

中国·山东
SHANDONG CHINA

金
岭
银
滩

乳 山

*Mountains of Gold and
Beaches of Silver*





◆ 新一代
A new generation



金
岭
银
滩

乳
山



Rushan City
Mountains of Gold and
Beaches of Silver

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◆ 市区夜色
A night scene of the city proper.

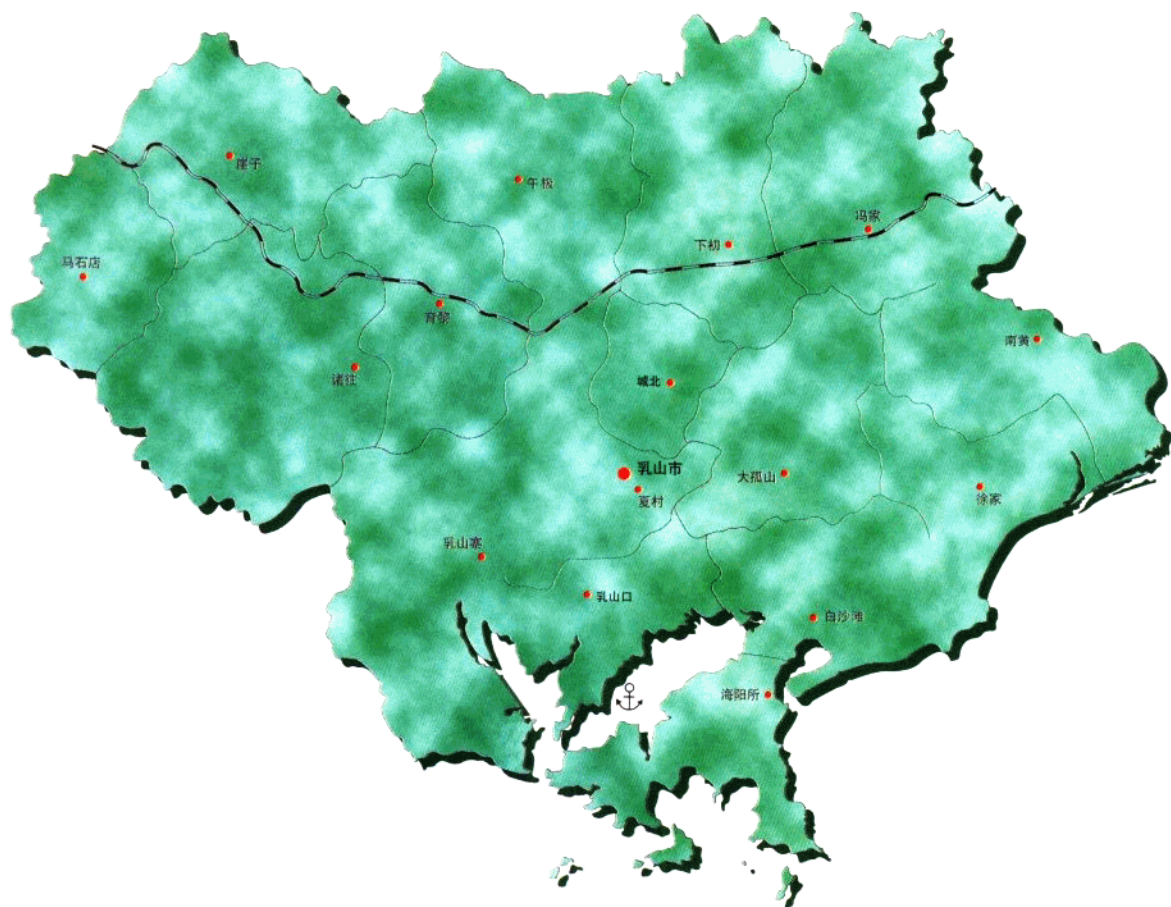
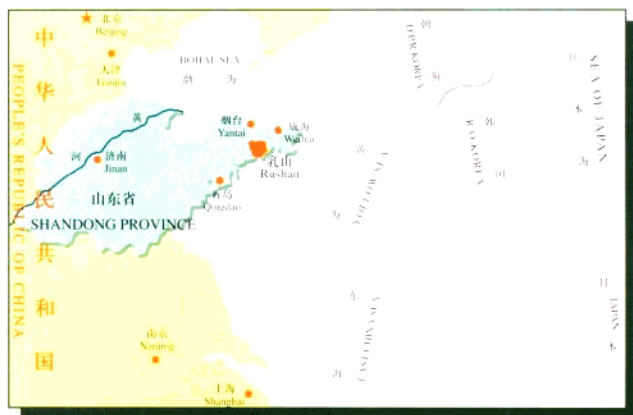




◆ “天下第一灘”
“The first beach in the world.”

乳山市地图

THE MAP OF RUSHAN



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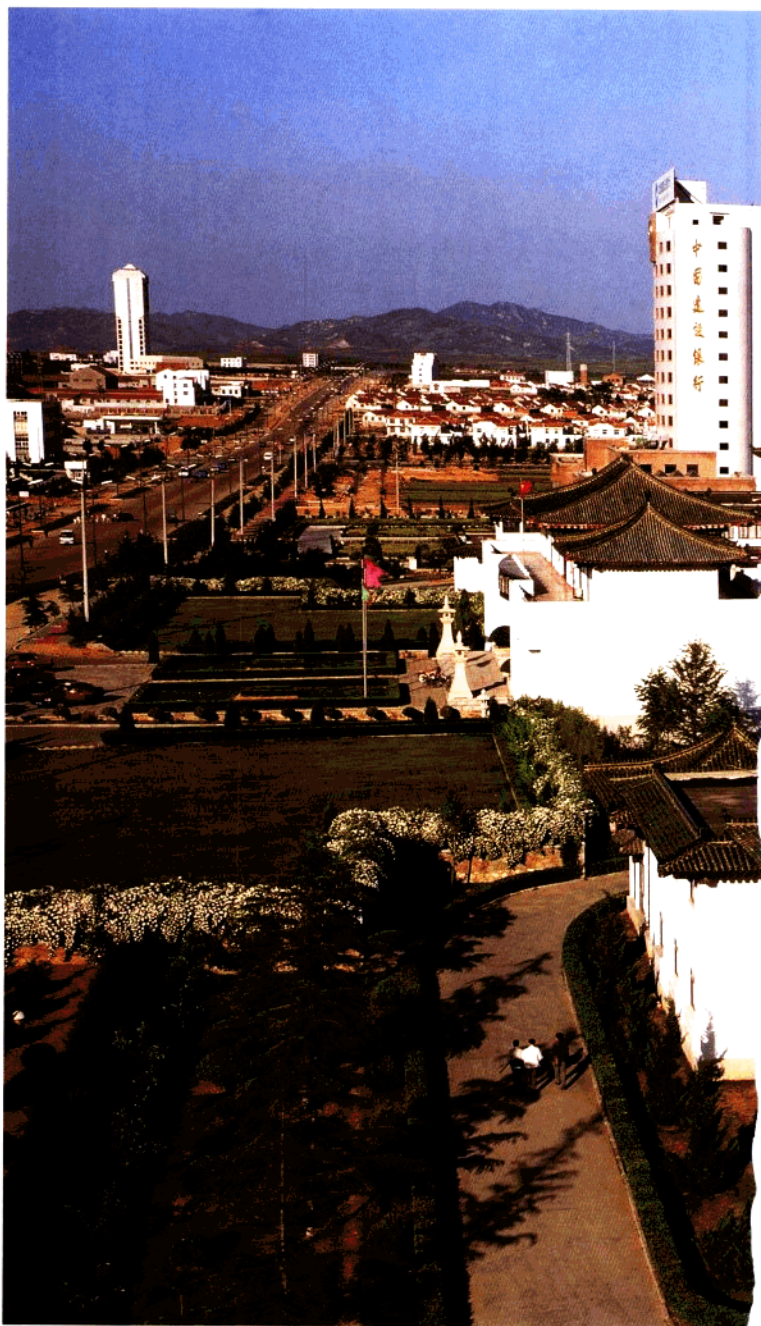
◆ 繁花似锦的街道
Street covered with flowers.

乳山市地处山东半岛东南端，位于中国威海、青岛、烟台三处城市的交汇处，与韩国、日本隔海相望，因境内南部海中一形似乳房的大乳山而得名。全市辖16镇，两个省级开发区，601个行政村，人口62.4万，面积1668平方公里，是中国最早的沿海对外开放城市之一。

近年来，乳山市改革开放和经济建设取得巨大成就，综合经济实力位居山东省前列，人民生活基本达到小康水平。1997年，国民生产总值75.3亿元，区域性财政收入2.2亿元。

乳山城市建设起点高，发展快。近年来投入资金10多亿元，进行大规模的城市建设改造，城市建成区面积12.5平方公里，城市人口8万，成为一座个性鲜明，整体协调，生态环境与功能协调统一的花园式滨海城市。城区绿化覆盖率达34%，人均占有公共绿地8.5平方米，建成大小公园及景点10处。位于市区东南海滨的省级银滩旅游度假区，已建成一座集旅游、疗养、避暑和海上游乐功能为一体的海滨综合旅游城。

乳山城市承载功能强，交通、通讯、水、电、暖等基础设施完善，成为中国投资环境百强城市之一。科技、教育、文化、卫生、体育、保险等社会事业长足发展，荣获山东省城市“规划、建设、管理上水平”齐鲁杯奖，被授予省级卫生城市、全国环境综合整治先进城市、山东省精神文明建设先进县(市)等称号。



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COASTAL GARDEN CITY

花园式的滨海城市



◆ 市区一角
A corner of the city proper.



Rushan city was named after the breast-shaped Daru Mountain, which lies in the sea south of the city. Located in the southeast of the Shandong Peninsula, Rushan lies in the joint of Weihai, Qingdao and Yantai, and faces South Korea and Japan across the sea. It administers 16 towns, 2 provincial development zones, and 601 administrative villages. With a population of 624,000 and an area of 1,668 square kilometers, Rushan is one of the earliest coastal cities in China opening to the outside world.

In recent years, great achievements have been made in the city's economic construction due to the policy of economic reform and opening to the outside world. It leads Shandong Province in comprehensive economic strength. People's living standards have been up to the well-to-do level. Rushan has become a new shining star in northern China. In 1997, its GNP was as much as 7,530 million yuan RMB and its regional financial revenue reached 220 million yuan RMB.

Beginning with a relatively solid foundation, the city construction of Rushan has been developing rapidly. In the past few years, over 1 billion yuan RMB has been invested in the large-scale city construction or reconstruction. With an urban area of 12.5 square kilometers and an urban population of 80,000, the city has been turned into a coastal garden city with its own characteristics, in which ecological surroundings are in harmony with their functions. The proportion of green areas in the urban area

has reached 34%, with 8.5 square meters' green land per capita. Ten parks and scenic spots of various size have been built. The provincial Silver Beach Vacationing Area, lying on the beach southeast of the urban area, has been built into a comprehensive coastal sight-seeing city, which combines tourism together with recuperation, summer vacationing and on-the-sea entertainments.

With its perfect infrastructure facilities, such as transportation, telecommunication, water and electricity supplies, and heating system, Rushan city is one of the 100 cities with best investment environment in China. Its social undertakings, including science and technology, education, culture, public health, sports and insurance, have been developing quite rapidly. Therefore, it has won the Qilu Cup Prize awarded by the government of Shandong Province for "cities' programming, construction and management." It has also been entitled the sanitary city and the meritorious city by the provincial government for the construction of spiritual civilization, and entitled the meritorious city by the national government for comprehensive management of environment.

◆流光溢彩的胜利街
Brightly-lit Shengli Street.

◆鲜花盛开的别墅区
Villa area with flowers blooming.





- ◆ 卫生城市
Sanitary City.
- ◆ 颐中集团乳山培训中心
Training center of Yizhong Group in Rushan.
- ◆ 雨后乳山
Rushan after the rain.
- ◆ 布满鲜花的别墅区
Villa area with flowers blooming.
- ◆ 银滩度假村
Yintan Holiday-spending Village.



