

今日瓷都—德化

Today's Ceramic Capital—Dehua



福建省德化县人民政府

Dehua County People's Government, Fujian Province



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福建省德化第五瓷厂

FUJIAN DEHUA
NO.5 CERAMIC FACTORY

德化第五瓷厂

Dehua No.5 Ceramic Factory

Established in 1966 and located in the well-known ceramic industry area-Dehua, Fujian Dehua No.5 Ceramic Factory is one of the biggest ceramic manufacturers in China. It used to be a government-owned enterprise and mainly produced traditional Chinese porcelain. In 1997, Mr. Keren Wen who had been the president of the factory since 1983 bought the factory completely from the government and made it become a private business. After that, a lot of new facilities and modern equipment was built, which increased the production capacity a lot and improved quality greatly. A brand new face of the factory has taken on.

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总经理：温克仁 General manager: Wen Keren

我厂是具有30多年从事陶瓷制品生产的高新技术企业，现有职工1500多人，配备7条先进的窑炉生产线，年产陶瓷二千万件，93年受省科委委托成功开发出了骨质陶瓷和工艺色瓷新产品，通过验收达到国内领先水平，被评为福建省名优产品。96年以来完成了县府交给的“明焰快烧窑”及“宽体窑”引进任务，开发了同窑配套生产的陶瓷新瓷种——釉下彩精陶，被国家确认为国家级新产品。本企业主要生产高档釉下彩餐具及白云陶，同时开发了同兴牌等系列陶瓷产品。本企业将进一步提高管理水平，加强技术革新，以优质的产品参与国际市场大竞争，为德化陶瓷振兴作出更大的贡献。



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福建省德化阳山铁矿

Yangshan Iron Mine, Dehua, Fujian



阳山铁矿系省、市、县三家联营合办的国有企业，为福建省三明钢铁厂的配套矿山。一九八五年筹建至一九九〇年，按设计要求基本建成采选联合企业，现有露天采矿区，选矿厂，简易机、汽修理厂、炸药库，材料库，尾矿库，矿区办公生活福利区，城关办事处及生活住宅区，集办公、商业、住宅、招待所为一体的综合大厦。

现年采铁矿40万吨，年生产铁精矿20万吨（含铁65%），为三明钢铁厂最大的铁精矿粉供应基地。现有职工320人，固定资产3351万元，各类专业技术人员52人。一九九五年获省工业明星企业称号，一九九六年获泉州市文明单位称号。1996-1998年被福建省企业评定中心评价授予省工业企业经济效益300佳，利税300强企业称号。

This iron mine is a state-owned enterprise co-sponsored by the provincial, municipal and the county sides. It is a raw material supplier for the Sanming Iron & Steel Factory. It has mining and extraction functions, including surface mining area, extraction factory, simple garage, explosive storehouse, tool house, mining area living quarters, the county office and a comprehensive building in which integrates office, trade, housing, hotel.

Now, the annual iron ore output 400,000 tons, fine iron ore 200,000 tons (the Fe content 65%). It is the largest supplier of fine iron ore for Sanming Iron & Steel Factory. Workers 320, fixed assets 33.51 million ¥, skilled technicians 52. It has received many titles from the governmental departments.

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序言

德化县人民政府县长 杨益民

德化是中国三大古瓷都之一，钟灵毓秀，人杰地灵。瓷都这片素有“闽中宝库”美誉的神奇热土，在改革开放春风的沐浴下，焕发出无限的生机和活力。瓷都人民充分发挥“山、水、矿、瓷”四大优势，大力实施“大城关”发展战略，成功闯出一条山区经济发展路子。全县国民经济持续快速健康发展，社会各项事业全面进步。1993年李鹏总理题词“德化名瓷，瓷国明珠”，高度概括了德化陶瓷在国内外的影响和地位。1996年3月，德化县被国务院经济发展研究中心命名为“中国陶瓷之乡”。目前全县有各类企业和个体工商户6576家。1999年，全县国内生产总值29.4亿元，财政收入2.1368亿元。1996年以来连续三年被评为“福建省经济发展十佳县”，综合经济实力位居全省县（市）第13位。

瓷都德化的发展与其特定的历史环境，丰厚的文化底蕴及由此而形成的地域文化——陶瓷文化是分不开的。德化陶瓷已有一千多年的历史，现列为国家、省级文物保护的窑址238处。勤劳、灵巧的德化人，把丰厚的陶瓷文化转化为强大的生产力，使陶瓷产业发展成为一大支柱产业，如今拥有1100多家陶瓷企业，23家企业集团，陶瓷产值25.5亿元，出口17.89亿元。

《今日瓷都——德化》以最新的信息，翔实的资料，从不同的侧面向世人展示了瓷都风貌，配以各政府部门、各乡镇、瓷都概况和对外政策等相关信息，真实客观地反映了瓷都改革开放二十年来的辉煌历史，是人们了解德化陶瓷的一份综合资料。值此付梓之际，谨为之序。

二〇〇〇年九月

Preface

Dehua County Government Magistrate Yang Yimin

One of the three Chinese old pottery capitals, and with scenic beauty and eminent personages, the 'Precious Bank in Middle Fujian' Dehua County has renewed itself, bathing in the soft wind of reform and opening up to the outside and radiating unlimited creation and vitality. Relying on the four superiorities of 'Mountain, Water, Mineral and Pottery', people in the ceramic capital implement a policy of 'Big County Town Strategy' and successfully probe a way of economic development in hilly areas. The county's national economy has advanced steadily, fast and sound, together with all the social progress. In 1993, the then premier Li Peng gave an inscription 'Famous Te-hua Porcelain, a Shining Pearl in Ceramic World', highly summing up about Te-hua porcelain's influence and status worldwide. In March 1996, the Economical Development Research Centre under State Council named Dehua County 'Chinese Pottery Hometown'. At present, there are 6,576 various kinds of enterprises and private firms. In 1999, GNP in the county reached 2940 million RMB¥, financial income 213.68 million RMB¥. Since 1996, the county has been conferred one of 'Ten Best Economical Development Counties' in Fujian province for 3 successive years. It ranks No.13 in terms of comprehensive economic forces in the province.

The ceramic capital Dehua's development cannot be separated from the special historic environment, rich cultural background and pottery culture derived from them. Dehua pottery has a history of over 1,000 years and 238 ancient kiln sites under state or provincial-level protection. Dehua people, hardworking and deft, turn the rich pottery culture into strong productive force and make the ceramic industry a key one in the county. Now, in the county there are over 1,100 ceramic enterprises, 23 enterprise groups. In 1999, annual ceramic output value 2550 million RMB ¥, export value 1789 million RMB ¥.

With the latest information, detailed materials, the book 'Today's Ceramic Capital-Dehua' also contains general introduction about governmental departments, town or township, and policies on foreign affairs, and faithfully reflects splendid past since reform and opening up. It is a useful reference to be acquainted with Dehua. On the occasion of near publishing, here is the preface.

September 2000

德化概况

德化地处福建省中部、泉州市北部,属中亚热带季风气候,年均气温 19.5°C ,年均降水量1789毫米,年均无霜期270天左右。素有“闽中屋脊”之称的戴云山座落在境内;全县总面积2232平方公里。辖10个乡8个镇、202个村(居),人口30.2万。

德化自五代后唐长兴四年(公元933年)置县至今,已历千载,是中国陶瓷文化的发祥地之一,与江西景德镇、湖南醴陵并称为“中国三大古瓷都”,是全国最大的工艺瓷生产出口基地和全国十大主要陶瓷产区之一,德化瓷素以“白如玉、明如镜、薄如纸、声如磬”的特点而独领风骚。蜚声中外,建白瓷、高白瓷和瓷雕被誉为当今中国瓷坛的“三朵金花”,一些新瓷种在全国或国际各种评奖会上160多次披金挂银。1996年,被国务院发展研究中心等单位命名为“中国陶瓷之乡”。现有陶瓷企业1100多家,1999年陶瓷产值25.5亿元,出口交货17.89亿元,全县陶瓷出口交货值占陶瓷总值的80%以上,产品远销世界150多个国家和地区。在以陶瓷为龙头的支柱产业带动下,德化经济发展逐步步入快车道,1996年以来一直保持“福建省经济发展十佳县”称号,经济综合实力跃居全省县(市)第十三位。

德化自然资源丰富,拥有“山多、水足、矿富、瓷美”四大优势,素有“闽中宝库”之称。森林覆盖率75.5%,为我国南方重点林区县之一。已探明的矿藏达40多种,其中高岭土、铁矿石、石灰石储量均达三亿吨以上,黄金储量居福建省首位。可供开发的水力资源达24万千瓦,是全国首批100个农村电气化试点县之一。德化山清水秀、人杰地灵,自然生态资源保护良好,青山绿水之间到处是茂林修竹、奇岩怪石,一派自然风光和田园气息。德化还有三山(九仙山、戴云山、石牛山)、两水(龙门滩、涌溪库区)、一树(美湖千年樟树王)和灵鹫岩寺、戴云寺、石壶殿、香林寺、龙湖寺等风景名胜,以及被列为全国重点文物保护单位的屈斗宫古窑址等文物古迹,构成了十分丰富的旅游资源。通过近年来的宣传和开发,德化的旅游资源日益为世人垂青。

改革开放20年来,德化加快交通、通讯等基础设施建设,使之日臻完善,实现了乡乡通柏油路、村村通公路、乡乡通数字移动电话、村村通程控电话。引温泉水入城,大大改善了城关居民的生活条件。连续三届被省委、省政府授予创建文明县城竞赛活动“先进县城”荣誉称号,社会事业蓬勃发展,精神文明建设再上新台阶。如今,德化人民正以崭新的姿态向“一流瓷城”宏伟目标迈进。



A Survey of Dehua County

Dehua County is located at the foot of Daiyun Mountain--the roof of Middle Fujian province, i.e. the northernmost part of Quanzhou Municipality. It is in the subtropical monsoon region, the annual average temperature being 19.5°C, annual precipitation about 2,000mm, annual frost-free period about 260 days. Land area 2,232 km², 18 Towns or Townships, 202 Villages, population 302,000.

It has been more than 1,000 years since the establishment of Dehua County in the year 933 AD Changxin 4th year of Later Tang, Five Dynasties. It is an originating place of China's ceramic culture, together with Jingdezhen in Jiangxi and Liling in Hunan being called 'China's Three Old Main Porcelain Capitals'. It is the largest export base of art pottery and one of the 10 biggest pottery manufacturers in China. Dehua porcelain is prestigious and famous worldwide for it is 'white as jade, bright as glass, thin as paper, sounding like inverted bell'. Ivory-white, high-white porcelains and ceramic sculpture are praised to 'three golden flowers' in Chinese porcelain circle. Some porcelains of new style have received various gold or silver medals 160 times in national or international competitions. In 1996, the D & R Center under the State Council named Dehua County 'The China Porcelain Hometown'. Now, in the county there are 1100 porcelain manufacturers. In 1999 the annual porcelain value 2550 million RMBY, export 1789 million RMBY, - accounting for 80% of the total value. The porcelain products are sold in 150 countries and districts worldwide. Promoted by the key porcelain industry, the economy of Dehua has driven into the express lane and continually got the title of one of Fujian '10 Best Economical Development Counties' and ranks the 13th in terms of economic comprehensive strength in Fujian province.

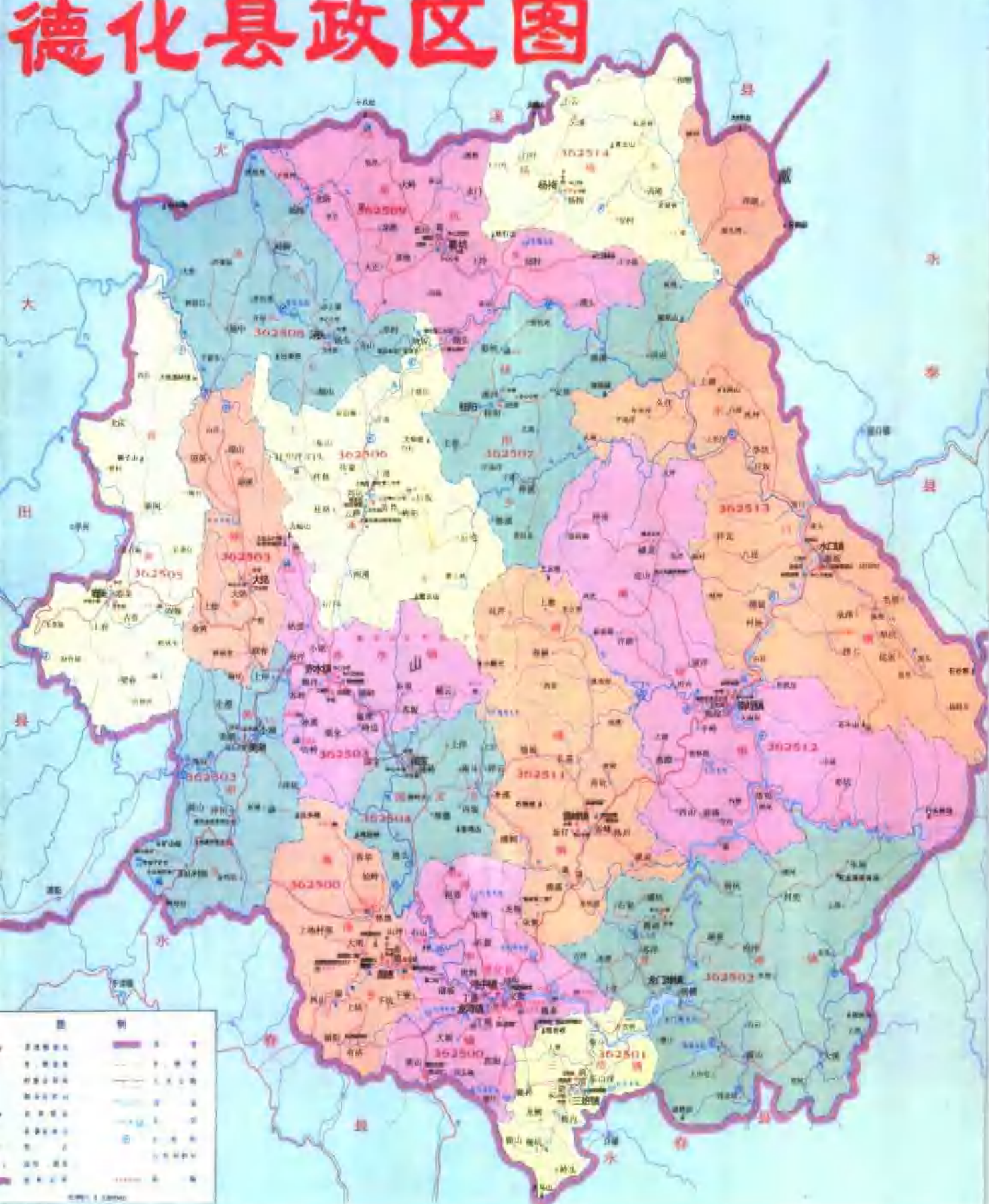
Dehua enjoys the reputation of 'Precious Bank in Middle Fujian' for its rich natural resources and four superiorities, i.e., lots of hills, plenty of water, richness of mines and beauty of porcelain. 75.5% of the land is covered with forest. It also is a main forest area in southern China. There are more than 40 kinds of known mines, of which the reserves of kaolin, iron ore and limestone are more than 300 million tons. The reserve of gold mine ranks No.1 in Fujian province. Waterpower that can be used reaches 240,000KW. It is one of the first experiment counties of the rural electrification in China. Picturesque sceneries, historically eminent scholars, idyllic life style and rustic people in Dehua, and numerous scenic spots, historic relics, e.g. natural reservation areas, reservoirs, Buddhist temples, one-thousand year camphor tree, national key relic-ancient kiln site, all of the above mentioned attracts tourists from throughout the country and the outside world. Propagation and development in recent years has made tourism in Dehua grow steadily and has got more and more appreciation from tourists.

20 years after reform and opening up policies, Dehua's infrastructure, such as roads, telecommunication has greatly improved. Social development is also coordinated with the economy. Ambitious plans are being made to cope with the challenge of new century.

Warm-hearted Dehua people welcome friends all over the world.



德化县政区图



德化县行政地图



环宇集团

福建省泉州环宇集团

Huanyu Group Quanzhou Fujian

Huan Yu Group is a brand new star in "the Porcelain Capital" of China, honored for its boundless creativity, excellent quality, considerate services and a fair reasonable price. She will stand out to speak by her behavior that three Chinese can represent a great dragon! Now you see, the dragon is getting its wings and can fly in no time.

Leading Officer: Luye Huang

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福建省佳美集团公司

Fujian Jiamel Group Corporation

福建省佳美集团公司是佳美集团的核心企业，是一家集生产、科技、贸易为一体的高度外向型股份制乡镇企业。主要生产适销欧美地区的工艺美术陶瓷、树脂工艺品，产品100%出口，销往美国、英国、法国、香港等二十多个国家和地区。

公司直轄佳美瓷厂、佳美彩印包装厂，并选择厦门作为拓展国际市场的重要窗口，建立驻厦门办事处。现有职工5100多人，其中管理人员202人，技术人员68人，资产总额1亿多元。公司以“质量第一、创新第一、效益第一、服务第一”为经营宗旨，目前已形成瓷土精加工、产品开发与生产、彩印包装、技术改造、运输仓储、报送出口内部配套一条龙运作体系。1999年公司直轄企业实现总产值4亿元，出口交货3.6亿元，出口创汇4500万美元，其中通过自营进出口创汇2283万美元，上缴各种税费2290万元，成为泉州市生产企业自营进出口以产值、创汇、纳税等项目评比第二名的企业。连续几年受到省、市、县人民政府的表彰，被授予“出口创汇大户”、“纳税大户”、“先进企业”、“百佳明星企业”等荣誉称号。

公司在发展的过程中，坚持以人为本，以资金为基础，以科技为动力，以市场为导向，加强企业管理，促进自营出口快速发展。计划到2005年年产值达10亿元，自营出口创汇达6000万美元，力争成为全省生产企业自营出口创汇最大户之一。

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经理：苏尧棠

This corporation is a core enterprise of Jiamel Group, combining R & D, manufacture and trade. It is a highly foreign oriented shareholding township enterprise. Its subsidiaries include a ceramic factory, a color printing and packaging factory and an office in Xiamen as a window to open foreign markets. Staff number 5,100, management 202, technicians 68, total assets 100 million ¥. The corporation always pays much attention to quality, innovation, efficiency and good service. Its business scope are, clay processing, R & D, color printing, technological promotion, transport and storage, export procedures, etc. In 1999, the total output value 400 million ¥, export value 360 million ¥, export trade 45 million US \$, tax paid 22.9 million ¥. The corporation has got a lot of medals and titles from the public and the government.

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Main products: artistic china, resin artware, sold in America, Britain, France and Hong Kong, etc.