

南 靖

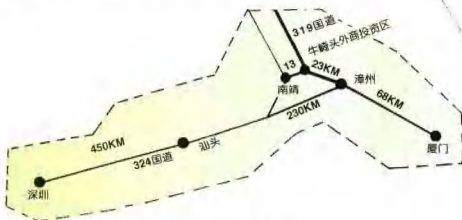
NANJING



東方風  
來尚早  
春  
親南靖縣佳儋稿紙  
五十年後  
張家坤

省委常委、副省长张家坤题词

Front-page inscription by Zhang Jiakun, member of the CPC Provincial Standing Committee and Vice Governor of Fujian Provincial Government.



# 前言

中共南靖县委书记 **陈炎生**  
南靖县人民政府县长 **戴坤江**

南靖，古称兰水县，南者即地处福建之南，靖者取安靖之义，至今已有六百多年历史。全县总面积1962平方公里，辖8个镇、2个乡、1个华侨农场。全县总人口34万人，海外华侨华人3万多人，祖籍南靖的台胞100万人，是漳州市重点侨乡和台胞祖籍地之一。

南靖，地理优越，物华天宝。东临漳州，西连龙岩，毗邻广东，距漳州市区30多公里，距厦门特区90多公里。境内气候冬无严寒、夏无酷暑，属典型的亚热带季风气候，年平均温度21℃，年降雨量1700mm，无霜期340天，发展高优农业得天独厚，是粮蔗、水果、麻竹、食用菌、淡水养殖主要基地县，以盛产“花中君子”兰花和“南方人参”巴戟天饮誉海内外。南靖素有“树海”、“竹洋”之称，森林覆盖率60%，绿化率85%，是闽东南的一片绿洲。

南靖，山川秀丽，人文荟萃，名胜古迹众多，有我国东南沿海密度最高的原始植物群落乐土亚热带雨林，有稀世景观田螺坑生土楼群，有徐霞客游览过的文昌塔、道源亭，还有景色壮观的树海瀑布……

南靖，一片神奇的热土，是投资兴业的黄金宝地。全国电子行业一颗耀眼的明星——“万利达”就是在这里崛起。南靖以其交通便捷，通讯发达，电力丰富，政策优惠，服务配套，正吸引着越来越多的投资者。

今日已璀璨，明朝更辉煌。在新一轮创业中，南靖人民紧紧围绕“加强农业，搞活国有企业，大力发展乡镇企业和三资企业”的发展战略，不断开拓进取，奋发图强，努力把南靖建成闽东南经济强县。



# Foreword

Chen Yansheng

-- Secretary of the Committee of Nanjing  
County of the Communist Party of China

Luo Chunsheng

--Magistrate of the People's Government of Nanjing County

Nanjing County, with the ancient name of Lantshui County, has a history of six hundred years. The "Nan" means that Nanjing County lies in the south of Fujian Province, while the "jing" means peace. The county has a total area of 1962 square kilometres, and administers eight towns, two townships and a farm for returned overseas Chinese. It has a total population of 340 thousand. There are 30 thousand overseas Chinese and one million Taiwanese from Nanjing County. So Nanjing County is one of the most important hometowns of Overseas Chinese and ancestral Taiwanese in Zhangzhou City.

Nanjing County has excellent geographical conditions and is rich in natural resources. It lies to the east of the city proper of Zhangzhou, to the west of Longyan city and borders Guangdong Province. It's 30 kilometers from Zhangzhou City proper and 100 kilometers from Xiamen Special Zone. Within the county, there is no severe cold in the winter and no scorching heat in the summer. It belongs to the typical subtropical monsoon climate, with the annual mean temperature of 21 °C, the annual rainfall of 1700mm, and the annual frost-free period of 340 days. So the climate is suitable for developing agriculture with high production and excellent quality. Nanjing county is one of the most important base counties for sugarcane, fruits, bamboo, domestic fungus, and fresh water agriculture.

It is famous all over the world for being rich in orchid "gentleman of flowers" and radix, morindae "ginseng from the south". It is known as "sea of tree" and "ocean of bamboo" in South Fujian. The forest covers 60 percent of the land and green belt 85 percent. It's an oasis of Southeast Fujian.

Nanjing County has beautiful landscapes with brilliant human culture. There are many places with historic interest and scenic beauty, such as the Happy Land of subtropical rain forest with the highest density of the primitive plant community in the coastal area of South-East China. The rare scene of the earthen castle group in Tianluokeng, the Wenchang Tower and the Daoyuan Temple which Xu Xikao once visited, as well as the magnificent Shubai Waterfall.

Nanjing County, a miraculous land, is a golden place for investment. Malata Electronics Co. a bright star of the national electronic branch of industry, has been developed on this land. Nanjing County has attracted more and more investors with its rapid and convenient transportation, advanced communication, sufficient electric power, preferential policy and corollary service.

Today Nanjing County has made rapid progress and tomorrow it will be more prosperous. In the new development period, Nanjing people will follow the development of "strengthening agriculture, activating state-owned enterprises, vigorously developing town and township enterprises and the enterprises in the three forms of venture and try their best to make Nanjing County one of the strongest counties in economy in Southeast Fujian.

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萬利達  
电子产品





省委书记陈明文（右二）、副省长王良涛（左二）与万利达公司董事长吴惠夫合影  
Chen Mingyi(right 2nd), Party Secretary of Fujian Province and Vice Governor Wang Liangtao (left  
2nd) are posing for a picture with Wu Huitian, chairman of board of directors of Malata Co.



原省委书记（现北京市委书记、市长）贾庆林（右一）视察万利达公司  
Jia Qingling(right 1st),former Party Secretary of Fujian Province(now Party Secretary  
and Mayor of Beijing), is on an inspection tour at Malata Co.



广播电视部副部长何栋材（右一）视察万利达公司  
He Dongcai (right 1st), Vice Minister of National Broadcasting, Cinema & Television, is on an inspection tour at Malata Co.



省人大主任袁启彤（右一）、漳州市副市长谭培根（左二）到万利达公司调研  
Yuan Qitong (right 1st), chairman of Fujian Provincial People's Congress, and Tan Peigen, Vice Mayor of Zhangzhou, are on a research tour at Malata Co.



市委书记曹德奎（前排中），副市长卢耀清（右一）参加万达公司的庆功会  
Cao Degan (front middle), Municipal Party Secretary of Zhangzhou and Vice Mayor Lu Yaoqing (right 1st) are taking part in an Achievements Celebration at Malata Co.



县委书记陈炎生（中），县长罗春生（右一）深入万达公司调查研究，万达公司副总经理王少成（左一）在场。

Nanjing County Party Secretary Chen Yansheng (middle) and County Magistrate Luo Chunsheng (right 1st) go deep into the grass roots and set up their on-the-spot office at Malata Co. Deputy general manager Wang Shaocheng (left 1st) is present.

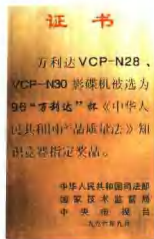


引进自动贴装机 imported SMT



影碟机生产线

VCD Production line



乌鲁木齐

青海

兰州

太原

西安

成都

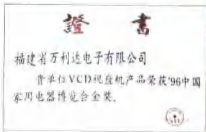
重庆



VCD 影碟机  
VCD players

昆明

主要产品和销售网络  
Major products and marketing network.





卫星电视接收设备

Facilities for TV reception from satellites.

哈尔滨

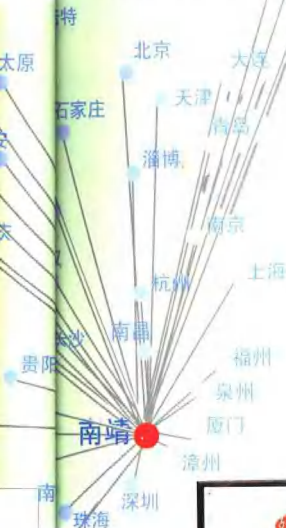
长春

沈阳



CATV 前端设备

Facilities for CATV front part.



家庭 AV 中心 Household AV center.



南靖县近年来累计投资6亿元,用于完善水、电、路、通讯基础设施建设。完成国道319线及省道牛斗线南靖路段拓宽改造,实现路面水泥化;全县小水电装机容量2.2万千瓦,配套建成3座110千伏、11座35千伏变电站;建成2.4万门程控电话通讯网,开通并与全国联网移动电话,无线寻呼自动化。在抓好基础设施建设的同时,南靖努力营造宽松的投资软环境,制定了《关于加快发展乡镇企业,“三资”企业若干政策的规定》、《关于引进县外资金奖励办法的通知》等鼓励外商投资的优惠政策和措施,涉外各部门通力协作,努力提高办事效率,做好“前招商”和“后招商”的工作,以优质、高效的服务吸引外商。

In recent years, Nanjing County has invested a total amount of 600 million yuan in perfecting the infrastructure construction in water, electricity, road and communication. The widening reform of the national road Line 319 and the Nanjing part of the provincial road Nianjiu Line has been completed and all the roads are made of cement. The total installed capacity of small hydroelectric power plants in the county is 2.2 kw, forming complete sets of two 110-kilovolt output electric substations and eleven 35-kilovolt output electric substations. The communication net consists of 24,000 programmed telephones and mobile telephones have also entered the national net, with the automation of radio beepers. In the process of strengthening the infrastructure construction, Nanjing County has been trying to build a good environment for investment. Some preferential policies and measures for encouraging foreign investment have been stipulated, which include "Regulations for Speeding up the Development of Town and Township Enterprises and Enterprises in the Three Forms of Venture", "Amendment about the Reward for Introducing Fund from Outside the Country". All concerning departments have joined their efforts in enhancing working efficiency and doing a good job of inviting business both in the early and later periods, thus attracting foreign business people by services with excellent quality and high efficiency.



距厦门国际机场 90 多公里

About 90 km. away from Xiamen International Airport



距漳州港 50 多公里 About 50 km. away from the Zhangzhou Port





邮电大楼

Post &amp; Telecommunications Building



110 千伏输变电站之一

One of the 110-kilovolt output-transforming power plants



公路四通八达

Roads and highways radiate in all directions



县领导深入企业调研

County leadership goes to the grass roots for a research on the enterprises



漳州海关在企业现场办公  
Zhangzhou Customs  
sets up on-the-spot  
office at "sanzi" joint-  
venture enterprises



县  
Cou  
held