

PREFACE

Commerce in China is a trade at once ancient and young. Ancient, because it started to take root on the western shore of the Pacific when mankind had just crossed the threshold of civilization.

The past millennia have witnessed Wang Hai, the forefather of all Chinese merchants, trudging with ox carts loaded high with silks and brocades on his way north of the Yellow River to barter with the northern tribes; witnessed the emergence of commercial ports and trade centres that had catalyzed exchanges between various nationalities at the turn of the Qing and Han dynasties; witnessed the adventure of Zhang Qian, who twice went on diplomatic missions to the Western Territories, leaving behind the mysterious Silk Road; and witnessed the heroism of navigator Zheng He, sea-borne westward seven times to initiate China's marine trade.

These and numerous other anecdotal episodes, which generation after generation of our people feel so proud of, have added lustre to the time-honoured history of the Chinese commerce.

However, commerce came into its own in China as a veritable instrument for the interflow of commodities only after the birth of the People's Republic of China in 1949. Or, one may say that it became full-fledged only during the action-packed years of reform and opening to the outside world that began in 1979.

This reform is still unfolding in depth, yet its profound influence on the Chinese commerce is already there for all to see. It has not only brought together a market once fragmented by numerous geographical and administrative boundaries, but also flung open the country's doors after being shut up from all trade relations with the outside world for so long. The reform has freed China from the old restraints of a natural economy and ushered in a new age of development characterized by a circulation of commodities as active as never before on this ancient land. In no time, commerce has emerged as a huge trade providing more than 30 million jobs and registering an 800 million yuan retail sales volume of social commodities. In the midst of this epoch-making reality, is there anyone who chooses to lament the departure of the backwater market situation that prevailed only a few decades ago?

This new-found vitality generated by the on going reform bespeaks brilliant prospects for the Chinese commerce, whose hope lies in a bold advance towards the world and towards the future. Thus something has to be done to acquaint friends from all walks of life at home and abroad with the commerce in China, and to set more exchanges and cooperation with the outside world in motion on an even wider scale. *China's Commerce* is published precisely to meet this purpose.

The *China's Commerce* is by no means purported to become a magnum opus of historical significance. It is designed, to all intents and purposes, to capture a cross section, however incomplete, of China's commerce in transition during this unusual age of human development. Nevertheless, by flipping through its pages, our readers will unfailingly gain a general idea about the commerce in China.

From the book's ocean of names, you may discover the ideal partner you have been looking for, or a huge market that is attractive and worth trying. When all this happens, the editors of the *China's Commerce* will be perfectly satisfied.

Hu Ping, Minister of Commerce,
People's Republic of China



前 言

中國商業是一個古老而年輕的產業門類，早在人類剛剛跨進文明時代門檻的時候，它就開始出現在太平洋西岸這塊神聖的土地上。

在數千年的漫長歲月裏，從民族祖先王亥駕牛車、載錦帛，北渡黃河從事交易活動，到秦漢之際商埠賈邑相繼崛起，國內各民族之間商業往來日見繁盛；從探險家張騫兩次出使西域，開闢出一條充滿神秘色彩的絲綢之路，到航海家鄭和七下西洋，架起一座海上貿易的恢弘橋梁，中國商業歷經滄桑而千古生輝，在中華民族悠久的發展史上，留下了令後人永遠為之自豪的足跡。

然而，中國商業作為一個比較完整的商品流通體系走上歷史舞台，僅始於1949年中華人民共和國成立之後，甚至可以說，始於1979年以來風起雲湧的改革開放年代。

這場改革迄今尚未結束，但對中國商業所產生的深遠影響，已十分明顯。它不僅把國內地區之間相互分割的市場連作一體，而且敲開了對外商業貿易往來中關閉已久的國門，告別了自然經濟的舊體制，開創了商品流通空前活躍的發展時期。全國商業從業人員已經發展到三千多萬人，社會商品零售額達到八千多億元。可以斷言，面對這個世人矚目的現實，沒有誰會無端地生發出“逝者如斯夫”的人生喟嘆。

中國商業正因其年輕而有着一個無限廣闊的發展前景。它的希望在於走向世界，走向未來。由此可見，讓國內外各界朋友們更多地了解它，認識它，更加廣泛地開展交流，促進合作，實乃當今流通之要務，亦是編輯出版這本《中國商業》畫冊之要旨。

當然，《中國商業》並非是一幅描古繪今的巨型歷史畫卷，而僅是攝取了商業發展史上一瞬間之殘缺不全的橫斷面。盡管如此，朋友們翻閱它之後，或許能由此瀏覽中國商業的概貌，或許會從中找到理想的合作對象，或許可以發現一個富有魅力、值得為它貢獻的若大市場……倘如有此效應，我將深感欣慰。

中華人民共和國商業部部長

胡 平



商業部領導合影

This is a picture of leaders of the Ministry of Commerce

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