

廣東鄉鎮企業發展的十年

薄一波

在改革開放中 鄉鎮企業
異軍突起 昭示着我國農村光
明燦爛的未來 偉大希望之所
在 是建設有中國特色社會主
義的必由之路……

容 · 聲 · 冰 · 箱 · 質 · 量 · 取 · 勝

RONGSHEN REFRIGERATOR A SUCCESS OF QUALITY WARRANT RONGSHEN REFRIGERATOR A SUCCESS OF QUALITY WARRANT

享有“南國明珠”盛譽的廣東珠江冰箱廠，自84年投產以來，先後獲國家一級企業、國家一級計量企業、機電部質量管理獎等殊榮，並連續兩年入選全國前300家大工業行列，成為具有80年代世界先進水平的，在國內同行中處於領先地位的廠家。該廠現有職工近2500人，廠房面積17萬平方米，單班年產量60萬台，是中國電冰箱行業中具現代化規模的國家定點企業，該廠所產的“容聲”牌電冰箱，已形成系列化，產品有BCD 103, BCD-165, BCD-170 和 BCD-180, BCD-203 等規格，產銷量居國內電冰箱行業前茅。

該廠在引進世界先進技術工藝的同時，推行以全面質量管理為核心的現代化企業管理，使“容聲”牌電冰箱融匯歐亞電冰箱精華於一體，以其製冷快、耗電少、噪音低、防銹力強等優良性能和豪華高雅的造型，深受廣大消費者的信賴和歡迎，先後榮獲省、部、國優產品獎，89年底在全國電冰箱質量檢測中名列A級榜首，90年10月又率先取得中國家電產品 IEL 國際認證，連續四年獲全國最受歡迎輕工產品，並被評為90年度全國最暢銷商品。

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Guangdong Pearl River Refrigerator Factory, wellknown named "A bright pearl in South China", is one of the leading enterprises under the Ministry of Machinery and Electricity. Since the operation started in 1984, it was titled the 1 grade national enterprise, 1 grade national measure enterprise, 1 grade national energy saving enterprise, national safety enterprise and won the prizes of quality control from the Ministry of Machinery and Electricity, which benefited from the reform and open-door policy and its fast self-development. For two years running it was elected into the front line of 300 big size enterprise of China and has become the leader of the same circle in China with the 80's international advanced technology and equipment. It has 2,500 staff and workers and 0.17 million square meters plants, 0.6 million refrigerators yearly output in one-shift and is the most modernly-equipped and state-designated refrigerator manufacturer in China. Rongshen brand refrigerators have been serialized in the production including BCD-103, BCD-164, BCD-190, BCD-180 and BCD-203 different size series. Its output and sales have come into the front of the refrigerator industry of China.

It aims at developing higher class and more modern products and creating in the international market the well known product form China. While introducing the world advanced technology, it has practised the latest management skill focusing on the general quality control and become the first one adopting modern production methods to warrant high quality and high output of production by way of high efficiency and high quality. Rongshen refrigerators, with advanced monitor and refined utility from Europe and Asia, make it quick freezing, low energy consumption, low noise, strong rust-resistance, deluxe fine form and popular with consumers, one after another won the top quality product prizes from the Province, the Ministry and the country. By the year end of 1989 it won the first runner in A grade of the national quality exam of refrigerators. In Oct. 1990, it became the first one attested by the IEC international standard for the household electrical appliance of China, and for 4 years running won the title of national most-welcome article of light industry products and elected the best seller through the country in 1990.

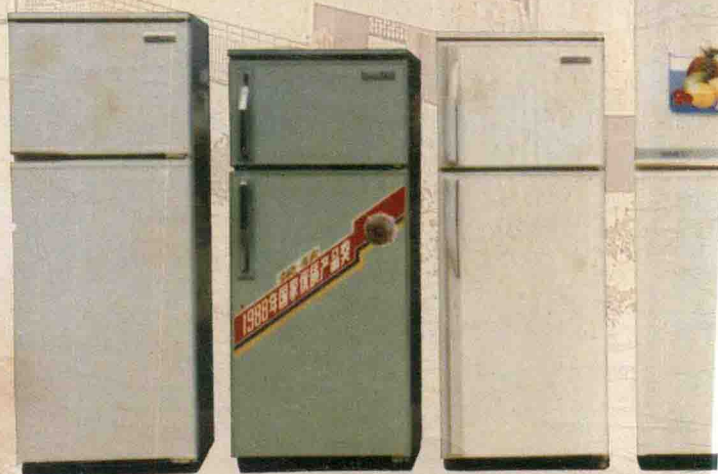
With location advantages, Guangdong Pearl River Refrigerator Factory, the ideal center for developing export-oriented enterprises and abiding to the purpose of First Class Enterprise, First Class Product and First Class Service, is welcoming home-abroad business person to trade and cooperate and be devoted to the brisk market of household electrical appliance.

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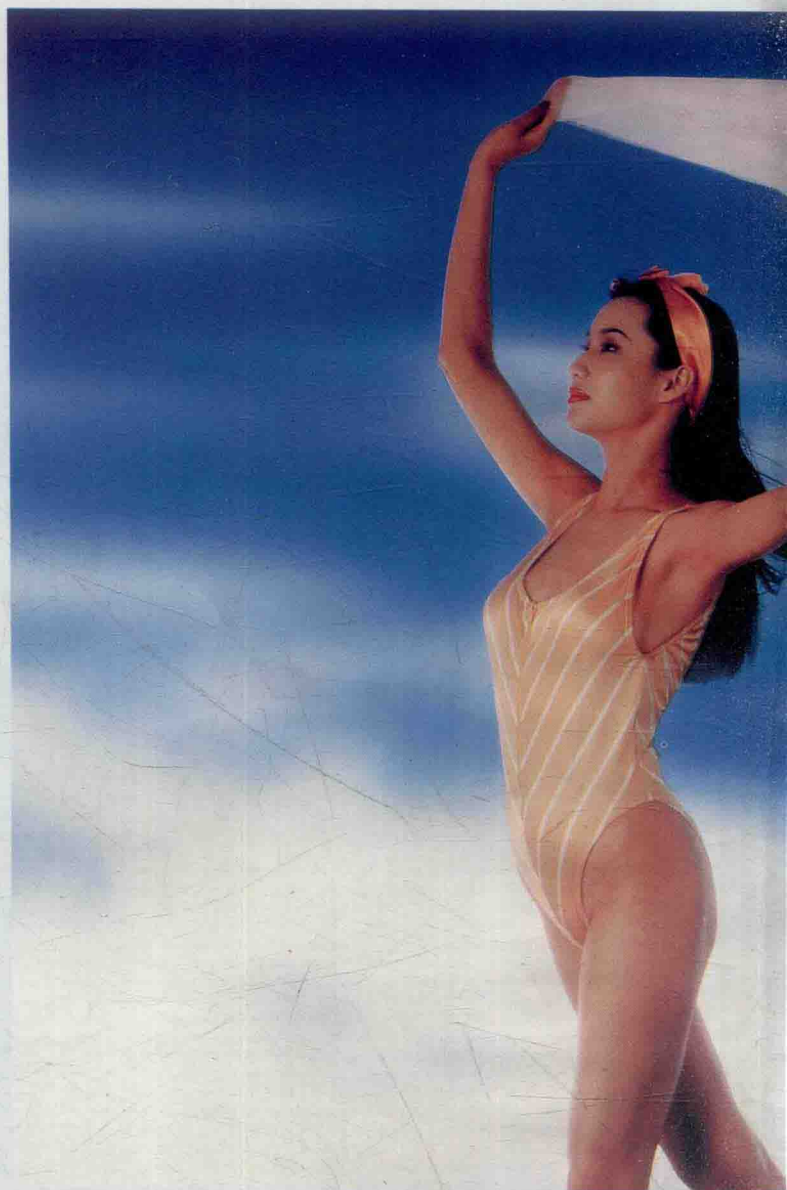
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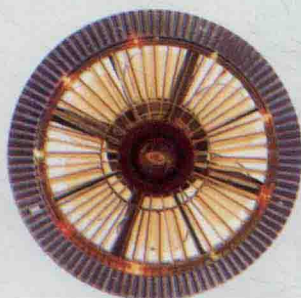
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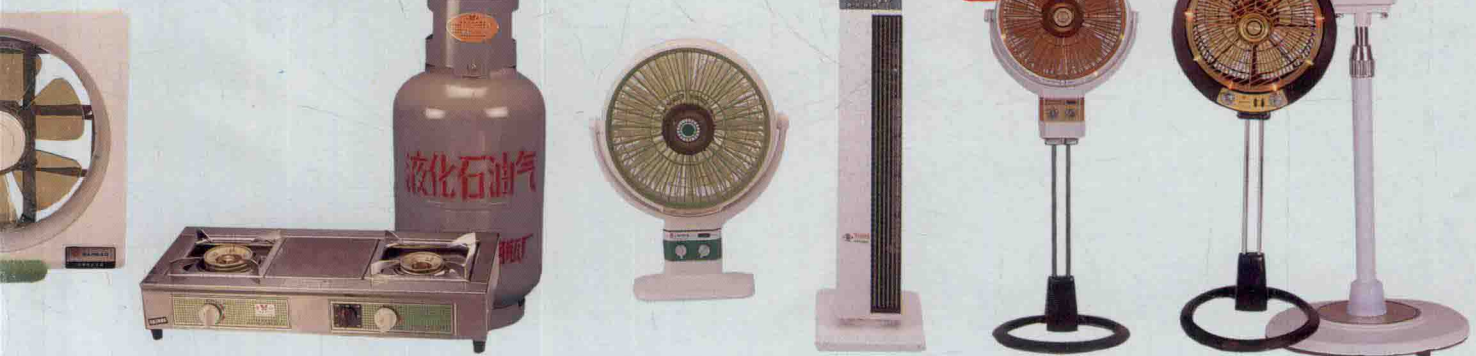
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