

中國

YONGJIA
CHINA •

永嘉

● 錦繡楠溪江

THE PICTURESQUE NANXIANG RIVER

● 企業之光

THE LIGHT OF ENTERPRISES

● 富饒家園

A RICHLY ENDOWED LAND

● 城鄉新姿

THE NEW LOOK OF THE COUNTRY



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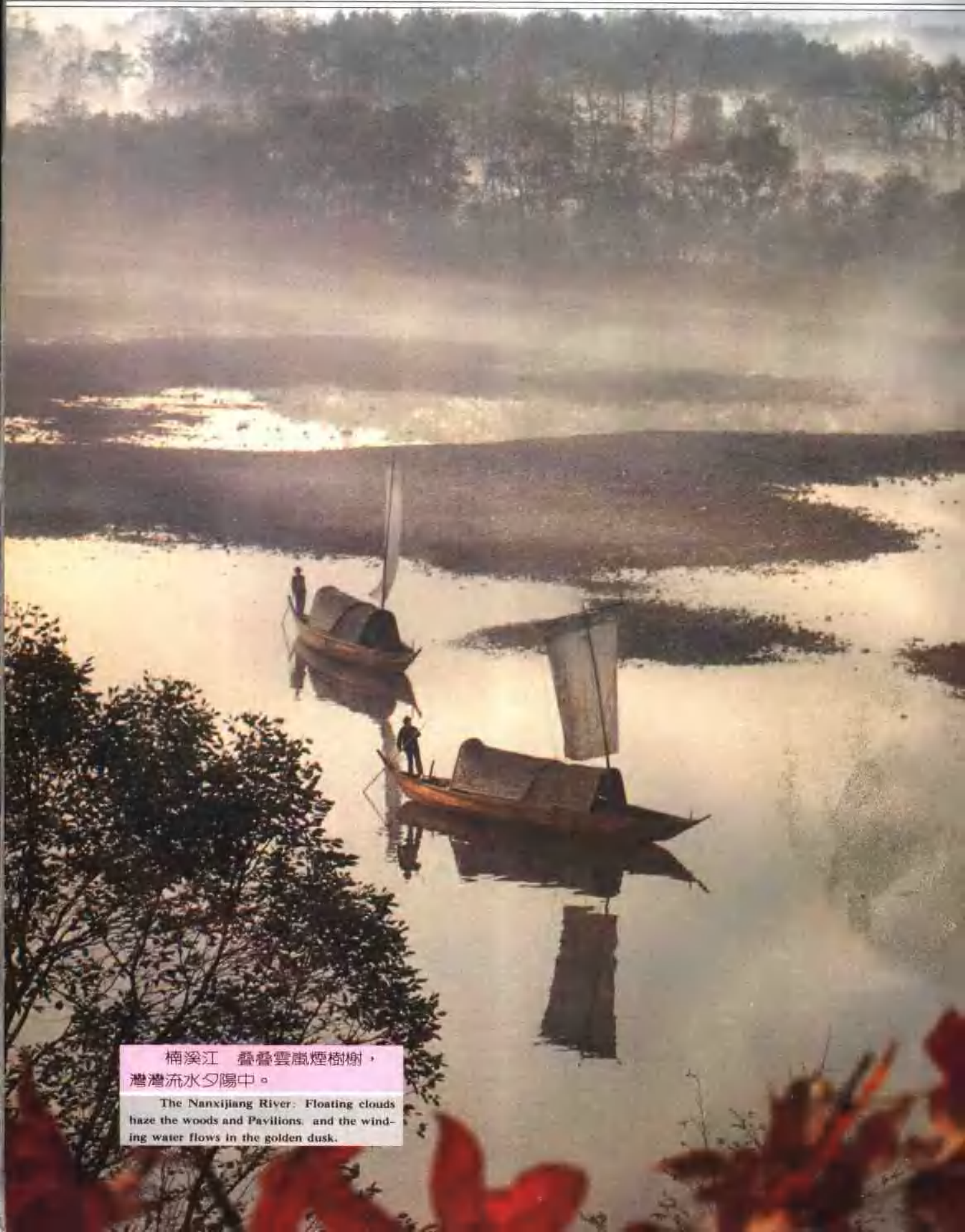
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中國永嘉



楠溪江 疊疊雲嵐煙樹樹，
灣灣流水夕陽中。

The Nanxijiang River: Floating clouds
haze the woods and Pavilions, and the wind-
ing water flows in the golden dusk.

YONG JIA CHINA

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INTRODUCTION

毓秀鍾靈，自古繁華地。

永嘉縣當甌越之冲，負山海之隘，位於浙江省東南部，甌江下游北岸，瀕臨浩浩東海，與溫州經濟技術開發區隔江相望，隸屬溫州市。總面積2698.2平方公里，下轄14個鎮，28個鄉，總人口81.5萬。縣城上塘。

永嘉歷史悠久。5000年前，我們的祖先就開始在這裏生息繁衍。夏、商、周為甌地，春秋屬越，戰國入楚，漢高祖五年（公元前202年）為閩中之地。公元前192年至公元前138年為東甌王領地，漢順帝永和三年（公元138年）析章安縣東甌鄉置永寧縣。隋文帝開皇九年（公元589年）改永寧縣為永嘉縣，“永嘉”作為縣名即由此始。

悠久的歷史，孕育了永嘉燦爛的古文化。境內的新石器時期遺址，歷代古窑址，宋明清建築羣，始於宋代的“宗族社會”、“耕讀社會”的社會組織結構和文化習俗，昭示着永嘉的歷史源遠流長。

永嘉風景秀美。謝靈運、王羲之、孫綽、丘遲、裴松之、蘇軾、李清照等均遊歷過永嘉山水，並有詩文傳世。唐代大詩人孟浩然有“借問同舟客，何時到永嘉”之句。有“天下第一水”之譽的楠溪江風景名勝區，以水秀、岩奇、瀑多、村古、灘林美著稱，1988年被列為國家重點風景名勝區。三百里楠溪江，江流純淨澄碧、清澈見底，乘坐竹筏從流漂蕩，欣賞兩岸疊翠峰巒，茂林修竹，令人心曠神怡，流連忘返。景區內保存完好的明清代建築以及眾多的古村落，更能勾起人們的思古幽情。永嘉的風味小吃，溢散着甌越文化的古樸色彩。

永嘉屬亞熱帶季風氣候區，冬無嚴寒，夏無酷暑，雨量充沛，無霜期長，年平均氣溫18.2℃，可謂佔盡天時地利。永嘉土地肥沃，物產豐富，如東畚無核紅柿、烏牛早茶、荊州板栗、上湖枇杷、澄田楊梅、楠溪香柚等均久負盛名。在國際市場上被稱為“淡水魚之王”的香魚盛產於楠溪江。

永嘉自然資源豐富。境內水資源量超過30億立方米，水能資源的理論蘊藏量為27.98萬千瓦，理論電能24.51億千瓦時，其中可開發水能為15.10萬千瓦，電能為5.03億千瓦時。永嘉地域廣闊，列浙江沿海縣（市、區）之首。豐富的土地資源為縣城國土資源開發和經濟建設、生產力佈

局提供了較大的空間。全縣總林業用地面積275.5255萬畝，木材積蓄量264.063萬立方米，森林覆蓋率達66.46%。永嘉蘊藏着豐富的礦產資源，主要有鉛、鋅、鉬、銅、錳、明礬石、黃鐵礦、伊利石、葉蠟石、高嶺土、花崗岩、石英等13餘種。其中鉬、鋅、鉛、錳等有色金屬貯量均超過5000噸以上。

永嘉負山面海，水陸相銜，公路網遍及全縣，交通十分便利。104、330兩條國道貫穿沿江各鎮，長達48公里。永嘉緊挨溫州機場與溫州港萬噸碼頭，即將建造的中國沿海高等級公路，經七都島跨越甌江穿南運北，金溫鐵路擦境而過，形成了水、陸、空立體形的交通格局。永嘉現代通訊設施建設發展迅速，從日本引進4.5萬門程控電話，實現了國際、國內直撥，不久還將開通移動電話。永嘉的醫療衛生事業日益發展，醫療機構健全，設備齊全，醫療隊伍龐大。全縣已形成了遍及城鄉的醫療衛生、防疫保健的網絡。

永嘉的紡織、雕刻、陶瓷等手工業歷史悠久，黃楊木雕、絲織錦景、工藝草編等遠銷海內外。改革開放後，鄉鎮企業異軍突起，機械閥門、電子儀表、服裝鞋帽、鈕扣拉鏈、教具玩具、化工陶建、食品等產業日漸壯大，市場繁榮，各具特色。被香港《大公報》譽為“東方第一大鈕扣市場”、《半月談》雜誌稱之為“東方的布魯塞爾”的橋頭鈕扣市場，更是譽滿中外。

永嘉對外經濟貿易前景廣闊。1988年，永嘉縣被國務院批准確定為全國第一批沿海經濟對外開放甲級縣，所轄的上塘、甌北、橋頭、橋下、岩頭、沙頭、烏牛等七個鎮被列入浙江省重點工業衛星鎮。遍佈29個國家和地區的永嘉籍16000多位海外僑胞、港澳同胞關心着家鄉的建設。對外經濟貿易不斷擴大，與域外客商的合作日趨廣泛。引進的一批國外先進科學技術和生產設備，使永嘉的經濟建設如虎添翼。現有合資企業16家，獨資企業1家，銷往國外的產品已達250多種。為了擴大國際經濟技術合作，加快經濟建設步伐，進一步提高綜合服務功能，改善投資環境，永嘉縣人民政府特制定公佈了用地、稅收等項優惠政策，鼓勵、歡迎外商來永嘉投資、經營企業。

永嘉，無疑是一塊具有巨大魅力的土地，美麗、富饒而神奇。好客的永嘉人民真誠地恭候海內外朋友的光臨！

概述

This is a place famous for its industrious and ingenious people, and this is a land prosperous for its abundant resources!

Situated in the southeast of Zhejiang Province, on the north bank of the Oujiang River at the lower reaches, bordering on the vast East China Sea, Yongjia County is a strategic area connecting other parts of Wenzhou Municipality with the east of the province and linking up the land and the sea. Facing Wenzhou Economic and Technological Development Zone across the river, it covers an area of 2,888.2 km² and has a jurisdiction over 13 towns and 22 townships with a population of 815,000. Shangtang is the county town.

Yongjia enjoys a long history. Our ancestors began to live and work here 5,000 years ago. During the Xia, Shang and Zhou Dynasties the place was under the jurisdiction of Ou Kingdom. In the Spring and Autumn Period under Yue Kingdom, during the Warring States under the Chu State. In the 5th year of the first Han emperor's reign (201 B. C.) it became a part of Minzhong Kingdom. Between 192 B. C. and 138 B. C., it was a manor of the Prince of East Ou. In the 3rd year of the reign of Emperor Shundi (138 C. E.) in the Han Dynasty, Dongou Town was separated from Zhangsan County and was made another county named Yongning, which was renamed as Yongjia in the 9th year of Emperor Wen's reign (589 D. C.) in the Sui Dynasty. That is the origin of the name 'Yongjia' as a county.

The long history has brought to Yongjia a splendid ancient culture. The historical origins of the customs can be seen in the ruins of the New Stone Age, the ruins of the ancient kilns of different dynasties, the building complexes of the Song, Ming and Qing Dynasties, and the community structure of 'Clan Society' and the customs of 'Learning and Farming' initiating in the Song Dynasty.

Yongjia boasts beautiful scenery. Xie Linyun, Wang Xizhi, Sun Chuo, Qiu Chi, Pei Songzhi, Su Shi, Li Qingzhao and other poets and scholars once travelled in Yongjia and left behind them many works on the scenery of the place. Meng Haoran, a great poet of the Tang Dynasty, once put in his lines: 'Who on the boat will tell me/when in Yongjia I will be.' The Nanxijiang River, which is referred to as 'the most intoxicating river of China', winds the fantastic cliffs, ancient villages and beautiful bosquets, with various waterfalls. It was listed as one of the key scenic spots of the country in 1988. Drifting along the three hundred li of clear river, one can enjoy the green peaks and verdant bamboos on the both sides, forgetting all the worldly cares. The well preserved ancient villages and the buildings of the Ming and Qing Dynasties will bring one to the remote past. Besides, in the typical local snacks one will experience the simplicity of Yongjia's ancient culture.

Lying in the subtropical monsoon climate zone, Yongjia enjoys a plenty of rainfall and frost-free period during the year, with an annual average temperature of 16.2°C. It is not typically cold in winter or typically hot in summer. The favourable climate, with the fertile land, renders abundant products to Yongjia. Among the well-known special local products are the pitless red persimmons of Dengke, the early spring tea of Wunlu, the chestnut of Jinzhou, the loquat of Shanghu, the red bayberry of Chengtian, the shaddock of Nanxi and so on. The Nanxijiang River teems with sweetfish which is referred to as 'the king of freshwater fish' in the international markets.

Yongjia is also rich in natural resources. The water flow alone exceeds 3,000 million m³. The theoretical water energy reserve amounts to 279,800 kw, of which 151,000 kw/h are exploitable. The theoretical electric energy amounts to 2,481,000 billion kw, of which 503 million kw/h are exploitable. Of all the coastal counties of Zhejiang province Yongjia is the largest in size. The wider space provides more advantageous conditions for the development of land resources, the promotion of economy and the distribution of labour force. The county has 183,933 ha of forestry land with a timber reserve of 2.7 million m³, and 55.45% of the county is covered with forests. Yongjia is rich in mineral resources. Among the 13 main mineral de-

posits proven in the county are lead, zinc, molybdenum, copper, kaolin, granite and quartz, etc., among which the reserve of nonferrous metals such as molybdenum, zinc, lead and manganese exceeds 5,000 tons.

Facing the sea and backing the mountains, Yongjia is a juncture of land and water transportation. The land transportation is particularly convenient with the highway network covering the whole county. No. 104 and No. 230 National Highways cross every town of the county along the river with a total length of 48 km. Yongjia is close to Wenzhou Airport and 10,000-ton-class Wenzhou Harbour. The top-class highway to be built along the coast of China will run across the Oujiang River connecting the south of Wenzhou Municipality with the north, past Qidu Island—a hometown for many overseas Chinese. The Jinhua-Wenzhou Railway passes the county, too. The three-dimensional transportation system of water, land and air has been established. In addition, modern tele-communication has been rapidly developed. A set of equipments for 45,000 computer-controlled telephones has been imported from Japan, providing international direct dial and domestic direct dial services to the subscribers, and in the near future the portable phone operations will be open to the public. Meanwhile the medical and health facilities are perfecting day by day with a growing contingent of medical workers. A network of medical and health work and epidemic prevention covers every part of the county.

Textile, carving, ceramic and other handicraft industries have a long history in Yongjia County. The products such as Huangyang wood carvings, silk embroiders and straw weaving handiworks sell well home and abroad. Town and township enterprises are mushrooming with the reform and opening to the outside world. The production of mechanic valves, electronic instruments, clothes, footwears, buttons, zippers, chemicals, ceramics building materials and processed food are growing thrivingly in various ways, and the products have commanded a ready sale. Qiantou Button Market, which is praised as 'the biggest button market of Asia' by Hongkong newspaper *Dagongbao*, and as 'the Brussel of Asia' by the bimonthly *Banyuetan*, is famed all over the world.

Yongjia has a broad prospect in foreign trade. It is one of the key coastal counties that was first approved to be open to the outside world by the State Council in 1988. The seven towns of the county—Shangtang, Oubei, Qiantou, Qiaoxia, Yantou, Shatou, and Wunlu—are listed as key industrial satellite towns of Zhejiang Province. With the support of 18,000 overseas Yongjia people and the compatriots of Hongkong, Macao and Taiwan, the foreign trade and the cooperation with the foreign businessmen and investors are enlarging day by day. The imported advanced technology and scientific production equipments have helped promote the economic construction of the county. Now there are 16 joint ventures and a solely foreign-funded enterprise in the county. The export-orientated products exceeds 250 kinds. The county government has issued a series of preferential policies on the use of land and the imposition of taxes in order to expand international economic and technological cooperation, quicken the pace of economic construction, promote the quality of comprehensive service, and to improve the investment environment. In a word, foreign businessmen and investors are specially encouraged and welcome to run their business in Yongjia County.

Yongjia is attractive for its abundance and beauty, and, above all, the people of Yongjia are hospitable. All friends from home and abroad will be warmly welcome!

永嘉縣政區示意圖

A SKETCH MAP

OF YONGJIA COUNTY ADMINISTRATIVE DIVISION





清溪放舟 夢之幻迷，詩之
意境，輕輕地蕩漾於碧波清流、
修竹、夕陽之中。

Sailing on the clear water: It is dreamy
and poetic to sail through the green bamboos
in the golden dusk.



錦繡楠溪江

THE PICTURESQUE NANXIJIANG

國家重點風景名勝區楠溪江，東與雁蕩山風景名勝區相連，南距溫州市區僅20多公里。凡涉足浙南的海內外朋友，無一不遊覽雁蕩山與楠溪江的山水佳景。

三百里楠溪江融險、奇、幽、秀為一體，其上游溪深林茂，飛瀑成羣，中游水清見底，灘林如簾；下游江水逶迤，風光旖旎。六百多平方公里景區內勝景如林，有絕壁奇觀太平岩、深潭凝碧的三角岩、天然盆景獅子岩、九丈奇峰朝天龜、溪中天柱石桅岩、崢嶸入雲的十二峰、“天下第十二福地”陶公洞、幽峻奇秀的小

三峽、形態各異的羅陽瀑布羣。楠溪江竹筏遨遊和橡皮舟漂流探險活動令人神往。

風韻獨具的楠溪江，至今遺存着新石器時期的文化遺址，宋、明、清朝代的古塔、橋樑、路亭、牌樓和古戰場；保存着以“七星八斗”和“文房四寶”陰陽風水構思而建成的芙蓉村、蒼坡村的原古風貌；留存着大批完整的百家姓宗譜，並有謝靈運、王羲之、蘇東坡等歷代文人墨客的履跡和詩句。

The Nanxijiang River, one of the most famous scenic spots of the country, borders

on the Yangangshan Mountain Scenic Spot on the east, and the south tip is only 20 km away from Wenzhou city proper. Anyone touring the south of Zhejiang Province will visit the Yandang Mountain and the Nanxijiang River.

The 300-km-long Nanxijiang River is characterized by dangerousness, splendor, peacefulness and gracefulness, with deep pools and luxuriant forests at the upper reaches, with clear water and verdant bosquets at the middle reaches, and with winding and quiet flow at the lower reaches. The 600 km² of the river valley is dotted with countless famous spots. Among them are precipitous Peace Cliff, Triangle Cliff over the deep pool, Lion Peak like a potted landscape, Turtle Rock on Juzhang Peak, Mast Rock like a huge column, the towering Twelve Peaks, Master Tao's Cave known as "the twelfth holy place of Taoists", beautiful and siren Three Small Gorges, and Luoyang's waterfalls of different shapes. So it is a great enjoyment to drift down the river on a raft or a rubber dinghy.

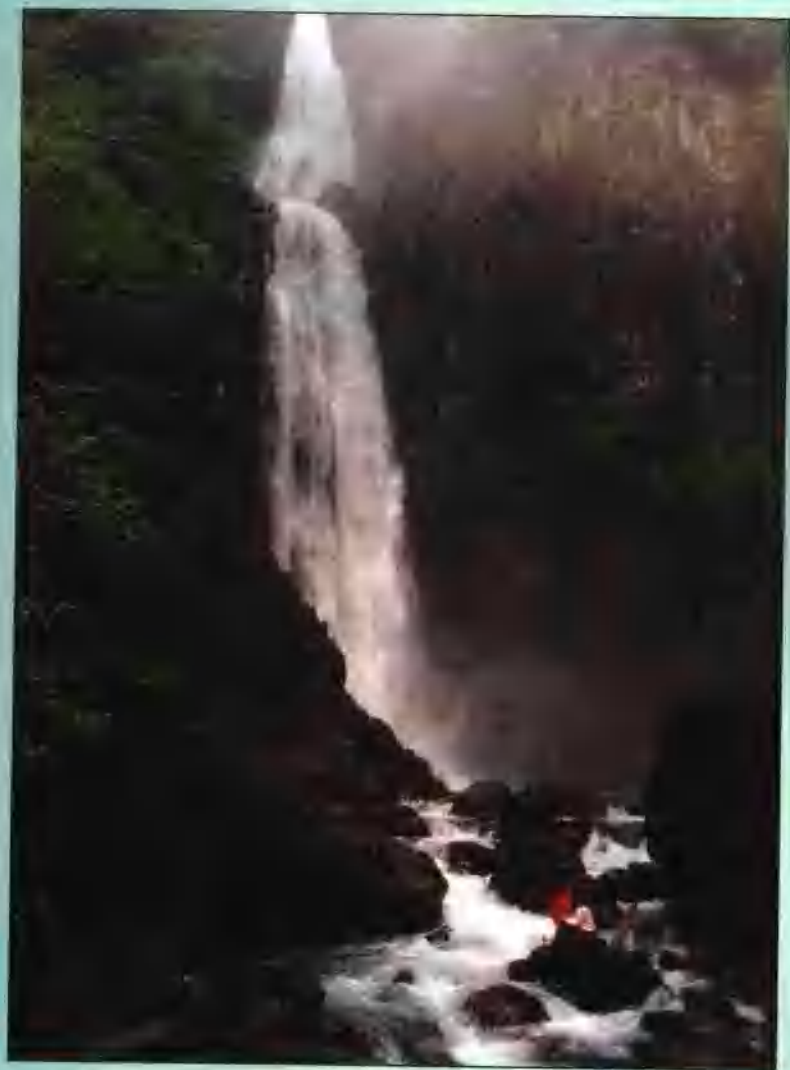
Besides, preserved in the river valley are such cultural relics as the ruins of the New Stone Age, the ancient pagodas, bridges, road pavilions, archways, and battle fields of the Song, Ming and Qing Dynasties, as well as Furong and Cangpo Villages designed according to the layout of "the Big Dipper", "Yin Yang, Feng, Shui," and "the Four Treasures of Study". Extant here are also large quantity of genealogical records of various families, and the manuscripts of the literary figures of different dynasties as Wang Xizhi, Xie Linyun, and Su Dongpo.

► 碧水金灘 在漁田嶺附近登高遠望，但見楠溪江碧水金灘互相依傍，組成線條優美的圖案。

The green water and the golden beaches: Looking from the top of the Yutian Mountain, one will see the green water of the Nanxijiang River winding the golden beaches, presenting a unique scene.

◀ 如詩似畫 凌虛飛下的楠溪江源頭。

The origin of the Nanxijiang River: Poetic and picturesque.



JIANG RIVER

► 石桅岩 獨峰三面環溪，拔地直上306米，相對高度居國內岩峰之冠。遠望如帆桅，故名；又稱“浙南天柱”。她與雁蕩山雙峰遙遙相對，為楠溪江第一勝景，遊人至此，無不望峰息心，窺谷忘返。

Mast Rock: With water around it on three sides, the 306-metre-high rock towers straight into the sky like a huge mast, and so it was named. It is also called "the Pillar of Heaven". Contending with Double-Bamboo-Shoot Peak on the Yandang Mountain in the distance. It is the most attractive view of the Nanxijiang River.



1

2

1. 陶公洞 譽稱道教“天下第十二福地”。南朝梁代“山中宰相”陶弘景曾隱居此洞，故名。洞內尚存明清古建築，是信男善女的朝香聖地。

2. 羅浮雙塔 位於楠溪江入海處的龜山蛇山上，始建於西晉元康年間，宋代重建聖塔，現存雙塔為明朝遺物。與溫州江心嶼雙塔隔江相峙，自古為江心十景之一。

Master Tao's Cave, the Twelfth Holy Place of Taoists. Tao Jinhong, who was called "the prime minister in the mountain", lived in seclusion in this cave during the Liang period of the Southern Dynasties. The cave has been a holy land for the pilgrims.

Luofu Twin Pagodas. Located at the tops of the Gulshan and the Sheshan Mountains at the mouth of the Nanyijiang River, the two pagodas were first built in Yuankang's reign of the Western Jin Dynasty and rebuilt in the Ming Dynasty, facing the two distant pagodas on the islet of the Oujiang River. They have been one of the ten most famous scenes on the islets of the rivers of China since the ancient times.







► 楠溪江摩崖石刻

Shatsien Cave: Standing at the entrance of Shatsien Cave located in the Misty Rock Scenic Spot, one can enjoy the towering peaks, blue skies, and white clouds.

◀ 水心刻：站在石船卷景見的
水仙洞口，看奇峰峭壁，感天地
靈，其樂無窮。

Cave engravings by the Nanxiliang River: "A Village in the Sky" inscribed by Zhu Xi and "Stepping to the Wonders of the" by Shu Menghai, a famous calligrapher.

十二峰 奇峰怪石，氣勢磅礴，移步換形，妙趣橫生。

The Twelve Peaks: Fantastic and magnificent, the peaks look different at different angles.



烏牛巖 位於東蒙山叢林中。現存 晉代天然道觀、土地廟，另有龍蟠洞、龍古洞、胡公洞、七星壁等景觀。立於丹台可俯視楠江東去，兼收永樂兩縣田園風光。

◀ Wuniuzhan: It is a natural Taoist temple, located in the woods of the Dongmen Mountain. There on the mountain are also Land God Temple, Longpan Cave, Xiguo Cave, Hugong Cave and Seven-Star Wall. Standing on the platform of the temple, one can take in sight the winding Oujiang River and the beautiful fields of Yongjia and Yuejia Counties.



▶ 太平巖 臨江長崖壁，樹叢迴轉亭。

Taiping Cliff: The precipitous cliff stands by the river and the pavilion hides in the woods.



天然盆景獅子岩 晨曦薄霧，
波光隱現，江南秀色，如畫自然。

Potted-landscape-like Lion Cliff: Mist
obscuring the morning sun and water reflect-
ing green mountains—a typical scene of the
south.



如玉龍凌空飛舞，似虹光與
彩霞齊飛的百丈瀑。

Baizhang Waterfall: The water pouring
down from the great height, now like a fly-
ing dragon, now like a dancing rainbow.



► 楠溪江之夜

The night of the Nanxijiang River: The breeze sways the light in the moon, reporting the coming of another fishing boat.

▼ 正江山龍灣森林公園 林濤
雲海，怪石飛瀑；老樹枯藤，雜
花異草繁茂，此地空氣濕潤清新，
氣候宜人，植物種類繁多，野生
動物豐富，為避暑休養地。

Longwan Forest Park on the
Zhengjiangshan Mountain. It is an immense
forest in the seas of clouds. In the park one
can see fantastic rocks, rushing waterfalls,
ancient trees, strange flowers and rare wild
animals. The air is fresh and the climate is
favourable. It is an ideal summer resort.

