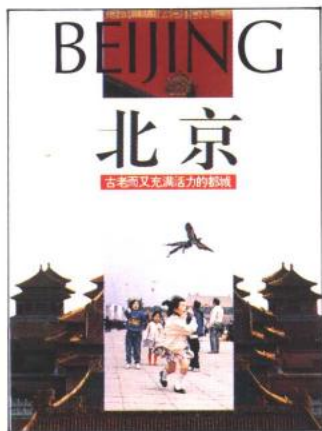


BEIJING

北京

古老而又充满活力的都城





由北京市人民政府新闻办公室、
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座落在首都北京的梅地亚中心是中日合資興建的一座大型多功能建築。目前是中國首家、也是亞洲唯一的一家集電視制作業務、賓館、公寓、寫字樓於一體的綜合性服務設施。

中心地處北京市區西部，臨交通主幹線——西長安街，與中國中央電視台、軍事博物館和風景秀麗的玉淵潭公園相毗鄰，空氣清新，交通便利。



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民族的驕傲

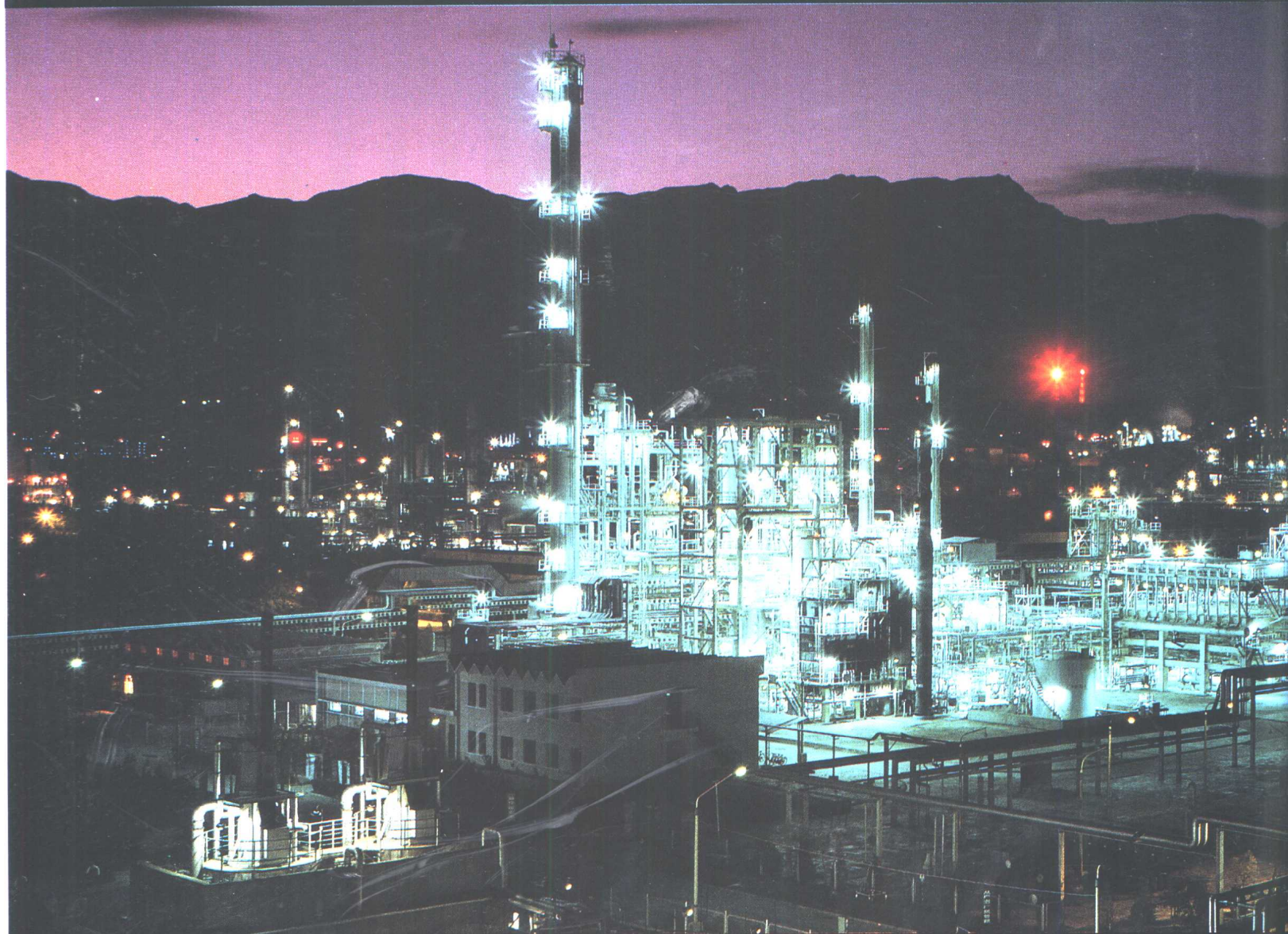


北京燕山石油化工公司
經理 劉海燕

北京燕化公司是中國特大型石油化工聯合企業，擁有各種石油化工裝置57套，原油加工能力為700萬噸／年，每年可向社會提供各種油品450多萬噸，年產高壓聚乙烯、聚丙烯、聚苯乙烯、聚酯、順丁橡膠等45萬噸，乙烯、丙烯、丁烯、苯酚、丙酮、乙二醇、苯乙烯、間甲酚、苯類等100多萬噸，年產化纖地毯500萬平方米。公司能生產102種227個牌號的石油化工產品，其中54種95個牌號獲得國家和部、市優質產品稱號。燕山牌產品不僅暢銷全國，還遠銷世界五大洲30多個國家和地區，在國際市場上享有盛譽。

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京 城 的 明 珠

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able to produce 227 grades of 102 types of petrochemical products, of which 95 grades of 54 types have been awarded the title of "Good Quality Product" by the state, the ministry and the municipality respectively. The products of Yanshan brand sell well not only in China, but also in the world having been marketed to over 30 countries and regions throughout the five continents and gained extremely high reputation.

BYPC has been trying to strengthen the scientific management of the company, promote the advancement of technology and deepen the reform of enterprises, change over

the management system so that the comprehensive economic efficiency has continuously been increased. Among 500 state-owned enterprises above medium size in China, the sales income of BYPC in 1992 is ranking the tenth place. BYPC totally employs 10,000 various technical people, of whom 3,700 have received titles of senior or medium engineers, 47 of which have got the national patent right.

BYPC sincerely hopes to make friends with all circles both at home and abroad, establish the relationship of coordinated management, joint venture enterprises and permanent trading partner.



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BEIJING

北京

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1994





北京——中华人民共和国的首都，中国的

政治、文化和国际交往中心，一个充满生机与活力的正在向现代化迈进的都城。

世界上关于北京最早的描写，出现在17世纪意大利年轻的旅行家马可波罗的游记中，书中对这里人民文明富足的生活以及城市何等美丽的赞美，千百年来不知诱发过多少人对于东方——这座文明古都的神思遐想。

北京是人类发源地之一，50万年前，人类的祖先“北京人”就栖息在这里。北京的建城史可以追溯到3000多年前，特别是在封建社会从鼎盛到崩溃的最后800年，北京是金、元、明、清的国都，先后有33个皇帝在这里统治着幅员广袤、人口众多的中国。悠久的历史留下了无数具有极高审美价值和文化价值的胜迹。2000年前的巨大工程——万里长城在北京地区绵延数百里；石经山上15,000多块石刻佛经长达340多卷；一铸而成的永乐大钟，重达46.5吨，铸有27,000余字，展示了中国古代精湛的铸造工艺；世界现存最完整的木结构建筑群——故宫则是中国古代建筑艺术的辉煌结晶。漫步城中，那王府、花园、城楼、坛庙、名人故居、重大历史事件的发生地，都是令人驻足流连之处。每天都有数以百万计的国内外宾客来到北京，游览她那巍峨的宫殿、优美的园林、奇魅的艺术。无论您是久居北京，还是初来乍到，都会情不自禁地被北京富于内涵与传统文化气息的独特魅力所感染。

北京不仅以历史悠久，古迹众多著称于世，更以其蓬勃发展的繁荣景象，不断增强的经济实力，美丽壮观的城市面貌以及与国际事物日益紧密的联系吸引着世界的目光。经过40多年的建设，北京已从一个消费城市转变为中国重要的综合性产业城市。北京在中国城市综合实力50强中名列第二，在投资硬环境40个优城市中名列榜首。

随着中国的改革开放，北京正在进行空前规模的城市建设，变化可谓日新月异。在优雅的古都四周，一大批具有现代化水平的国家重点工程和大型公共建筑、民用建筑拔地而起，大片荒地和低矮破旧的房屋正逐渐消失，代之而起的是一批批风格各异绿地环绕的新建住宅小区。那一条条宽阔平坦的双向车道公路，一座座壮观的立交桥、一条条连接北京与外省市的高速公路以及公路两旁的令人心旷神怡的绿树和花园，使北京城宛如一幅令人赏心悦目的巨幅画卷。

作为中国的文化中心，北京人文荟萃，她拥有北京大学、清华大学等著名学府在内的70多所高等院校、500多个科研机构，拥有300多家出版社数百种报纸杂志，中国最权威的新闻机构和各国新闻媒体驻京机构，使人们随时保持着与世界各地的联系，而从这里传出的信息不仅左右着北京的生活基调，也影响着整个中国。

位于北京市中心的天安门广场，不仅是北京的象征，也是中国的象征。庄严的升旗仪式是每日都有的神圣典礼。站在世界上最大的城市广场，眺望东西长安街，数百岁的古建筑群和儿岁的现代派新楼并肩而立；鸽群在蓝天掠过，巨型风筝缓缓飞舞，“自行车王国”的方阵潮水般涌来，成队的汽车又蜿蜒而去。天安门广场浓缩了北京的历史与现实，让人觉得老北京遗留下来的精华依然灿烂，新北京创造出的奇迹更加辉煌。

北京人民在推动古都巨变，追寻改革之路的伟大探索中，留下了一串串坚实有力的足迹。北京，正以从未有过的博大胸怀和高昂姿态，去拥抱祖国，向世界伸出双臂，从全中国、全人类吸取养份，用以肥沃自身那古老而年轻的土地。

北京向您敞开了大门，北京欢迎您。

前言

PREFACE

前

PREF


Beijing is the capital of the Chinese People's Republic, its center of politics, culture and international exchanges and a modern metropolis full of vitality.

The earliest description of Beijing in the world came in the travel notes by Marco Polo, the young Italian traveller, in the 17th century. His portrayal in the book about people's civilized and well-to-do life in Beijing and his admiration for the beauty of the city have induced the reverie of numerous people about this ancient capital of civilization in the east for hundreds of years.

Beijing is one of the places of origin of mankind. It is here that the "Peking Man", mankind's forefathers, once lived 500,000 years ago. The history of Beijing's city-building may be traced back to over 3,000 years ago. Particularly in the last 800 years from the height of power to the collapse of the feudal society, Beijing was the capital of the Jin, Yuan, Ming and Qing dynasties, and from here 33 emperors ruled China, a country of vast territory and very large population. A long history has left numerous famous historical sites which possess great aesthetic and cultural values. The Great Wall, a huge project of 2,000 years ago, meanders through mountains and valleys for hundreds of miles in the region of Beijing. On the Shijing mountain, more than 15,000 stone tablets carved with Buddhist scriptures covering

over 340 volumes. The big Yongle bell, cast at one go with over 27,000 characters on it, weighs 46.5 tons and shows the exquisite casting technology in ancient China. The Forbidden City, the extant and most complete architectural complex of timber structure, is a splendid crystallization of ancient Chinese architectural art. Walking in the city, you may find many places where you will halt and linger on, such as the mansions, gardens, gate towers, temples, former residences of celebrities and spots where many historical events occurred. Every day, there are hundreds of thousands of people, domestic and overseas, coming to Beijing to visit its grand palaces and graceful gardens and to enjoy its marvellous art. Whether you are a long-time resident in Beijing or a first-time visitor, you cannot help being affected by its unique glamour rich in connotations and traditional cultural flavour.

Beijing not only is world-famous for its long history and many historical sites, but attracts the world's attention by its flourishing prosperity, its ever-increasing economic power, its beautiful and magnificent look and its more and more close links with world affairs. Through more than 40 years of construction, Beijing has changed from a consumer-city to a major city of comprehensive industries in China. Beijing is placed second in the top 50 cities of the greatest comprehensive strength, and is the first among



the 40 cities best for their "hard" investment environment.

With China's reform and opening up, Beijing is being engaged in city construction on an unprecedented scale, its speed of development is astonishing, and it brings about changes day after day. Around this graceful ancient capital, a large number of the nation's key projects, massive public buildings and houses for civil use with modern standard have sprung up. Plots of wasteland, dilapidated low houses are gradually disappearing, replaced by newly-built residential quarters in different styles and surrounded by greenery. Lines of wide and smooth dual-carriage highways, magnificent overpasses, expressways linking Beijing with its neighbouring provinces and cities and eye-catching green trees and gardens have made Beijing resemble a huge scroll of painting pleasing to both the eye and the mind.

As China's cultural center, Beijing, with a galaxy of talent and culture, has over 70 institutions of higher learning such as the famous Beijing University, Qinghua University, more than 500 scientific research institutions, 300 and more publishing houses, nearly 100 newspapers and periodicals, the most authoritative news organs and resident offices of mass media of other countries, all bring you into contact with other parts of the world. The information spreading from here not only controls Beijing's

keynote of life, but influences the whole of China.

The Tian'anmen Square located in the city center is a symbol of both Beijing and China. The solemn flag-raising ceremony has become a daily sacred celebration. If you stand in the largest city square of the world and look far into the distance of the East and West Chang'an Avenues, you see architectural complex of several hundred years old standing side by side with modern-style buildings of only a few years of age, pigeons fluttering past in the blue sky, large kites flying high in a leisurely way, torrents of bicycles running past you in the "kingdom of bicycles", rows of cars moving in a zigzag. The Tian'anmen Square embodies Beijing's history and reality, makes one aware that the essence left by old Beijing remains splendid, the miracles performed by new Beijing turn out more brilliant.

In their great exploration of promoting changes of the ancient capital and seeking the road of reform, the people of Beijing have left solid impressions of footprints. With a broader mind and loftier attitude than ever, Beijing is embracing the motherland, stretching its arms to the world, assimilating nutriment from the whole nation and world in order to fertilize its old as well as new soil.

Beijing has opened its door wide for you!

You are welcome to Beijing!



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