

高朴著

在无边无际的 森林里漫步

——德国学习培训散记

凤凰出版传媒集团
江苏文艺出版社
JIANGSU LITERATURE AND ART
PUBLISHING HOUSE





作者简介

河南省鲁山县人，毕业于南京师范大学，获法学博士学位。曾在大学执教，主讲经营管理类课程，同时兼任多家企业经营管理顾问。后调入江苏省政府研究室工作，先后任信息处副处长、秘书处处长、经济处处长等职，兼任机关党总支副书记。期间曾赴宿迁市政府挂职锻炼，任市政府副秘书长，联系科教文卫工作。主要研究领域为区域经济、企业发展战略、市场营销管理，出版《现代国际营销》、《销售管理启示录》、《道德营销论》等著作多部，有四项研究成果获省级以上科研奖励。曾参加省委组织部举办的第九期高级管理人才经济研究班和国际经贸知识培训班。

本书是作者赴德国培训期间撰写的学习随笔，对德国的政治、经济、社会和文化等领域进行了粗浅的探讨。

写在前面

二〇〇五年六月至九月，我有幸参加了省委组织部举办的第九期高级管理人才经济研究班，在南京大学经过了一个月的理论学习之后，赴德国海德堡大学参加了为期两个月的专题培训，并到法国、荷兰、卢森堡、瑞典、芬兰、比利时等国家进行了参观考察。

在国外经过了两个月的学习生活，如果你问我，你最突出的印象是什么？我会不假思索地说，是那无边无际的茫茫森林。

记得两个月前，我们乘坐十多个小时的飞机，从上海浦东机场抵达德国的法兰克福机场。一下飞机，立刻就感受到了一种从未有过的震撼：那绵延不绝的绿色丛林，竟是那样的随意，那样的执著，那样的无拘无束，那样的充满生机和活力！事实上，在两个月的学习生活中，我们一刻也没有离开过这种浓浓的绿色：房前屋后，河岸路边，丘陵洼地，只要是我们足迹所至，眼光所及，都能感受到那浓浓的绿意。如同是我们神交已久的朋友，那些浓浓的绿色，始终与我们不离不弃，似乎不愿意在有限的日子里，离开我们半步。

许多同学说,到了德国,看到那无边无际的茫茫森林,才真正感受到了人与自然的和谐状态。其实,在我看来,不光在建构人与自然的和谐关系上,德国在经济社会发展领域的许多做法和经验,都有可资我们借鉴的地方。例如,德国在社会公平的追求上,建立了十分完善的社会保障制度;在区域共同发展上,制定了一系列积极有效的政策;在城乡关系上,建立了以财政支农为重点的扶持体系;在经济社会协调发展上,法律也给予了充分的保证……

未来中国的发展,理所当然应当以追求和谐为目标。正如我们在德国看到的一样,这种和谐,不光是指人与人之间的和谐,也包括人与自然的和谐,是“人与人和谐”和“人与自然和谐”的有机统一。不过,应当明白的是,中国作为一个正在走向繁荣富强的大国,作为一个社会主义国家,在和谐目标的追求上,不能仅仅满足于一种自然或自发的状态,而是应当从自身的实际出发,立足于一种科学的规划和设计,努力实现一种主动的、积极的和谐状态。正是从这个意义上,我们才有理由说,我们所追求的和谐是一种更高水平的和谐。

从德国经济社会发展的实践来看,实现一种和谐的状态,并不是一蹴而就的事情,而是需要经过艰苦的努力,甚至需要付出巨大的代价。在德国学习期间,我们把“实现社会和谐的途径和方法”作为一个重要的课题进行研究。大家普遍感到,在追求社会和谐的过程中,不仅意味着资金或技术的投入,更重要的是要建构一种文化上的支持。尽管在内容上,这种“文化上的支持”表现为许许多多具体的方面,但人的观念和价值体系,无疑是其核心的构成部分。显然,没有资金或技术背后强大的文化铺垫,没有人的自觉追求和积极实践,实现和谐的

理想社会，将是一句空话。而这一点，正是我们在建设和谐社会的长征中，可能遭遇到的最大的困难和最艰巨的任务。

在德国两个月学习生活中，作为考察团的一个成员，我每天坚持把自己的所见所思、所感所悟，星星点点地记录下来，不料想竟有四十多篇。在同志们的建议下，稍稍做了一些编辑，遂成现在的模样。我深知这些简单的随笔短文，反映的仅仅是个人的粗浅体会，算不上什么惊世之作，实在不敢拿出来贻笑大方的。不过，作为这段生活的真实记录，也许这些并不连贯的素材，能够给大家提供一个念想，一些回忆的碎片或引子。如果闲下来了，随手翻翻，兴许能想起那些难忘的日子。

还有一点要说的，就是这些文章不全是在德国所写，还包括在欧洲其他国家考察时的一些体会和心得。不过，尽管所到的国家不一样，但有一点至少是共同的，就是我们所到的地方，似乎都与绿色有缘：蓝天白云，绿水青山，无边无际的茫茫森林，成了那里的共同标志。这也就是为什么，我最后决定把这本小册子定名为“在无边无际的森林里漫步”的原因。

高 朴

二〇〇五年九月二十八日

Forewords

From June to September 2005, I was honored to attend the ninth economic seminar for advanced management by the Organizational Department of CPC Jiangsu Committee, which consisted of a month's theory studies in Nanjing University, two months' topic-centered trained in Heidelberg University of Germany, and visit to such countries as France, Holland, Luxemburg, Finland, and Belgium.

Having studied and stayed abroad for two months, if asked what impressed me most deeply, I will say, without any hesitation, it is the boundless forests.

Two months ago, we flew for over 10 hours from Shanghai Putong Airport to German Frankfurt Airport. Getting off the plane, we felt an unprecedented shock; the vast green forest was so leisurely, determined, unrestrained, lively, and energetic! In fact, during the two months' studies, we were never separated from the dark green; near the house, by the roads and rivers, in the hills and depressions,

wherever our feet touched and our eyes fixed, we could all feel the dark green, like an old friend, accompanying us from the beginning to the end in such limited days.

Many classmates said that not until seeing the unlimited forest in Germany, did they feel the harmony between human and nature. As a matter of fact, it seems to me that we can draw lessons not only from Germany's construction of harmony between human and nature, but also from its measures and experience in economic and social development. For instance, German has established a very complete social security system to pursue social equity, made a series of positive and effective policies to develop regional economy, set up a financial system to support agriculture to balance urban and rural relation, and offered legal guarantee for the harmonious development between economy and society.

Undoubtedly, China's future development should aim at pursuing harmony. Just like what we have seen in Germany, the harmony means not only the harmony between people, but also the harmony between human and nature, namely, the organic unification of them. Yet, it should be noted that China, as a giant marching toward prosperity, should not be satisfied with pursuing a natural or spontaneous harmony; instead, it should make effort to achieve an active and positive harmony by analyzing its specific conditions and making a scientific plan and design. It is just in this sense that we have good reasons to say that the harmony we are pursuing is

of higher level.

The practice of German economic and social development tells us that harmony, instead of being achieved at one move, needs strenuous efforts, or even an enormous price. During the studies in Germany, we explored "the Paths and Methods to Achieve a Harmonious Society" as a subject. We agree that the construction of a harmonious society demands not only the input of capital or technology, yet more importantly, the construction of cultural support. The "cultural support," as far as its content is concerned, has many manifestations, but its core is people's thoughts and values. Obviously, without the strong cultural support behind capital or technology, without people's spontaneous pursuit and active practice, it would be impossible to achieve a harmonious society, which perhaps is the greatest challenge in our "Long March" to construct a harmonious society.

During the two months' studies and stay in Germany, as a member of the observation delegation, everyday I always noted what I saw, thought, and felt, thus getting more than forty articles. Taking my colleague's advice, I edited the articles and accomplished the present version. I know well that these brief jottings are only my superficial reflections, far from being masterpieces worth experts' appreciation. Yet, as a faithful record of the days in Germany, these materials perhaps can remind my companions of the unforgettable days when they have leisure to touch upon them.

It has to be pointed out that not all these articles were written in Germany, some of which were reflections written down while I was observing in other European countries. Those different countries have one point in common, that is, the green forests. Wherever we went, we were greeted by blue sky, white clouds, limpid rivers, green mountains, and boundless forests, which seem to be the common symbol of Europe. This is why I decide to title this brochure "Wandering in the Boundless Forests".

Gao Pu

September 28, 2005

目 次

那天那树那路	(1)
莱门市的早晨	(5)
"学生之吻"的故事	(9)
轻松简约的开学典礼	(13)
汉语教授梅嘉乐的一堂课	(16)
感受德国人	(21)
卢森堡一日	(25)
参观海德堡印刷机厂	(29)
勇于革新的曼海姆	(33)
在德国读中文报纸	(37)
科隆大教堂的钟声	(42)
在无边无际的森林里漫步	(46)
接受德国新闻媒体采访	(50)
海德堡科技园	(54)
风光旖旎莱茵河	(59)
德国科技创新:改革与启示	(64)

四通八达的内河航运	(70)
评德国的“幸福老人”	(75)
拜访巴符州经济部	(80)
寻找马克思恩格斯	(84)
德国明镜周刊：向中国学习	(91)
从博登湖到巴登巴登	(96)
近看德国民主制度	(100)
令人羡慕的“垃圾经济”	(106)
哲学家小道	(111)
巴斯夫公司的环境优先理念	(115)
巴伐利亚的浪漫之旅	(120)
德国经济发展的“隐形冠军”	(124)
奔驰客车公司的“定制营销”	(129)
SAP 公司的工程师文化	(134)
在奥地利的诺意特小镇	(138)
柏林随想	(142)
德国广告业一瞥	(147)
一次“德国文化沙龙”	(152)
在德国看足球甲级联赛	(157)
区域发展的困境与出路	(161)
德国的财政支农政策	(166)
鲁尔区经济成功转型的启示	(171)
Eichler 教授的“德国城市史”	(176)
德国的新能源战略	(181)
斯德哥尔摩的美丽彩虹	(188)
赫尔辛基的伴侣岛	(193)

风车奶酪郁金香:荷兰印象	(197)
塞那河上的中秋月圆	(201)
别了,亲爱的海德堡	(205)
后记	(209)

Contents

Such a Sky, Such Trees, Such Roads	(1)
The Morning in Leimen City	(5)
The Story about "Student's Kiss"	(9)
A Relaxing and Brief Seminar-Opening Ceremony	(13)
A Lecture Delivered by Professor of Chinese Language Mittler	(16)
Communicating with Germans	(21)
A Day in Luxemburg	(25)
Visiting Heidelberg Press Factory	(29)
Reformatory Mannheim	(33)
Reading Chinese Newspaper in Germany	(37)
Bell in Koln Abbey	(42)
Wandering in the Boundless Forests	(46)
Interviewed by German Media	(50)
Heidelberg Technology Park	(54)

A Romantic and Charming Sight: Rhein River	(59)
Reform and Enlightenments Inner River Shipping Radiating All Directions	(64)
Inner River Shipping Radiating All Directions	(70)
Comments on German "Happy Senior Citizens"	(75)
Visiting Department of Economy of Baden-Württemberg State	(80)
Tracing Marx and Engles	(84)
Der Spiegel: To Learn from China	(91)
From Bodensee to Baden-Baden	(96)
A Close Observation of German Democracy System	(100)
Appealing "Garbage Economy"	(106)
The Path of Philosophers	(111)
Environment-Prior Philosophy in BASF	(115)
A Romantic Journey to Bavaria	(120)
"Invisible Champion" in the Development of German Economy	(124)
"Custom-Made Marketing" of Benz Bus Corporation	(129)
Engineers' Culture of SAP	(134)
In Reutte Town of Austria	(138)
Jottings in Berlin	(142)
A Brief Survey of German Advertising Industry	(147)
A "German Culture Salon"	(152)
Watching The League Football Matches	(157)

Dilemma and Way-out for Regional Development	(161)
German Policy of Supporting Agriculture Financially	(166)
Enlightenment from the Successful Economic Transformation of Ruhr District	(171)
"History of German Cities" Lectured by Professor Eichler	(176)
German New Strategy of Energy Resources	(181)
Beautiful Rainbow in Stockholm	(188)
Couple Island in Helsinki	(193)
Windmill, Cheese, and Tulip: Impression of Holland	(197)
Waxed Moon on Mid-Autumn Night Watched on Seine River	(201)
Goodbye, Dear Heidelberg	(205)

那天那树那路

晚上六点半的时候，我们抵达德国重要的金融中心——法兰克福。法兰克福位于美丽的美因河畔，被称为欧洲的心脏，是德国伟大诗人歌德的故乡。这里既有高耸入云的摩天大楼，又有皇帝加冕大教堂的尖塔，传统与现代交相辉映，商业性和知识性、文化底蕴和消费享受，构成了这座城市独特的节奏和韵味。



蓝天白云碧树随处可见 周雯摄

然而,当我第一次踏上德国土地的时候,印象最深的并不是这些。出了法兰克福机场,便有江苏省驻巴登-符腾堡州(巴符州)^①办事处的主任邓中秋先生前来迎接。我们迅速登上了去海德堡的客车(海德堡大学是我们此行学习的目的地),很快便感受到了来自异国他乡的那种震撼,那种惬意,那种由衷的感慨。

晚上七、八点钟的时候,德国的天还很早,离太阳落山似乎还有一段距离。天碧蓝碧蓝的,天空格外的高远、深邃,如山泉般清澈,没有一丝的杂质。记得小时候,读过共和国的奠基者毛泽东的一首词《六盘山》,诗中用“天高云淡,望断南飞雁”来描写秋天的景色。而德国的夏天,如果不是看到那郁郁葱葱的山野,生机盎然的庄稼,你会恍然不觉,以为自己是置身于深秋的景色之中,似乎就和主席在诗中描绘的一样。这样的景色,对我来说,实在是久违了。很小的时候,住在乡间,依稀在雨霁云散的时候,才能看到这样的景致。然而自从进入城市之后,想再见到这样的景色,简直就是一种奢望。

说德国是“森林之国”一点也不过分。德国的国土面积大约三十六万平方公里,有三分之一被森林覆盖着。顺手打开德国地图,展现在眼前的,除了五颜六色的行政区划,大小不等的城市分布,纵横交错的交通网络,便是一个个彼此相连的天然森林公园了。从法兰克福到海德堡大约一百多公里的路程,我们似乎一直在森林中穿梭。客车所经过的黑森州和巴符州,均属于丘陵地带,高低错落的森林,密布于山丘沟壑之

^① 巴登-符腾堡州是德国著名的工业基地,制造业十分发达。一九九六年,巴符州与江苏省结成友好省州。