

许宁宁◎编著  
Xu Ningning

New Business  
Opportunities in ASEAN  
— Faith and Action

看好东盟  
新商机



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行动

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CHINA RAILWAY PUBLISHING HOUSE

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## 前 言

许宁宁

经过十年的共同合作，中国—东盟自由贸易区于2010年建成。由中国和东盟十个国家组成的这一世界上消费者最多的自贸区拥有19亿消费者，中国与东盟相互间贸易90%以上的产品是零关税。

我之所以用上述这一基本知识作开场白，是因为自贸区已经建成的近三年来仍有不少企业家、政府经济部门官员在问：“中国—东盟自由贸易区在哪里？”、“什么是中国—东盟自贸区？”、“中国—东盟自贸区具体是怎么回事？”。

对中国—东盟自贸区缺乏了解意味着什么？意味着你的企业在向东盟出口时因没有使用《原产地证》而白白交了关税，意味着你的企业、你主管的行业或地区在对外发展中没有利用好区域经济一体化的有利政策……

然而，仅仅了解自贸区形势还远远不够，重要的是行动！企业应尽快根据中国与东盟相互开放市场的发展，制定相应的经营战略和策略；地方政府经济部门应尽快结合本地区情况，提出抓住自贸区商机的工作意见并组织实施；行业主管部门和行业商会应尽快与东盟国家行业机构对接，以行业对接促进产业合作，实现区域内产业升级。

尽快的行动，可达到“以时间赢空间”，抢抓商机可获得更大的市场面积，获得更多的投资合作。

行动快但又应防止欲速不达。必要的可行性研究则不可忽略。行动快还需要与发展的长期性相结合，不能只图一时之快。行动中应有远见，行动中应塑好形象，行动中应提倡互利合作。

大处着眼、实处着手，是我们获得新发展的基本行为。今天的世界经济中，区域经济一体化正让市场供求不时发生新的变化，让国与国、地区与地区的经济关系正变换着新的姿态。在我们所处的东亚地区，东盟经济共同体的建设，中国—东盟自贸区、日本—东盟自贸区、韩国—东盟自贸区的运行，内陆与港澳、大陆与台湾有关自由贸易协定的实施，中国与新加坡、日本与印度尼西亚等众多双边自贸协定的执行，给我们带来了许多新的机遇和挑战，总体上来说机遇大于挑战，关键是要善于抓住机遇。

东亚经济一体化正呈方兴未艾之势，中国—韩国自贸区已开始谈判，

中日韩自贸区谈判于2012年年内启动。以东盟主导的RCEP（区域全面经济伙伴关系框架）更是一个涵盖众多国家的庞大自贸区，即将隆重推出，起而行之，令人注目。跟上形势的变化，顺势而为，方能借势取利。

中国与东盟国家山水相连，互为近邻。密切相互间经济互利合作，是巩固和发展双方全面战略伙伴关系的必然选择，这也必将惠及整个东亚地区的稳定和发展。共同携手发展，发展才最有效率。我们需要将创新合作与务实合作相结合，将全面合作与深入合作相结合。今天的合作正是打造明天的美好，让我们为美好而行动！

## Preface

Xu Ningning

Through ten years' joint cooperation, China-ASEAN Free Trade Area was established in 2010. In this Free Trade Area which owns 1.9 billion consumers, over 90% of the products trading between China and 10 ASEAN countries enjoy zero tariff.

The reason for using the above basic knowledge as opening remarks is that, since the establishment of the FTA for almost three years, many entrepreneurs and government officials still ask, "Where is China-ASEAN FTA?", "What is China-ASEAN FTA?" and "What exactly China-ASEAN FTA is?".

What does it mean if you are lack of understanding of CAFTA? It means that your company has paid tax in vain when exporting to ASEAN without using "Certificate of Origin", it means that your company or the industry sector or region under your supervision has not taken advantage of favorable policies of regional economic integration, etc.

But to know the situation of FTA is not enough, what matters most is to take action! Enterprises should make corresponding business strategies and tactics according to the development of mutual market opening between China and ASEAN; local governmental economic sectors should grasp work suggestion on FTA business opportunities and organize the implementation combining with local situation; industrial authorities and associations should dock with industry associations of ASEAN nations to promote industry cooperation through industry docking and implement regional industry upgrading.

Taking action promptly can achieve "win space by time" and grasping business opportunities can win a larger market area and more investment cooperations.

However, haste makes waste. The feasibility study is necessary and can not be ignored. The prompt action also needs to combine with the long-term development. We would not only enjoy the quick speed, but also show foresight in the action, to create good image and encourage mutually beneficial cooperation.

Paying attention to important points and taking steps in practice should be the

basic behavior for us to achieve new development. In the global economy today, regional economic integration is making the new changes to the market supply and demand, making the new attitude to the economic relations of states to states and regions to regions. In the East Asian region where we live, the establishment of ASEAN Economic Community and the implementation of these bilateral free trade agreement such as China-ASEAN FTA, Japan-ASEAN FTA, Korea-ASEAN FTA, China inland-Hongkong and Macao, China mainland-Taiwan, China-Singapore, Japan-Indonesia and others will bring us many new opportunities and challenges. On the whole, the opportunities outweigh the challenges and the key is to be ready to hold the opportunities.

East Asian economic integration presents in the ascendant trend, the negotiation of China-Korea FTA is on the way, and the negotiation of China, Japan and Korea FTA will be launched in 2012. Led by ASEAN, RCEP (Regional Comprehensive Economic Partnership Framework) which is a huge FTA covering many countries is going to be introduced and will be eye-catching. Keeping abreast of trend change, following the trend to tack action, thus we can succeed by taking advantage of it.

China and ASEAN countries are close neighbors linked by mountains and rivers. The intimate and mutual beneficial economic cooperation is the inevitable choice to consolidate and develop the comprehensive strategic partnership between both sides. Meanwhile it will benefit stability and development of whole East Asia. Joining hands to achieve development is the most efficient way. We need to combine innovative cooperation and pragmatic cooperation as well as to combine comprehensive cooperation and deepening cooperation. Today's cooperation is for a better tomorrow, so let us take action for our promising future!

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# 第一部分

中国—东盟自贸区建成，新商机层出



# 中国与东盟关系现状、趋势、对策

许宁宁

在中国国际战略环境中,东盟处于十分重要的地位。有三方面原因:一是东盟成员国与我国山水相连,地处重要国际交通通道。东盟地区的政局、经济增长、对华关系直接影响着我国周边安全、对外发展,是我国地缘政治和地缘经济的重要着力点。二是东盟正在崛起,在地区关系中作用加大,并欲在国际事务中发挥更大的作用。我国坚持东盟在东亚合作中发挥主导作用的主张要求我国与东盟关系必须不断巩固和发展。三是美国、日本等国加大与东盟合作的发展趋势将对东盟对华关系产生一系列新的影响,我国如何趋利避害地应对已成为我国对东盟关系的重要考验。为此,我国应高度重视对东盟关系的发展,采取从长计议、切实有效、系统协调的积极行动予以推进。

今后,我国对东盟关系总的指导思想应是:坚持“与邻为伴、以邻为善”的周边外交方针,大力促进双方的全面合作、创新合作、务实合作、互利合作,不断深化双方战略伙伴关系,并推向一个又一个新阶段。

## 一、东盟现状及中国与东盟现状分析

现状分析是我国确定今后对东盟战略和策略选择的基础。

### (一) 东盟现状

东盟由文莱、柬埔寨、印度尼西亚、老挝、马来西亚、缅甸、菲律宾、新加坡、泰国、越南十国组成,拥有6亿人口、2万亿美元国民生产总值。目前,这一地区政局基本稳定,致力于实施外向型经济增长,着力加快东盟内部的一体化进程,实施“大国平衡”的多方位外交政策。

近十年来,在全球众多地区性国际组织中,东盟的发展令人瞩目,其快速发展主要体现在两大方面:一是东盟内部组织程度提升,通过并实施了《东盟宪章》,确定了建立东盟共同体的目标,并采取了一系列实施行动。二是东盟与外部合作关系大为加强,东盟先后与中国、韩国、日本等六个国家建立了自由贸易区,中国、日本、韩国、印度、俄罗斯、澳大利亚、新西兰、美国等国先后加入了《东南亚友好合作条约》,建立了围绕东盟的“10+1”、“10+3”、“10+8”机制,东盟分别与联合国、欧盟、中东的海湾合作委员会(GCC)、拉美的南方共同市场(MERCOSUR)等