

○实力鄞州

○绿色鄞州

新鄞州

○文化鄞州

○富裕鄞州

Glamorous



中共宁波市鄞州区委宣传部编

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Glamorous
New Yinzhou

魅力

新鄞州

順

雨

調

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Preface

“勾践之地，东至于鄞”（《国语·越语》）。鄞州，一颗东海之滨的璀璨明珠，一个物丰人杰的千年古县，一片美丽富饶的神奇土地。它负山滨海，枕江翼山，沃野千里。它山古堰折射出她辉煌的农业文明，“海上丝绸之路”的起点显示出她繁华的商贸文化，如今的鄞州，更是绽放出工业文明的灿烂。

“莫论奇迹穷千古，只说江山也最优”。万古的自然恩赐造就了物华天宝、风华极致的鄞州。这里既有“西子风韵、太湖气魄”之称的东钱湖，也有乔木蔽日、黛山如画的四明山。现在，鄞州人正充分利用倚山面海，抱湖襟江这一天赐财富，营造绿色家园，构建生态鄞州。在鄞州新城，河网、草地、建筑纵横交错，城在绿中，绿在城中，构成了一个充满生机、亲和宜人的生态景观画卷。这里有城市的便利，却没有城市的拥堵；有城市的繁华，却没有城市的喧嚣。“人，诗意的栖息”的理念在这里得到了最好的彰显。

“著作鄞江千载看，操觚词客亦登坛”。鄞州自古人文荟萃，这里既哺育了翁文灏、童第周、沙孟海等一批艺术大家和科学巨擘，也留下了贺知章、王安石、吴文英、万斯同等墨客骚人的印迹，更孕育了一大批走出中国、走向世界、独领风骚的“宁波帮”；这里既产生了南戏奠基之作《琵琶记》，更产生了千古绝唱的梁祝爱情不老传说。

“城中甲第连绵，四郊华屋相望”说的是昔日繁华，而今“鄞州繁华异昔年”，鄞州大地正迸发出前所未有的激情与活力，在这片人文底蕴厚重、商贾传统浓厚的热土上，一个引领鄞州未来发展的引擎——“新鄞州工程”给鄞州的未来注入了无限的希望和憧憬。一个民生治平，业显隆昌的鄞州正阔步走向未来！

001

Preface

"When Goujian, one of the most powerful princes of the Spring and Autumn Period, was in reign (497B.C.-465B.C.), his territory extended eastward to the region of Yin (named Yinzhou, today)." (Quoted from Guoyu-Yueyu, the Yue Book of the National Books). Blessed with beautiful, fertile, and productive lands, Yinzhou has long been a county of human brains as well as a copious supply of goods since the ancient time. In the modern time, Yinzhou has developed into a new and prosperous district outstanding in Ningbo City, a splendid harbor city on the coast of East China Sea. Its geographical advantages together with its artifacts are going unrivalled. Tashan Ancient Dam, an irrigation project of dam construction, has witnessed the miracles of agricultural development. In the history of commercial development, Yinzhou has played a key role, as the starting station of international trade via "the silk road on sea" and "the sea route of ceramics trade." Today, various industries and enterprises in Yinzhou are prospering.

"Do not mourn for the passing of wonders. Take a vision of the changing nature." Both the countries and the urban area of Yinzhou have enjoyed beautiful natural blessings and wonderful human achievements. The Dongqian Lake has won a reputation for its charm resembling that of Beauty Xishi, and its sublimity provoking people to think about the greatness of Taihu Lake. The Siming Mountains are picturesque for the arbors and dense vegetation. Currently, the people of Yinzhou are constructing a ecological district in their sweet homeland by putting their natural conditions and accumulated wealth to good use. In the newly-built area of Yinzhou, watercourses, canals, small rivers, stretches of lawn, and buildings are woven into an urban with much vegetation. Thus, the urban area of Yinzhou takes on a garden-like look, where the advantages of urban convenience and prosperity have been guaranteed while the disadvantages of traffic jams and the bustle and hustle have been ruled out. The Heidegarian notion that "man inhabits poetically" has been embodied here.

"Great works have been passing down from generations to generations since long ago. Literary giants keep springing up with their wits and wines everywhere to show." Yinzhou has been regarded as a cradle of humanities, culture and politics. Out of this cradle, not only such celebrities as Weng Wenhao, Tong Dizhou, Sha Menghai etc. have grown up, but also such literary giants as He Zhizhang, Wang Anshi, Wu Wenying, Wan Sitong and so on have their prime time. What's more, a lot of businessmen have risen up over the whole world and formed the celebrated Ningbo Group, a well-advantaged group of successful oversea businessmen. As far as drama and opera are concerned, Yinzhou has produced an opera named A Story of Pipa, identified as the cornerstone of southern operas in China. More importantly, Yinzhou harbors a legendary love story, Lian shanbo and Zhu Yingtai, the butterfly lovers.

"The downtown possesses splendid houses and towers lining on the both sides of lanes and streets." This description mirrors the prosperity and good golden time of Yinzhou in the past. In the modern time, Yinzhou is still on the busy and prosperous tide in all walks of life, dynamically superior to that in the old time. On the land of time-honored humanity and commercial advancement and civilization, a great campaign—"New Yinzhou Project"—has been launched to bring new hope, new glories and many more successes to the people here. With sustainable prosperity and peace, Yinzhou is marching towards its splendid future.

Dynanmic

实力 鄞州 yinzhou

鄞州区经济发达，共有工业企业15000多家，已形成以轻纺、服装、机械、电子、汽配、食品为主的工业体系，2005年全区GDP达到399亿元，财政收入达到60亿元，居全省各县市区第二位，综合经济实力位居全国前列。随着经济结构和产业布局调整优化以及生产要素的进一步集聚，鄞州已基本形成适应都市发展要求、充满活力和后劲的新型产业体系和产业组团布局，国内生产总值、预算内财政收入、全社会固定资产投资等主要经济指标稳居全省、全市领先地位，已成为长三角地区重要的先进制造业基地之一。

Yinzhou is an economically highly developed district, with 15,000 industrial enterprises forming into a well-organized industrial system including textile, garments, machinery, electronics, auto spares, food, etc. In 2005, the comprehensive economic strength representing the tops nationwide is ranked second among all of the counties or districts in Zhejiang Province, with a total GDP amounting to 33.9 billion yuan (RMB), and a financial income of 6 billion yuan (RMB). With the improvement on its economical structure and the optimization of its enterprises' systematization in tune with the requirements from production, Yinzhou has built a harmoniously lucrative and productive network of new business and new enterprises, active and resourceful, capable of dominating economically the leading place in Zhejiang Province thanks to its enormous GDP, great budgetary income, and stable investments. Yinzhou has become one of the important bases of manufacturing industries with advanced technology in the delta region of Changjiang River.



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城区新貌
New Urban Profile



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DISPENSE CENTER
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广 场 夜 色
Charming Night
on the Square

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New yinzhou



DYNAMIC YINZHOU
实 力 鄞 州

行 政 中 心
Center for Administration

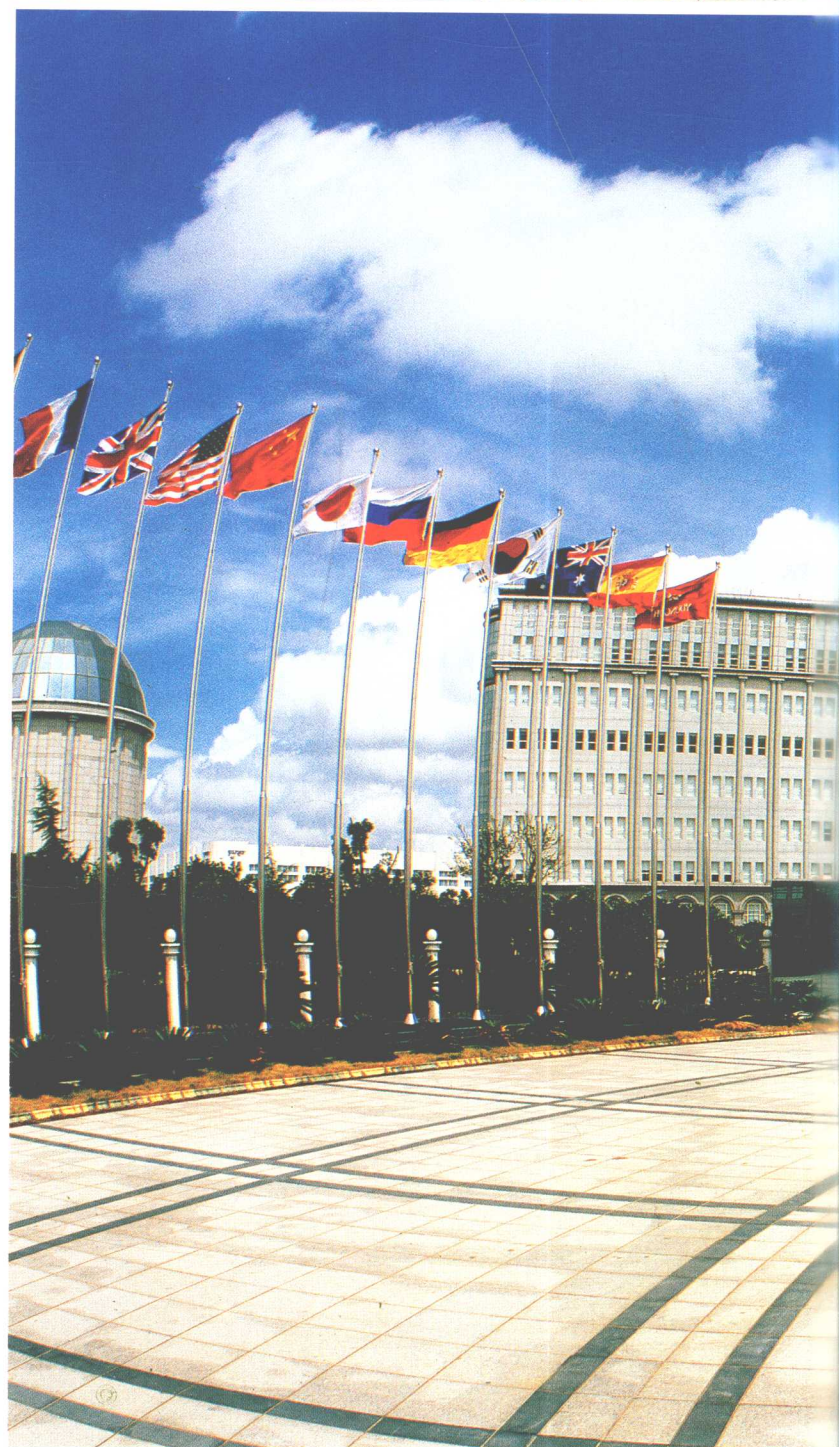
政 务 窗 口
Windows of Governmen-
tal Services

鄞 州 银 行
Yinzhou Bank





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the Top 500 Powerful En-
terprises Nationwide

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AUX 奥克斯



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AUX Group — One of the
Top 500 Powerful Enter-
prises Nationwide



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