

商旅风云

Shang Liu

储吉旺◎著

Feng Yun

上海社会科学院出版社

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自序：拙笔难写廿年情

10年前，如意公司成立10周年，出版了拙著《风雨四十年》；今天，我又以《商旅风云》迎来了她的二十华诞。

“人生易老天难老”，想当年，我年逾“知天命”，“人比黄花瘦”，体重只有44公斤；如今已过“花甲”，身上却多了几十斤肉，“读书看报眼镜戴”，“华盖浓霜常思退”。

10年，公司巨变。从几百平方米油毛毡棚里的敲敲打打，到9万多平方米的新厂房、现代化的生产流水线；年销售额从3500万跃到3.5亿；产品从进不了广交会，到在国际博览会上大放异彩，出口一百多个国家，“如意西林”享誉全球……

“如意”第二次创业始于2000年3月，买了138亩土地，首家搬进了科技园区，现已发展成近2亿资产的中型企业。2004年11月1日，我们与德国永恒力公司合资，揭开了第三次创业的序幕，“如意”人将迎来又一个春天！

《商旅风云》是我的第七本书，她和《我与外商打交道》是姐妹篇。我说过，我是办厂的，是个商人，不是文人，但我爱好文学，喜欢读书。实在说，我根本没有时间、没有精力搞创作。一年365天，几乎没有什么节假日，每天工作十几个小时，终日被复杂纷繁的商务和社交活动所困扰。我这个“老总”不会麻将，不会扑克，不会卡拉OK，更不会潇洒，平日里难得有一点可怜的空余，全用来涂涂写写。这当然是苦，但也正是我的乐。我的文章差不多都是在外出飞机上、宾馆里起早落黑，最大限度地牺牲自己的休息时间写成的，有时甚至连吃饭的时间都用上了，这些是读者难以想象的。

我的足迹遍及五大洲，到过34个国家，要写的东西实在太多。许多篇目常常是信手拈来，连再看一遍的工夫也没有，不要说构思、修改和润色了。这些文章粗略地勾勒了我几十年经商轨迹——经

松笔难写廿年情

自序

十年前，如意公司成立十周年，出版了松著《风雨四十年》；今天，我又以《商旅风云》迎来她的二十华诞。

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十年，公司巨变。从几万平方米地起棚里敲木打钉，到九万多平方米新厂房，现代流水线；年销售从几十万跃到3.5亿；产品从进不了广交会，到在世博会上大放异彩，出凡一百多个国家，如意西林享誉全球……

自序手稿。

历过的失败与成功,挫折与风顺,教训与经验;所见所闻的真与假,善与恶,黑与白,奸诈与真诚,高尚与卑劣;感受到的酸与甜,苦与辣,艰辛与愉悦,困惑与振奋,统统都诉诸笔下。其目的既是对自己的总结,又是给同行和后人的借鉴与启迪。“浮生作甚苦奔忙?”甘为他人作嫁衣裳。我非“墨客骚人”,此书也难以入文艺大雅之堂,尽为“山歌与村笛”,“呕哑嘲哳难为听”。

本书为如意公司创业 20 周年而出版,但拙笔难写廿年情。闯荡商海 20 年,多少甜酸苦辣在心头,绝非一册薄薄的书所能包含,因此本书收入的篇章仅仅是商海中的几朵浪花而已。

这里,我要十分感谢徐志达老师为本书作了全面修正。

在拙著付梓、即将迎来公司成立 20 周年之际,谨向几十年来热情关心、积极支持我们的国内外朋友表示深切的感谢,并致以崇高的敬意!

Author's Preface: Hard to Write Down Twenty Years' Feelings

10 years ago, one of my books — *Forties Years of Life* was published at the 10th anniversary of Ruyi Company, now I have finished writing another book — *My Business Life* in celebrating the company's 20th anniversary.

"One is easy to become aged though the Heaven never gets old." Time has been flying so quickly that I am now over 60 with grey hair, gaining more weight than 10 years ago when I was only 44 kg, "as thin as the wilted chrysanthemum". And my eyesight is worse than before.

The company has experienced great changes in the last 10 years. From a small workshop to a modern factory of over 80,000 square meters, the company's annual sales has risen from RMB 35 million to 350 million yuan. Our products, which had no chance to go into the Guangzhou Trade Fair 10 years ago, now have been exported to more than a hundred countries with good reputation. It hits a big success and 'Ruyi Xilin' is well-known in the world.

Ruyi has expanded into a medium-sized company of an asset of RMB 200 million yuan by starting to purchase a land of 138 *mu* (92,046 square meters) in a science and technology developing area in March, 2000. It could be called its second business boom. On Nov. 1st, 2004, Ruyi witnessed the start of the third business boom by having a joint-venture with Jungheinrich of Germany. Hence Ruyi is approaching another business spring!

My Business Life, my seventh book, is in a series with an-

other book *Dealing with Foreign Traders*. As I mentioned, I am running the enterprise and just a businessman, but not a literati. However, I love literature and reading. Honestly speaking, I had no time and almost no energy to indite. Engaged in heavy business and social activity, I have been working for over 10 hours a day with no holidays all the year round. Though a general manager, I know nothing about Chinese pastime activities such as mahjong, Kara OK, etc. Instead, I have been enjoying myself by writing whenever I am free and wherever I am. Actually, most of my books have been written on the plane or at the hotel.

As I have been to 34 countries throughout the world, there has been too much for me to write about. Due to lack of time, almost all of these have been at my finger's tips without being reviewed, let alone taking into consideration the layout and modification. Nevertheless, these articles have drawn the line of my decades of business life — failure and success, frustration and smoothness, lessons and experience. Moreover, I have also included all what I saw and heard, i. e. , the true and the false, the kind and the evil, the shrewd and the sincere, the lofty and the mean. As a matter of fact, I hope this book is not only a summary of my own business, but also an inspiration to my fellow business people and the posterity.

“What indeed, in our life, are we busy running here and there for?” It is only the will to serve the others after all. I am not a man of letter, and this book of mine will not be considered as belles-lettres. I suppose it is a “folk song or country flute, and may not be enjoyed by the others.”

This book is published in celebrating the 20th anniversary of the founding of Ruyi Company, but I don't have enough talent to fully express my feelings. In my twenty years of business life, my memory has recorded so much joys and sorrows, which are

beyond the length of this book to contain. What have collected here are only some of the tidbits in my business world.

As for my acknowledgment, first of all, my largest debt of gratitude is to Mr. Xu Zhida who spent his precious time revising this whole book. What's more, many thanks also go to all those who have been quite helpful and of great support to us both from home and abroad. Therefore, at the time of the 20th anniversary of Ruyi Company, on behalf of our company, I wish all of you success!

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