

# 江蘇商業

## JIANGSU COMMERCE

江蘇省商業廳·江蘇·1989

The Commercial Department of Jiangsu Province

China 1989

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江蘇省商業廳·中國 1989

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胡

平

一九八二年  
六月廿

堅持改革開放  
發展沿海地  
區商品經濟。

韓培信  
一九八九年十月五日

發展商業，繁榮經濟，為振興江蘇作貢獻。

陳煥友

一九八九年五月

# 前言

江蘇省位於中國東部黃海之濱，居長江、淮河下游，面積10.26萬平方公里，北部為江淮平原，南部處於長江三角洲和太湖流域，是商品經濟發育較早的省份之一。境內資源豐富，經濟比較發達，交通便利，人文薈萃。中華人民共和國成立以來，江蘇經濟不斷發展，尤以近10年來走改革、開放之路，市場逐步搞活，到處欣欣向榮。1988年全省工農業總產值達2156.5億元，國民生產總值1051億元，國民收入919億元，居於全國前列。

江蘇商業，經過近40年的發展，已經基本建成交易比較齊全、購銷渠道增多，覆蓋城市鄉村的商品流通網絡。1988年全省社會商品零售總額達549億元，比1978年增長4.15倍，這是江蘇商業發展的最好時期。在改革、開放中，中心城市商業的輻射功能增強，同省內外的經濟聯繫更加密切。國營商業進一步壯大，實力雄厚，信息靈通，服務改善，受到國內外客商歡迎，在促進生產發展、活躍商品流通、繁榮城鄉市場、支持出口貿易等方面，發揮着主導作用。江蘇的集體所有制商業和個體商業近10年蓬勃發展，成為市場上的重要力量。1988年全省集體所有制商業人數達72.34萬人，商品零售額由1978年的44.94億元增加到1988年的205.23億元；個體有證商販42.48萬戶，從業人員55.09萬人，商品零售額占社會商品零售總額的比重由1978年的0.17%上升到9.3%。一些私營商業企業陸續開張營業。多種所有制形式的商業共同為市場服務，適應着社會主義商品經濟發展的客觀要求。

近10年來，江蘇商業的組織形式和經營方式也漸趨多樣化。在大中城市建立了一批工業品貿易中心、農副產品批發交易市場，採取代購、代銷、代儲、代運等多種辦法為客商服務。全省城鄉初級零售貿易集市星羅棋布，1988年成交額達到109.12億元。近幾年在農村集鎮，絲綢、眼鏡、牙刷、服裝、小百貨、竹木等商品以批發為主的專業市場正在興起，1988年全省已有1831個，這對支持鄉鎮企業發展、擴大城鄉商品交換起了積極的作用。

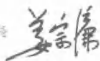
江蘇菜系是全國四大菜系之一，素有“東南第一佳味”的美稱，風味獨特，名菜如雲。淮陰的炒軟兜、櫻鱖門，鎮江的水晶餛飩、清蒸鮐魚、拆烩鮑魚頭，南通的清燉狼山雞、天下第一鮮、蝦仁珊瑚，南京的鹽水鴨、金陵烤鴨，鹽城的煎魚餅、藕粉圓子，蘇州的碧螺蝦仁、鮑肺湯，無錫的脆鱸、鵝耳蛋、香脆銀魚，揚州的清燉蟹粉獅子頭、三套鴨、醋溜桂魚，徐海的“霸王別姬”，常州的糟扣肉、素火腿等等，無不名聞遐邇，蜚聲中外。目前，全省共有等級廚師3000多名，其中特級廚師154名，特一級廚師7名。江蘇廚師不僅遍及全國，而且遠赴70多個國家和地區掌勺獻技。

近幾年來，江蘇商業與國外工商界的合作不斷發展。江蘇省商業廳系統引進肉製品、糖果糕點、冷飲飲料、方便食品、速凍蔬菜、生化藥品、商業機械等生產、包裝設備達112項，已建立中外合資、合作企業7家。商業系統工業企業的技術改造步伐加快，產品質量不斷提高，先後獲國際金獎4個，獲國家優質產品金質獎3個、銀質獎19個，商業部優質產品獎195個，江蘇省優質產品獎202個。1982年以來，出口創匯總額達6.9億美元，出口肉製品、蛋製品、調味品、生化藥品、糖果糕點等100多個品種，銷往世界30多個國家和地區。鎮江香醋、如皋香腸、靖江肉脯等一批產品在國際市場上享有較高的聲譽。

我們編印這本書冊，旨在反映江蘇商業發展概貌，為海內外朋友增進對江蘇商業的瞭解提供翔實的資料。願這本書冊為我們和朋友們之間架起友誼之橋。我們將在平等、互利原則的基礎上，進一步加強江蘇商業與海內外工商企業之間在貿易、生產、資金、技術等方面的真誠合作，為經濟的共同繁榮而努力！

對海內外各界人士和同行朋友給我們的幫助和支持，謹致誠摯的謝意。

江蘇省商業廳廳長



1989年4月

# Preface

Jiangsu Province, situated in the lower reaches of the Changjiang (Yangtze) River and the Huaihe River, facing the Yellow Sea in eastern China, has an area of 102,6 thousand square kilometres, with its northern part on the Changjiang-Huaihe Plains and its southern part extending to the Changjiang Delta and the Taihu Valley. With abundant resources, convenient transport facilities and a galaxy of distinguished people and letters, it is one of the earliest provinces cultivated with commodity economy and has a comparatively high level in economy. Since the founding of the People's Republic of China, Jiangsu's economy has made great progress. The last decade, in particular, has witnessed its boom by carrying out the reform program and open policy. In 1988, the province's gross output value of industry and agriculture reached 215.65 billion yuan, gross income 91.9 billion yuan and GNP 105.1 billion yuan, all ranking among the highest in the country.

With the development of Jiangsu commerce in the last 40 years, an efficient commercial network has basically taken shape, which covers miscellaneous lines and wide urban and rural areas. In 1988, Jiangsu's total social commodity retail volume topped 54.9 billion yuan, 4.15 times higher than that of 1978, representing the booming time of the province's commerce. Under the guidance of the reform and open policy, the commercial radiating function of the key cities has been enhanced, the economic ties within and outside the province have been strengthened. The state-owned commerce has further expanded and has been winning praises from both Chinese and foreign businessmen for its tremendous resources, being well-informed, and improved services. It has been playing a leading role in promoting production, stimulating commodities circulation, prospering urban and rural markets and backing up export. The collective-owned commercial enterprises and individual businesses have also been growing vigorously over the last ten years, and they have now proved themselves a dynamic aspect in marketing. The number of the entire personnel attached to collective-owned commercial enterprises totalled 723,000 in 1986. Their commodity retail volume came up to 20,523 billion yuan in 1988 from 4,494 billion yuan in 1978. Another 424,000 households, 550,000 people have been licensed to engage in business by the year of 1988. Their retail sales took up only 0.17 percent of the total social commodity retail volume in 1978, but rose to 9.3 percent in 1988. In addition, there were some private enterprises opening for business during the same period. All these enterprises of different ownership coexist and make their own contribution to the development of the socialist commodity economy.

During the last ten years, the structure and operating mode of Jiangsu commercial organizations have become diversified gradually. A great number of industrial products trade centres, wholesale markets for farm produce and by-products have been set up in big and medium-sized cities, providing diversified services, such as acting as purchasing agent, sales agent, shipping agent and so on. Countless primary retail markets and fairs are widely scattered both in urban and rural areas of the whole province, with a turnover of 10,912 billion yuan in 1988. In recent years, specialized wholesale markets have sprung up in villages and towns throughout the province, dealing in such goods as silk, spectacles, tooth-brush, clothing, hardware, timber and so on. These markets, totalling 1931 in number in 1988, have given a great impetus to the development of the rural enterprises and to the goods exchange between the city and the countryside.

Jiangsu cuisine, one of the four major Chinese cuisines, has always enjoyed the reputation of being "the most delicate in the southeast". It has a special flavour and rich variety, such as, Huaiyin's stir-fried finless eel in flavoured sauce, Zhengjiang's sliced corned pork knuckle, Nantong's plain-stewed Langshan chicken, Nanjing's salted duck, Yancheng's frittered fish meat ball stuffed with pork, Suzhou's shrimp stir-fried with Biluo tea leaves, Wuxi's fried ball mixed with minced pork, mashed shrimp and egg whites, Yangzhou's stewed minced pork and mashed crab meat ball, Changzhou's fricasseed bean curd sheet roll, and the stewed turtle and chicken of Xuzhou and Lianyungang and so on and so forth. They are too much to count, and all are well known both in China and abroad. Presently, there are more than 3000 ranked cooks in the province, 154 of them are classified as superfine,<sup>7</sup> first-grade superfine. The cooks from Jiangsu can be found demonstrating their skills not only in different parts of the country, but also in more than 70 countries and regions of the world.

In recent years, the co-operation between the Jiangsu commercial circles and the business people of the other countries has been greatly furthered. The organizations (under the provincial commercial department) have introduced for 112 projects production and packing equipment in the fields of meat products, confectionery, pastry, beverage, snack, quick frozen vegetables, biochemical medicines, etc. Seven Sino-foreign joint ventures and co-operative enterprises have been established. With the steps of technical reform quickened, the product quality of the industrial enterprises within the province's commercial system has been improved steadily. Out of the province's countless high-quality products, four were rewarded international gold medals, three won the state gold medals, with another 195 winners of the title of high-quality product from the Commercial Ministry and 302 from the provincial authorities. Since 1982, more than 100 kinds of products have been sold to more than 30 countries and regions, with a total export value of 600 million dollars. Many a product has enjoyed a high reputation on the world markets, such as Zhengjiang Vinegar, Rugao Sausage, Jintiang Dried Pork and so on.

In this album, we aim to present you a general picture of Jiangsu commercial development and help you come to know Jiangsu's business by offering you, as it were, detailed and accurate materials. May this album put up a friendship bridge between us and our friends. For our common economic prosperity, we hope to further expand co-operation with the business people both at home and overseas, in trade, production, technology and so on, on the principles of equality and mutual benefit.

Heartfelt thanks to those for their kindly help and support to us from all over the world.

Head of the Commercial Department  
under Jiangsu Provincial Government  
Jiang Zonglian  
Apr. 1989

# 南京市

**南**京是江蘇省省會，全省政治、經濟和科學文化中心。位於富庶的長江三角洲，北臨大江，東倚鍾山，龍蟠虎踞，氣勢雄偉，燈光漿影，景色秀麗，為中國歷史名城之一，有“六朝古都”之稱。“三山半落青天外，二水相逢白鷺洲”，歷代詩人多有題詠。名勝古蹟衆多，每為使中外遊客流連忘返。

南京歷史上早就商賈雲集，市井繁榮。中華人民共和國建立以後，經過40年的建設，經濟發展迅速，社會進步很快，已經基本形成現代化城市的規模。1987年全市國民生產總值達108億元，社會商品零售總額52.6億元。在華東以至全國都有重要的地位。

40年來，南京市的商業日益發展，市場空前繁榮。特別是近10年中，全市商業網點建設加快，面貌煥然一新。歷史形成的商業區主要在城南，近幾年有計劃地向城北發展，全市統一布局，現已形成以10條商業街為骨幹，規模不等的若干商業羣。南京新街口百貨商店、人民商場的經濟效益在改革、開放中繼續走在前

列。一批具有80年代風貌的大中型零售商業企業如南京商場、山西路百貨大樓、南京家電商場等相繼開業。一些老企業如永安商場、永和閣酒樓、李順昌呢絨服裝店、吳具材眼鏡店、馬祥興菜館等經過改建，又展新顏。以經營小商品、小吃為主的集體商業和個體商業網點增加更快。到1987年底，南京市社會商業網點已有31584個，平均每千戶居民擁有網點13.2個，商業人員86個。

近10年來，南京商業大力發展同其他地區之間的橫向經濟聯合，恢復和拓寬了原有的購銷渠道，建立了新的商品流通網絡。由江蘇、安徽、江西3省18個城市組成的南京區域經濟商業協調會，以南京為龍頭，開展了廣泛的商品交流，並已在這個區域內聯合建立30多個工業品批發網點，各種日用消費品不斷運往周圍城鄉。同時，南京在附近市縣建立了比較穩定的副食品貨源基地，大量豬、禽、蛋、魚、果、菜源源運入南京市場。南京市作為江蘇最大的中心城市，其商品輻射力和吸引力正在不斷增強。

南京市第一、第二商業局和蔬菜局所屬的工業近幾年有長足的發展，生產門類增多，產品質量提高。目前，已有服裝加工、禽類加工、肉類加工、生化製藥、糖果糕點、醬製品調味品加工、豆製品加工、速凍蔬菜、商業機械等20多個門類，62家企業，1987年產值達3.55億元，產品銷往全國各地，有的產品進入國際市場。

經過近10年的改革和發展，南京市商業企業的活力大大增加，有了一定的經營管理自主權和自我發展的能力，經營設施和技術裝備改善，目前已擁有倉庫26.58萬平方米，冷庫容量2.58萬噸，還有各種運輸車輛、船隻，以及相應的鐵路運輸專用線和專用碼頭，有的人型骨幹企業開始運用電子計算機進行管理。南京市商業以其經營實力和管理水平，憑藉南京的地理條件和交通、運輸、通訊手段，已經初步具備發展外向型經濟的條件，正熱忱歡迎國內外客商前來開展貿易、人才交流和進行經濟、技術合作。

南京市第一商業局局長

金基華

南京市第二商業局局長

張樹城

南京市蔬菜局局長

畢金



## NANJING CITY

**N**anjing is the capital and the political, economic and cultural centre of Jiangsu Province. Known for centuries as the old capital of six dynasties, it is one of the famous cities of historical interest in China. It is located on the affluent Changjiang River Delta. To the north the Changjiang River rushes by the city proper. The Zhongshan Mountain twists and turns in dragon-like majesty in its eastern suburbs while in the west stands Shitoucheng (Stone Citadel) in the shape of a gigantic tiger. Owing to the geographical features the city is reputed as a place of "curling dragon and crouching tiger". That the city abounds in historical sites and scenic spots has made it really an attraction to both Chinese and foreign tourists.

Since early times, Nanjing has emerged as a commercially flourishing place. Through 40 years' construction after the founding of the People's Republic of China, it has developed into a modern city on the whole. The city's GNP reached 10.8 billion yuan in 1987, and the total social retail volume 3.26 billion yuan. It has an important position not only in eastern China, but also in the whole country.

Nanjing commerce has made rapid progress in the last 40 years. It has taken on an entirely new look particularly over the last ten years, by quickening the construction of its commercial networks. The city's former downtown area is mainly located in its southern part. But in recent years more efforts have been made in its northern part through general planning. Now, with the city's ten sectors as mainstays, a new set of commercial networks of different sizes have come into being. The Xinjiekou Department Store and the Renmin Market still come to the fore in the reform and opening program. In addition, a group of up-to-date retail enterprises of big and medium size have opened for business one after another, such as Nanjing Market, Shanxilu General Merchandise Mansion, Nanjing Household Electric Appliances Market and so on. Some old firms like Yungui Market, Yungleyuan Restaurant, Lishunchang Woollen Clothing Store, Wuliangcai Optical Shop, Maxiangning Restaurant and so on have been revived after renovation and reconstruction. Those collective and individual owned businesses dealing in small commodities and snacks have expanded even more quickly. By the end of 1987, there were 31584 commercial networks in all in the city, namely, about every thousand households owned 13.2 networks and 86 commercial personnel.

For the last ten years, Nanjing commerce has greatly

furthered the economic cooperation with the other regions, restored and enlarged the former purchasing and selling channels, thus forming a new goods circulating network. The Commercial Coordination Committee of Nanjing Regional Economy was newly organized, which, with Nanjing as the key city, consists of 18 cities in Jiangsu, Anhui and Jiangxi provinces. More than 30 industrial wholesale networks have been established in the economically-coordinated region, various consumer goods flowing to the rural areas. Meanwhile, by establishing some rather solid non-staple food bases in its surrounding cities and counties, large quantities of pigs, poultry, eggs, fish, fruit and vegetables are supplied to Nanjing in a steady stream. As the biggest central city in Jiangsu Province, Nanjing's commercial radiating power and attraction are being enhanced steadily.

The industries under the city's No.1 and No.2 Commercial Bureaus and the city's Vegetable Bureau have made mighty advances in recent years. Now, within the city's commercial system there are 62 enterprises in all, covering over 20 categories, such as clothing making, meat processing, confectionery, pastry, bean products, pickled vegetables, quick-frozen vegetables, condiment, biochemic medicines, commercial machinery and so on. Their output value totalled up to 355 million yuan in 1987. Their products have been sold to different parts of the country, some of them have also entered the world markets.

The ten years reform has favoured the city's commercial enterprises with certain independent management and the ability of self-development. The city's commercial system now owns a storehouse with an area of 265800 square metres and a cold storage big enough for 25800 tons, and various transportation vehicles and vessels as well, together with corresponding special railway lines and wharfs. Some of its big key enterprises have been computerized. By virtue of the city's favourable position, advanced transportation and communication means, Nanjing commerce, with greatly improved operating facilities and technology, has been ready for a foreign-oriented economy and is expecting more economic and technical cooperation from both Chinese and foreign friends!

Director of Nanjing No.1 Commercial Bureau Jin Jihua

Director of Nanjing No.2 Commercial Bureau Zhang Shucheng

Director of Nanjing Vegetable Bureau Bi Jinhuan

# 南京市新街口百貨商店 XINJIEKOU DEPARTMENT STORE

NANJING

外匯商場  
Foreign Currency Dept.



南京新街口匯豐銀行  
Add: 8, Huifeng Bank Building, Nanjing City Tel: 40201



裝飾一新的一樓營業大樓  
The newly decorated sales hall on the ground floor

## 地

處南京鬧市中心的新街口百貨商店建於1952年，是全國十大商店之一。年銷售額3億元以上，1985年來，經濟效益連年增長，榮獲“全國商業系統文明單位”、“全國企業整頓先進單位”、“建設新南京立功單位”和“物資計量信譽過關單位”等稱號。

總經理：李留華

Set up in 1952, it is located in the heart of the city and is one of the 10 biggest stores in China. Its annual sales amount comes to more than 300 million yuan. Since 1985, its gross profit on sales has increased year after year. It has even awarded the titles of "Civilized Unit of Nation's Commercial System", "Meritorious Unit in Reconstructing New Nanjing" and many other honours.

General Manager: Li Shao-hua

# 南京市人民商場

## RENMIN MARKET



營業間一角  
The inner view



後宰門分商場  
Houzaimen branch store

倉庫大樓  
Storage building

**南**京市人民商場原名中央商場，創建於1936年，是全國大型零售商場之一，也是江蘇省零售商業的大型骨幹企業。近年來，商場推行了規範化服務和全面退換貨制度，3次榮獲江蘇省政府嘉獎，並被評為省市精神文明建設先進單位。

總經理：吳毓淮

地址：南京市中山路29號  
Add: 29, Zhongshan Nanlu, Nanjing City

電話：-431712  
Tel: 401712

Called "Central Market" originally, it was founded in 1936. It is one of the biggest retail market places in the country and a key emporium in Jiangsu Province. In recent years, the market began to carry out standard services and replacement institution and was rewarded three times by the provincial government, and also selected as a model unit of the province and of the city.

General Manager: Wu Yuhuai

NANJING

# 南京市南京商場

NANJING MARKET



矗立在立交橋畔的  
營業大樓

The sales building  
frowning by the  
overpass



一樓營業門廳  
The entrance hall

**南**京商場是大型零售企業，現有營業面積2萬餘平方米，有自動扶梯和垂直電梯各4部。下設12個商品經理部和1個對公批發部。還開展維修和廣告裝潢業務。

總經理：劉滋生

地址：南京江蘇路2號 電話：502425  
Add: 2, Jiangsu Lu, Nanjing City Tel: 502425

A big retail establishment, it has an operating area of over 20000sqm. Equipped with 4 escalators and 4 elevators, it comprises 13 sales departments. It also offers maintenance and advertising decoration services.

General Manager: Liu zisheng



裝飾典雅的咖啡廳 The elegantly decorated cafe

南京  
NANJING

營業大廳  
The sales hall

SHANXILU GENERAL MERCHANDISE  
MANSION  
南京市山西路百貨大樓

山西路百貨大樓具有30多年歷史，除經營各類日用品外，還經營金銀首飾。現與全國2000多個廠家建立了穩定的供應關係。

總經理：秦家驊

It has a history of over 30 years. Apart from various daily necessities, it also sells gold and silver ornaments. It has stable supply of goods from over 2000 manufacturers throughout the country.

General Manager: Qin Jiahua



地址：南京市中山路107號 電話：633510  
Add: 107, Zhongshan Beilu, Nanjing City Tel: 633510

# 南京市太平商場

財發美羅達攝影公司  
附設美羅達攝影公司

Mirota Photograph Agency  
attached to it

## TAIPING BAZAAR

南京  
NANJING

老場新貌  
The old market taking  
a new look



服裝已過時  
The suit-service  
clothing dept.



地址：南京太平商場  
Add: 179, Taiping Nanjing, Taiping City  
電話：665511  
Tel: 665511

太平商場始建於1946年。改革開放以來，商場積極開展橋向經濟聯繫，先後參加全國新興商場開發聯合會和江蘇省大中型百貨商店（場）聯合會。以老年用品和小商品為經營特色。

總經理：徐國成

Set up in 1946, it has actively pursued cooperation with other businesses within and without the province. It features small commodities and goods for the aged.

General Manager Xu Guocheng