



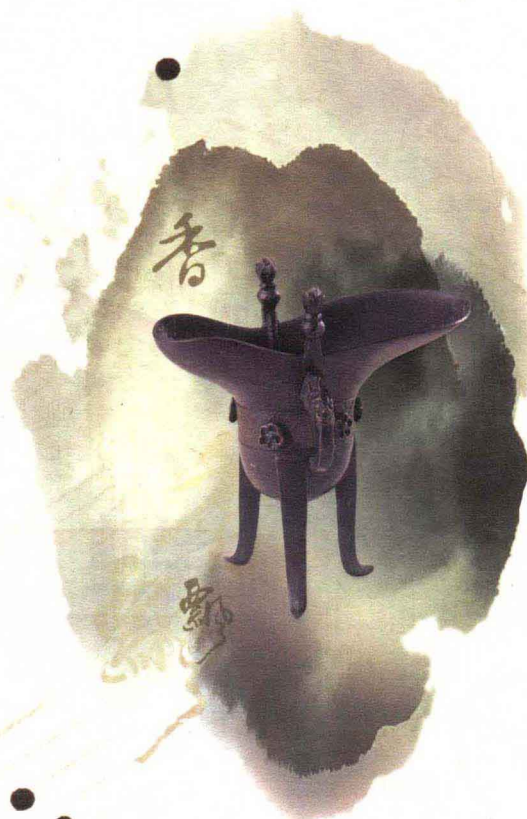
走遍大地神州 醉美多彩贵州

中国（贵州）国际酒类博览会 暨2011中国·贵阳投资贸易洽谈会

China(Guizhou)International Alcoholic Beverages Expo
and 2011 China Guiyang Fair for Investment & Trade

酒博特刊

The Special of Expo



展会时间：2011年8月18日—8月20日

Time: August 18-20, 2011

展会地点：中国·贵阳国际会议展览中心

Venue: Guiyang International Conference & Exhibition Center, Guizhou, China

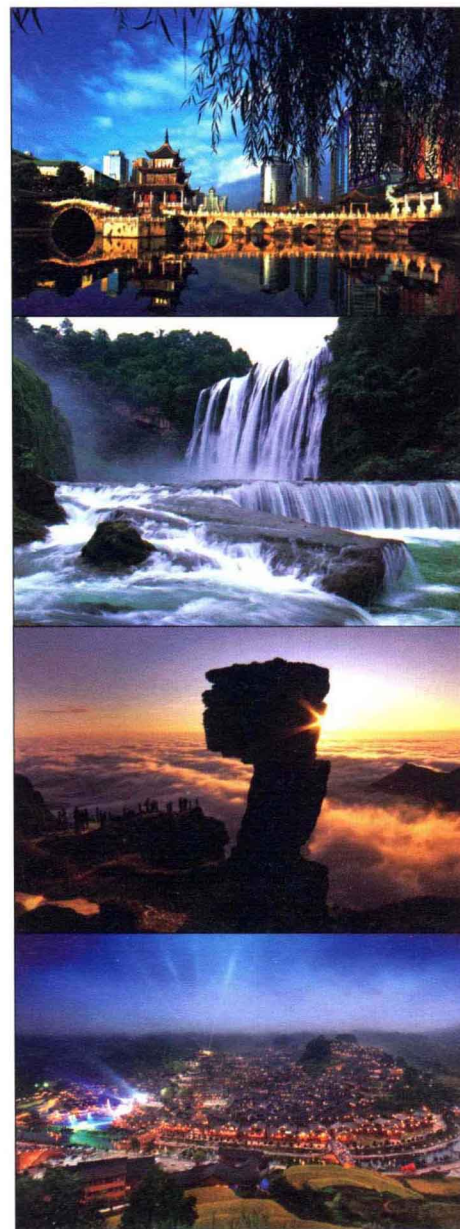


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走遍大地神州 醉美多彩贵州





欢迎辞

THE GREETING SPEECH

参加中国（贵州）国际酒类博览会的嘉宾们，大家好！

热烈欢迎大家应邀来到爽爽的贵阳参加中国（贵州）国际酒类博览会。

为促进中国酒业发展，推动区域合作和西部大开发，经国务院批准，中华人民共和国商务部和贵州省人民政府共同举办中国（贵州）国际酒类博览会，这也是我国首次举办的国际酒类博览会。“展示全球佳酿、承接产业转移、促进开放开发”——2011年8月18日至20日，让我们共同参与并见证国际酒类博览会的隆重举行。

走遍大地神州，醉美多彩贵州。绚丽的民族文化和丰富的自然资源，造就了宜居宜游的多彩贵州；好山好水，孕育了悠久的酒历史和丰富的酒文化。贵州的美酒、贵州的山水、贵州的民族风情，汇成清新华丽的多彩贵州风，正吹拂神州大地。

酒博盛会，是历史给贵州的一个机遇，让多彩的贵州在这个国际性的酒类博览会舞台上光彩呈现。

酒博盛会，更是全球酒文化和酒产业的一个机遇，借助这个国际性的酒类博览会大平台，让我们得以以酒为媒，共襄经贸交流与合作之盛事。

谨祝大家在酒博会期间心情愉快、事事顺心！

中国（贵州）国际酒类博览会
暨 2011 中国·贵阳投资贸易洽谈会酒博组
2011 年 8 月 18 日

Honoured guests to China(Guizhou)International Alcoholic Beverages Expo 2011 :

First of all, welcome to attend China(Guizhou)International Alcoholic Beverages Expo 2011 held in cool Guiyang this summer.

To foster the development of Chinese liquor industry and promote the regional cooperation and development of western China and approved by the State Council of the PRC, International Alcoholic Beverages Expo (Guizhou) China will be held jointly by the Ministry of Commerce of the PRC and the People's Government of Guizhou Province from 2011 on. It will be the first international alcoholic beverages expo that has ever been held in China. Its goal is "to display the world's best wine, relocate industries and promote the opening-up and development". let us witness this big event which will last from August 18 to 20, 2011.

Of all places in China, Guizhou is special for its beautiful scenery and colorful cultures of ethnic minorities. The brilliant culture and rich natural resources make Guizhou a pleasant place for living and touring. The green mountains and clear waters have nurtured her time-honored wine history and affluent wine culture. The wine, the scenery and the ethnic flavor are all forming a fresh breeze, blowing across the whole China.

This Expo is a historic opportunity, allowing colorful Guizhou to display its glory on this international stage.

The Wine Expo is also an opportunity for the international liquor culture and industry. By virtue of this Expo, we can work together for exchange and corporation in trade and economy.

Finally, we wish all of you a happy stay in the Expo and we also wish this Expo a great success!

Organizing Committee of China(Guizhou) International Alcoholic Beverages Expo & China Guiyang Fair for Investment and Trade 2011

Aug. 18, 2011



展会机构 ORGANISERS

主办单位

中华人民共和国商务部
贵州省人民政府

支持单位

中国国家发展和改革委员会
中华人民共和国外交部
中国工业和信息化部
中国国际贸易促进委员会
中国轻工业联合会
中国酿酒工业协会
中国酒类流通协会
新西兰葡萄酒协会

承办单位

贵州省商务厅
贵州省发展和改革委员会
贵州省经济和信息化委员会
贵州省政府发展研究中心
贵阳市人民政府
遵义市人民政府

Sponsors

The Ministry of Commerce of the People's Republic of China
People's Government of Guizhou Province

Supporting Units

China National Development and Reform Commission
Ministry of Foreign Affairs of the People's Republic of China
Ministry of Industry and Information Technology
China Council for the Promotion of International Trade
China National Light Industry Council
China Alcoholic Drinks Industry Association
China National Association for Liquor and Spirits Circulation
New Zealand Wine Growers Association.

Undertakers

Bureau of Commerce of Guizhou Province
The Development and Reform Commission of Guizhou Province
Economy and Informatization Committee of Guizhou Province
The Development Research Center of Guizhou Provincial Government
The People's Government of Guiyang Municipality
The People's Government of Zunyi Municipality

新闻 发布 会	时间 Time	地点 Venue	内容 Content
	7月22日 10:00—11:00 July. 22 10:00—11:00	北京饭店 Beijing Hotel	第一场新闻发布会 First round press conference
	8月19日 10:00 Aug. 19 10:00	省政府1号楼1楼圆厅会议室 Meeting Room of the Round Hall, fl. one, Provincial Government Building No. 1	第二场新闻发布会 Second round press conference



To display the world's best wine, relocate industries and promote the opening up and development

展示**全球**佳酿 承接**产业**转移 促进**开放**开发



贵阳国际会议展览中心
Guiyang International Conference and Exhibition Center



写在酒博会盛大开幕之际

WRITTEN ON THE OCCASION OF THE GRAND OPENING CEREMONY OF ABE & FIT

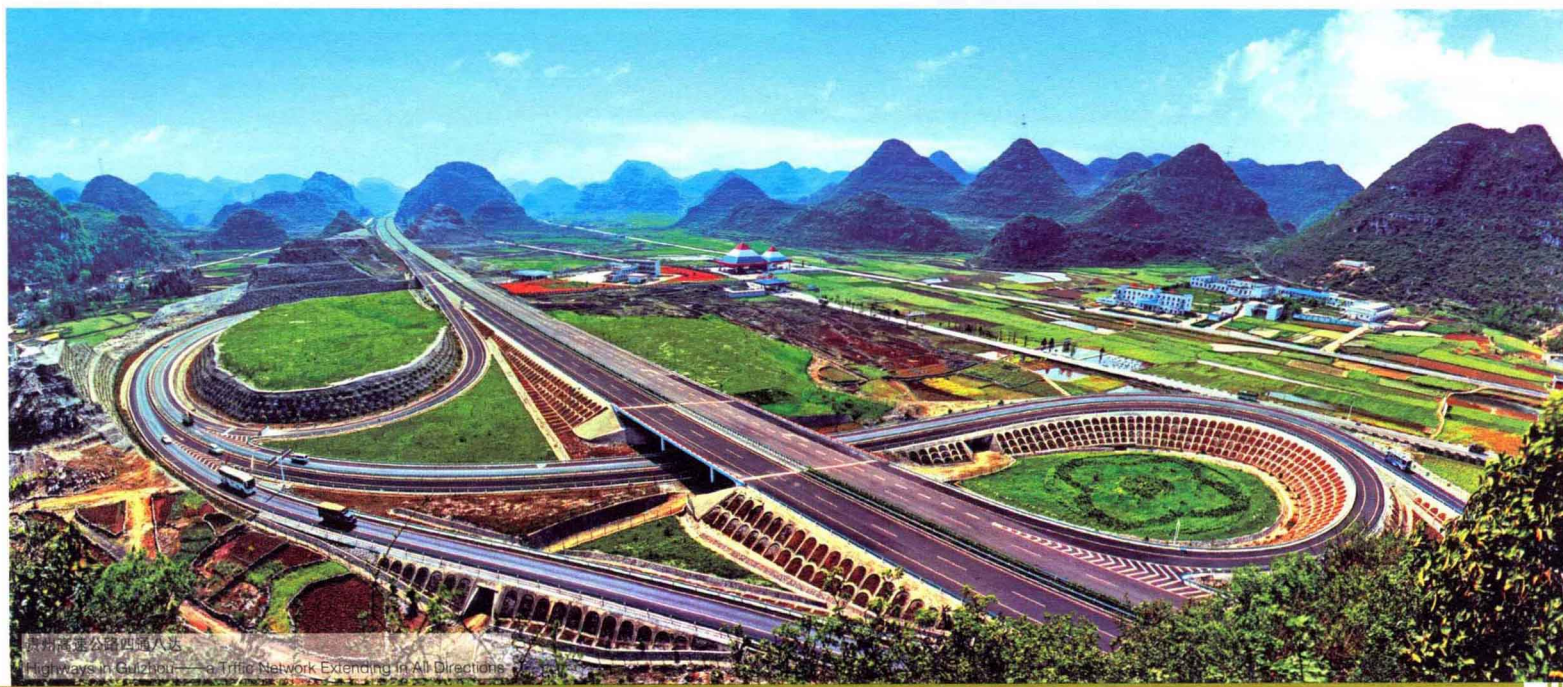
经国务院批准,8月18日至20日,由国家商务部与贵州省人民政府共同举办的中国(贵州)国际酒类博览会暨2011中国·贵阳投资贸易洽谈会在贵阳市隆重举行。

中国(贵州)国际酒类博览会暨2011中国·贵阳投资贸易洽谈会,是贵州第一个经国务院批准并上升到国家层面、面向全国全世界举办的大型国际性专业展会,充分体现了党中央、国务院对贵州的关心和重视,也是对贵州举办大型国际性活动能力的信任和认可。这次盛会是增强发展活力、坚定发展信心的重大举措,是全面展示贵州新形象的大窗口、承接外部产业转移的大平台、扩大开放招商引资的大练兵。

中国(贵州)国际酒类博览会暨2011中国·贵阳投资贸易洽谈会,是一场全球

Apprived by the State Council of the PRC,2011 China (Guizhou) International Alcoholic Beverages Expo and China Guiyang Fair for Investment & Trade will be held jointly by the Ministry of Commerce of the PRC and the People' s Government of Guizhou Province from August 18 to 20,2011.

China (Guizhou) International Alcoholic Beverages Expo and 2011 China Guiyang Fair for Investment & Trade is the first major international professional exhibition in Guizhou,which has been approved by the State Council,upgraded to the state level and will be held for the whole country and the world. This fully reflects the CPC Central Committee and the State Council's concern for and attention



贵州高速公路四通八达
Highways in Guizhou—a Traffic Network Extending in All Directions



写在酒博会盛大开幕之际

WRITTEN ON THE OCCASION OF THE GRAND OPENING CEREMONY OF ABE & FIT



五柱峰，世界自然遗产——赤水丹霞地貌景观
Five Pillar Peak, a World Natural Heritage—The Scenic Spot of Danxia Landform in Chishui County

美酒云集的盛会——世界十大白酒、十大威士忌、十大葡萄酒、十大啤酒等知名酒类品牌将集中亮相，充分展示人类丰富多彩、博大精深的酒文化。

这是一场政商精英云集的盛会——国家领导人、国家有关部委负责人，全球 500 强企业、中国 500 强企业、中国民营经济 500 强企业及国内外酒类生产和销售知名企业高管应邀出席各项活动。

这还是一场增进交流合作的盛会——围绕“展示全球佳酿，承接产业转移，促进开放开发”主题，重点合作项目签约仪式、国学酒文化论坛、国际红酒品鉴会、茅台酒抽奖销售等系列活动精彩纷呈，与会国内外嘉宾共品佳酿，共叙友情，共话商机，共谋发展。

盛会何以花落贵州

背景一：贵州酒业根深叶茂

贵州是国酒茅台的故乡，有着悠久的酿酒历史和丰富的酿酒文化，早在汉代就有

to Guizhou and their trust and recognition of the capacity of this province to hold the major international activity. The event is to increase the momentum of development, strengthen confidence in the development. As a window to fully display a new image of Guizhou, it will provide a platform to undertake the transfer of external industry, expanding opening-up and investment.

China (Guizhou) International Alcoholic Beverages Expo and 2011 China Guiyang Fair for Investment & Trade is a global gathering of wine – the world's top ten liquor, top ten whiskey, top ten wine, top ten beer and other well-known liquor brands will be displayed in this big occasion to demonstrate the profound wine culture of the mankind in great variety.

This is a gathering of political and business elites – the state leaders, leaders of the ministries concerned, CEOs of the world's top 500 enterprises, top 500 enterprises in China, top 500 private enterprises in China and executives of other well-known Chinese and foreign wine production and marketing enterprises were invited to attend the event.

This is also an event to promote exchanges and cooperation. Its goal is “to display the world's best wine, relocate industries and promote the opening-up and development”. Colorful series activities will be held such as signing ceremony of key projects, Sinology Forum on Liquor Culture, Event of Tasting & Appreciating International Red Wine, Auction of Old and Top-Grade Moutai Liquor. The participants and guests at home and abroad may promote their friendship over a cup of wine, and talk about business and seek common development.

Why will this Expo be held in Guizhou?

Reason 1: The Liquor Industry has a Solid Foundation in Guizhou

Guizhou is the birthplace of Maotai wine, the national liquor, and has a long history of wine making and rich wine culture. As early as the Han Dynasty there were records that “the people in Guizhou are good at wine brewing”, and they liked to “drink the Citrus Sauce (an ancient liquor which is to become Maitao wine today)”. In 1915, in the Panama Pacific International Exposition, the Maotai Liquor won a gold medal, ranking among the world's big three distilled wine. It gained a special important position for Guizhou's liquor in the Chinese wine industry. The period of the



“黔人善酿”、“喜食枸酱”的记载。1915年,茅台酒在巴拿马万国博览会上荣获金奖,跻身世界三大蒸馏名酒行列,更是奠定了贵州白酒在中国酿酒行业中的特殊重要地位。

“十一五”以来,贵州白酒产业实现了新的发展,已成为贵州重要的支柱产业和特色优势产业。2010年,全省规模以上白酒产量16.04万千升,总产值203亿元、居全国第三位、利税130.8亿元、利税率居全国第一位。

“十二五”期间,贵州白酒产业的发展目标是:到2015年,全省白酒产量确保80万千升、力争100万千升,占全国白酒市场份额的10%左右;白酒工业总产值确保1300亿元,力争1500亿元;培育一批名优品牌,新增6至10个中国驰名商标和一批著名商标。到2020年,贵州白酒占全国白酒市场的份额争取达到20%。

"Eleventh Five-Year Plan" saw a new development of the liquor industry in Guizhou, which has become an important pillar industry with local advantages. In 2010, the output of liquor of enterprises above the scale reached 160,400 kiloliters, with a total of 20.3 billion yuan, ranking third in profits, and the ratio of profit and tax ranks first in the country with a total of 13.08 billion yuan.

The goal of development of liquor industry of Guizhou during the period of the "Twelfth Five-Year Plan" is : to ensure to reach an output of 800,000 kiloliters of wine in 2015 , and strive to reach 1 million kiloliters, representing a share of about 10% in the national wine market; to ensure an output value of 130 billion Yuan in liquor industry, and strive to gain 150 billion yuan; foster a number of famous brands, increase six to 10 well-known Chinese trademarks and a number of famous trademarks. By 2020, Guizhou's share of liquor should account for 20% in liquor market in China.

Reason 2: A Variety of New Brands Derived from the Maotai Liquor

The Maotai liquor is the first brand both in Guizhou and in China. In 2010, the Maotai Group completed 48,000 kiloliters of wine output, an increase of 11.9%, accounting for 29% of the output of the liquor enterprises above the scale in the whole province; the sales value is 14 billion yuan, an increase of 20%, representing about 80% of the liquor sales value of the province; the profit and tax amounted for 11.3 billion yuan, an increase of 29%, accounting for 86.5% of the profit and tax of the province's liquor industry. The Maotai Liquor Group's rapid development has greatly contributed to the development of liquor industry and the overall economic and social development of Guizhou. The provincial government will fully safeguard the reputation of the Maotai Liquor as "the national liquor", support and help to accelerate its development and consolidate and enhance the status of the Maotai as the national liquor. By the end of the period of the "Twelfth Five-Year Plan", the yield of the Moutai Liquor will reach 40,000 kiloliters, that of the various kinds of liquor of the Maotai Liquor Group 100,000 to 120,000 kiloliters with a sales income of 50 billion yuan.

In April, the Provincial Committee of CCP and the provincial government of Guizhou made the strategy to turn Maitai into "the world's first brand of distilled spirits," the Maotai town "the heart of the National liquor of China", and the Renhuai City "the center of China's national liquor culture", and spare no efforts "to make Guizhou to



酒博会暨投洽会”北京新闻发布会
The Press Conference for ABE & FIT in Beijing



写在酒博会盛大开幕之际

WRITTEN ON THE OCCASION OF THE GRAND OPENING CEREMONY OF ABE & FIT

背景二：茅台品牌百花簇拥

茅台既是贵州白酒第一品牌，也是中国白酒第一品牌。2010年，茅台集团完成白酒产量4.8万千升，增长11.9%，占全省规模以上酒企产量的29%；实现销售产值140亿元，增长20%，占全省白酒销售产值的80%左右；实现利税113亿元，增长29%，占全省白酒利税的86.5%。茅台集团的快速发展，对贵州白酒行业乃至整个经济社会发展作出了重要贡献。贵州将全力维护“国酒茅台”的声誉，支持和帮助茅台集团加快发展，巩固和提升茅台酒的国酒地位，确保到“十二五”末，茅台酒产量4万千升，茅台集团白酒产量10万千升、力争12万千升，销售收入500亿元。

今年4月，贵州省委、省政府提出：要把茅台酒打造成“世界蒸馏酒第一品牌”，把茅台镇打造成“中国国酒之心”，把仁怀市打造成“中国国酒文化之都”，努力做到“未来十年中国白酒看贵州”。为贵州白酒产业加快发展确定了基调。

贵州白酒品质优异，市场美誉度高，除国酒茅台外，还涌现出习酒、国台酒、青酒、

take the lead in the liquor industry of China in the next decade.” This is the basic policy to accelerate development of liquor industry in Guizhou.

Guizhou liquor has excellent quality and enjoys good reputation in the market. Besides the Maotai liquor, there are also lots of famous brands such as the Xijiu Liquor, the Guotai Liquor, Green wine, the Longevity & Joy Liquor, the King Liquor, Guizhou Alcohol, the Jinshahuisha Liquor, the Maotai Prince Liquor, Dong wine and Yaxi Cellared Liquor. A rather complete fragrance types has been formed, including the sauce, flavor, Dong wine flavor, mixed fragrance, rice flavor, incense and so on.

Reason 3: "China (Zunyi) Wine Fair" Laid a Solid Foundation

Strongly supported by The Ministry of Commerce and the China International Trade Promotion Committee, "China (Zunyi) Wine Fair" were held successfully for three times from 2008 to 2010, and the Ministry of Commerce designated it as the guide fair in domestic trade in 2010. The successful operation of "China (Zunyi) Wine Fair" has laid the foundation and accumulated experience for the organization of this Expo & this Fair.

The Key: To Seize the Opportunity with Insight

In recent years, there has been a good momentum of development in Guizhou. the Provincial Committee of CCP and the provincial government of Guizhou has made the basic policy of "accelerating the development, speeding up transformation and promoting progress in big leaps," vigorously implementing the strategy of industrialization and urbanization in this province. In the first half of this year, the province's GDP grew 15.3%, the total industry added value increased 21.7%, showing a growth of 5.1% and 5.6% respectively, higher than the national growth rate in the field, ranking the 5th and 9th respectively in the country. An investment of 226 billion yuan has been completed, up by 80.2%.

In recent years, the province has optimized its soft environment for the development. The Provincial Committee of CCP and the provincial government of Guizhou has made a forceful strategy to promote development by opening-up, took more effective measures to attract investment, continuously improved and optimized the investment policy, doing everything possible to create a good soft environment for investment. Guizhou's opening-up and development requires a broader platform to show its superiority and features to attract attention and investment for its quicker





孕育众多美酒的赤水河

The Chishui River——A River Brewing Good Liquor

百年糊涂酒、酒中酒霸酒、贵州醇、金沙回沙酒、茅台王子酒、董酒、鸭溪窖酒等一批知名品牌,形成了酱香、浓香、董香、兼香、米香、清香等比较完备的香型。

背景三:“遵义展会”奠定基础

在国家商务部和中国国际贸易促进委员会的大力支持下,2008年至2010年,“中国(遵义)酒类博览会”成功举办三届,国家商务部于2010年起将其列为内贸领域引导支持展会。“中国(遵义)酒类博览会”的成功,为举办中国(贵州)国际酒类博览会暨2011中国·贵阳投资贸易洽谈会奠定了基础、积累了经验。

关键词:远见卓识抓住机遇

近年来,贵州呈现出良好的发展势头。省委、省政府明确了“加速发展、加快转型、推动跨越”的主基调,大力实施工业强省战略和城镇化带动战略;扎实开展“作风建设

development.

Just for this need, the Commerce Department of Guizhou presented to the provincial government the report, as a measure to implement the strategy of the Provincial Committee of CCP and the provincial government of Guizhou, on holding China (Guizhou) International Alcoholic Beverages Expo with the support of the state early this year. A rapid decision was made that the report be sent to the State Council for approval of holding the Expo in Guizhou.

Hard efforts finally achieved good result. An exciting news came that the State Council approved on July 25 that China (Guizhou) International Alcoholic Beverages Expo jointly organized by the Ministry of Commerce and the People's Government of Guizhou Province may be held regularly every year, and a subtitle can be added according to the situation in Guizhou.

So this Expo will finally be held in Guizhou, which is the only international wine fair that has ever been held in China.

It is by the vision of the Provincial Committee of CCP and the provincial government of Guizhou that this valuable opportunity has been seized in Guizhou.

Why is this Expo Charming?

Reason 1: the Only Expo in China with a Strong Support

China (Guizhou) International Alcoholic Beverages Expo and 2011 China Guiyang Fair for Investment & Trade, which is the only international wine exposition in China up to now, strongly supported by central ministries concerned such as the Ministry of Commerce, NDRC, the Ministry of Industry and Information Technology, the China International Trade Association, the China Light Industry Federation, the China Alcoholic Drinks Industry Association, China Association of Alcohol Circulation, COFNA and New Zealand Wine Society. More than one thousand exhibitors from home and abroad and nearly ten thousand purchasers and project investors in the business have been invited to attend this Expo.

China (Guizhou) International Alcoholic Beverages Expo and 2011 China Guiyang Fair for Investment & Trade held in Guizhou has attracted widespread attention of the media. On July 22, the Ministry of Commerce and the Guizhou provincial government held the press conference of “2011 China (Guizhou) International Alcoholic Beverages Expo and China Guiyang Fair for Investment & Trade” in



写在酒博会盛大开幕之际

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年、环境建设年、项目建设年”、“四帮四促”、“创先争优”活动。今年上半年,全省生产总值同比增长 15.3%,全部工业增加值增长 21.7%,增速分别比全国高 5.1 和 5.6 个百分点,增速在全国位次分别上升到第 5 位和第 9 位,完成投资 2260 亿元,增长 80.2%。

近年来,贵州发展软环境不断优化,省委、省政府明确了以开放促开发的思路,切实加大招商引资力度,不断完善和优化招商引资政策,着力营造良好的投资软环境。

贵州的开放开发、加快发展,需要一个更广阔的平台来展示优势、呈现特色、吸引眼球、招商引资。

正是因为这一需要,在今年年初,当省商务厅将贯彻落实省委、省政府决策精神的成果——争取国家支持、举办中国(贵州)国际酒类博览会的报告呈送省委、省政府后,省委、省政府迅速决策:报请国务院批准,争取盛会落户贵州。

春华秋实。可喜可贺的是,7月25日,国务院批准同意:由国家商务部、贵州省人民政府每年定期举办“中国(贵州)国际酒类博览会”,并根据贵州情况可加后缀。

至此,中国目前唯一的国际性酒类博览会终于花落贵州。

正是省委、省政府的远见卓识,使贵州抓住了宝贵机遇。

盛会魅力从何而来

背景一:全国唯一,支撑强劲

中国(贵州)国际酒类博览会暨 2011 中国·贵阳投资贸易洽谈会是中国目前唯一的国际性酒类博览会,得到了国家商务部、发改委、工信部等中央有关部委和中国国际贸易促进会、中国轻工业联合会、中国酿酒工业协会、中国酒类流通协会、中国食品土畜进出口商会、新西兰红酒协会的大力支持,邀请了来自国内外的千余家企业参展、近万名业内采购商及项目投资商参会。

贵州举办中国(贵州)国际酒类博览会暨 2011 中国·贵阳投资贸易洽谈会引起了媒体的广泛关注。7月22日,商务部与贵州省政府在北京举行“中国(贵州)国际酒类博览会暨 2011 中国·贵阳投资贸易洽谈会”新闻发布会,中央新闻媒体、境外驻京新闻媒体、北京市新闻媒体、国内主要网络媒体等近百家媒体 100 余名记者参加

Beijing. More than one hundred media reporters from nearly one hundred media agencies including the national news medias, foreign medias based in Beijing, the news medias of Beijing city, and other major domestic web medias were present at the press conference. Television stations such as CCTV-2, Beijing TV, Phoenix TV, more than 30 web medias such as People's Net, Xinhua, Sina, CCTV net, Sohu, Phoenix, and a number of other newspapers such as the Economic Times, Farmer's Daily, Beijing Youth Daily reported heavily on the ABE & FIT. More than one million pieces of relevant information can be searched only by the Baidu Search Engine.

Reason 2: the Best Wine in Guizhou, the Most Business Opportunities

“Gather the people from the world and sell the wine to the world.” “Not to possess but to participate.” The geographical and climatic conditions of Guizhou are suitable for the brewing of high-quality liquor, which brings Guizhou a unique advantage to attract foreign businessmen. To speed up the development of the liquor industry, Guizhou will promote its exploitation by opening-up, accelerate development by competition, and spare no effort to attract domestic and foreign strategic investors to Guizhou to merge liquor enterprises or start new ones. By expanding the opening-up, excellent and strong external enterprises and local liquor businesses may form a competing trend for development, which can help enlarge the scale of the industry, upgrade the management level, increase the economic efficiency and momentum of Guizhou liquor industry.

To invite well-known liquor enterprises at home and abroad and large-scale chain of distributors to attend the fair, the departments concerned in Guizhou did everything possible to attract enterprises and exhibitors with increasing efforts. They work actively with the Ministry of Commerce of the PRC and associations and chambers of commerce concerned in the liquor industry to help invite well-known enterprises at home and abroad to attend this Expo; they sent teams to the wine trade fairs recently held in the country to publicize the Expo, providing domestic and overseas investors and exhibitors with information on it; governments of cities, prefectures and districts of Guizhou took the charge of inviting production companies of the Top Ten in the liquor, beer and wine industry, to ensure that the most influential domestic businesses in the line are to attend the Fair; they entrust professional domestic and overseas exhibition service companies to do business in attracting investors and exhibitors.



了新闻发布会。中央电视台二套、北京电视台、凤凰卫视等电视台和人民网、新华网、新浪网、央视网、搜狐网、凤凰网等 30 多家网站以及《经济日报》、《农民日报》、《北京青年报》等多家报刊纷纷对贵州将举办“酒博会暨投洽会”进行了大量报道，仅从百度就搜索到相关消息 100 多万条。

背景二：醉美贵州，商机无限

“容天下人、卖天下酒”，“不求所有、但求所在”，贵州的山水和气候条件适宜优质白酒发展，有着吸引外来客商的独特优势。加快白酒产业发展，贵州将以开放促开发、以竞争促发展，大力引进国内外战略投资者到贵州兼并收购白酒企业或开办新的白酒生产企业。通过扩大开放，使外来优强企业与本土白酒企业一起，形成相互竞争的发展态势，以竞争促进产业规模扩大，提升经营管理水平，提高企业经济效益，增强贵州白酒产业发展活力。



快乐的姊妹节
The Happy Sister Festival

The ABE & FIT attracts investment and invites exhibition without a hitch. Up to August 5, 1,732 exhibitors have enrolled and 3,500 merchants will participate in the Expo. The exhibition covers a total area of 70,000 square meters. Among them, 746 alcoholic beverages exhibitors will participate in the Expo, including 445 domestic companies, 128 of which will come from other provinces, and 177 foreign companies from 22 countries and regions of the world. Eleven famous liquor enterprises of the world, including Lafite, Mouton and Latour, and twenty Chinese brand enterprises, such as Maotai, Wuliangye liquor, Tsingtao beer, and Snow beer, enrolled to participate in the Expo. The delegations from 20 provinces, municipalities or autonomous regions will attend the Expo. In addition, a number of investment or trade projects in the liquor business, other trade contracts and cooperative agreements are in active negotiation and contact.

Reason 3: Accelerate the Development by External Investment

In history, as it is far away from the Central Plains and surrounded by the mountains, Guizhou was “hidden in a veil and not known by others.” People praised Guizhou for nothing but “a house” (the site of the Zunyi Conference), “a tree” (the Huangguoshu Falls), and “a bottle” (Moutai Liquor).

The “Twelfth Five-year Plan” of Guizhou Province proposed that “accelerating the development, speeding up transformation, and promoting progress in big leaps” should be the basic policy throughout the whole the period of this Plan, to ensure that the total production value account for 800 billion yuan by the end of this period. And efforts must be made to double the value to surpass 1 trillion. It will lay the decisive foundation for the completion of a comprehensive well-off society and realization of the historic leap in economic and social development in 2020, which will be in pace with the whole country. So industrialization and urbanization have been defined as the two main development strategies of the province.

By the implementation of the “Two Strategies”, Guizhou will strive to achieve “six breakthroughs”: achieving a major breakthrough in improving the conditions for development by strengthening the infrastructural construction; achieving a major breakthrough in building the leading industry by implementing the strategy of industrialization; achieving a major breakthrough in updating the innovation of technology and the quality of the population by strengthening work on education, science and technology and human resources; achieving a major breakthrough



写在酒博会盛大开幕之际

WRITTEN ON THE OCCASION OF THE GRAND OPENING CEREMONY OF ABE & FIT

为邀请国内外知名酒类企业、大型连锁经销商参展参会,贵州有关部门多管齐下,不断加大招商招展工作力度。积极与国家商务部、酒类行业协会或商会对接,协助邀请国内外知名酒企参展参会;派出小分队前往近期在全国各地举办的酒类商品展销会开展宣传推介活动,向国内外客商发放招商招展资料;贵州各市(州、地)有关负责人带队邀请全国十大知名白酒、啤酒、红酒等生产企业参展参会,确保国内最有影响力的酒类企业到会;委托国内外专业展会服务公司招商招展。

“酒博会暨投洽会”招商招展进展顺利。截至8月5日,报名参展商1732家,参会客商3500人,参展总面积达7万多平方米。其中,酒类参展企业746家,国内445家,省外128家,境外有177家,来自于境外22个国家和地区。拉菲、木桶、拉图等11家世界知名酒企和茅台、五粮液、青岛啤酒、雪花啤酒等20家国内知名酒企报名参展。20个省(市、区)将组成代表团参展参会。此外,一批酒类贸易投资项目、一般贸易合同和合作协议正在积极洽谈对接中。

背景三:借助外力,加速发展

在历史上,因为远离中原、群山围绕等原因,使贵州长期“藏在深闺人未识”,外界即使称赞贵州,也无外乎“一间房子”(遵义会议会址)、“一棵树子”(黄果树大瀑布)、“一个瓶子”(茅台酒)。

贵州省《“十二五”规划纲要》提出,要把“加速发展、加快转型、推动跨越”的主基调贯穿于“十二五”的全过程,到“十二五”末,确保生产总值达到8000亿元,力争翻一番、突破1万亿,为2020年与全国同步建成全面小康社会、实现经济社会发展历史性跨越打下具有决定意义的基础。“工业强省”与“城镇化带动”,被明确为两大发展主战略。

实施“两大战略”,贵州将力争实现“六个突破”:加强基础设施建设,在改善发展条件上实现重大突破;实施工业强省战略,在开发培育主导产业上实现重大突破;加强教育、科技和人才工作,在提升科技创新能力和人口素质上实现重大突破;推进城镇化带动战略,在统筹城乡发展上实现重大突破;实施扶贫脱贫攻坚工程,在全面保障和改善民生上实现重大突破;加强生态环境建设,在增强可持续发展能力上实现重大突破。

为营造“亲商、爱商、安商、敬商”的投资环境和“创业、创新、创优”的良好氛围,贵州大力整顿和优化发展环境,扎实开展作风、环境、项目“三个建设年”活动,

in urban and rural development by implementing urbanization; achieving a major breakthrough in fully improving the livelihood of the people by implementing projects of reducing and tackling poverty; achieving a major breakthrough in enhancing the ability of sustainable development by improving the ecological environment

To create an investment environment of “value business, love business, secure business and respect business” and a good atmosphere of “entrepreneurship, innovation, excellence”, Guizhou will rectify and optimize the development environment, carry out campaign of the year of construction of work ethnics, environment and project, ensuring development by good work ethnics, promoting development in an environment-friendly way and boost development by effective investment in projects. Guizhou will make excellent development conditions for investors, and build itself a best place “for business, tour, and living”. Guizhou Province will make sure to provide whatever preferential conditions that any other places in China can do. Guizhou provincial government will protect whatever rights and interests of investment according to the laws and regulations of China. The government of Guizhou will spare no efforts to solve whatever problems that should be solved by the authority concerned at all level of the government.

Guizhou has abundant resources in energy, mining, tourism, culture, ecology and climate, showing unique advantages. As the transportation hub of Southwest China and south to the sea, Guizhou is drawing the attention of strategic investors by its advantages and good prospects. It is becoming a dynamic, charming and potential hot land for investors. Last December, Guizhou undertook a large-scale investment promotion to the central enterprises in Beijing, 108 central enterprises would invest in 47 projects in Guizhou, with a total of 292.9 billion yuan, average investment of the single project reached 6.23 billion yuan; in the “Guizhou · Hong Kong Investment & Trade Activities Week” held in Hong Kong in May of 2011, the contracts for 50 projects were signed, with a total investment of 13.319 billion US dollars. Recently, Guizhou carried out investment promotion activities in Guangzhou, Chengdu and Shanghai, and signed a number of trade and economy cooperation agreements successfully. 30 contracts were signed between Guizhou and Guangdong, with a total of 60.48 billion yuan, the total attracted investment reached 59.98 billion yuan; 29 contracts were signed between Guizhou and Sichuan, with a total of 118.4 billion yuan; 29 contracts were signed between Guizhou and Shanghai, with a total of 164.975 billion yuan; 108 contracts were signed between Guizhou and the Pan-



以作风建设保障发展,以环境建设促进发展,以项目建设带动发展,为投资者创造优良发展环境,树立贵州“宜业、宜游、宜居”综合形象。保证做到凡是国内其他省市区能够提供的优惠条件,贵州省都要提供;凡是国家法律、法规规定的投资权益,贵州省都要依法保护;凡是需要由各级政府解决的问题,贵州省都要全力解决。

能源、矿产、旅游、文化、生物、气候等资源丰富、独具特色的贵州,作为中国大西南交通枢纽和南下出海通道,正以强劲的后发优势和良好的发展前景吸引战略投资者的眼球,成为充满活力、充满魅力、充满潜力的投资创业热土。去年12月,贵州在北京面向中央企业大规模招商引资,中央企业将向贵州投资47个项目、2929亿元;今年5月,在香港举办的“贵州·香港投资贸易活动周”签约50个项目,投资总额133.19亿美元。近期,贵州先后在广州、成都、上海开展招商引资活动,成功签订了一批经贸合作项目——黔粤签约项目30个,投资总额604.8亿元,引资总额599.8亿元;黔川签约项目92个,投资总额1184亿元;黔沪签约项目29个,投资总额1649.75亿元;面向泛珠三角地区签约项目108个,投资总额1753亿元。

关键词:以开放促开发

盛大开幕的中国(贵州)国际酒类博览会暨2011中国·贵阳投资贸易洽谈会,为奋力爬高的贵州打开了一扇扩大对外开放、走向世界的重要窗口,搭建了一个以开放促开发的广阔平台。多彩的贵州、开放的贵州、奋进的贵州,正以更宽阔的视野、更博大的气魄,广开合作大门、广交天下朋友、广聚四方资源,积极承接产业转移,借助外力加快发展。

贵州省委、省政府决定:举全省之力,精心策划、精心组织、精心运作,努力把这次酒博会办成一届完美、精彩、成功的盛会,为贵州走向世界、让世界了解贵州搭建一个大好平台,推动全省上下形成抓开放、引项目、扩投资、促进位的良好氛围。要求全省上下要深刻认识办好酒博会投洽会的重大意义,珍惜机遇、用好平台、高点定位、精细运作,办好盛会,充分展示贵州干部群众激情、奋进、争先、向上的精神状态和热情、优雅、开放、文明的良好风尚,打响“走遍大地神州、醉美多彩贵州”的品牌,树立“开放的贵州、奋进的贵州、创新的贵州”的全新形象。

Pearl River Delta, with a total of 175.3 billion yuan.

The key word: Promote Exploitation by the Opening-up

2011 China (Guizhou) International Alcoholic Beverages Expo and China Guiyang Fair for Investment & Trade, which will soon begin in a grand style, opens an important window for Guizhou, which is upgrading itself and speeding up its steps to the world, and builds a broad platform for promoting development by the opening-up. The colorful Guizhou, open Guizhou, and progressive Guizhou is taking a broader perspective and a broader spirit to open the door of cooperation, make more friends, gather worldwide resources, actively undertake the transformation of industries, and speed up its development by means of external force.

The Provincial Committee of CCP and the provincial government of Guizhou decided to spare no effort to make this Expo a perfect, exciting and successful one by meticulous planning, careful organization and operation so that it can help Guizhou to enter the world and the world to know more about Guizhou. It is to build a good atmosphere of furthering the opening-up, attracting projects, broadening investment, and promoting development in the whole province. The Provincial Government demands that all people in Guizhou should profoundly understand the significance of successfully holding the International Alcoholic Beverages & China Guiyang Fair for Investment & Trade. In order to show the Guizhou People's passionate, striving, contending and positive life attitude and elegant, open and cultured atmosphere, the government should take the opportunity, use the platform to hold the international event successfully, making a better reputation of "A Colorful Guizhou Of All Places in China". Besides, the government should also seize the chance to set up a brand new image of an open, striving and innovative Guizhou.

Organizing Committee of China(Guizhou) International Alcoholic Beverages Expo & China Guiyang Fair for Investment and Trade 2011



写在酒博会盛大开幕之际

WRITTEN ON THE OCCASION OF THE GRAND OPENING CEREMONY OF ABE & FIT



律动贵州
The Rhythm of Guizhou



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