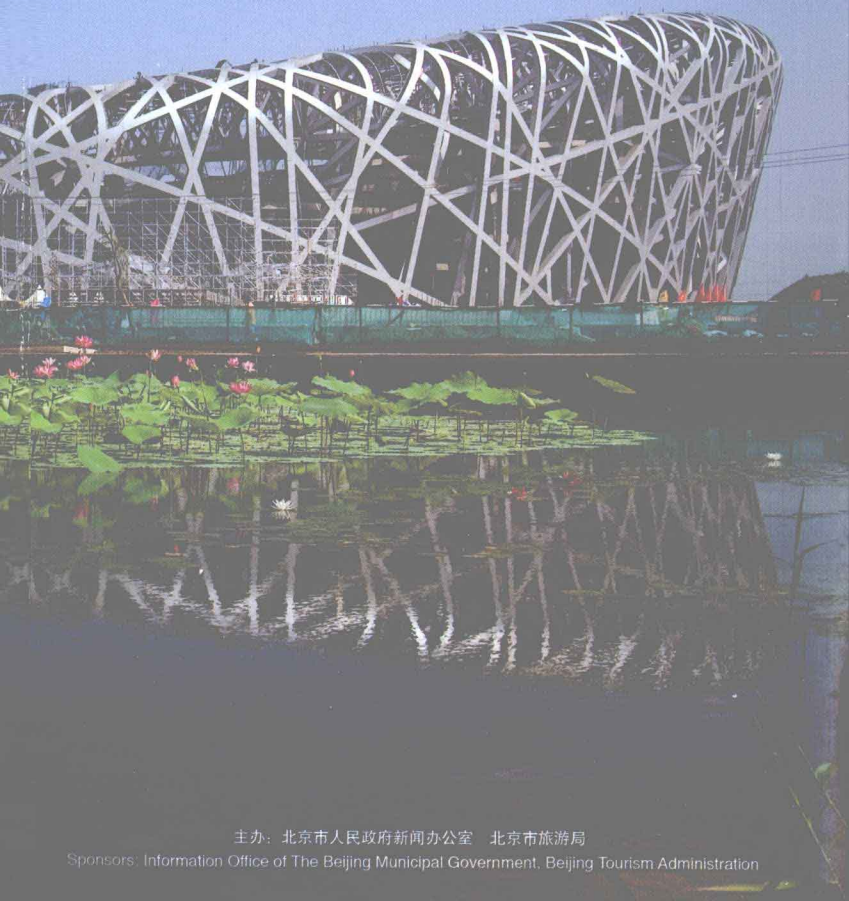


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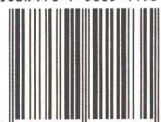
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Preface 前言

Welcome to Beijing

Built upon a sometimes regal, sometimes turbulent historical foundation that disappears into prehistory, Beijing is again emerging as a major world centre for tourism, business and commerce and political power. Yet, with its streams and mountains, its winding *hutong* lanes, its parks and its modern megaliths of gleaming glass and steel, it is also being transformed into a harmonious place in which to live, work and to enjoy a harmonious social existence.

This is Beijing, a charming, magnificent city that has weathered dynastic change for thousands of years and that has served as a centre of power for 850 of those years, right up until the present.

Steeped in an imperial history, the city is teeming with internationally recognised heritage sights and monuments. Given a single lifetime, the Great Wall, the Forbidden City and the Summer Palace are things that really should be seen at some point. There are also numerous temples and parks dotting the city and the surrounding countryside that provide serenity and respite to sometimes harried residents, both local and foreign, who are living on the cutting edge of change.

Beijing is racing at a sometimes alarming speed towards 2008. With the Olympics in view, and while the cranes and welders forge a new skyline in preparation, the people have already arranged their own palette in all its multicoloured modernity. No more red slogans and grey uniforms of the past, Beijing will welcome the world with designer boutiques, fine cuisine and flashing neon. Its children crowd Internet cafes well into the night and there's a fast-evolving music scene, with international artists regularly dropping in to sample an active, vibrant night life. New money is evident everywhere, from blacked-out Audis to trendy VIP bars hidden down dark alleyways.

In short, Beijing is a city of contrasts. It's a melting pot of ancient Chinese culture and a symbol of its promising future that must be discovered in all its eclectic delights.

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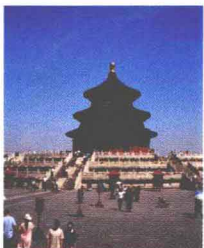
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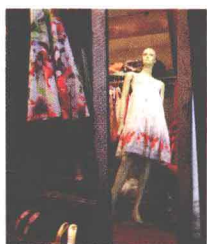
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Natural Environment

Beijing, the capital of the People's Republic of China, belongs to the warm temperate zone and has a semi-humid climate. It has four distinctive seasons, with a short spring and autumn and longer summers and winters. January is the coldest month and July is the hottest.

With an area of 16,410.54 square kilometres, mountainous areas occupy 10,417.5 square kilometres, accounting for 62 percent of the city's land mass. The remaining 6,390.3 square kilometres or 38 percent of the total is flatland. The municipality governs 16 urban districts and two rural counties.



City trees: Oriental arborvitae and cypress

City flowers: Chinese rose and chrysanthemum



Population and Ethnic Groups

At the end of 2006, Beijing had a population of 15.81 million, including a transient population of about 3 million. People from each of China's 56 ethnic groups reside in Beijing, but the vast majority of its residents are Han.



Tourism

Beijing is endowed with abundant tourist attractions. More than 300 tourist sites, some of them the most famed in the world, are open to visitors. There are 4,761 hotels, inns or hostels for visitors, 658 of which are star-rated hotels. About 100 more star-rated hotels will be built before the Olympic Games open in August 2008. Nearly 500 travel agencies operate in Beijing, employing more than 5,000 tourist guides, who speak at least 21 languages.



History of Beijing

The history of Beijing is punctuated by turmoil, power, greatness



and intrigue. Located neither by an ocean, nor by a great river, the city is strategically located at a major divide between nomadic herding lands to the north and agricultural lands to the south. These two opposing forces have shaped much of the city's colourful history.

Beijing Cave Man

It is believed human settlement in Beijing goes back as far as 780,000 years, possibly more. The earliest fossil records of Peking Man found in Zhoukoudian, Fangshan District, in the city's southwestern suburbs in the 1920s, date to about 500,000 years. More recent finds are dated to between 18,000 BC and 11,000 BC. During construction of the Oriental Plaza in Central Beijing's Wanfujing Community in 1999, a Palaeolithic (early Stone Age) settlement was discovered. This was the first time in the world that a palaeoanthropic culture's remains were found in a metropolitan downtown district.



Figures on Beijing Cave Man

Average life span: no more than 30 years old

Average height: 156 cm (male), 144 cm (female)

Brain capacity: 1,088 ml, 80 percent of modern men


Yanjing—The Most Important City of the Yan

Records concerning Beijing's existence date to the 11th century BC. After Zhou Dynasty forces moved eastward from (contemporary) Shanxi Province and conquered the Shang, the emperor of Zhou distributed lands to dukes. Two of these feudal territories were in what is now modern-day Beijing, Ji in today's Xuanwu District and Yan in Fangshan District.



During the tumultuous Spring and Autumn period (771–476 BC) and much of the Warring States period (475–221 BC) conflicts resulted in Yan expanding its empire, swallowing up much of the surrounding lands and installing the City of Ji as its new capital. Its emergence as a power of the age was short-lived after a failed assassination attempt on the rival king of Qin. In 226 BC, Qin forces conquered Yan; five years later, all the Warring States had been defeated, establishing the first unification of China under its namesake, the Qin





Dynasty (221–207 BC). The city of Ji was chosen as the administrative centre of Guangyang Prefecture, one of 36 prefectures in China's first feudal empire.

Conflict and Change

Over the next 1,200 years, there were numerous conflicts and name changes. The city emerged as a frontier garrison, serving as a staging base for campaigns against the empire's nomadic enemies to the north. By the glorious Tang Dynasty (AD 618–907) Beijing was known as Youzhou. However, rebellions, uprisings and invasions ended in the country's political disintegration, constantly changing the status of the city up until its installation as the capital of the Jin Dynasty (1115–1234) in 1153, named Zhongdu (Middle Capital).

In 1215 the Mongols, led by Genghis Khan, invaded the city, but it was left to Genghis' grandson, Kublai Khan, to finally conquer the whole of China, establishing the Yuan Dynasty (1271–1368) with Beijing as its capital. The city, known as Dadu (Great Capital), was meticulously planned around a grid plan that still characterises the city today. As the capital city of the Yuan Dynasty, Dadu enjoyed worldwide fame in the 13th century. Envoys and traders from Europe, Asia and Africa who paid visits to China were astounded by the splendour and magnificence of the city.

After the fall of the Mongol empire in 1368, the early Ming emperors settled in Nanjing temporarily, renaming the old Yuan capital Beiping (Northern Peace). However, after usurping the throne from his nephew in 1403, Zhu Di, also known as the Yongle Emperor, started building the grand Forbidden City. Finally, in 1421, he relocated to what is now known as Beijing (Northern Capital). The layout of what remains in today's modern Beijing finds its roots in this period. The Forbidden City was constructed from 1407–1420, followed by the Temple of Heaven (1420) and numerous other construction projects.

After a lengthy rule, the Ming Dynasty fell into decline. A peasant uprising took the city in April 1644. By June that year a federation of Manchurian tribes from the north, after being given free passage through the Great Wall by a disaffected general, finally conquered the city and established the Qing Dynasty (1644–1911). The Forbidden City was then enlarged, and communications with other countries were enhanced.

A republican revolution in October 1911 closed the curtain on the dynastic tradition. But, by 1919, disaffection was running high in response to the treatment of the Chinese by allied powers during negotiations of the Treaty of Versailles. The May Fourth Movement and the Communist Party of China grew out of this atmosphere, a time when communist forces at times allied with, and at times battled with Kuomintang (Nationalist) forces. After China's occupation by Japanese



forces and China's War of Resistance against Japan, a full-scale revolutionary war broke out pitting communist against Kuomintang forces. On January 31, 1949, the People's Liberation Army peacefully entered and liberated Beijing. The People's Republic of China was born on October 1, 1949, when Chairman Mao Zedong uttered the words "The People's Republic of China has been founded; from this time, the Chinese people have stood up (*zhan qilai le!*)," while addressing the Chinese people via radio from the rostrum on Tian'anmen Square.

The subsequent 57 years have seen turbulent times, construction, destruction, reform and rebirth. Yet, as the city prepares for the 2008 Olympic Games, "change" is a key word for Beijingers. Indeed, after the turmoil of the past 3,000 years, the modern city finds itself at the centre of one of the biggest peaceful socioeconomic transformations the world has ever seen.

International Metropolis

Beijing is an ancient capital, yet a modern city. As the capital of the People's Republic of China, Beijing serves as the national political, economic, cultural and international communications centre, leading the development of Asian cultural and scientific trends, very much in keeping with the pulse of global business operations and opportunities.

Each year, a great number of domestic and world tourists visit Beijing to experience its wonders. In 2006, 3.9 million inbound tourists visited Beijing, of which 3.33 million were foreign tourists. Visitors to the city will experience not only its ancient history, but also its rapid modernization.



Preparatory work for the Beijing Olympics is having a profound effect on the city's development. The influence of the 29th Olympic Games in 2008 to the host city and the country at large is comprehensive. In a large country with more than 5,000 years of civilization and a population of 1.3 billion, this opportunity is unique for the promotion of Olympics globally and the popularization of Olympic spirit in the most populous country in the world. Preparations for the Olympic Games in Beijing will greatly promote the country's comprehensive socioeconomic development, bring tremendous changes to the cultural and living environment, strongly advance its modernization and strengthen Beijing's transformation into an international metropolis.



Timeline of the City's History



About 500,000 Years Ago

Peking Man inhabits the Beijing area



11th Century BC

Two small kingdoms named Yan and Ji were established in Beijing area



8th Century-3rd Century BC

Yan conquers Ji and installs its capital as Yanjing



221 BC

Fall of the Yan, emergence of the Qin Dynasty



AD 618

Growing garrison town of Youzhou under the Tang Dynasty



1153

Capital of the Jin Dynasty, Zhongdu



1271

Capital of the Yuan Dynasty, Dadu



1368

Renamed Beiping after the Ming Dynasty settles temporarily in Nanjing



1403

Reign of Ming Emperor Yongle begins; the city's name has changed from Beiping to Beijing



1407

Construction of the Forbidden City begins, ending in 1420; Emperor Yongle relocates the capital from Nanjing to Beijing in 1421.



1644

Manchu tribes establish the Qing Dynasty



1911

Republican Era begins, Qing Dynasty collapses



1949

Communist forces emerge victorious against Kuomintang forces; Chairman Mao declares the founding of the People's Republic of China



2001

Beijing wins right to host the 2008 Olympic Games beginning on August 8, 2008





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2008 Olympics

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Beijing's Olympic organizers are energetically preparing for the 2008 Olympic Games, from round-the-clock work leading to the completion of the construction and renovation of Olympic venues and stadiums to public awareness and marketing programmes. Some of the biggest names in worldwide entertainment are at work planning the Games' Opening and Closing ceremonies. As people strive to widen roads, clean up smoggy skies, build stadiums and the Olympic village, Beijing vows to turn its long-cherished Olympic ideal into a singular reality.

Olympic Venues

Thirty-seven competition venues and 76 training stadiums are needed for the 2008 Olympic Games with 31 competition venues planned in Beijing and six in the co-host cities of Qingdao, Hong Kong, Tianjin, Shanghai, Shenyang and Qinhuaangdao. Following the "Green Olympics, High-Tech Olympics, People's Olympics" concepts, the construction of the venues represents a balance between art and utility. The construction of the Games' venues is progressing smoothly and will be completed by the end of 2007, except for the National Stadium, to be finished in March 2008.

National Stadium

The National Stadium, dubbed the "Bird's Nest," is one of the two main venues of the 2008 Olympic Games. With a capacity of 91,000, including 11,000 temporary seats, it will host the Opening and Closing Ceremonies, the track and field events and the football finals of the 2008 Games. Co-designed by the Swiss company Herzog & DeMeuron and the China Architecture Design Institute, the nest-like structure will be used to stage sports events at national and international levels as well as cultural and entertainment activities after 2008.

🚌 Bus 108, 415, 713, 751, 851

📍 Beijing Olympic Green, Chaoyang District
朝阳区大屯北京奥林匹克公园内



National Aquatics Center

The National Aquatics Center, dubbed the "Watercube" because of its futuristic, artful architecture, has a seating capacity of 17,000, including 11,000 temporary seats. The design of Watercube makes it resemble a giant box of blue bubbles floating in space. But its beauty is more than "skin-deep" and more than simply aesthetically pleasing. Its advanced design will employ solar energy to adjust the temperature of the swimming





pool, among other high-tech advances and innovations.

🚌 Bus 108, 415, 713, 751, 851

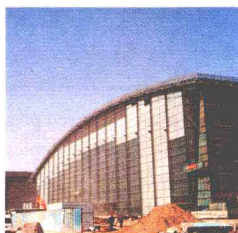
📍 Beijing Olympic Green, Chaoyang District
朝阳区大屯北京奥林匹克公园内

National Indoor Stadium

Located in the Olympic Green in North Beijing, it has a floor area of 68,700 square metres and will have an 18,000-seating capacity upon its completion by the end of 2007. As the Games' gymnastics and hand-ball venue, the National Indoor Stadium resembles a traditional Chinese folding fan; it will become a fitness and recreational centre for Beijing's residents.

🚌 Bus 108, 415, 713, 751, 851

📍 Beijing Olympic Green, Chaoyang District
朝阳区大屯北京奥林匹克公园内



Olympic Forest Park

The 680-hectare Beijing Olympic Forest Park lies at the northern end of Beijing's famed 7.8-kilometre-long central axis that runs southward through the Olympic Green and Forbidden City. As a "back garden" for the Beijing Olympic Games, it will be the venue for events such as tennis, archery, and hockey, and will receive more than 40,000 visitors per day during the Games.

The park is divided into two parts, north and south, by the North Fifth Ring Road. The park's Main Mountain and Main Lake are two distinct features in the park. The 112-hectare Main Lake (Olympic Lake) will have a water fountain modelled after the Olympic flame. The lake was built in the shape of a dragon, which in Chinese lore is usually associated with water, symbolizing wealth and good luck. The mouth of the "dragon" faces the Qinghe River, which flows into Olympic Forest Park, while the tail of the "dragon" surrounds the National Stadium, the main venue for the 2008 Olympics Opening and Closing Ceremonies, the



Games' track and field events and football finals.

🚌 Bus 305, 752, 819, 909

📍 North of Beijing Olympic Green,
Qinghe Town, Chaoyang District
朝阳区清河镇奥林匹克公园北部



Tips

- The National Stadium and National Aquatics Centre can now be visited. Please follow the instructions for visitors.
- Since the Olympic competition venues are still under construction, pay attention to your personal safety when visiting.
- The National Stadium and National Aquatics Centre can be viewed from vehicles travelling on The North Fourth Ring Road.
- The best way to go there is by taxi, about 20 yuan from city centre.



Olympic Licensed Products

Olympic licensed products, whose development was generated by Beijing's golden Olympic opportunity, will be a hit in 2008 with world-wide visitors coming to Beijing. The Beijing Organizing Committee for the Games of the XXIX Olympiad (BOCOG) has urged consumers to buy Olympic products from licensed stores to avoid purchasing counterfeit goods. BOCOG has licensed 10 categories and over 4,000 items of Olympic products, including badges, metal products, garments and trappings, bags, pens, handicrafts, jewellery and silk products.

As of April 1, 2007, 200 licensed stores had been authorized to sell Olympic products in Beijing, along with 348 in more than 70 cities across China. This number will reach about 2,000 at the end of this year.

For more detailed information about Olympic licensed products, please visit the official Web site of the Games of the 29th Olympiad at: www.beijing2008.com, or call 800 810 0010

Places to Buy Olympic Licensed Products

Domestic Departures, Terminal 1
Beijing Capital International Airport
北京首都国际机场1号航站楼国内厅
+86 10 6454 0891

1F, Wangfujing Department Store
255 Wangfujing Dajie
王府井百货大楼一层
+86 10 6512 6677, ext. 616

Domestic Departures, Terminal 2
Beijing Capital International Airport
北京首都国际机场2号航站楼国内厅
+86 10 6459 0831

1F, Gongmei Emporium
200 Wangfujing Dajie
王府井步行街南口工美大厦一层后厅
+86 10 6528 8866, ext. 1122

