

EMBRACE THE 21TH CENTURY —

LIU LI 六里

—— 拥抱二十一世纪



上海浦东新区六里镇人民政府
上海六里企业发展总公司

城乡一体 开发六里

赵启正

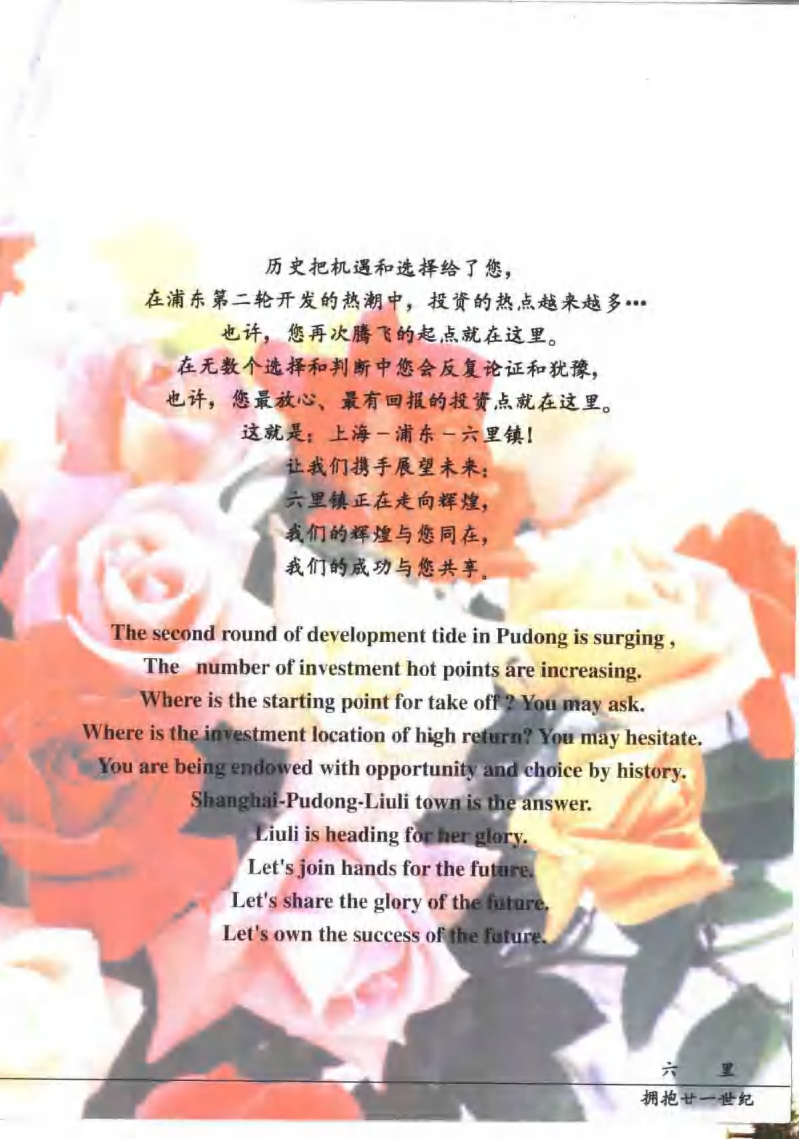
序

1990年4月，中共中央、国务院宣布：“开发开放浦东”。1992年，江泽民总书记在中共十四大报告中特别指出，以上海浦东开发为龙头，进一步开放长江沿岸城市，尽快把上海建成国际经济、金融、贸易中心之一。

位于浦东新区西沿的六里镇，与上海金融中心的南外滩、黄浦区商业中心、南市区旅游中心隔江相望，镇中心距飞架浦江两岸的南浦大桥仅5分钟车程。六里东衔北蔡镇，南接三林镇。浦三路纵跨六里镇。杨高路将六里切成南北两半，川杨河横贯镇南侧。地理位置得天独厚，水陆交通畅顺发达。

上海市政府及浦东新区领导十分关怀六里镇的建设与发展。副市长赵启正曾挥毫题词“城乡一体，开发六里”。镇领导一班人同心协力，精心规划。抓住机遇，开拓进取。天时、地利、人和，六里在发展房地产业、工业、农业、商业、教育等方面都取得了可喜成绩。六里人民正昂首阔步，与上海和浦东的开发开放同步，奔向灿烂辉煌的二十一世纪！





历史把机遇和选择给了您，
在浦东第二轮开发的热潮中，投资的热点越来越多…

也许，您再次腾飞的起点就在这里。
在无数个选择和判断中您会反复论证和犹豫，
也许，您最放心、最有回报的投资点就在这里。

这就是：上海—浦东—六里镇！

让我们携手展望未来：
六里镇正在走向辉煌，
我们的辉煌与您同在，
我们的成功与您共享。

The second round of development tide in Pudong is surging ,
The number of investment hot points are increasing.
Where is the starting point for take off ? You may ask.
Where is the investment location of high return? You may hesitate.
You are being endowed with opportunity and choice by history.
Shanghai-Pudong-Liuli town is the answer.
Liuli is heading for her glory.
Let's join hands for the future.
Let's share the glory of the future.
Let's own the success of the future.

1-11-1102/15



总经理：姜庆荣

General manager: Jiangqing-rong

preface

In April 1990, the central committee of the communist party of China and the State Council announced: "Open and develop Pudong". In 1992, Jiangzemin, the general secretary of the central committee of the CPC, pointed out specially in the report of the 14th plenary session of the central committee of the CPC: view the development of Pudong as the dragon head of the development of the Yangtze delta, further open the cities along the Yangtze river, build Shanghai into the international economic, financial and trade center.

Liuli town locates in the west of Pudong new area, faces the southern bund, the commercial center of Huangpu district and the travel center of Nanshi district across the Huangpu River. It takes only five minutes to reach the town center from the world famous Nanpu bridge by car. Liuli connects with Beicai town eastward, is adjacent to Sanlin town southward. Liuli enjoys unparalleled geographic advantages and developed communication network. Yanggao Road runs through it, Pusan Road cuts it into two parts, Chuanyang River traverses it.

The municipal officials and Pudong new area governors pay kind attention to the construction and development of Liuli town. "Integrate town with city, open and develop Liuli", Zhao qi-zhen, vice mayor of Shanghai, wrote this inscription for Liuli town. The town leaders work together with one heart, program elaborately, seize the right opportunity to open up and make progress.

Favorable climate, geographic position and friendly people. Liuli has made satisfactory achievement in real estate industry, agriculture, commerce, education and other respects. The town people are striding toward the glorious 21st century, accompanied by the rhythm of opening and development of Pudong.

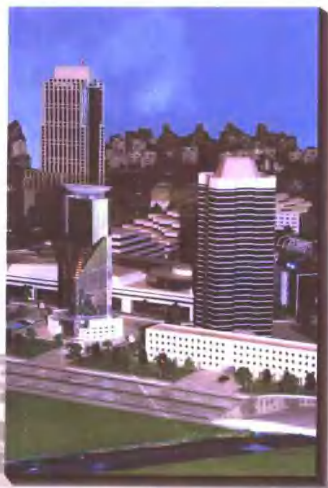


- 镇领导讨论未来规划方案
- town governors are discussing the programme
- 规划会议正热烈的召开
- the programme meeting is holding
- 六里现代生活园区规划图
- the blue print drawing of Liuli's modernized living district
- 未来的六里
- the future of Liuli town



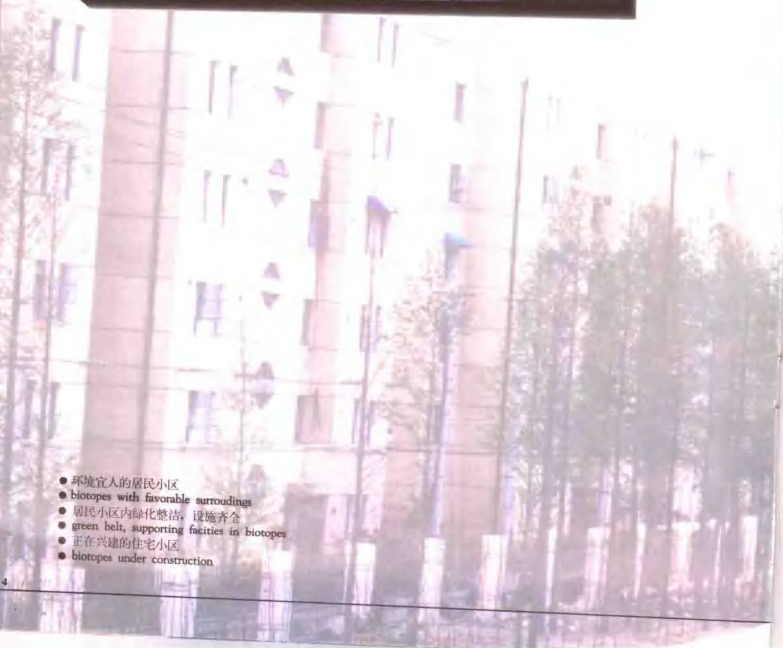
六里镇党、政领导,珍惜机遇,把握机遇,以认真、科学的态度研究了六里镇未来五年的发展态势,制定出六里的发展规划并付诸实施;在地理上,将六里分割成工业区、生活区两大板块;在经济发展上,将房地产、工业、商业等作为重点产业,特色农业、教育做为发展的基础。城乡一体,全面发展。其指导思想与上海市城市总体规划和浦东新区“九五”发展规划及经济社会发展战略相一致。

经过反复科学论证的“六里镇发展战略与规划”,起点高、布局合理,充分考虑到投资合作伙伴的利益。未来的六里镇,将成为现代化国际大都市—上海一颗耀眼的明珠!



The Liuli town party committee and town government treasure and seize the right opportunity for development, discuss the development trend in the next five years, lay down and carry out the development programme, divide Liuli town into industrial district and living district in geography, view real estate, industry and commerce as focal points, regard special agriculture and education as the base for development. Integrate town with city and develop all aspects wholly. The guideline of the town programme agrees with the general programme of Shanghai and the ninth five-year plan and economic, society development strategy of Pudong new area.

The Liuli town development strategy and programme has scientifically discussed again and again, has a high starting point and a reasonable layout, takes the investors' interests into full consideration. Liuli will be the lustrous and brilliant jewel of the international metropolis—Shanghai.



- 环境宜人的居民小区
- biotopes with favorable surroundings
- 居民小区内绿化整洁，设施齐全
- green belt, supporting facilities in biotopes
- 正在兴建的住宅小区
- biotopes under construction



六里镇总面积7.7平方公里，镇党委、镇政府将房地产的开发看作整个地区工商业发展的关键。筑巢引凤，集中有限的资金，果断投入发展。至今已开发了100万平方米的房地产业。大厦林立，屋宇叠起，经济发展的蓬勃势头已初露端倪。

规模初具的六里居民小区，目前已形成六里集镇、下西浜、南新三个住宅小区。小区内青松翠叶，红花绿草，花园、水池等设施一应俱全。楼房设计别致新颖，建筑结构实用合理，居室舒适安静，深为在此落户的市区居民所称道。

Liuli covers 77 thousand square kilometer,"nesting well to attract phoenixes to perch". Liuli town party committee and town government treat the exploitation of real estate as the key for developing the industry and commerce of the region. Up till now, they have successfully exploited one million square meter land for real estate. The buildings pop up quickly, form a forest of high building, reveal the vigorous development of economy.

Three biotopes, Liuli combined town, Xiaxi Bang and Nanxin are being to take shape. The biotopes are decorated with trees, flowers, gardens, pools and other supporting facilities, all houses are with elegant design, resonable and practicable architectural structure, and quiet surroundings, have received high praise from the dwellers.





- 初具规模的工业区
- the industrial district taking shape
- 正在兴建的厂房
- the factory under construction
- 华德塑料制品有限公司
- the Sino-Germany plastic product fabrication Co.LTD
- 上海医用缝合线总厂
- the Shanghai medical suture line factory
- 上海六里化工厂
- the Shanghai Liuli Chemical industry factory



六里镇工业发展迅速，全镇有工业企业146家，出口创利9,608万元。另有10多个项目已动工兴建。新办三资企业13家，投资总额1,943万美元，利用外资近637万美元。真是“万商争筑六里门，项目资金接踵来”。六里镇镇办企业品种繁多，发展迅速。

六里工业小区的建设正按预定计划付诸实施，人们已可以看到初具规模的厂房及配套设施。从中已可以看到了未来六里的美好前景。



Liuli's industry develops quickly. She has 146 enterprises, obtained foreign exchange earnings 96080000 RMB, she has 10 projects under construction, has built 13 joint-ventures, the total investment is 19.43 million \$ and the foreign investment is 6.37 million \$. Liuli takes on a look of businessman one catching up another and project one following another.

The construction of industrial districts is under implementation according to the plan. You can see the factories and the related supporting facilities being to take shape. You can foresee the beautiful future of Liuli town.



随着城乡一体化体制的转换，六里镇商业正蓬勃发展。浦三路两侧的商店比比皆是，商场内人头攒动，热闹非凡。

商业购物街秉承中国传统建筑风格，蜿蜒曲折，欲隐欲现，与老镇新貌的六里融为一体。

绿洲大酒店占地5000平方米，内部按三星级涉外宾馆标准建造。集餐饮、娱乐、住宿、购物于一体，设备先进，服务热情，深受中、外游客的青睐。

With the transition of the system of town integrating with city, Liuli's commerce develops vigorously. Shops concentrate along Pusan Road and are crowded with shoppers.

The commercial shopping street adopts the style of Chinese ancient architecture, runs zig-zag, merges together with the new appearance of the old town.

The Oasis Hotel occupies 5000 square metres, which is decorated according to the standard of three-star hotel and put dining, recreation, accomodation, shopping together, provides advanced equipment and warm service, has received favor from the customers from domestic and abroad.



- 顾客盈门的商场
- the busy shop
- 绿洲大酒店外观
- the appearance of the Oasis hotel
- 具有民族特色的商业街
- the commercial street of national style



六里镇是上海重要的蔬菜基地，座落在南新村的“浦东锦园园艺场”是上海市名特优蔬菜生产基地之一，95年被评为市一级园艺场。该场拥有铝合金暖棚，钢架暖棚，喷灌房以及其它配套设施，向人们展示了现代化农业的风貌，体现出六里“以菜代绿”的初步构想。

运用现代化农业技术，六里培育的“杂交甜椒”、“冬常青菜”等新品种，曾获得了市、区科技进步奖。几年来，已直接向外省市和市内各宾馆、饭店供应优质蔬菜近千吨。

六里镇副业以养猪为主，盛产鲜牛奶、鲜蛋，还引进了七彩山鸡、绿头野鸭等，丰富了上海市民的菜篮子。

Liuli town is an important vegetable source of Shanghai. "Pudong Jinyuan Vegetable Garden" situates in Nanxin village, is one of the production-base for famous, special, and top-quality vegetables. She was appraised as the first-class garden of Shanghai in 1995, "Jinyuan Vegetable Garden" has different kinds of brooders, spray-irrigation houses and other supporting facilities, reveals the appearance of the modernized agriculture, shows the initial idea of greening the town with vegetables.

Liuli has utilized the modernized agricultural technology to cultivate, the inter-breeded green pepper, the winter-greens and some other new breeds, which have won the prize of science and technology development, Liuli has directly supplied 1000 ton of top-quality vegetables for the hotels in Shanghai and other provinces.

Pig raising is the main subsidiary business of Liuli, Liuli is also abundant in milk and eggs. Liuli has imported wild games like the American colorful pheasant, and the green head wild duck for raising, to enrich the "vegetable project" of Shanghai.

- 浦东锦园园艺场
- Pudong Jinyuan Vegetable Garden
- 铝合金暖棚
- aluminum-alloy brooders
- 新鲜的蔬菜装车上市
- fresh vegetable waiting for loading
- 奶牛场
- cow ranch
- 主要副业之一——养猪
- the main subsidiary production-pig raising



- 浦东中学校门
- the gate of Pudong middle school
- 浦东中学创始人—杨斯盛先生之像
- the funder's statue-Yangsi sheng
- 校园小景
- campus microlandscape
- 校友烈士纪念碑
- schoolmates martyrs monument
- 五卅惨案纪念碑
- monument for May 30th massacre
- 成人电脑学习中心
- educational center for adult's computer training
- 环境宜人的幼儿园
- kid garden with beautiful surroundings



六里镇民热情淳朴，重视文化、教育是六里镇的优良传统。本镇的浦东中学是上海市最老的历更名校，曾培育出一代精英人才：原中共中央总书记张闻天、左翼五烈士中的胡也频、殷夫，原国民党中央主席蒋经国及其胞弟蒋经国均曾就读于此。

改革开放中的六里，将发展教育视作振兴六里的战略措施之一。目前，全镇已形成学校、社会、家庭一体化的教育网络。六里镇的学生德、智、体、美全面提高，高考升学率达78%。

六里镇人民高度重视自身素质的提高，全镇已有六千多人参加法律知识、英语、电脑等职业技能的培训。

人才，在市场经济中最具竞争力，六里镇政府狠抓文化教育，着眼于培养下一代的远大战略目标，显示出六里对未来发展远景的坚定信念。

Liuli has friendly people and good tradition of paying high attention to culture and education.

The Pudong middle school, grown up in Liuli town, is the oldest nominated school in Shanghai. She has produced a generation of elitist: Zhang wen-tian, the former general secretary of the central committee of the CPC; Hu ye-ping and Yin fu, two of the five left-wing martyrs. Jiang jing-guo, the former chairman of KMT and his young blood brother Jiang wei-guo, have ever studied in Pudong middle school.

In the movement of opening and reformation, Liuli takes "develop education" as one of the strategy for vitalizing Liuli town. Liuli has woven a education network together by schools, governments and homes. The students in liuli pursue all round development of morality, intelligente physique and virtue. The rate of admission to college reaches to 78 percent.

Liuli town people pay high attention to the improvement of their self-quality. There are 6000 people taking part in layer, foreign language, computer and other vocational-training.

Talent people is the most competitive power in the market economy. Liuli town government pays attention to education, focus to produce a new generation of foresight for the strategic object, of strong believe for the prospects of the futural development.





董事长：岳勇
Board chairman: Yue Yong

未来的六里镇具有六大功能：

- 具有为现代化生活园区实施多种生活配套的服务功能
- 具有为区内、外人员生活服务的地区性商贸中心功能
- 具有风格各异，特色鲜明，环境优美的中档园林式居住小区及物业管理功能。
- 具有为六里镇及周边地区公共服务和为文体娱乐、休闲社交中心功能。
- 形成浦东西南部最大的生活用品批发交易市场及物资交易功能。
- 具有工业、企业与上海支柱产业、老城厢工业产业转移及配套的生产基地功能。

Liuli will have six functions in the future:

- the service function of providing multi-supprdrts for the modernized biotopes;
- the regional commercial and trade function for people in the district and from outside;
- the property management function for the middle-standard biotopes of landscape style, different types, beautiful surroundings and obvious characters;
- the recreation and sports function for the dwellers in and near Liuli town;
- the transaction function of the biggest markets for whole-saling of necessities and inter-flowing of commodities in the south-west of Pudong;
- the production-base function of supporting the auxiliary items for or transferring for the industries, enterprires, back-bone industries and old city industries.