

中国菏泽



牡丹之乡



戏曲之乡



书画之乡



武术之乡

CHINA.HEZE

中共菏泽市委
CPC Heze City Committee

菏泽市人民政府
People's Government of Heze City

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中共菏泽市委 菏泽市人民政府



中共山东菏泽市委书记 李明光 山东省菏泽市人民政府市长 陈光

美丽的“牡丹之乡”菏泽市，位于山东、江苏、河南、安徽四省交界处，辖一区八县，总人口838万，面积12228平方公里。

菏泽历史悠久，文化灿烂。我国古代著名的三部落首领尧、舜、禹主要活动在这一地区。范蠡携西施弃官经商定居于今天菏泽的定陶县；曹操以鄄城为根据地统一了北方；军事家孙臧、思想家庄周、农学家氾胜之、经济学家刘晏、农民起义领袖黄巢等大批圣贤，都出生在这片神奇的土地，至今境内仍保留着尧王墓、陈王台、百狮坊、范蠡湖、秦王避暑洞、孙臧旅游城等100多处名胜古迹。菏泽素有牡丹之乡、书画之乡、戏曲之乡、武术之乡的美称。

菏泽区位优势显著，发展条件优越。这里交通便捷，通讯发达，资源丰富，能源充沛，水源充足，对外设施齐全，是全国著名的农、林、牧、副、渔商品生产基地，全国四个平原绿化达标地区之一。改革开放以来，菏泽经济发生了日新月异的变化，人民生活水平显著提高。全市粮食总产1999年达到416万吨，棉花12万吨，油料44万吨，瓜菜四季丰盛，年产900万吨，工业经济通过强化改革，采取股份制，股份合作制，资产划转、租赁、兼并、联合、出售、拍卖、依法破产等14种形式，大胆进行产权改革和制度创新，全区企业改制面达到了90%以上，多数企业的经营机制开始转换，活力明显增强，效益逐渐回升。

近年来，我们坚持实施大开放、大开发战略，坚持市外就是外，县外就是外，外商内商一起招，外资内资一起引，有力地推动了招商引资工作。我们向所有外来客商庄重承诺：投资者在异地能够享受到的政策，菏泽都有，而且更优惠；我们成立了“市外来投资者服务中心”，实行“一站式”服务，“只要项目定了干，一切手续我们办”；市外商投诉受理办公室实行全天候服务方式，牢固建立起快速反应机制；所有外来投资者一律实行“国民待遇”，并及时为外来商户生产经营和生活提供方便。近年来，来荷投资者越来越多，外向型经济取得了较大进展。目前，已有美国、英国、日本、意大利、新加坡、俄罗斯、香港、台湾等30多个国家和地区的客商到我区投资，全区批准利用外资项目485个，合同利用外资9亿多美元，实际利用外资3亿多美元；对外贸易日益扩大，自营出口1亿多美元，特别是1992年以来，我们坚持“以花为媒，广交朋友，文化搭台，经贸唱戏”，成功地举办了九届菏泽国际牡丹花会，共接待游客1500多万人，经贸成交额180多亿元。菏泽已逐渐成为外商投资淘金的理想之地。

值新世纪到来之际，我们热诚欢迎海内外客商和各界新老朋友更多地来花乡旅游观光，投资兴业，共创辉煌！



OPENING UP TO THE OUTSIDE WORLD AND INVITING TRAVELING MERCHANTS FROM ALL OVER THE WORLD

Li Mingxian, Secretary of CPC Heze City Committee Chen Guang, Governor of the Peoples Government of Heze City

Heze, the beautiful "home of peony" borders four provinces namely as Shandong, Jiangsu, Henan and Anhui. It administers one district and eight counties with a total population of 8,380,000 and coverage of 12,228 square km.

Heze enjoys a long history and brilliant culture. Yao, Shun and Yu, the three famous tribe chieftains in ancient times of our country, lived in this area. Fan Li, the famous ancient merchant who had ever given up his political status and taken up business, settled down with Xishi, the famous ancient beauty, in the place of Dingtao county of Heze today. Taking Juanchong as the base area, Cao Cao unified the North. Number of famous people like Sun Bin, the strategist, Zhuang Zhou, the ideologist, Si Shengzhi, the agriculturalist, Liu Yan, the economist and Huangchao, the head of the farmer uprising were born on this wonderful land. More than 100 historic sites are kept here, such as the tomb of Yao the emperor, platform of Chien the emperor, hundred-lion archway, Fan Li lake, summer cavity for the emperor of Qin and Sun Bin tourist city. Heze have been enjoying the good reputation of the home of peony, the home of painting and calligraphy, the home of local operas and the home of martial arts.

Heze enjoys remarkable advantages in its position and conditions for development. With its convenient transportation, advanced communication, rich resources, abundant energy, resources and water supply and complete facilities, it is a famous production base of our country in agriculture, forestry, husbandry, subsidiary and fishery, and one of the four qualified prefectures in plain virescence in our country. Since the reform and opening up, the economy in Heze has changed greatly and living standard of the people improved remarkably. In 1999, total output of grain in the city reached 4.16 million tons, cotton 0.22 million tons, oil plants 0.44 million tons, and fruits and vegetables 0 million tons rich in four seasons. Through strengthening reform and adopting 14 forms like stock system, share-holders cooperation system, capital transfer, renting, annexing, combining, selling, auction and bankruptcy according to the law, the industrial economy is experiencing real reform in property right and systems. 90% of the enterprises in our city have transformed their systems. Most of them started transforming management mechanism and are achieving remarkable stronger force and gradual rise in profit.

In recent years we adhere to the strategy of implementing great opening up and great development. We insist on attracting merchants and collecting funds both inside our city and outside it, and this greatly promoted our work in attracting merchants and introducing funds. We promise all businessmen from outside of our city that investors in Heze will enjoy all the favorable policies one can enjoy in any other place. We have established a service center for investors from outside and provide systematic services. We will do everything in procedure once an item is determined. The acceptance office for businessmen's complaints will be on duty all the day and establish an express reaction mechanism. All investors from outside will enjoy "citizen treatment" and convenience in production, management and life. In recent years, with more and more investors coming to Heze, our foreign-oriented economy developed greatly. Now businessmen from more than 30 countries and areas like the United States, England, Japan, Italy, Singapore, Russia, Hongkong and Taiwan have invested in our prefecture for 485 ratified foreign-funded items with contracted foreign funds of USD600 million and effected foreign funds of USD300 million. With the development of foreign trade, the export volume amounts more than USD100 million. Especially since 1992, we adhere to the principle of "making friends with flowers as the matchmaker and doing business through culture activities" and have successfully held nine sessions of Heze International Peony Fair. We received 15 million guest traveller and concluded contract volume of more than 18000 million yuan. Heze has become the ideal place for foreign investment.

At the beginning of the new century, we warmly welcome all travelling merchants home and abroad and friends from all circles come to the home of peony for sightseeing, investment and a splendid future.



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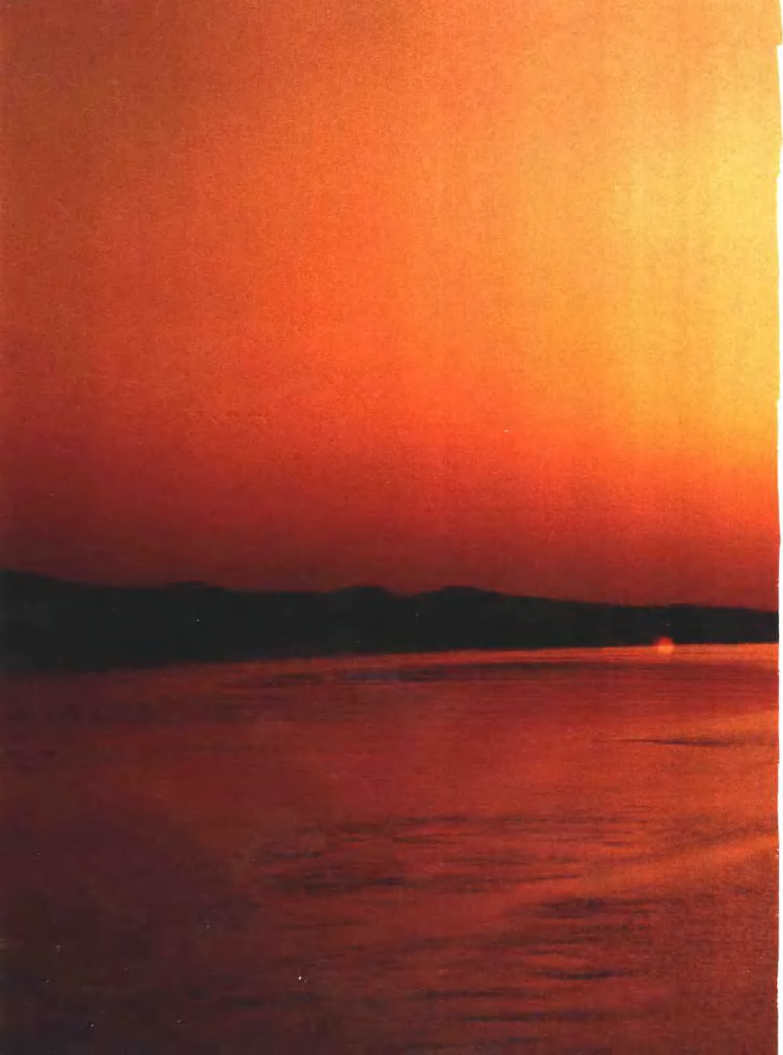
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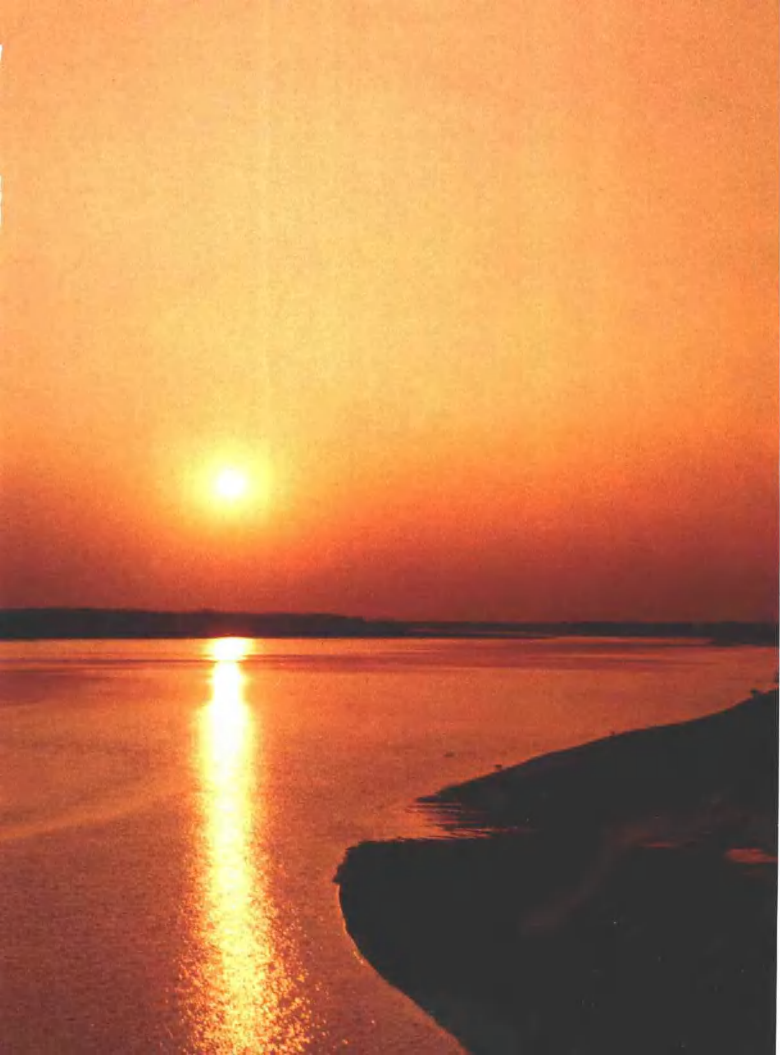


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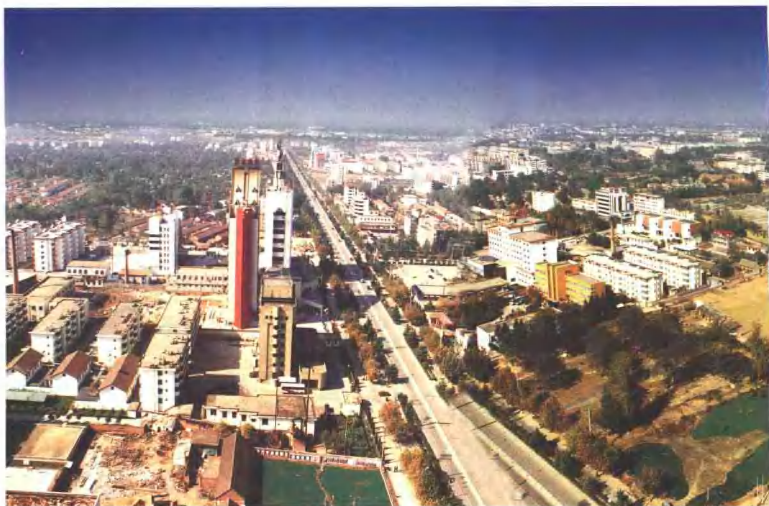
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著名的艺术之乡 崛起的文化大市

Famous "Home of Arts" The growing big city of culture

“黄河之水天上来，奔流到海不复回”。黄河冲破峡谷，呼啸直下，进入山东转了个慢弯，像母亲一样怀抱着一片沃土——菏泽。

这是一块灵秀之地。史传“舜耕于历山，渔于雷泽”，古之雷泽乃今之菏泽。商汤王在此建国，被称为“华夏第一都”。汉刘邦在此举行了登基大典。黄河在这里孕育了一个又一个震撼古今的英雄俊杰：奴隶出身的贤相伊尹，大哲学家庄子，军事家孙臆、吴起和徐世勋，农民起义军领袖彭越、黄巢和徐鸿儒，一代文宗王禹偁，苏门学士晁补之，农学家汜胜之，经济学家刘晏。范蠡助勾践灭吴后，偕西施隐居陶丘，为商贾之鼻祖；“巨野教案”，武装反抗帝国主义，乃“义和拳”之滥觞。这里是冀鲁豫边区老革命根据地，杨得志、万里、段君毅等老一辈革命家在这里导演了一幕幕威武雄壮的人民斗争的戏剧。1947年6月，刘邓大军从这里横渡黄河，千里跃进大别山，揭开了解放战争战略反攻的序幕；1978年3月，东明县柳里村的几个共产党员顶着巨大压力搞家庭承包，冲破僵化体制，奏响了磅礴于全国的改革先声。

这里地邻孔孟之乡、习沐礼仪之化；水许群雄首义之区，崇尚侠义之风。既崇文又尚武，久享戏曲之乡、书画之乡、武术之乡的美誉。

戏剧史上有“东柳西梆”，梆子戏就发源于菏泽。曲牌之丰富达200多个。梆子、两夹弦、大平调等，百花齐放，异彩纷呈。两夹弦剧团曾为伟大领袖毛泽东主席作专场演出，三进国务院，受到刘少奇、周恩来等国家领导人的亲切接见。戏剧百花园里，造就了众多的戏剧名家：马金凤、崔兰田、朱桂芹等。曲艺更是品种齐全：琴书、落子、莺歌柳书，繁花似锦，各展风姿。1981年在全国曲艺优秀节目观摩演出时，地区曲艺队一举夺得创作、编曲、演出三个一等奖。彭丽媛的优美歌声飘逸着牡丹的神韵；李雪健的精彩演技浸润着黄河的质朴。

书法和绘画蔚然成风，不但有一支骨干队伍，还有众多的民间书法、绘画爱好者。巨野县是全国文联命名的第一个“农民绘画之乡”，经常从事创作的就近1500人之多。

“文能附众，武能威敌”。冬闲时，村民便练武强身，现在各县区均有武术馆校，他们濡传统之余韵，振先祖之威风，涌现出了灿若星云的武林名家：武警战士刘仙峰飞针穿玻璃的绝技，轰动武林；宋江武校学生康永刚在两次中美搏击对抗赛中，轻取对手，名扬海外；张玉萍、陈超雄视武林，独步一时。

随着生活水平的提高，越来越多的人开始追求文化艺术，似乎这片沃土中蕴含着独特的文学营养，一个个自发的民间文学社团如雨后春笋，有的一个县就多达20几个。先后出版20多部长篇小说，《牡丹文学》办得红红火火。一位农民创作的歌词获国家五个一工程奖。

这是一块充满着反抗和革命精神的土地；

这是一块蓬勃着改革和创新活力的土地；

前不久全市召开了“文艺人才百人工程”大会，一个新兴的文化大市正在崛起。



1992年大型歌剧《党的女儿》演出后，担任该剧主角的著名歌唱家彭丽媛受到江泽民同志的亲切接见。

In 1992, after performing the large opera "The Party's Daughter", the famous singer Peng Liyuan, leading role of this opera, was given a warm receive by comrade Jiang Zemin.



"The Yellow River come from the sky, Rushing into the sea and never come back". The Yellow River rushes down the gorges and valleys howling and goes into Shandong province. There she makes a gentle turn and hugs Heze. The rich piece of land, like a mother.

This is a land of intelligence. It is recorded in the history that "Shun the emperor had ever ploughed in Lishan and fished in Leize", the ancient Leize is now the city Heze. Emperor Tang of Shang dynasty founded his country here, so it was called "The first capital of China". And here Liu Bang of Han dynasty ascended the throne. There the Yellow River have gestated many heroes and outstanding people, such as: Yi Yun, a virtuous prime minister born in a slave family; Zhuang Zi, a great philosopher; Sun Bin, Wu Qi and Xu Shixun, the strategists; Peng Yue, Huang Chao and Xu Hougou, the chieftains of farmer uprisings; Wang Yuchen, a famous litterateur; Chao Buzhi, a scholar under Su Shi; Si Shengzai, an agriculturalist; and Liu Yan, the economist. When Pan Li had helped Gou Jian in overturning Wu, he lived secretly in Taoyu with Xi Shi (the famous ancient beauty) and became the forefather of businessmen. "Jiye religious case" as military fight against imperialism is the initiation of "Yihe Quan". And here is the former revolutionary base at the borders of Hebei, Shandong and Henan. Yang Dazhi, Wan Li, Duan Juyi and other revolutionists of old generation had directed many brave plays in the people's fighting against the enemy. In June, 1947, troops led by Liu Bocheng and Deng Xiaoping swam across the Yellow River here and marched into Dabie Mountain, and uncovered the prelude of the strategic counterattack in the Liberation War. In March, 1978, several CPC Party members in Luli village of Dongning county carried out family contract system against heavy pressure and broke the rigescent system, and started the first signs of the reform throughout the country.

This is a land neighboring the home of Confucius and Mengzi and practising etiquette culture. It was in here that the chieftains who had a errantry custom in All Men are Brothers gathered together. Advocating both learning knowledge and martial arts, it has long enjoyed the reputation of the home local operas, the home of painting and calligraphy and the home of martial arts.

It is said in the history of dramas that "Luzi drama in the east and Bangzi drama in the west". Luzi drama which has more than 200 tunes originated in Heze. Luzi, Two-strings, Daping melody and other drama like a hundred flowers in bloom showing radiant splendor. The Two-string troupe had given a special performance to Chairman Mao, the great leader. It had been to the State Department three times and was kindly interviewed by Liu Shaoqi, Zhou Enlai and other leaders of our country. Many famous players grew up from the garden of dramas, such as Ma Jinfeng, Cui Lantian and Zhu Guliqu. There are also full varieties of quyi like Qinsu, Lanzai and Laishu showing flourishing scenes of prosperity. In the national emulation performance of excellent quyi programs in 1981, Heze quyi troupe won three top prizes in production, composition and performance. The elegant singing by Peng Liyuan gave out the verge of poetry, and the wonderful performance by Li Xuejian soaked the modesty of the Yellow River.

Calligraphy and painting became a common practice. There are not only a group of backbone members but also many folk fans of calligraphy and painting. Jiye county is the first "home of farmer paintings" named by Literature Union of our country. More than 1500 people engage in writing usually.

"Literary capacity can convince people, and military capacity can frighten the enemy". In the free time in winter, villagers will practise martial arts for health. There are now Wushu schools in all counties and districts. The people succeeded the tradition of their forefathers and produced many famous figures, such as: Liu Zhongfeng, a policeman who can penetrate glass with a flying needle; Kang Yonggang, a student in Songjiang Wushu School who had easily defeated his rivals two times in Sino-America fight contest; Zhang Yuping and Chen Chao who had been the top men in wushu circle and famous for their time.

Along with the improvement of their living standards, more and more people started to pursue culture and arts. It seems that this land bears some special literary nutrition. One after another folk literary leagues were set up like mushrooms after rain. There are even more than 20 leagues in a county. 20 novels were published successively, and the magazine "Poetry Literature" is now flourishing. The lyric written by a farmer won a national award in the five-one Project.

This is a land filled with the spirit of revolt and revolution.

This is a land full of vitality in reform and innovation.

Not long ago a conference on "Hundred-people project in literature" was held in our city. A rising big city of culture is growing up.



戏剧史上有“南昆北弋，东柳西梆”之谓，菏泽就是“东柳”的发源地。清乾隆年间由翰林姚广孝组建的梆子戏“大姊班”在戏剧舞台上活跃200余年，影响很广。解放后，半农半艺的戏剧演出组织曾一度发展到200多个，传统剧目近2000出。山东梆子、柳子、四平调、大鼓子戏、豫剧、大平调、两夹弦、枣梆、吕剧等剧种齐全。名家辈出。为培养人才，市及各县区均办有戏园培训班。全市现有国家剧协会会员17人。省剧协会员72人。菏泽有“曲山书海”的美誉。曲艺有落子、莺歌柳书、旱子、渔鼓、山东大鼓、山东快书、弦子鼓、道情、评书、山东琴书、曹州花鼓等等。争奇斗艳，缤纷纷呈。全盛时各种曲艺队多达432个，艺人1464人。市现有国家曲协会员12人。省曲协会员38人。

There is a saying "Operas can be divided into Southern Kun and Northern Yi, Eastern Liu and Western Bang" in history, and Heze is the birthplace of East Liu opera. During the Qianlong Periods of Qing Dynasty, Bangzi opera group "Da Yao Ban" formed by a Hanlin (a member of the imperial academy) named Yao Shumi, had been active on the opera stage for more than 200 years, and had influenced widely. After liberation, the opera show organizations have once developed to more than 200, these organization members are artists as well as peasants. There have been nearly 2,000 lists of traditional operas. There are many types of traditional operas such as: Shandong Bangzi, Liuzi, Sipingdiao, Daxianzi opera, Yuju, Dapingdiao, Liangxiuxian, Zaobang, Laju, etc. The lists of the operas are all kinds, and famous experts come forth in large numbers. In order to foster talented persons, there are many training courses in the city and the counties. Now there are altogether 17 National Opera Association members, 72 Provincial Opera Association members in Heze city. Heze has a good reputation of "Hills of operas, oceans of storytelling", there are many kinds of operas such as Laozi, Yingge Lushu, Zhuizi, Yugu, Shandong Dagu, Shandong Kuishu, Xianzigu, Daoqing, Pingshu, Shandong Qingshu, Caozhou Huang, etc. They compete with each other for beauty and looks. In its flourishing period, there are 432 opera teams, and 1464 artists. Now there are 12 National opera association members and 38 provincial ones in Heze.

第十六届中国戏剧梅花奖获得者，山东省六、七、八、九届人大代表，菏泽市剧协主席，齐鲁音乐学校戏剧指导表演《拷红》片断。

Zhu Guixin, 16th Chinese Opera "Meihua Award" Winner, 6th, 7th, 8th, 9th People's Congress Representative of Shandong Province, Chairman of Heze Opera Association, Opera Director of Qilu Music School, is performing a part of the Opera "Kao Hong".





1959年10月，菏泽市越调剧团排演的《三拉房》，在济南为毛泽东演出，曾三进国务院在怀仁堂演出《三拉房》、《拴娃娃》等剧目，受到党和国家领导人亲切接见。图为刘少奇（右二）、陈毅（右一）等领导人接见主要演员黄云芝等。

In Oct. 1959, the Opera "San La Fang" Rehearsed by Heze District Luoguan Opera Troupe, played for Mao Zedong in Jinan. This troupe has once played "San La Fang", "Shuan Wawa" etc. for three times in Huaren Hall of the State Council, and has been given a warm interview by the Party and nation leaders. The Picture is the Leaders, Liu Shaoyi (the second from right), Chen Yi (the first from right) etc. receiving the Main actress, Huang Yunzhi and Other Actors.

李巧莲 中国曲艺家协会会员，菏泽市艺术馆副研究员，副馆长，全国著名琴书坠子演员，曾多次在全国曲艺会演中获表演一等奖。

Li Qiaolian a member of the Chinese Quyi Artists Association, vice-researcher and vice-curator of Heze Art Embassy, a national famous actress of qinshu zhuzi, has gained performance first prize in national quyi joint performances several times.



1981年9月，菏泽市越调剧团排演的山东琴书《大林还家》，在全国优秀曲艺节目观摩演出时，荣获创作、编曲、演出三个一等奖。

In September 1981, Shandong Qinshu "Dalin Returns Home" Rehearsed by Heze Opera Team gained 3 first prizes in creation, composing and performance during the national excellent opera programme performance before fellow artists for the purpose of view and emulation.





刘瑞莲 中国曲艺家协会会员、山东曲协理事、全国著名坠子演员，曾多次在全国、全省曲艺会演中获大奖。

Liu Ruilian a member of Chinese Quyi Artists Association, a director of Shandong Quyi Artists Association, a national famous actress of Zhuzi, has once gained several medals in national and provincial quyi joint performances.

李雪健 (左二) 著名演员。巨野生人，曾在电影《焦裕禄》中饰县委书记焦裕禄。电视剧《水浒传》中饰宋江等 (图为李雪健与巨野县领导合影，右一为其夫人于丹)。

Li Xuejian (the second on the left) famous actor, born in Juyue county, played the role of the secretary of county party committee Jiao Yulu in the film "Jiao Yulu", played the role of Songjiang in TV play "Shui Hu", etc. (The picture is Li Xuejian took the group photo with the leaders of Juyue county, the first on the right is his wife Yudan).



1979年9月，**相女婿**创作的《相女婿》进京参加建国三十周年献礼演出，获文化部创作二等奖，演出三等奖，被山东电视台录制成电视戏曲片，图为赵玉芬(左)饰桃花、祝兆明(右)饰扎根。

In Sep. 1979 "Xiang Nu Xu" rehearsed by Liangoujian Opera Troupe of Dingtao County, took part in the performance of presenting a gift to 30 years of founding the country in Beijing, and gained the creation second prize, performance third prize of the Cultural Department, and was recorded into TV drama play by Shandong TV Station. The picture is Zhu Yufen (on the left) plays the role of Taohua, Zhu Zhao ming (on the right) plays the role of Zhagen.