



GOLDEN ZONE IN PUDONG NEW AREA

BEICAITOWN

浦东黄金地带
北蔡镇



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BEICAI

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支柱产业
PART TWO PILLAR INDUSTRIES

10

投资
PART



our town

利润总额达到6亿元

The total profits will be 600 million yuan

e will be

工业固定资产原值扩大到16亿元

The value of fixed assets of our industry will be increased to 1600 million yuan

亿元

products for
million yuan

职工年平均收入超过1万元

The average income per year for each worker will be over 10000 yuan





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鸟瞰图

30

OUR GRAND PROSPECTS

北蔡镇鸟瞰

A bird's-eye view of Bei Cai Town



坚持两手抓， 努力提高郊区的实力和水平

——寄语长期奋战在郊区农村第一线的同志们

中共上海市委副书记

孟建柱

PERSIST IN STRESSING THE TWO CIVILIZATIONS
STRIVE TO STRENGTHEN THE SUBURBAN AREAS

To the Comrades Who Fight Protractedly
in the Forefront of the Suburban Areas

Meng Jian Zhu
Vice - secretary of Shanghai Committee, CPC.

值此《浦东黄金地带——北蔡镇》画册出刊之际，我谨向长期奋战在郊区农村第一线的广大干部群众表示衷心的感谢和崇高的敬意！

改革开放以来，北蔡镇党委、政府在邓小平建设有中国特色社会主义理论的指引下，坚持党的基本路线，带领全镇人民开拓创新，积极进取，使北蔡镇——这一江南水乡发生了深刻的变化。他们挖掘传统刺绣工艺，使北蔡的绣衣蜚声海外，成为浦东乡镇出口创汇的排头兵；他们坚持内涵发展再生产，控制盲目铺摊子，工业经济效益在全郊区乡镇名列前茅；他们坚持三业协调发展，连续四年跻身郊区十强乡（镇）；他们坚持两手抓，曾被评为市拥军优属先进单位，又是浦东新区创建市级文明镇的试点单位。随着浦东开放开发前进的鼓点，我相信，北蔡镇一定会再接再厉，乘势而上，团结全镇人民，更好地把本地区两个文明建设提高到一个新的水平，为浦东新区的发展作出更大的贡献。

世纪之交，上海农村正面临着新的发展机遇和挑战。我们必须坚持农村经济实现两个根本性转变的方针，大力推进农业产业化，发展产加销一体化、科技化的集约经营；发展乡镇工业必须坚持集聚效应，突出重点，抓好工业园区的建设，要缩短战线，确保重点，成团开发，降低开发成本。要努力提高现有企业的管理水平，练好内功，加快新产品开发，切实提高企业经济效益；必须坚持三业协调发展的方针，统筹规划，合理布局，全方位配套，努力构筑郊区第三产业新格局；必须坚持高起点发展小城镇建设，抓紧完善城镇经济，社会综合发展规划，树立都市农村的新形象；必须深化农村改革，加强集体资产的管理，充分调动广大农民群众的积极性，发展壮大农村集体经济。

坚持两手抓，坚持两个文明成果一起要，就要继续加强党的基层组织建设，增加党组织的凝聚力和战斗力，特别是抓好乡镇一级党委班子的建设，抓好“五好”为内容的农村党支部的建设，抓好以“讲政治、讲学习、讲正气”为内容的思想政治建设；要继续加强乡镇政权建设，不断完善郊区“三级政府，三级管理”体制；要继续加强农村基础工作，抓好农村新型社区管理，努力提高新型农村社区管理的水平；要继续加强农村精神文明建设，进一步提高广大农民的整体素质。

我坚信，只要我们按照中央农村工作会议精神，结合各个乡镇的实际，积极进取，努力开拓，艰苦奋斗，求真务实，扎实工作，就一定能够把各项工作做得更好，推进上海农村两个文明建设不断上新台阶，为建设欣欣向荣的社会主义新农村作出更大的贡献。

一九九七年五月十七日



On the occasion that the picture album 《Golden Zone in Pu Dong—Bei Cai Town》 is published, I wish to extend my hearty thanks and cordial greetings to the cadres and the working people who fight protractedly in the forefront of the suburban areas.

Under the guidance of Deng Xiao Ping's theory of building socialism with Chinese character, the Party committee and the government of Bei Cai town have been sticking to the Party's basic line since the Party's reform and open policy were carried out. They lead the people of the town to have made Bei Cai town, one of the regions of rivers and lakes in the south of the Changjiang River, change profoundly by opening up and blazing new trails and actively keeping forging ahead. They tap the latent potentialities of the traditional Gu embroidery craft so that the embroidery shirts made in Bei Cai are famous in the world, thus the town is the pacesetter of all the towns in Pu Dong New Area in exportation and achieving foreign currencies. They adhere to the development of reproduction inwardly and avoid rushing headlong into mass action, so their economic benefit is among the best of all the towns in the suburban areas of Shanghai. They insist on the coordinate development of three industries, therefore, Bei Cai town has been chosen as one of the ten top towns in the suburbs of Shanghai for four years in succession. They persist in stressing the two civilizations, thus the town was once chosen as one of the municipal advanced units of supporting the army and giving preferential treatment to families of revolutionary army men and martyrs. What's more, the town is now the experimental unit to establish the municipal civilized town in Pu Dong New Area, with the advance of the municipal civilized town in Pu Dong New Area. With the advance of the opening and development in Pu Dong, I am sure that the leaders of Bei Cai town will with certainty unite the people of the whole town, work ceaselessly and unremittingly and push on in the flush of victory, and raise the construction of the two civilizations to a newer level and make greater contribution to the development of Pu Dong New Area.

Now the new century will soon replace the old one. The suburban areas of Shanghai are facing the new challenge and opportunities of development. We must persevere in carrying out the policy of realizing the two fundamental changes in agricultural economy, give great impetus to the industrialized agriculture, develop intensive farming of the scientific production, processing and marketing and make them an organic whole. We must uphold the assembling effect in developing the town

industry, put emphasis on the construction of the construction of the industrial zone. We must contract the front and make the key points stand out, develop in groups and reduce production costs. We must try our best to raise the management level of the present enterprises, practise the exercises to benefit the internal organs, speed up the development of new products so as to practically raise the economic benefits of the enterprises. We must insist on the policy of coordinately developing the three industries, make overall plans and take all factors into consideration, pay attention to the rational distribution of the enterprises and manufacturing complete sets of equipment locally in order to build the new pattern of the third industry in the suburban areas. We must persist in the construction of the development of small towns from a high starting point, firmly perfect the town's economic and social unified plan and establish the new image of a city's rural areas. We must deepen the reform in the country, strengthen the management of the collective properties, bring into full play the initiative of the masses and develop and strengthen the collective economy in the rural areas.

In order to persist in stressing the two civilizations, we must continue to strengthen the construction of the Party's basic units, increase the condense power and the fighting power of them. We must put emphasis on the construction of the towns Party committee, the construction of the Party branches in the rural areas with "Five Good" as the central content and the ideological and political construction with the content of "Stressing Politics, Learning and Healthy Atmosphere". We must continue to strengthen the town's political power, constantly perfect the system of "three-level management" in the rural areas. We must continue to strengthen the foundational work and the management of the new-type neighbourhoods in the rural areas and try our best to raise the level of it. We must continue to strengthen the construction of the spiritual civilization in the rural areas and improve the entire quality of the peasants further.

I firmly believe that, so long as we work according to the spirit of the CPC Conference on Agricultural Work and combine it with practice, keep forging ahead, open painstakingly, work hard, perseveringly and solidly with a realistic spirit, we are sure to do all kinds of things even better and attain a higher level in the construction of two civilizations in the suburban areas of Shanghai. Therefore, we are able to make greater contribution in the construction of the flourishing socialist new rural areas.

May 17, 1997

BEICAI 序言

PREFACE



现任北蔡镇党政领导班子全体成员。

All of the present leading members of the Party committee and the government of Bei Cai town.



北蔡镇位于浦东新区境内西南部，大部分地区在综合区及外环线之内，离南浦大桥、打浦路隧道2.3公里，杨浦大桥6公里，是浦东开发区的黄金地带。全镇面积20.26平方公里，下辖十一个村民委员会，96个村民小组；7个居民委员会，65个居民小组。1996年末全镇总人口5万人，耕地面积8000亩，劳动力11000人。

北蔡镇的水陆交通极为便捷，川北公路、沪南路贯穿北蔡的东西南北，主要河道川杨河由西向东流经镇中心，河面宽60米，百吨船舶可畅通无阻。镇距新建的上海浦东国际机场20公里。建有川杨河自来水厂一座，可供全镇民用和工业用水；设有液化气供应站三家；万门程控电话机房，50千伏和22万伏高压变电所座落在北蔡镇，因此，北蔡地区水、电、通讯等生产和生活设施尤为发达。

在党的改革开放方针指引下，北蔡镇党委政府把握机遇，突出重点，大力发展工业经济，并已成为全镇经济的支柱产业。上海北蔡实业总公司为镇级经济代表，下属有镇、村、队三级企业350家。涉及的行业较多，门类较广，主要有汽车空调、服装针织、轻纺染色、市政建筑、建材装潢、金属型材、机械制造加工等，其产品主要有汽车空调器、丝绸服装、羊毛衫、手套、胶合板、宝丽门、木地板、防水涂料、各类阀门、变速器等。工业的发展坚持贯彻内涵改造和外延扩展并举的方针，使工业经济每年上一个新的台阶。1996年工业总产值达到24.4亿元，比上年增长28%；集体工业固定资产原值由1995年的5.7亿元扩大到6.8亿元。这一年全镇的经济总收入达到27.315亿元，利润总额达到3.586亿元，比上年分别增长15.8%和14.58%，出口牛产按交额完成2亿元；财政收入达到1.5亿元，比上年增长25%，名列新区乡镇前茅。曾在1992、1995年评为上海市标兵乡镇，1995年评为浦东新区“创百万，上台阶，争一流”团体一等奖。

为把北蔡镇建成一个工业发达，市场繁荣，市容市貌焕然一新，具有相当规模的新集镇。北蔡镇继续加大投资力度，发展新企业，新项目，继续充分利用浦东开发的优惠政策和我镇独特的地理优势，吸引八方来客到北蔡镇经商办企业。着重发展高科技产业，实现产业结构的调整，以技术密集型取代劳动密集型；现有企业的管理使之适应社会主义市场经济发展的需要，以实现“两个根本性转变”，使北蔡镇经济建设提高到一个新水平，推动社会主义两个文明建设发展。

现热忱欢迎社会各界朋友、有识之士惠顾光临，与我们携手并进，共同建设美好未来的北蔡镇。

中共北蔡镇委员会书记

姜奎根



Bei Cai town lies in the southeast of Pu Dong New Area. Most parts of our town are within the Comprehensive Zone and the Outer Ring Road. It is only 2.3 kilometres from the NanPu Bridge and the Da Pu Tunnel, 6 kilometres from the Yang Pu Bridge. Therefore, it is the golden zone in Pt. Dong. The area of Bei Cai town is 20.26 square kilometres. Bei Cai town administers 11 village committees (98 groups of villagers) and 7 neighbourhood committees (65 groups of residents). At the end of 1996, Bei Cai town has a population of 50000 people, 11000 of which are able-bodied persons. The total cultivated area is about 8000 mu.

Bei Cai town has extremely convenient and speedy land and water communication lines. Hu Nan Road and Chuan Bei Road run through the town to all sides. The Chuan Yang River runs through the centre of the town from west to east. The river has a width of 60 metres, 100-ton steamers and boats can pass unimpeded. Bei Cai town is 20 kilometres from newly built Shanghai Pu Dong International Airport. What is more, a waterworks has already been built by the side of the Chuan Yang River to provide the people and enterprises in Bei Cai with water. There are also three liquefied petroleum gas (LPG) supply centres. A 10000-telephone automatic distance controlling exchange centre and a 500000 volt and a 220000-volt high-pressure transformer substations are located in the town, too. Therefore, there are highly developed productive and living facilities about water, electricity and communications and so on in Bei Cai area.

Under the guidance of the Party's reform and open policy, the Party committee and government of Bei Cai town take hold of the favourable opportunity, give prominence to the focal point, devote major efforts to developing industrial economy and has made it the pillar of our town's economy. Shanghai Bei Cai Industrial Company is our town's economic representative. It administers about 350 enterprises of three grades (town-managed enterprises, village-run enterprises and those run by production teams). These enter-prises involve various kinds of industries and departments. These enterprises mainly include the manufacturing of automobile air-conditioner, clothing and knitting, light industry, textile industry, dyeing industry, municipal administration and construction building materials and decorating, metal processing and shaping, machinery manufacturing and processing and so on. The main products in our town are automobile air-conditioners,

garments of silk, woolen clothes, gloves, plywoods, veneer boards, wooden floor laths, water-proof paints, various kinds of valves and transmissions and so on. As to the development of our industry, we persist in carrying out the principle of employing both inwardly transforming and outwardly enlarging and developing, so our industrial economy has been raised to a new level with each passing year. In 1996, the total industrial output value is 2440 million yuan, thus, it is increased by 28% over the last year. The value of fixed assets of our collective industry has been increased from 570 million yuan to 680 million yuan. The total income of our town's economy is 2731.5 million yuan that year. The total profits is 358.6 million yuan. They are increased by 15.8% and 14.58% over the last year separately. In the field of exported products, we completed 200 million yuan. The financial income is 150 million yuan and it is increased by 25% over the last year. Therefore, our town is among the best of all the towns in Pu Dong New Area. Our town was chosen as a pacesetter of all the towns in Shanghai in 1992 as well as in 1995. Besides that, our town was elected the first prize winner by the government of Pu Dong New Area in the emulation drive of "Creating the profits of over one million, going up to a new level and striving to be in the first class".

In order to build our town into a fairly large new town with a developed industry, a prosperous market and an entirely new appearance, our town will continue to enlarge the scale of investment to develop new enterprises and new projects, our town will continue to make full use of the preferential policy for the development of Pu Dong and special geographic superiority of our town to attract friends from all over the world to engage in trade or to set up factories. We will stress the development of industries with high science and technology, and realize the adjustment of industrial structure. We will set up more technology-concentrated enterprises to take the place of labour-concentrated enterprises. We will make the management of our enterprises suit the needs of socialist market economy so as to realize "the two fundamental changes". Thus, the construction of the economy of Bei Cai town will be raised to a new level, and the development of the construction of the two socialist civilizations will be further propelled.

We now warmly welcome the friends from all walks of life and the men of insight to be present at our town and build our beautiful town later with us hand in hand.

Secretary of Bei Cai Town
committee, CPC.

Lou Bao Gen



现任国务院副总理朱镕基(右一)在上海任市长时曾视察过北蔡绣衣联营厂(左一为现任上海市委副书记孟建柱)。

Present Vice-Premier Zhu Rong Ji (the first from the right) inspected Bei Cai Embroidered Shirts Factory when he was the mayor of Shanghai (Meng Jian Zhu, present vice-secretary of Shanghai Committee of the Communist Party of China, the first from the left).



上海市副市长夏克强(右三)来到工地看望北蔡施工工人。

Xia Ke Qiang, Vice Mayor of Shanghai municipality (the third from the left), came to the worksite to see the building workers of our town.



1994年12月26日中共中央政治局委员路一桥建成通车典礼。

On December 26, 1994, Huang Ju, Central Committee and Secretary of Shanghai of China, was present at the opening ceremony Pu Dong New Area.



1997年3月3日上海市副市长冯国勤(左一)到北蔡镇视察工作。(左二为浦东新区管委会副主任胡伟, 右一为北蔡镇党委书记娄宝根, 右二为北蔡镇镇长朱建忠)。

On March 3, 1997, Feng Guo Qin, Vice-Mayor of Shanghai Municipality (the first from the left) inspected Bei Cai town. (Hu Wei, Vice-Chairman of the Management Committee of Pu Dong New Area, the second from the left, Lou Bao Gen, Party Secretary the first from the right, Zhu Jian Zhong, Director the second from the right.)



员,上海市委书记黄菊出席浦东新区“五

member of the Political Bureau of the
Shanghai Committee of the Communist Party
monary for "Five Roads and One Bridge" in



1993年8月6日上海市副市长,浦东新区管委会主任赵启正(左一)视察上海
汽车空调器厂。

On August 6, 1993, Zhao Qi Zheng, Vice-Mayor of Shanghai Municipality and
Chairman of the Management Committee of Pu Dong New Area, was inspecting
Shanghai Automobile Air-Conditioner Factory.



1997年4月18日上海市副市长左焕琛(前排)出席静安药
厂新厂落成庆典活动。

On April 18, 1997, Zuo Huan Chen, Vice-Mayor of
Shanghai Municipality (front row) was present at the in-
auguration ceremony for the new Jing An Pharmaceutical
Factory.



1997年1月15日浦东新区党工委书记周禹鹏(右三)视察
和参观世外桃源别墅模型展示厅。

On January 15, 1997, Zhou Yu Peng, Secretary of the
Party Committee of Pu Dong New Area (the third from the
right), visited the exhibition hall of the Wonder Land Estate.



北蔡镇地理位置
THE GEOGRAPHIC SITUATION OF BEICAI TOWN



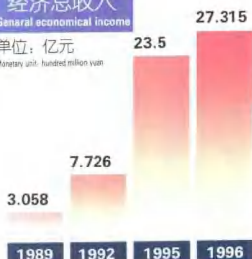
北蔡镇近几年主要经济指标实绩

RESULTS OF SOME MAIN ECONOMIC TARGETS OF BEI CAI TOWN IN THE LAST FEW YEARS

经济总收入
General economical income

单位: 亿元

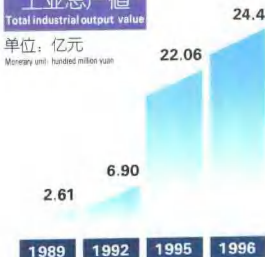
Monetary unit: hundred million yuan



工业总产值
Total industrial output value

单位: 亿元

Monetary unit: hundred million yuan



利润总额

General profits

单位: 亿元

Monetary unit: hundred million yuan





● 汽车空调

汽车空调生产是北蔡镇经济的一大支柱产业。创建于1988年的上海汽车空调器厂，是由航天局上海新新机器厂、北蔡实业总公司和中国华能集团联合开发、研制生产汽车空调装置的专业厂，是中汽零部件公司的成员单位，也是桑塔纳配套定点厂。并且依托国内汽车空调器行业的快速发展，至目前已形成以上海汽车空调器厂为龙头，汽空配件、莲南附件、华新橡塑、莲南机电、金辰机械等6家配套企业的汽车空调器专业化生产基地。其技术实力雄厚，设备先进，产品适应性强，市场占有率高，还远销新加坡、巴西、美国、东欧等国家和地区。1995年上海汽车空调器厂评为上海市郊十佳标兵企业之一。

● AUTOMOBILE AIR-CONDITIONERS

One of the main pillar industries of our town's economy is to produce automobile air-conditioners. Shanghai Automobile Air-conditioner Factory, which was built in 1988, is a professional factory to study and produce automobile air-conditioners. The factory was jointly developed by Shanghai Xin Xin Machine Tool Factory, Shanghai Bei Cai Industrial Company and Shanghai Hua Neng Group. It is also the member unit of Chinese Automobile Parts Corporation and the assigned factory to produce for Santana. Relying on the rapid development of the production of automobile air-conditioners in our country, we have built a professional base to produce automobile air-conditioners, in which there is Shanghai Automobile Air-conditioner Factory with other six auxiliary factories. They are: Automobile Air-conditioner Parts Factory, Lian Nan Mechanical & Electric Equipments and Jin Chen Machine Factory. There are rich technical resources and advanced equipments in these factories. The Products from these countries are adaptable and sell well. They are sold to as far as Singapore, Brazil, America and Eastern Europe, etc. In 1995 Shanghai Automobile Air-conditioner Factory was chosen as one of the ten-top pacesetters in the suburban counties of Shanghai.



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1. 上海汽车空调器厂办公楼。
2. 国内唯一的汽车空调环境模拟试验装置。
3. 上海大众公司认可的上海桑塔纳轿车空调装置。
4. 现代化汽车空调器生产线。
5. 上海汽车空调配件有限公司厂房。
6. 汽车空调零部件生产。

1. The office building in Shanghai Automobile Air-conditioner Factory.
2. The only device for environmental simulated test for automobile air-conditioners in our country.
3. Air-conditioners for Shanghai Santana acknowledged by Shanghai Da Zhong Company.
4. The modern line to produce air-conditioners
5. A building in Shanghai Automobile Air-conditioner Parts Co. Ltd.
6. The production of air-conditioner parts



BEICAI 支柱产业

PART TWO PILLAR INDUSTRIES



• 木材制品

木材制品业是北蔡镇工业门类之一。创建于1988年8月8日的上海福海(木业)企业有限公司,是由上海市土产进出口公司、香港大福木业有限公司和北蔡镇潘姚村三家合资。至目前已发展派生出吉福、新潮、百霖等七家合资企业,一举成为木材制品业系列化生产基地。其生产的胶合板、木门、地板、多面线条、刀架等产品,是当代家具、居室装饰之理想材料。由于技术设备先进,管理科学严密,采用国外优质木材,“福海”木业敢创优质名牌,在国内同行业中处于领先地位,其产品深受用户欢迎。

◆ WOODWORKS

The production of woodwork is one of our town's industries. Shanghai Fu Hai (Timber) Enterprise Company, Ltd., which was built on August 8, 1988, was jointly invested by Shanghai Local Products Import and Export corporation, the Da Fu Timber Co., Ltd. of Hong Kong and Pan Yao Village (Bei Cai town). By now seven joint invested enterprises have been developed and derived from it, including Ji Fu, Xin Chao and Bai Lin. So it has become a base to produce various kinds of woodworks. The plywood, veneer board, wooden floor laths, wooden wire laths and blade-shelves produced by these factories are the ideal materials for the decoration of furniture and rooms. Because of the advanced technique and equipments and scientific management and the use of high-quality timbers from abroad, Fu Hai Company tries its best to produce famous brands of woodworks. Fu Hai Company is now among the best in the industry in China. The products from the company are warmly welcomed.



1. 贴面板生产。
2. 国外进口原木由川杨河滚浪进入“福海”。
3. 原木旋切。
4. 木门制作。
5. 中国一流的胶合板工业。

1. The production of veneer boards
2. Logs from abroad flows into Fu Hai(Timber) Enterprise Company in a steady stream along the Chuan Yang River.
3. cutting logs
5. The first-rate plywood industry in China.



