

SINO-U. S. -EURO. TRADING ALMANAC (1995 - 1996)
U. S. A. -EURO. (I)

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PREFACE

SINO-U. S. -EUROPE TRADING ALMANAC (1995-1996) is a new edition based on SINO-U. S. TRADING ALMANAC (1993-1994) (hereinafter referred to as ALMANAC 94) which was mainly compiled, published, distributed by SINO-U. S. Information Inc. The publication of ALMANAC 94 boasts a great success both in China and U. S. . The ceremony for the initial publication of ALMANAC 94 was held on November 18, 1993 in the financial center, Broadway Street, New York, U. S. A. . Nearly one hundred figures from all walks of Sino-U. S. trading, financing and information consulting, and circles of mass media including the new agencies in New York, VOA and Chinese TV Station attended the ceremony, in which, the publication and contents of ALMANAC 94 obtained full confirmations and high appraisals from all presence. Mr. WU hongqiao, Chinese Consul General in New York, said in his congratulation: "Thanks to the publication of this monumental reference book, it is really a piece of good news for the promotion of Sino-U. S. trading, because it makes up the insufficiency of information about China and offers an important information source. . . .". ALMANAC 94 has been accepted extensively in the circle of trading and reached a sale of 50,000 volumes. In addition to China and U. S. , ALMANAC 94 is also on sale in European countries and South Korea.

The New edition ALMANAC includes two volumes, instead of four as it used to be, U. S. -EUROPE volume (Vol. I and II) and CHINA (MAINLAND) (Vol. I and II), The numbers of companies in Directory is increased respectively from 12,000 to 18,000, and from 12,000 to 15,000. With more upgraded information in the contents of both volumes especially China volume, the new edition of ALMANAC is also published in both Chinese and English.

Through the cooperation between SINO-U. S. Information Inc. and China Council for the Promotion of International Trade (C. C. P. I. T), the new edition of ALMANAC is distributed of the Xinhua bookstores all over the China by Shanghai Jiaoda Publishing House.

With the development of the trade among China, the United States and Europe, the goods marked 'made in China' are available in almost every market of U. S. and Europe. The new edition of ALMANAC will also serve as an effective advertisement for the products of those foreign companies that aims to enter Chinese market. It is estimated that the issue of the new edition will reach dozens of thousands in number, and become an important source of information about trading between China and European countries and U. S. , and also a necessary reference book for the businessmen, scholars, economists, experts and teachers in this field.

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電 話:(010)3473322

電 傳:22339 CNIC CN

傳 真:(010)3401116

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郵 編:100053

ADD:12 A GUANG'ANMEN NANJIE, BEIJING, CHINA

TEL:0086-10-3473322

TELEX:22339 CNIC CN

FAX:0086-10-3401116

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