

# IDE TO INVESTMENT IN CHINA

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# 《對華投資必讀》 (山東卷)

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### 《對華投資必讀》叢書總序

中國 國際 商會 會長 鄭鴻業

《對華投資必讀》叢書是一套面向有興趣到中國大陸投資的外國及港澳臺商人的知識性工具書,也是全面、系統地介紹中國鼓勵外商投資的方針政策、有關法規和各地投資環境、有關情况的一套資料性讀物。這套叢書的問世,填補了我國出版界的一項空白,它將爲促進外國及港澳臺商人來中國大陸投資提供咨詢服務。對此,我表示衷心的祝賀。

中國的政治、社會穩定,經濟不斷發展,自然資源和人力資源豐富,市場廣闊,工業門類齊全且有相當基礎,有較高的科學技術水平和各種專業人才,對外國及港澳臺投資者來說,是有很大吸引力的。1979年實行改革開放政策以來,中國政府采取了一系列有效措施,使投資環境日益改善,投資立法不斷完善,并在吸收和利用外國及港澳臺資金方面,取得了長足的進展。

1980年,相繼建立了深圳、珠海、油頭和廈門四個經濟特區,廣東和福建兩省實行了特殊政策;1984年,確定上海、天津等 14 個沿海城市爲開放城市,并在這些城市里陸續設立了經濟技術開發區;此后又在交通便利、工業基礎較好、科技水平較稿的沿海一些地區劃定 200 多個市縣爲經濟開放區;1988年,在海南島建省并實行經濟特區的優惠政策;不久前,又決定開發、開放廈門的杏林、海滄,福州的馬尾和上海的浦東,并將濟南市列入沿海經濟開放區,開放膠東半島和遼東半島。國家在上述地區實行特殊的優惠政策,以促進這些地區吸收外商及港澳臺商投資。全國其它省、自治區也積極地開展了對外經濟技術合作和貿易往來。這樣,一個從沿海到內地的全方位、多層次的對外開放格局已經基本形成。

從1979年至今,中國政府已陸續制定、頒布了200多項涉外經濟法律和法規,其 範圍包括了涉外經濟合同、稅收、直接投資、技術引進、上地管理、勞動工資管理、財務 管理、進出口管理、外匯管理、海關管理、工商行政管理、專利、商標、版權等涉外活動的 各個方面。這些涉外經濟立法既從國內實際情况出發,又參考和照顧了國際慣例,對于 保障投資者的合法權益是切實可行的。按照這些法律法規,外商投資企業享有充分的 生產經營自主權,企業可以在合同、章程規定的範圍內自行制定經營計劃,籌措運用資 金,采購生產資料,銷售產品,自行確定管理機構、人員編制和工資、獎勵制度,運用科 學的方法管理企業等等。這就保障了企業生產經營活動的正常進行。

爲了方便外商和港澳臺胞前來投資,國家對投資管理體制也進行了改革,從中央到地方都建立了投資管理機構,下放了審批權限,努力簡化審批手續,提高了工作效率。全國不少省市特別是沿海地區實行了政府有關主管部門聯合辦公制度,做到了由一個窗口接受和審批投資項目、合同和章程,大大縮短了審批時間。政府有關部門和項目所在的省區市領導親自過間外商和港澳臺胞投資企業的生產經營情况,幫助他們排

憂解難。多數沿海省市還成立了各種爲投資服務的機構,例如外匯調劑中心、物資供應中心等,爲外商和港澳臺胞投資企業提供各方面的服務。實踐證明,中國大陸吸收外資的方針和改善投資環境的努力已取得了積極的成效。

據統計,我國在第七個五年計劃(1986年至 1990)期間對外簽訂借款協議金額累計爲 365.8 億美元,實際使用金額累計爲 300 億美元,分別比實行改革開放前七年(1979年至 1985年)累計數增長 80%和 90.7%;批準外商直接投資項目數 22,731 個、協議外資金額爲 240.07 億美元,外商實際投入資金 141.87 億美元,分別比前七年累計數增長 259.6%、47%和 200.6%。現在,外商投資企業已遍及全國各個省、自治區、直轄市,甚至在"世界屋脊"的西藏也出現了合資企業。"七五"期間,外商投资企業開始逐步發揮效益,成爲我國擴大出口的一支重要力量。1990年,全國的中外合資、合作企業和外商獨資企業(在中國,人們習慣稱"三資"企業)企業出口額達 78.1 億美元,比上年增長 58.9%,占全國出口總額的比重也從上年的 9.4%上升到 12.6%,同 1985年和比,增長了 22.68 倍。"三資"企業的興旺發達,顯示了在中國大陸投資的發展潜力。

吸收和利用外资,是我國對外開放政策的重要組成部分。我國政府最近制定的國 民經濟和社會發展第八個五年計劃和到本世紀末的十年發展規劃,再次重申了堅持改 革開放的一系列方針政策,并把繼續積極吸收和利用外資、擴大中外經濟技術合作作 爲今后工作的一項重要内容。我們堅信,隨着對外開放的進一步擴大,我國投資環境的 進一步改善和投資立法的不斷趨于完善,必將有越來越多的外商和港澳臺同胞到中國 大陸投資,我國的利用外資工作將呈現一個新的局面。

我們竭誠歡迎世界各國各地區朋友和港澳臺同胞來中國大陸投資、興辦企業、開展各種形式的經濟技術合作,并衷心希望《對華投資必讀》這套叢書能夠爲現在的和將來的,現實的和潜在的投資者們提供有益的幫助。

最后,祝願各國各地區朋友及港澳臺同胞在中國大陸投資順利成功,事業發達,鴻 國大展。

一九九年3月十四

### 山東,投資的一塊寶地

山東,齊魯之邦,孔子,孫子的故鄉。 這里,人杰地靈,物華天寶,文化燦爛,民 情淳厚,風光綺麗。

山東地處黄河下游,由半島和內陸兩部分組成。從發展經濟的角度看,山東北接京津唐,環渤海經濟圈。南連江浙海,沿長江經濟帶。作爲中國最大的東島,山東面向太平洋,背靠歐亞大陸,與日本、朝鮮半島隔海相望,越太平洋,與日本、朝鮮半島隔海相望,越太平京,東與美洲、大洋鐵路、齊邯鐵路於通后,山東南北、東西將分别有兩條中國鐵路交通大動脈縱貫河下遊、中原和山西能源基地、大西北連門中。

山東物産品多質優。在中國已發現的 150 多種礦産資源中,山東就有 128種,已探明儲量居全國前 10 位的礦産達 30 多種,有效潜在價值總計約 1.2 萬億元。山東的海洋資源得天獨厚,海岸綫長達 3121 公里。富饒廣袤的海域,爲發展海水養殖、海洋漁業、海洋運輸、海洋化工及開展對外經濟交往活動提供了良好的條件。

山東的經濟發達。農業,是中國重要的農產品商品基地,盛產小麥、玉米、稻谷、豆類、花生、烟葉、果品等。有北方糧棉油之庫、溫帶水果之鄉的譽稱。1991年全省完成農業總產值762億元。工業,建起了布局基本合理、結構逐步協調、門類齊全、初具規模的現代化工業體系,是中國重要的工業生產基地之一。石油、煤炭、電力、冶金、化工、橡膠等重要能源、原材料工業以及醫藥、電子、機械、建材、原材料工業以及醫藥、電子、機械、建材、

輕紡、絲綢、烟草工業等,在中國均占重要 位置。1991 年全省工業總産值達2591.79 億元。

山東,是中國古代文化的發祥地之 一,名勝古迹遍布,可資游覽的雄山奇 峰、碧海秀水不勝枚舉。歷史悠久的文化 名城——曲阜,有蓄叠中外的孔府、孔 廟、孔林等古迹。號稱"五岳獨尊",古代 72 代帝王曾登臨封禪的泰山,被聯合國 教科文組織列爲"世界自然遺産"。以"世 界風箏都"而聞名于世的濰坊,民情敦 厚,鄉俗依然。素有"泉城"之稱的省會濟 南,湖光山色分外妖娆,名泉垂柳遍布街 巷。中華文明的揺籃——黄河貫穿魯西 北而入渤海,形成風格獨特的黄河入海 口景觀。舉世聞名的大汶口文化遺址、龍 山文化遺址、臨淄齊國故都等古迹,都充 分體現了山東的古老文明。享有"海内第 一名塑"的靈岩寺、鐵山摩崖石刻、岱廟 天貺殿宋代壁畫,被稱爲"世界化石之 最"的山旺古生物化石,也無不使旅游者 嘆爲觀止。以青島、烟臺、威海、蓬萊爲主 的海濱游覽區,更是旅游觀光的極好去 處。

山東的對外交往歷史悠久,是中國 對外貿易的主要口岸之一。具有優越的 外商投資環境。經國務院批準建立的包 括濟南、青島、烟臺、威海、潍坊、淄博、日 照等7個地市、53個縣(市、區)在内的 山東半島經濟開放區及青島、烟臺、威 海、濟南4個經濟技術(高新技術產業) 開發區,開放區人口和面積約占全省的 40%,是中國沿海最大的經濟開放區之 一。迄今已同世界上160多個國家和地 區建立了經貿、友好關系,對外合作領域 已擴展到經濟、貿易、金融、旅游、科技、文化、衛生、體育等方面。到 1991 年,全省累計出口創匯 288 億美元,實現進口額 60 億美元。1991 年出口總值 38.3 億美元,地方外匯進口額 11.5 億美元。累資訊 45.8 億美元,實際利用外資 29.4 億美元。引進技術、企業改造收效顯著。10 多年的改革開放,爲山東經濟的發展之方新的活力,也爲今后的對外開放奠定了良好基礎。

目前,山東正在進一步敞開對外開放的大門,努力改善投資環境,拓寬對外合作領域,施以更加優惠的政策,誠招天下客。主要有:

一進一步擴大開放範圍。以青島、烟臺、威海、日照爲前沿,率先發展;以半島開放區爲依托,沿環海公路、濟青公路兩側設區布點,自東向西展開布局;以取營市、濱州和臨沂地區爲兩翼,擴大對外開放地帶。青島、烟臺、威海、日照沿海城市逐步試行經濟特區的某些政策;濟南、淄博、潍坊試行經濟技術開發區的政策;西部各市地試行沿海經濟開放區的對策,形成東部、中部、西部三個層次的對外開放整體格局。

一拓寬利用外資渠道,加快發展三資企業和"三來一補"。堅持國營、集體、個體,大、中、小項目,一、二、三產業一齊上的原則,全方位、多層次推進。到本世紀末,三資企業和"三來一補"出口創匯占全省出口總額的比重由目前的10%提高到60%以上。

一加快經濟技術開發區和高新技 術產業開發區建設。開發區實現以股份 制爲企業的基本組成形式,在軟硬條件 上逐步形成國際投資仿真環境。青島、烟 臺經濟技術開發區和濟南、威海高新技 術產業開發區,在出國審批、土地征用、 勞動人事、項目審批、財稅金融、工商管 理等享有地級市管理權限。

一一爲外商投資企業創造良好的發展環境。按照國際慣例建立適應外商投資企業發展需要的經營管理機制,建立外商投資服務機構,强化綜合服務功能。依法保障外商投資企業合法權益,對違犯涉外法規條例、隨意干預外商投資企業內部事務的,企業可依法提出行政訴訟。

一不斷改善對外開放的硬環境。 爭取國家批準濟南、青島機場爲國際空港,增辟國內外航綫,建立地方航空運營機群。加快青島、烟臺、威海、日照等老老配套設施建設,提高裝卸和集疏能力,抓緊建設威海新港。增辟通往中南美、非洲逐灣鐵路後建立國際集裝化轉地超點,非過數放、直接聯運出境的運輸周轉級,逐步運發,接通歐亞大陸橋。加快超速接職建設,"八五"期間,增加到200萬門,逐步實現通信聯絡現代化、自動化。建立國際經貿信息計算機網絡,實現全省信息網絡國際化。

山東是中國的一個大省,隨着改革 開放的不斷深化和擴大,經濟發展勢頭 越來越强勁。山東不僅自然資源和人力 資源豐富,市場廣闊,而且擁有比較高的 科學技術水平和各種專業技術人才。對 外國及港澳臺投資者來說,赴山東,實屬 遠見明察之舉。

"有朋自遠方來,不亦樂乎。"

一九九二年六月

# Shandong—A Treasured Land for Investment

Shandong, also named QiLu, is the nativetown of the Sage Confucius and military strategist Sunzi. It is a magnificent land famous for its rich natural resources, splendid culture, pure people and beautiful landscapes.

Located at the lower reaches of the Yellow River, Shandong Province borders the sea in the east and the mainland in the west . It possesses two terrains——the inland and the peninsula. From the angle of economic development, Shandong neighbours Beijing, Tianjin and Tangshan in the north, centers around the Bohai Sea Economic Ring, and it links with Jiangsu, zhejiang and Shanghai in the south. When the Beijing - Kowloon railway is finished there will be two south and north national land communication arteries. Shandong's position is quite favourable. As the largest peninsula of China, Shandong faces the Pacific Ocean, backs on to the Euracia. Shandong and Japan and Korea face each other across the sea in the east and Shandong contacts with America, Oceania and Asian - Pacific across the Pacific conveniently. When Jinan - Handan railway is finished, there will also be two east and west main lines of communciation. They will join the lower reaches of the Yellow River and Central Plains with Shanxi Energy Base and the Northwest of China. Shandong is the most ideal gateway to the sea of these provinces and regions.

Shandong's products are various and outstanding. Under the earth surface is a storehouse of 128 kinds of mineral resources among the 150 kinds discovered in China. There are more than 30 kinds minerals whose proven deposits ranking the first ten places in China. All the resources are expectedly worth 1,200 billion yuan. Shandong is also rich in aquatic resources. 3,121 kilos of coast line and vast water regions provide wonderful conditions for the development of sea—water breeding, sea fishery, sea transportation, sea chemistry and foreign economic relations.

Economy in Shandong is very much developed. It is an important agricultural commodity production base, teeming with wheat, corn, paddy, legume, peanut, tobacco and fruit. It enjoys the reputation of "the Northern Storehouse of Grain, Cotton and Oil"and "the Home of Temperate Zone Fruits". In 1991, the province's total agricultural output value reacheed 76. 2 billion yuan. Shandong has also built up a modern industrial system of a fairly large size and with a basically reasonable distributions, a gradually balanced structure and a relatively complete array of departments, thus becoming one of China's important industrial production bases. Shandong's energy resources such as oil, coal, electric power, metallurgy, chemistry, rubber and medicine, electronics industry, machine — building industry, building materials industry, light and textile industries, silk industry, and tobacco industry — all occupy an important position in China. In 1991, the province's total industrial output value reached 259. 179 billion yuan.

As one of the cradles of ancient Chinese culture, Shandong has numerous cultural relics and historical sites. The grand mountains and wonderful peaks the blue seas and beautiful waters for tourtism are too numerous to mention individully. Qufu, the famous cultural city with a long history, is famed both at home and abroad for Confucius Mansion, Confucius Temple and Confucius Forest. Mount Tai has always been ranked as the first among the five sacred mountains and in history 72 emperors of different feudal dynasties had ascended the summit to hold grand ceremonies. It was listed as "World Natural Heritage" by the UN-ESCO. Weifang, a place of honest and sincere people and marked folk customs, is famed as the "capital of kites in the world. "Jinan, capital of the province, is known as "Spring City", has enchanting scenes of mountains and lake, and the noted springs and weeping willows are all over the streets and lanes. Washing its north border is the Yellow River—the Cradle of Chinese Culture— running through the northwestern part of the province and emptying into the Bohai Sea, becoming a unique and splendid sight of the mouth of the Yellow River flowing into the sea. The worldknown ruins of Dawenkou Culture, Longshan Culture and the ancient capital of Qi state in Linzi are the representatives of the ancient culture of Shandong, The Lingvan Temple with its "best sculptures within the boundaries of China", the cliff stone inscription of Mt. Tieshan, the grand mural painting dating back to Song Dynasty in Tiankuang Hall, Dai Temple, and the Shanwang ancient fossils known as the "the oldest fossils of the world"are all acclaimed as the acme of perfection. The coastal cities as Qingdao, Yantai, Weihai and Penglai are the best places for tourists.

Having a long history of foreign relations, Shandong is one of the major ports for foreign trade with excellent investment environment for foreign businessmen. The peninsula's economic open zone encompassing seven cities -- Jinan, Qingdao, Yantai, Weifang, Zibo and Rizhao and 53 counties and the four new high -- tech industrial development zones of Qingdao, Yantai, Weifang and Jinan set up with the approval of the State Council with an area and population accounting for 40 percent province's total is one of China's biggest coastal open areas. Shandong has established economic, trade and friendly relations with more than 160 countries and regions, the external cooperation fields have extended into economy, trade, finance, tourism, science, culture, health and sports. By 1991, foreign exchange earned in export trade totalled US \$28.

8 billion, the import value achieved 6 billion. In 1991 alone, the export value totalled 3, 83 billion, the local import foreign exchange value totalled 1.15 billion. The total number of approved foreign funded projects had accumulated to 3689, involving contracted foreign investment of US \$ 4.58 billion and utilized foreign fund of US \$ 2.94 billion. The importing technology and the reforming of the enterprises have brought notable results. Ten years' opening up and reforming have enlivened the economy of the province and laid a good foundation for the future reforming and opening to the outside world.

At present, Shandong is opening the doors wider, is optomizing investment enviorment actively, is expanding foreign co—operation fields and is implementing more preferential policies to attract guests from all the world sincerely. The main efforts will focus on:

Opening up more areas. With Qingdao, Yantai, Weihai and Rizhao as a front line taking the lead in development, with the peninsula open zone as a backing, more open areas will be set up and distributed from the east to the west along the coastal highways and Jinan—Qingdao highway. The open zone will be further expanded with Dongying, Bizhou and Linyi on both flanks. Some policies for special economic zones will be implemented in coastal cities such as Qingdao. Yantai, Weihai and Rizhao. Policies for new high—tech industrial development zone will be implemented in Jinan, Zibo and

Weifang. Poilcies for coastal economic open zone will be implemented in the cities of the west parts. This will result an overall opening pattern of three different levels in the eastern, western and central parts.

-Expansion of the sources of utilizing foreign funds and acceleration of the development of joint ventures, cooperative enterprises, wholly foreignowned enterprises and "processing and assembling with provided materials and parts, producing according to samples and developing compensation trade". State, collective and individual enterprises; large, medium-sized and small subjects; primary, secondary and tertiary industries will go into operation simultaneously and be developed in an allround way but at different levels. By the end of this century, foreign exchange earned through export of the joint ventures, co-operation enterprises, wholly foreign—funded enterprises and "processing and assembling with provided materials and parts, producing according to samples and developing compensation trade"will account for over 60 percent of the province's total comparing to 10 percent at present.

——Acceleration of the construction of the economic development zones and the new high—tech development zones, where share—holding system will be introduced as the basic make—up of enterprises. The imitating environment for international investment will be gradually established on both hard and soft conditions. The economic development zones

including Qingdao and Yantai and the new high-tech industrial development zones inculding Jinan and Weihai will enjoy the same administrative power as the prefectural cities do in approval of going abroad, requisition of land, labor and personal matters, approval of subjects, finance and taxes and industrial and commercial administration.

Improvement of environment for the development of foreign—invested enterprises. Management systems essential for the development of such enterprises will be established in accordance with the international customs, and servies set—ups for foreign investment with enforced comprehensive functions will be established as well. Legal rights of the foreign—funded enterprises are protected by law, so they can file administration suits against those who violate the regulations concerning foreign affairs and wantonly interfere with the internal affairs of the enterprises.

— Further improvement of hard environment for opening to the outside world. Once Jinan airport and Qingdao airport are approved by the state as international airports, more domestic and international airlines will be opened to build up a complete and modern air transportation system. All the old harbours of Qingdao, Yantai, Weihai and Rizhao will be renovated to improve their handling capacity. The new Weihai harbour will be set up as soon as possible. Direct shipping routes and calling shipping routes to Mid-

dle American, African and South Pacific countries and regions will also be added. International containerized transit stations will be constructed along the Jiaozhou - Jinan railway. Circling the cities with customs offices, networks will be formed for the convenience of entry and clearance formalities for directly combined export transportation. Gradually the Longhai railway and the Euro-Asian continental bridge will be connected. Construction of program - controlled telephone service will be much accelerated. During the "five-year plan" period, there will be 2 million channels in operation so as to gradually modernize and automatize the communication. Moreover, an international computer network of international economic and trade informations will be set up to realize the internationalization of the province's information network.

Shandong is one of the biggest provinces of China. With the deepening and enlarging of the reforming and opening, the momentum of economic development is quite good. Shandong is not only has rich national resources, labour resources, promising market, but also has much—advanced science and technology and qualified technicians of all fields. For the foreign investors including those from Hongkong, Macao and Taiwan, go to Shandong is their foresight and perceptive activities.

Isn't it a great joy to have friends coming from afar?

Juqne, 1992.

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