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日本 三得利公司

“为人民的富裕生活作出不懈的贡献”……这就是三得利公司在企业活动上最基本的课题。由1899年葡萄酒出世以来、接着又生产威士忌、啤酒、果汁……等等通过商品的推销,我们不仅为日本国民,更为全世界人民在生活上增添滋润而作出不断的努力。

此外三得利公司在文化设备方面拥有,三得利美术馆、威士忌博物馆、啤酒博物馆、葡萄酒博物馆,而且还设有三得利文化财团和三得利音乐财团,目的是为日本和在世界文化活动中作出贡献。

在体育活动方面,我们不仅有专属男子排球队、橄榄球队、女子羽毛球队在国内外活跃的活动。此外还举办「三得利各界高尔夫锦标赛」以及邀请世界超级专业选手来参加的在英国进行的「三得利世界选手高尔夫锦标赛」和邀请世界男子专业网球界的超级选手来参加「三得利冠军杯」大会。

现在又来协助「1981年北京国际马拉松赛」我们愿为日中文化交流承担一份有意义的工作。

我们在这次大会里为选手用饮料是由三得利公司所提供的制品。

FAST FACTS ABOUT SUNTORY LIMITED

“Contribution to the creation of more affluent society.” This is the basic idea which underlies Suntory’s corporate activities. Since the initial marketing of the company’s first wine products in 1899, Suntory has, through the production and sale of whisky, beer, wine and a wide variety of soft drinks, continued to give something worthwhile and tasteful to the life of the people of all the world. As part of the company’s social involvement, Suntory established the Suntory Museum of Art, the Museums of Whisky, Beer and Wine in addition to the Suntory Foundation and the Suntory Classical Music Foundation. These museums and foundations have been supplying significant contributions to the social and cultural activities of Japan and many other countries.

Suntory also sponsors three internationally competent sports teams. These are a men’s volleyball team, a men’s rugby team and a women’s badminton team all consisting of Suntory employees. They are very active in Japan and overseas. Each year since 1973 Suntory has sponsored the “Suntory International Open Golf Tournament” which now is considered one of Japan’s major international golf competitions. In addition, Suntory has sponsored the “Suntory World Matchplay Championship” which is held in England in which many first-class professional golf players from all over the world regularly participate. From 1978 Suntory has held the famous “Suntory Cup” which was entered by the four superstars of men’s professional tennis.

Suntory now hopes to make further contributions to the cultural exchanges between China and Japan by participating, as a sponsor, in Beijing International Marathon ’81.

Notes: Drinks to be consumed by runners participating in this Beijing International Marathon ’81 are Suntory products.

中国体育服务公司

中国体育服务公司于一九七九年十月成立，是负责管理与组织中国体育方面对外商业活动的机构。本公司愿在平等互利的基础上与世界各地的体育界、经济贸易界、广告旅游界建立友好往来和发展业务关系。

本公司的业务范围：

一、负责办理出售在中国举行的国内、国际体育活动的电视、电影专利权；

二、承办在中国各地体育场馆的商业广告；

三、承办外国厂商向中国各个项目体育队提供服装、器材等事宜；

四、承办中国体育队出国和外国体育队来华进行商业性表演比赛；

五、接受自费来华进行体育比赛和旅游以及乒乓、武术、太极拳等体育训练；

六、负责办理出售体育纪念金、银币的有关事宜。

中国体育服务公司

地 址：中国北京体育馆路九号

电报挂号：SPORTSCHINE

电 传：22323 CHOC CN

电 话：75 4250

CHINA SPORTS SERVICE COMPANY

9 Tiyyuguan Road
Beijing China
Tel: 754250
Telex: 22323 CHOC CN
Telegram: SPORTSCHINE

Founded in October 1979, China Sports Service handles China's commercial exchanges with foreign countries in the field of sports. On the basis of equality and mutual benefit, C.S.S. is willing to establish friendly contacts and enter into business relations with sports or trade circles, advertising and tourist agencies and TV services in other parts of the world.

Business of C.S.S. includes:

1. The selling of TV and film rights of domestic and international sports events taking place in China;
2. The handling of on-court signs in indoor and outdoor stadiums in China;
3. Negotiating and signing contracts with foreign firms for clothing and equipment used by Chinese sports teams.
4. Working together with foreign firms or organizations on a commercial basis for staging exhibition matches or performances by Chinese sports teams in foreign countries or by foreign sports teams in China;
5. Arranging sports matches in China by overseas teams at their own expense; accepting sports tourists; organizing training camps in China in different sports such as table tennis, "Wushu" and "Taijiquan" for overseas sportsmen and women.
6. The handing of gold and silver coins of sports character.

、一九八一年北京国际马拉松赛

得到：日中艺协

三得利公司

大广公司

东京放送

大力支持，谨表感谢！

ACKNOWLEDGEMENTS:

1981 Beijing International Marathon has got
valuable assistance from:

Japan and China Art Company

Suntory

Daiko Advertising Inc.

Tokyo Broadcasting System

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贺 词

在一九八一年北京国际马拉松赛举行之际，我代表中华人民共和国体育运动委员会谨向来访的各国运动员、来宾表示热烈的欢迎，并祝比赛获得圆满成功。

中华人民共和国体育运动委员会主任

李 梦 华

MESSAGE

On the occasion of the 1981 Beijing International Marathon, I would like to extend, on behalf of the Commission for Physical Culture and Sports of the People's Republic of China, warm welcome to runners and guests from various countries, and wish the event a great success.

Li Menghua

**Minister in charge of
the Commission for Physical
Culture and Sports**



贺 词

中国奥林匹克委员会得悉在中国首都举办一九八一年北京国际马拉松赛，感到十分高兴。在奥林匹克史上有着美好传说和悠久传统的马拉松，也为中国人民所熟悉和喜爱。我相信此届比赛对增进中国人民及运动员和世界各国人民、运动员之间的友谊，提高中国的马拉松运动水平，都是极有裨益的。

我衷心祝愿比赛成功，希望借此机会使奥林匹克精神更加深入人心。

中国奥林匹克委员会主席

钟师统

MESSAGE

The Chinese Olympic Committee is most happy to learn that 1981 Beijing International Marathon will be held in the capital of our country.

The marathon race with its legendary history and close association with the Olympic Games, is also a familiar and popular event with the Chinese people. I am sure that this race will help to promote the friendship between peoples and sportsmen of China and various countries of the world and help to raise the standard of marathon in China.

It is my earnest wish that the race will be a success and the Olympic spirit will prevail throughout the race.

Zhong Shitong

President of the Chinese Olympic Committee



贺 词

经国际田联批准，中国田径协会将荣幸地在中国首都举办1981年北京国际马拉松赛。马拉松是一项重要的、有影响的运动项目，在全世界包括中国有千千万万的爱好者。此次比赛对中国的马拉松运动将会起积极地促进作用。应邀参加的各国优秀选手有许多是具有世界水平的，这对中国马拉松运动员来说，是一次良好的学习机会。作为比赛的组织者，深感缺乏办这类比赛的经验，但我们将尽力创造良好条件，使各国选手都能跑出自己的最好水平。

在此，我代表组委会向全体应邀来访的各国朋友致以友好的敬意，并希望你们在北京逗留期间生活愉快，一切如意。

中国田径协会主席
一九八一年北京国际马拉松赛组委会主任

李文孝

MESSAGE

Sanctioned by the International Amateur Athletic Federation (IAAF), the Athletic Association of the People's Republic of China has the great honour to organize the 1981 Beijing International Marathon in Beijing, Capital of China.

Marathon race is an important and significant event with thousands upon thousands of followers in the world including China. The Beijing Marathon Race will undoubtedly further popularize this event in China.

Many world class top runners from various countries are coming to this race, so the race will provide an excellent opportunity for the Chinese marathon runners to learn from them.

As the organizer of this race, we deeply feel the lack of experience in organizing such an event. However, we will try our utmost to create favourable conditions so as to enable all the runners to achieve their best.

I, hereby, extend on behalf of the Organizing Committee, our friendly greetings to all the friends invited to the race and wish them all the best and a happy stay in Beijing.

Li Wen Yao

**President of the Chinese Athletic Association
Chairman of the Organizing Committee for
the 1981 Beijing International Marathon**



致 词

在有着悠久历史的中国首都北京举办1981年北京国际马拉松赛，我表示衷心的庆贺。

这次大会邀请了我国和世界第一流的选手参加，我相信为促进日中友好以及中国与世界的友好做出巨大贡献。

为这样有意义的大会，我们三得利公司能得到做协助单位的机会表示深切的感谢。

最后，对为举办这次大会的中华人民共和国田径协会以及各有关单位的竭力工作，我表示深切的致敬并祝大会胜利成功，祝愿「北京国际马拉松赛」今后不断的发展。

三得利公司取缔役社长

佐治敬三

MESSAGE

I would like to extend my warmest congratulations to you on the occasion of this Beijing International Marathon '81, held here in Beijing, the capital of the People's Republic of China, a country with a long and broad history.

Attracting many first-class runners not only from Japan but also from various countries the world over, this Beijing International Marathon, I am sure, will greatly facilitate the friendly and helpful relations between our two countries as well as those between China and the participating countries.

As president of Suntory Ltd, I am most grateful to you for giving us the opportunity to take part in this memorable event as a sponsor.

I would also like to take this occasion to express my highest respects to the National Athletic Association of the People's Republic of China and to all of its commissioners who have successfully organized this Beijing International Marathon, and I do hope that every coming Beijing International Marathon will be a great success.

A handwritten signature in black ink, consisting of the first name 'Keizo' and the last name 'Saji' written in a stylized, cursive script.

**Chairman of the Board
and President
Suntory Limited**

一九八一年北京国际马拉松赛
1981 BEIJING INTERNATIONAL MARATHON

组 织 委 员 会
Organizing Committee

主 任
Chairman: 李 文 耀 Li Wenyao

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Vice- Chairman: 张 千 Zhang Qian
陈 忠 义 Chen Zhongyi
夏 翔 Xia Xiang

秘 书 长
General Secretary: 张 千(兼)Zhang Qian (cun)

副秘书长
Vice-General Secretaries: 洪 林 Hong Lin
刘 文 殿 Liu Wendian
陈 汉 章 Chen Hanzhang

竞 赛 委 员 会
Competition Committee

主 任
Chairman: 张 士 珩 Zhang Shihang

副 主 任
Vice-Chairmen: 黄 芝 英(女)Huang Zhiying (F)
陈 善 美(女)Chen Shanmei (F)