

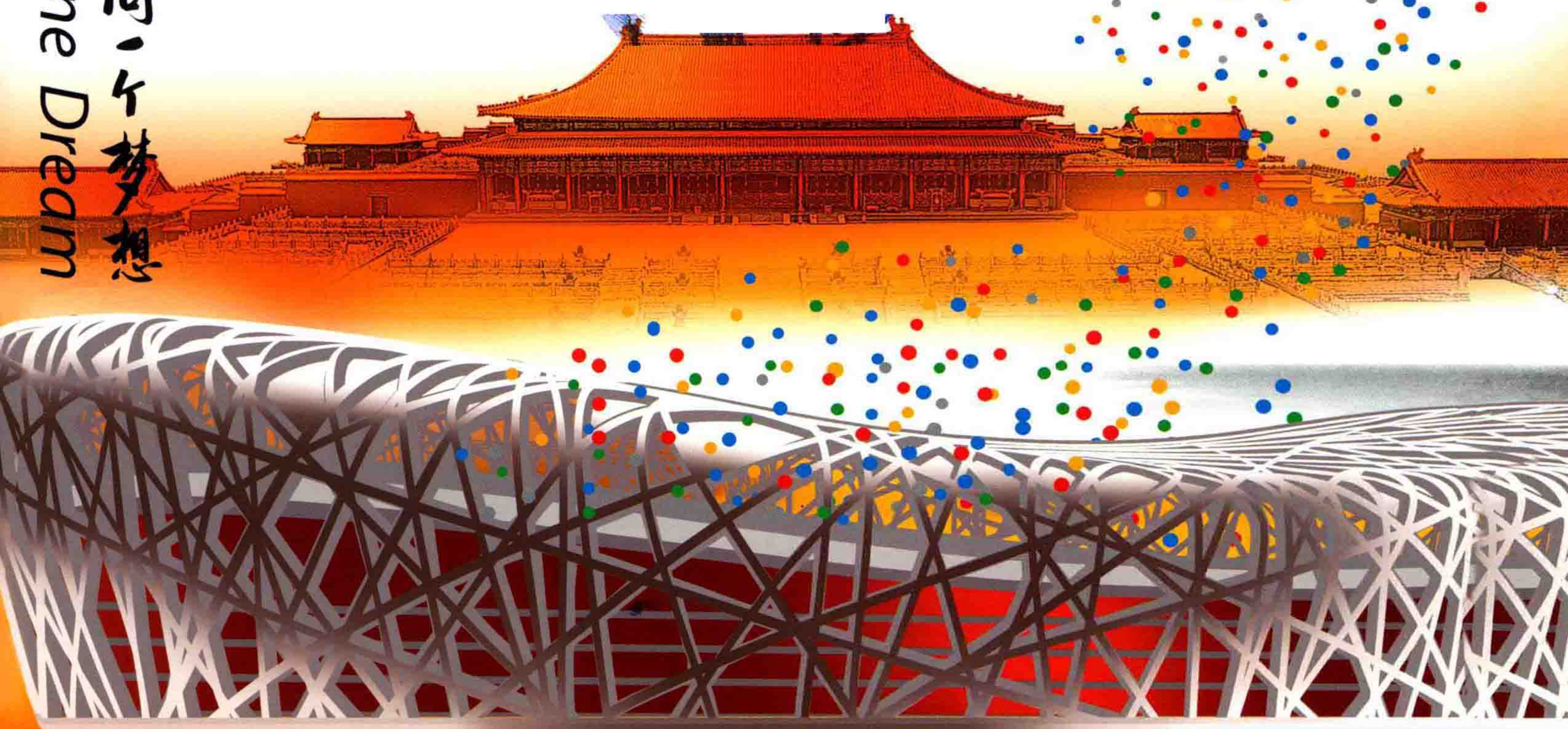
之奥 OLYMPIC CITY 城运



Beijing 2008



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One World One Dream



2008.8.8 - 2008.8.24

第29届奥林匹克运动会组织委员会

Beijing Organizing Committee for the Games of the XXIX Olympiad

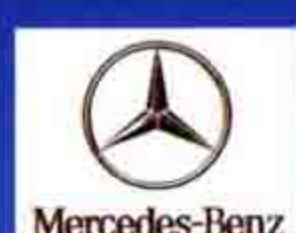
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北京经济技术开发区

Beijing Economic-Technological Development Area

北京经济技术开发区位于北京东南亦庄地区，是首都国际高端产业基地。截至目前，北京经济技术开发区已吸引了来自全球30多个国家和地区的2300多家企业入驻。入区企业投资总额超过170亿美元，奔驰-戴姆勒·克莱斯勒、诺基亚、通用电气、博世、康宁、金佰利、乐金化学、康明斯、拜耳、ABB、松下、施耐德、德尔福、安万特、中芯国际、京东方等一批世界知名企业纷纷在此投资建厂。按照北京市总体规划，将以北京经济技术开发区为核心建设国际高端产业新城——亦庄新城。到2020年，亦庄新城将以高端产业和总部经济为依托，发展成为中国最具吸引力的产业基地。

Situated in southeast Beijing's e-Town area (Yizhuang), Beijing Economic and Technological Development Area (BDA) serves as the capital city's international top-ranked industrial base. Up to now, more than 2,300 enterprises from over 30 countries and regions all over the world have entered BDA with total investment exceeding 17 billion US dollars. A large group of world-renowned enterprises such as Benz-DaimlerChrysler, Nokia, GE, Bosch, Corning, Kimberly-Clark, LG Chem., Cummins, Bayer, ABB, Panasonic, Schneider, Delphi, Aventis, SMIC and BOE have made investment here and set up factories. According to the overall development blueprint of Beijing Municipality, e-Town New City, with BDA as the core functional zone, is one of the key new cities with development priority. By 2020, based on high-end industries and headquarter economy, e-Town New City will become China's most attractive industrial base.



企业

简介

便宜坊

北京便宜坊烤鸭集团

Beijing Bianyifang Roast Duck Group Company Limited

北京便宜坊烤鸭集团有限公司是国有控股餐饮集团。旗下拥有建于明永乐十四年（1416），以焖炉烤鸭技艺独树一帜的“便宜坊烤鸭店”；建于清乾隆三年（1738），乾隆皇帝亲赐蝠头匾的“都一处烧麦馆”；建于清乾隆五十年（1785），光绪皇帝御驾光临的“壹条龙饭庄”；建于清道光二十三年（1843），北京八大楼之一的“正阳楼饭庄”；建于民国十一年（1922），经营佛家净素菜肴的“功德林素菜饭庄”；建于民国十五年（1926），以经营北京小吃著称的“锦芳小吃店”；以及获得中国绿色饭店认证的哈德门饭店。

2008年6月，便宜坊集团旗下的便宜坊焖炉烤鸭制作技艺、都一处烧麦制作技艺，被列为国家非物质文化遗产。

便宜坊烤鸭店形成了以焖炉烤鸭为招牌，鲁菜为基础的菜品特色。其烤鸭外酥里嫩、口味鲜美，享有盛誉。便宜坊创新推出“花香酥”、“蔬香酥”专利烤鸭和“戏说三国”全鸭席，并重新挖掘推出盐水鸭肝、芥末鸭掌、葱烧海参、酒香鸭心、干烧四素、酥香鲫鱼、糟溜鱼片、浓汁鱼肚、乌鱼蛋汤等招牌菜，深受欢迎。

便宜坊坚持“振兴中华老字号，创造精品便宜坊”的经营宗旨，深化“方便宜人，物超所值”的经营理念，将600年积淀的文化底蕴与现代元素相结合，不断迈向更高的目标！

Beijing Bianyifang Roast Duck Group Company Limited is a State-owned shareholding catering group that has several *Zhonghua Laozihao* (China Time Honoured Brand) companies, such as the Bianyifang Roast Duck Restaurant that opened in 1416, Duyichu Restaurant that opened in 1738, Yitiaolong Restaurant opened in 1785, Zhengyanglou Restaurant opened in 1843, Gongdelin Vegetarian Restaurant opened in 1922, Jinfang Snacks Restaurant opened in 1926 and the Hademen Hotel, a hotel approved as a China eco-efficient hotel.

In June 2008, the closed-oven roast duck techniques used at Bianyifang and *shaomai*-making techniques (a kind of steamed dumpling) of Duyichu were listed as National Intangible Cultural Relics.

The Bianyifang Roast Duck Restaurant mainly offers closed-oven roast duck and Shandong cuisine. Its roast duck is famed for its crispy skin and tender meat: fat but not greasy in character. At all, more other of its dishes are welcomed by the customers, such as its *huaxiangsu* roast duck, *shuxiangsu* roast duck, *Xishuo sanguo* (the legendary three kingdoms) duck feast, salty duck liver, mustard duck palm, stewed trepang with scallions, fragrant duck heart with wine, stewed four vegetables, crisp fried crucian carp, sautéed fish slices in rice wine sauce, braised fish maw with chicken broth and cuttlefish roe soup.

Insisting on the business principle of “enlivening the *Zhonghua Laozihao*, creating a high-level Bianyifang” and the business concept of “convenient business, worthy products,” this company integrates its 600-year culture with the modern techniques to strengthen its brand and products.



雷国秀女士
便宜坊集团董事长、总经理

Lei Guoxiu
Chairman and General Manager of
Beijing Bianyifang Roast Duck
Group Company Limited



便宜坊

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中华老字号 中国驰名商标

传承八百年 红星酿酒 三锅头之源

传承八百年

红星酿酒 二锅头之源

北京红星股份有限公司是著名中华老字号企业。红星商标是中国驰名商标。“北京二锅头传统酿制技艺”是国家级非物质文化遗产，可追溯到元代，成形于清康熙年间，红星全面继承并将其发扬光大。红星始建于1949年，是中央税务局筹建的中国第一家国营酿酒厂，收编了12家老字号酒作坊，汇集了酿酒人才和技术。首批红星二锅头酒在1949年9月投放市场，成为迎接新中国诞生的献礼酒。它醇厚甘冽、清香纯正，深受民众青睐，近60年畅销不衰。红星与共和国同行，与百姓情感相融，成为京味文化的典型代表。

The Beijing Red Star Stock Company Limited is a famous *Zhonghua Laozihao* (China Time Honoured Brand) enterprise, and Red Star is a popular trademark. The “Beijing *erguotou* traditional wine-making technique” is a State-level intangible cultural relic, which dates to the Yuan Dynasty (1271–1368) and which was refined during the Kangxi Reign of Qing Dynasty (1644–1911). Red Star inherited this technique and refined it even more. The Beijing Red Star Stock Company Limited was established in 1949; it was the first State-owned liquor factory in China, and it was established by the Central Tax Bureau. Based on the incorporation of 12 time-honoured liquor factories, Red Star assembled and combined their advanced liquor-stewing techniques and talents. The first Red Star Erguotou product came to the market in September 1949, just before the founding of the People’s Republic of China. Its fragrant and sweet flavour won it solid fame in society over the ensuing 60 years. Red Star Erguotou, growing in step with the People’s Republic of China, is a representative of Beijing culture.



红星酿酒 正宗北京二锅头



北京红星股份有限公司

北京红星 BEIJING RED STAR CO.,LTD.



2008

The second reason
to be in Beijing.



中国黄金第一家

China's No.1 Gold Merchandiser



北京菜市口百货股份有限公司

Beijing Caishikou General Merchandise Company Limited



北京菜市口百货股份有限公司是黄金珠宝专营公司，享有“中国黄金第一家”的美誉。主要经营足金、千足金饰品、摆件、金条、铂金、钻石、翡翠、白玉、珠宝、金银币章，K-gold 及 18K 金、银饰品。拥有中国金币特许及奥运特许零售商双重资格。“菜百首饰”是中国名牌产品。长期以来，菜百公司致力于打造“国际时尚首饰推展基地”。总店营业面积 8800 平方米，在北京的大兴、顺义区，市区的东安市场、金融街及内蒙古包头王府井设有 5 家直营连锁店。在多年的实践中，菜百公司逐步确立、完善、发展了黄金珠宝特色经营。

Beijing Caishikou General Merchandise Company Limited (popularly known for, in short, as the Caibai Company) is a company specializing in gold dealing. It enjoys a long-time honour as the "China's No.1 Gold Merchandiser." This company mainly deals in gold products, such as pure gold, gold decorations, gold ornaments, gold bars, platinum, diamonds, jade, jewellery, gold coins, gold medallions, K-gold and 18K gold. This company has the franchised double qualifications to deal China gold coin and Beijing Olympic licensed merchandise. The company has five direct chain stores in Daxing and Shunyi districts, at Beijing apm, on Beijing Financial Street and at the Baotou Wangfujing Department Store in the Inner Mongolia Autonomous Region. Over time and through practice, the Caibai Company has focused its attentions on the gold and jewellery businesses.



红螺食品

HONGLUO FOOD

北京红螺食品有限公司是一家具有百年果品生产经验的中华老字号企业，公司主要生产果脯、羊羹、茯苓夹饼等产品，现拥有6大系列、40多个大类、百余个品种。公司注重产品创新，先后推出了冰糖葫芦、驴打滚、艾窝窝等老北京传统小吃。公司注重质量管理，相继通过ISO9002质量体系认证、HACCP认证等。公司还获得了中华老字号、北京名牌产品、北京市著名商标等100多项荣誉称号。

公司以“为三农服务，树百年品牌”为企业发展目标，每年都从周边乡镇收购大量苹果、梨、桃等干鲜果品及农副产品，每年为上万农户人均增收3000余元。

2006年公司投资3000万元建设一座现代化的年产万吨的果脯加工厂，现在公司已成为设备先进、技术力量雄厚、技术水平一流的全国农副产品深加工产业化龙头企业。

Beijing Hongluo Foodstuff Company Limited is a *Zhonghua Laozihao* (China Time Honoured Brand) company specializing in fruit product production. Its more than 100 kinds of products in 40 categories mainly include Beijing traditional snacks such as *guofu* (Beijing preserved fruit), *yanggeng* (red bean jelly) and *fuling jiabing* (tuckahoe pie). In an innovation, they also produce other traditional products, such as *tanghulu* (sugarcoated haws on a stick), *lvdagun* (pastry made of steamed millet cake with mashed red bean stuffing, rolled in ground soy bean powder) and *aiwowo* (small, snow-white, round glutinous rice cake with assorted sweet stuffings). Based on seriously considered quality management, this company has obtained ISO 9002 Quality Management System and HACCP (Hazard Analysis and Critical Control Points) certifications. In addition, this company won lots of honours and has been cited for its Beijing name-brand products and as a Beijing famous trademark.

Pursuing the concept of “serving agriculture, creating time-honoured brand,” this company offers a large quantity of fruit and agricultural products from rural areas, generating per capita incomes of more than 3,000 yuan income each year for rural residents in thousands of families. Investing 30 million yuan (US\$4.38) in a modern factory with a output capacity of tens of thousands tons in 2006, The Beijing Hongluo Foodstuff Company Limited has become a leading agricultural products producing company in China relying on its own advanced equipment and technologies.



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東來順

Donglaishun

中华老字号“东来顺”始建于1903年，至今已有一百多年历史，是北京清真餐饮业老字号企业，以经营独具特色的涮羊肉而驰名中外，逐步发展成为涮、烤、爆、炒四大系列，深受社会各界赞誉。东来顺涮羊肉席具有八大特点：即选料精、刀工美、调料香、火锅旺、底汤鲜、糖蒜脆、配料细、辅料全。肉质细嫩、口感绵软、不膻不腻，素有“中华第一涮”之美誉。目前东来顺已拥有全国连锁店150余家，涉及23个省市自治区。近日，经国务院批准东来顺品牌载入国家级非物质文化遗产。

Starting in 1903, Donglaishun has operated its Muslim restaurant for more than 100 years, often relying on its main dish, instant-boiled mutton chaffing dish. During this century-long development, this Zhonghua Laozihao (China Time Honoured Brand) formed its four cooking styles: instant-boil, roasting, quick-frying and stir-frying, all of which found receptive audiences within society. Donglaishun's instant-boiled mutton feast has eight special characteristics: high-quality materials, beautiful slicing, fragrant seasoning, hot hot-pot, fresh soups, fragile sweet garlic, refined dishes and rich supplemental ingredients. The fresh mutton with its soft taste and pleasing aroma gained Donglaishun fame as "China's top instant-boiled mutton." Donglaishun serves its customers via its more than 150 chain restaurants around China. Recently, the Donglaishun brand was listed as a national intangible cultural relics brand by the State Council.



葱烧海参
Stewed trepang with scallions



松仁羊方
Braised mutton cube with pine nuts



羊肉席 Mutton feast



羊肉串
Lamp kebabs



扒羊肉条
Braised mutton strip



之奥 OLYMPIC CITY 城运

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●北京市电力公司简介●

努力超越 追求卓越

北京市电力公司隶属国家电网公司，是首都经济社会发展的能源支柱企业，主营电力供应和电力设施建设，供电客户532万户，肩负确保29届奥运会供电保障的光荣使命。到2007年底，固定资产原值518.88亿元，主变容量达到5012万千伏安，全社会用电量66700.89兆千瓦时。

Beijing Electric Power Company, as part of the State Grid Corporation of China, is a pillar industry powering Beijing's socio-economic development. It supplies electrical power and engages in electric facility construction. It serves 5.32 million customers, including the Beijing 2008 Olympic Games. As of the end of 2007, the fixed assets of this company were valued at 51.89 billion yuan (US\$7.47 billion) and its transformer capacity was rated at 50.12 million kVA. Its customers used 66,700.89 MWh of electricity in 2007.



前言 Foreword

A new Beijing greets visitors to the 2008 Summer Olympic Games, a Beijing invigorated and transformed since it was awarded the Games seven years ago. The city has recovered its great cosmopolitan heritage as a meeting point for peoples, trade and ideas. Bold new structures have risen into the skyline. In the streets and behind closed doors, Beijing seethes with an economic and cultural ferment that makes this one of the most exciting cities on earth.

Yet this is only the latest episode in a long history of transformation, one that begins with the city's destruction. The invading Mongol army razed it in 1215, then resurrected it as the glittering capital of Kublai Khan's empire. This was the city described by Marco Polo, a disciplined urban space to contain a vibrant, dynamic society. Succeeding dynasties destroyed the Khan's palaces, but bequeathed their own monuments, among them the World Heritage sites of the Forbidden City, the Temple of Heaven and the Great Wall.

The Wall symbolizes Beijing's place at the frontier of cultures and civilizations. For the first 3,000 years of the city's recorded history, two distinct ways of life faced one another. To the south was settled farming country; to the north roamed militant nomads. Beijing's unique character was born of the struggle and synthesis between these two cultures. Today, Beijing stands at a new frontier. Guests from every nation come in their millions. Five hundred thousand will stream through the world's largest airport during the fortnight of the Games alone. The new Beijing is the gateway through which China welcomes the world.



没有一个国家像中国一样用整整一个世纪的时间期盼奥运的到来，也没有一个城市像北京一样得到几乎所有市民的支持来主办奥运会。

北京是一座有着3000多年建城史和850多年建都史的历史文化名城。民族的融合、文化的汇聚，铸就了北京沉稳、大气的城市气质；皇城帝都的浸润，成就了北京市民包容与平和的个性。当奥运的精神与中国的文明邂逅在这里，北京已不再仅仅是中国的首都和东方的古都，她同时承载了传承奥林匹克精神并使之发扬光大的使命，与此同时，她也成为了世界瞩目的焦点和向世界展现中国魅力的窗口。

当北京被冠以“奥运之城”的时候，她以“同一个世界 同一个梦想”的心境，以“北京欢迎你”的热情，建造了“鸟巢”、“水立方”等被称为“奥林匹克运动留给城市的宝贵遗产”的奥运场馆，设计了彰显着中国文化特色的奥运会徽、火炬和奖牌，组织了数以万计市民参与的奥林匹克文化活动……北京市民的生活也在这个为之自豪的时刻悄然发生着改变，他们以少开一天车、节约一张纸、利用业余时间学习英语的行动，为城市大气环境、交通环境和语言环境的改善凭添一份微薄之力。

奥林匹克是个梦想，她将圆梦在2008年的北京；奥林匹克是个节日，她将欢聚在2008年的北京。





Olympic Beijing

奥运之城