



A Close look  
at the **Denniler  
Corporation Group**

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陕西人民出版社

# 触摸丹尼尔

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For too long the spiritual loftiness has been despised,  
But the fisherman battling against the waves said:  
Though a man can be defeated,  
He will never be conquered in spirit.  
This is, perhaps, an answer to life.



人们已经很久很久轻视精神的品质，不过  
在大海上苦苦搏斗的那个打渔老人说了：  
一个人可以失败  
但是，一个人不可以被打垮  
或许，这就是人生的一个答案



永远顶天立地地站着  
只把眼泪默默地咽下  
走吧，你还和往常一样抬头走过去  
留下你的壮烈  
带走我们的感动




Stand upright and high-minded forever,  
And swallow the tears without a word.  
Walk away as usual with your head high,  
Leaving behind your heroic spirit,  
And taking with you our gratitude.

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为祖国立业  
为民众服务  
为企业发展求真谛  
为社会进步开新途

To run the enterprise for the nation,  
To render services to the people,  
To seek ways for the growth of the enterprise, and  
To blaze new trails for social progress.





许嘉璐，全国人大常委会副委员长

*Xu Jialu, Vice Chairman of the Standing Committee of the National People's Congress (NPC)*

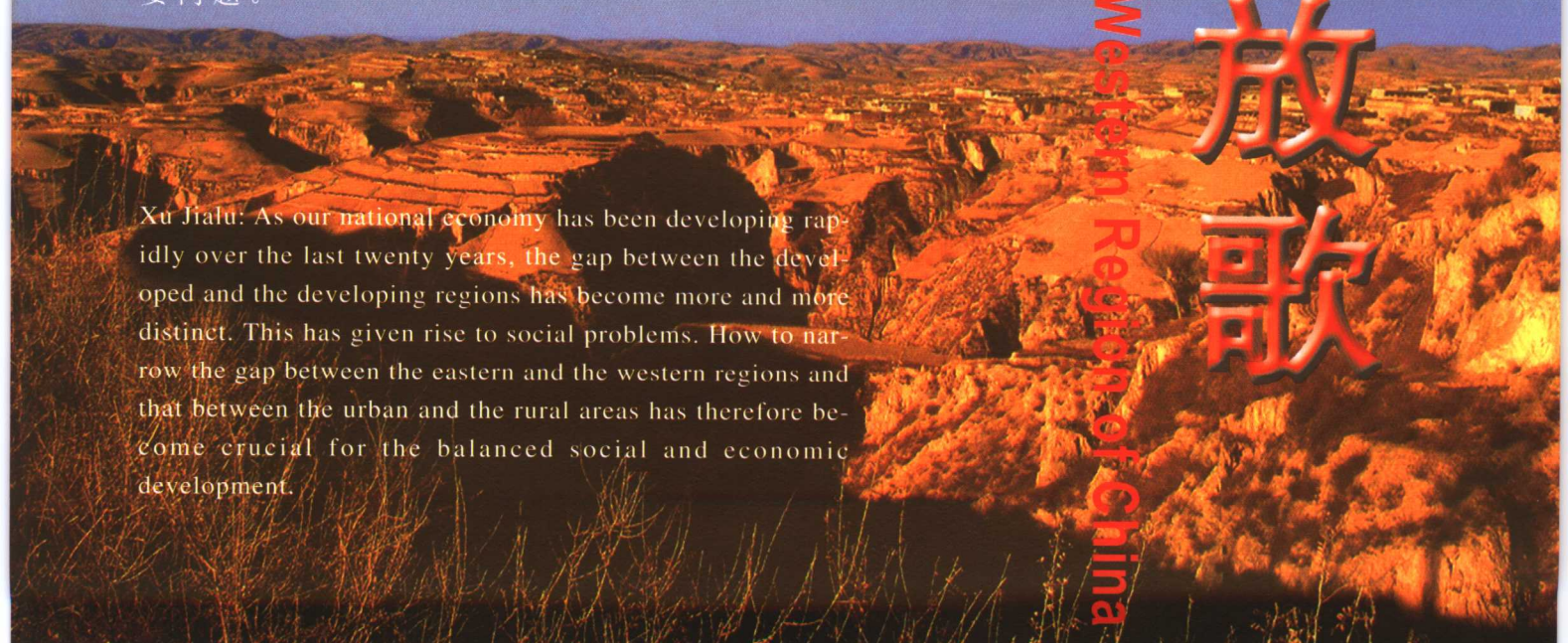


许嘉璐：在20年的经济快速发展的时候，我们国家地区之间的差别和城乡之间的差别已经越来越明显，这同时带来一定的社会问题。如何缩小东西部的差距，城市和农村的差距，是解决社会协调发展的首要问题。

Xu Jialu: As our national economy has been developing rapidly over the last twenty years, the gap between the developed and the developing regions has become more and more distinct. This has given rise to social problems. How to narrow the gap between the eastern and the western regions and that between the urban and the rural areas has therefore become crucial for the balanced social and economic development.

# 西部放歌

Ode to the Western Region of China





大漠孤烟，长河落日。苍茫千重山和水，风情万种歌与人。  
中国的西部曾经就以如此格调长袖独舞，书写了“铁马冰河入梦来”的壮志，歌唱了“人面桃花相映红”的情愫。然而，当岁月的大潮在起落之间退去的时刻，我们竟至满目苍凉。



丁石孙，全国人大常委会副委员长  
*Ding Shisun, Vice Chairman of the Standing Committee of the National People's Congress (NPC)*



丁石孙：中央政府现在已经提出科学的发展观。科学发展观强调可持续的和谐的发展，不仅仅是经济发展，还包括教育、卫生、科学、文化等等，包括缩小地区、城乡、贫富等的差别。

Ding Shisun: The Central Government has put forward the strategy of scientific development, which emphasizes both sustainable and harmonious development, and both economic growth and the development in education, public health, science, and culture. The strategy also entails narrowing down the gap between different regions, between urban and the rural areas, and between the rich and the poor.





如歌如诗的大唐芙蓉园惊艳绝响之际  
西部放歌的节奏  
舞蹈起如醉如痴的韵律和色彩

Like the dazzling lights and stunning beauty of the Tang Paradise,  
With the beat of the western development,  
Denniler vibrates with rhythm and strides.







2005年4月，曾经步履蹒跚的古城一鸣惊人：中国地方政府的第一个白皮书《西安国际化、市场化、人文化、生态化发展报告》律动八方，老百姓看到一个实实在在的希望。也是这一年，丹尼尔企业从多年前一个30平方米的店铺成长为拥有50亿资产的大型企业集团。如歌如诗的大唐芙蓉园惊艳绝响之际，西部放歌的节奏，舞蹈起如醉如痴的韵律和色彩。





“丹尼尔人”是一个称谓，这个称谓绝不仅限一般的意义。它包含了太多的曲折坎坷、太多的忍辱负重，也概括了为崇高的理想，坚韧而孜孜以求的奋斗、创新、奉献的历程。

# 丹尼尔人

Denniler People and Their First Attempts





1991年，王国庆辞去公职，租赁了30平方米的临街商铺，成功营销了数千台“丹尼福根”牌录像机。为纪念此事，取其谐音，“丹尼尔”之名由此而来。在被姓“社”、姓“资”的问题困扰的时代，丹尼尔人首先进入最易成长的流通领域。

In 1991, Wang Guoqing gave up the secure government position that he had held for ten years. Renting a shop with 30 square meters he started his private business and sold several thousand DK video recorders. To celebrate the success he named his shop "Denniler". This was a courageous move at a time when people were still confused with the "private" and the "public", a time when private businesses were rare.



王国庆下海初期租用的录像机销售门店

Wang Guoqing's first shop with video recorder business



丹尼尔珠宝城

Denniler Jewelry Mall

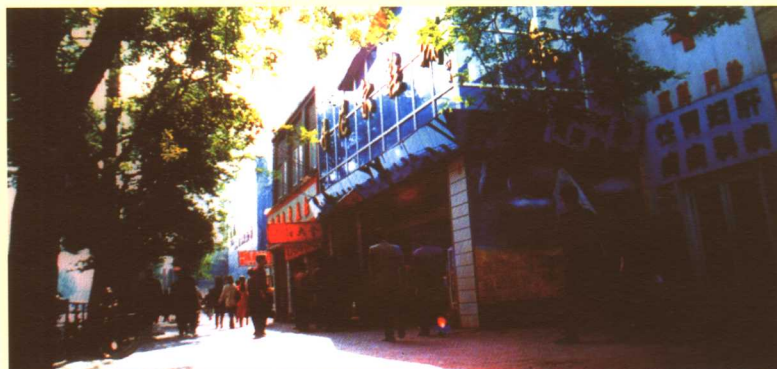
## 初出茅庐的第一个成功 —— 营销电器

The first business success:  
electric appliances retail



匠心独运的第一个尝试  
出租店铺

The first ingenious attempt:  
renting out the shopping space



丹尼尔鞋城  
Denniler Shoe Mall

1992年，王国庆先后创办了“丹尼尔鞋城”、“丹尼尔时装城”、“丹尼尔珠宝城”等专业商城，通过“店铺拆细出租”的经营方式，迅速提升了营业商铺的租金收益。丹尼尔人发现营造商贸平台较之自己经商更具资本效应。

1992 witnessed the expansion of Wang Guoqing's business with the Denniler shoe and jewelry malls completed and going into operation. Renting out small stalls in each mall Denniler reaped quick profits and discovered that it was more effective to rent out the business.

1993年，公司与旅美台胞田王青云合资兴建了“西安丹尼尔房地产开发有限公司”。在当时中外合资房地产开发企业为数不多的情况下，丹尼尔为自己创造了竞争优势，并在'93香港经贸洽谈会上率先签约了“解放路丹尼尔商城”商贸开发项目。

In 1993, Wang Guoqing set up the Denniler Real Estate Corp., Ltd in collaboration with Helen Wong, a Chinese American from Taiwan, adding to his competitive edge at a time when joint venture real estate developers were few in number. In the same year, Denniler concluded the “Denniler Shopping Mall” project in Jiefanglu Road, a busy thoroughfare in Xi'an.

捷足先登的第一个选择  
—— 招商引资

The first smart choice: attracting investments

王国庆(左二)与旅美台胞田王青云合资创建了“西安丹尼尔房地产开发有限公司”

Wang Guoqing concluding the agreement to set up the joint venture Denniler Real Estate Corp., Ltd





## 运筹帷幄的第一个战役

### 兴建市场

The first strategic battle:  
constructing marketplaces

1994年，王国庆千方百计筹措巨资，以6000万元人民币与第四军医大学西京医院合作，兴建了西北地区最大的室内小商品批发市场，即康复路丹尼尔商城。经过丹尼尔人数年滚动建设，一座大型商城在康复路拔地而起，实现了投资、建设、经营、回收四步并举，为企业的持续发展奠定了坚实的基础，前景广阔的商贸平台初见雏形。

In 1994, Wang Guoqing built the largest indoor shopping center for the wholesale of small commodities in collaboration with an adjacent university. It is the Kangfulu Shopping Arcade, the largest in China's north-western region.



在丹尼尔商城一期施工的同时，丹尼尔人修建的临时市场  
Temporary market while the first phase of the Denniler Shopping Mall construction was in progress

## 有口皆碑的第一个壮举 —— 拆迁之“难”

1995年，王国庆为政府分忧，丹尼尔人主动承接了搁浅多年的“东西窑坊”和“中山门”等老大难拆迁项目，并由此提出五个“不能忘记”的新型“义利观”，为贫困家庭减收差价800余万元，承担了逾亿元的亏损，获得了一次前所未有的道德洗礼。

In 1995, Denniler took over from the local authorities the Dongxiyaofang and Zhongshanmen redevelopment projects, enabling the poor families in the districts to pay a total of 8 million Yuan RMB less for their new housing. For this Wang's Denniler Group lost a profit of close to 100 million Yuan RMB.

The first praiseworthy move:  
redevelopment



王国庆(右二)探访窑坊贫困住户  
Wang Guoqing visiting poor families in Yaofang



# 高风亮节的第一个升华

## —— 公益理念

# The first generous effort: rendering public services



丹尼尔集团为陕西省援建30所希望小学签字仪式

*Denniler Group signing for donations to thirty "Hope" elementary schools*

1996年，丹尼尔人确立了“为祖国立业、为民众服务、为企业发展求真谛、为社会进步开新途”的企业精神和“站在最大多数劳动人民一面”的政治观。不久，又实施了“三百工程”，铸就一个品格高贵的企业灵魂。

In 1996, the Denniler Group began to establish one hundred "Hope" elementary schools, to develop one hundred agricultural projects, and to free one million farmers free from poverty.

# 独辟蹊径的第一个创制

## —— 改制联动

The first trail-blazing move: restructuring and synchronized operation

1997年，经省政府批准，丹尼尔集团出资7000万元人民币，发起设立了陕西丹尼尔市场股份有限公司。这使丹尼尔人脱离了一般商品经营的模式，也创造出了房地产开发和商贸平台联动的新模式。

In 1997, the Denniler Group invested seventy million Yuan RMB in the establishment of Shaanxi Denniler Market Corp. Ltd., through which it raised a fund of fifty million Yuan RMB. The Group has thus started a synchronized development of real estate industry and commodity trade.



陕西丹尼尔市场股份有限公司创立大会  
*Founding ceremony of the Denniler Group's Market Corp. Ltd.*

# 独具慧眼的第一个发现

## —— 规模重组

王国庆把“存量”的秘密通过传媒广泛宣传，希望全社会都可以因此受益

*Wang Guoqing introducing his stocked resources theory in the hope that it will benefit the whole society*



1998年，针对国有资产大量闲置和低效运营的状况，王国庆发现“存量”的秘密，据此提出“重组可以产生巨大生产力”的理论观点。丹尼尔人因此实施了“三一〇工程”，并在西安、杨凌、兴平等地展开调研，确定了首批重组对象。



In 1998, Wang Guoqing discovered the potential of stocked resources and put forth the view of “great productivity by means of reorganization”. The Denniler Group, therefore, initiated the projects to reorganize 10 losing state enterprises, build 10 large shopping malls, and help 100,000 urban inhabitants.



王国庆参加'98西安投资与贸易洽谈会  
Wang Guoqing at '98 Xi'an Investment and Trade Forum



丹尼尔集团兼并国有企业签字仪式  
Signing for Denniler's annexation of a state enterprise

The first far-sighted discovery:  
reorganization for size

大喜过望的第一个实验  
——  
联动开发

1999年，丹尼尔人承担了市政府为民兴办的十件好事之一的“解放路北段拓宽工程”，一举兼并了处于困境中的西安纺织器材厂，将城区内动迁住户异地安置到该厂区，成功置换出价值逾亿元的30亩城区土地，初步显示了存量资源重组与房地产开发联动的巨大效益。

In 1999, the Denniler Group undertook the municipal government project to widen the north part of Jiefanglu Road, a thoroughfare in Xi'an. For the project Denniler annexed the Xi'an Textile Machinery Factory, moved the families from the road reconstruction area and resettled them in the former factory site, thus, obtaining valuable land space in the inner-city area. This was the first success as a result of the reorganization of stocked resources in real estate development.

解放路北段拓宽工程拆迁现场

Jiefanglu Road under reconstruction



The first rejoicing experiment:  
joint redevelopment