



**BELT AND ROAD SME COOPERATION
KEY PROJECT PROMOTION HANDBOOK**

**一带一路中小企业合作
重点项目推介手册**

主编：任兴磊 沈亚桂 孙士达
Chief Editor : Ren Xinglei Shen Yagui Sun Shida



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上海三海互联网金融信息服务有限公司	董事长	邱奥雷	Shanghai 3 High Internet Financial Information Service Co.Ltd Chairman	Director	Qiu Aolei
上海市苏州商会	秘书长	茅志杭	Suzhou Chamber of Commerce in Shanghai	Secretary General	Mao Zhihang
上海太原商会	秘书长	赵重伟	Taiyuan Chamber of Commerce in Shanghai	Secretary General	Zhao Chongwei
上海物流企业家协会	会长助理	汤静	Shanghai Logistics Entrepreneur Association	President Assistant	Tang Jing
深港投资联合会	会长	王希常	SZ and HK Investment Federation	President	Wang Xichang
深圳电子商务商会	会长	江红辉	Shenzhen Electronic Commerce Association	President	Jiang Honghui
深圳金融居间服务专业委员会	会长	黄妙英	Shenzhen Intermediate Financial Service Committee	President	Huang Miaoying
深圳市湖南商会	副会长	凌俊猛	Hunan Chamber of Commerce in Shenzhen	Vice President	Ling Junmeng
深圳市互联网学会	秘书长	梓炎	Shenzhen Association of Internet	Secretary General	Zi Yan
深圳市绵阳商会	秘书长	苏湛森	Mianyang Chamber of Commerce in Shenzhen	Secretary General	Su Zhansen
深圳市女性创业促进会	会长	刘淑琴	Shenzhen Council for the Promotion of Women's Startups	President	Liu Shuqin
深圳市企业信用管理协会	秘书长	刘利华	Association of Credit Management of Entreprises Shenzhen City	Secretary General	Liu Lihua
深圳市中小企业投融资商会	会长	陈振丰	ShenZhen SME Finance Association	President	Chen Zhenfeng

石家庄市中小企业家协会	副会长	杨凤虎	Shijiazhuang SME Entrepreneur Association	Vice President	Yang Fenghu
四川省产业经济发展促进会	副秘书长	刘彬	Sichuan Industry Economic Development Promotion Committee	Vice Secretary General	Liu Bin
四川省微电影艺术协会	会长	肖建兵	Sichuan Micro - Film Arts Association	President	Xiao Jianbing
四川省众扶慈善基金会	秘书长	肖军	Sichuan Province Zhongfu Foundation	Secretary General	Xiao Jun
四川蜀商会	副会长	黄海庭	Sichuan Chamber of Commerce	Vice President	Huang Haiting
台湾农特精品跨岸交流协会	名誉会长	李子宏	Taiwan Cross-Strait Quality Farm Produce Exchange Association	Honorary President	Li Zihong
台湾品牌农业推广协会海西分会	会长	许景云	Taiwan Brand Agriculture Promotion Association, Haixi Branch	President	Xu Jingyun
太原市宝鸡商会	会长	孟柯成	Baoji Chamber of Commerce in Taiyuan	President	Meng Kecheng
太原市民营经济发展促进会	秘书长	张正业	Taiyuan Private Economy Promotion Association	Secretary General	Zhang Zhengye
太原市西安商会	会长	孟洪志	Xi'an Chamber of Commerce in Tai yuan	President	Meng Hongzhi
泰安市商会	秘书长	戚桂东	Taian Chamber of Commerce	Secretary General	Qi Guidong
泰国湖南商会	执行会长	杜威逸	Hunan Chamber of Commerce in Thailand	Executive President	Du Weiyi
泰国际贸易商会	秘书长	陈铁君	International-Thai Business Association	Secretary General	Chen Tiejun
天津工商联邯郸商会	秘书长	陈宏	Tianjin Association of Industry and Commerce, Handan Chamber of Commerce	Secretary General	Chen Hong
天津市福建茶业商会	会长	阮祚清	Fujian Tea Chamber of Commerce in Tianjin	President	Ruan Zuoqing
天津市木业协会	会长	陈庆洪	Tianjin Wood Industry Association	President	Chen Qinghong
天津市商务服务业行业协会	常务副会长	马振勇	Tianjin Association of Commercial Service Industry	Executive Vice President	Ma Zhenyong
铁岭龙山商会	会长	曹明亮	Tieling Longshan Chamber of Commerce	President	Cao Mingliang
威海市韩国商品经销协会	会长	姜秀利	Weihai Korean Product Sales Association	President	Jiang Xiuli
温州市市场营销协会	会长	徐良溪	Wenzhou Marketing Association	President	Xu Liangxi
武汉职业经理人协会	秘书长	吴先庚	Wuhai Professional Manager Association	Secretary General	Wu Xiangeng
西安岐山商会	秘书长	王建国	Xi'an zones chamber of commerce	Secretary General	Wang Jianguo
西安市中小企业协会	会长	刘钊	Xi'an Federation of Small & Medium Businesses	President	Liu Zhao
西班牙中西合作发展基金会	主席	徐孟彬	Fundacion Hispano China para Cooperacion y Desarrollo	Chairman	Xu Mengbin
锡金商会	会长	蔡建华	Sikkim Chamber of Commerce	President	Cai Jianhua
香港珠宝总商会	會長	卓启灿	HK General Chamber of Jewelry	President	Zhuo Qican
新加坡 BSE 企业家协会	会长	李建福	The Society of BSE Management Singapore	President	Li Jianfu
匈牙利中国和平统一统促会	副会长	李润颖	China Peaceful Reunification Promotion Union in Hungary	Vice President	Li Runying
徐州市现代物流与产业服务协会	常务副会长	梁卫东	Xuzhou Modern Logistics and Industrial Service Association	Executive Vice President	Liang Weidong

亚欧非贸易投资促进会	会长	苏军平	Asia-Europe-Africa Trade and Investment Promotion Association	President	Su Junping
延安民营企业家协会	名誉会长	张正伟	Yan'an Private Entrepreneur Chamber of Commerce	Honorary President	Zhang Zhengwei
义乌市建筑行业协会	会长	陈士进	Yiwu Construction Industry Association	President	Chen Shijin
印中贸易促进会 (TICTA) 中国	会长	马龙	Indo-China Trade Promotion Council	President	Ma Long
长沙市新邵商会	副秘书长	屈意民	Shaoyang Chamber of Commerce in Changsha	Secretary General	Qu Yimin
浙江省机器人协会	执行会长	姜名泓	Zhejiang Robotics Association	Secretary General	Jiang Minghong
浙江省民营投资企业联合会	会长	周德文	Zhenjiang Private Enterprise Federation	President	Zhou Dewen
郑州市盐城商会	秘书长	袁仁锁	Yancheng Chamber of Commerce in Zhengzhou	Secretary General	Yuan Rensuo
中非友好经贸发展基金会	理事长	张仪	China-Africa Friendly Economic and Trade Development Foundation	President	Zhang Yi
中非友好经贸发展基金会	副理事长	朱兴虹	China-Africa Friendly Economic and Trade Development Foundation	Vice President	Zhu Xinghong
中关村成长型科技企业互助促进会	秘书长	张冉静	Zhongguancun Growing Business Mutual Technology Assistance Promotion Association	Secretary General	Zhang Ranjing
中关村国投县域科技经济发展促进会	常务副主席	柴仁生	Zhongguancun State Invested County Technology and Economy Development Promotion Association	Executive Vice Chairman	Chai Rensheng
中关村科技企业促进会	会长	万力	Zhongguancun Technology Enterprise Promotion Association	President	Wan Li
中国 CEO 联盟	秘书长	张良	Chian CEO Alliance	Secretary General	Zhang Liang
中国传统文化促进会	副主任	马玉君	Chinese Traditional Culture Promotion Society	Vice Director	Ma Yujun
中国东北中小企业公共服务平台	主任	初征	China Northeast SME Public Information Service Platform	Director	Chu Zheng
中国国际经济技术合作促进会海联会	副秘书长	常芑	China Overseas Investment Union of China Association for Promoting International Economic and Technical Cooperation	Vice Secretary General	Chang Peng
中国联合国采购促进会政府采购与服务分会	秘书长	李鹏	China UN Procurement Promotion Association Government Procurement and Service Branch	Vice Secretary General	Li Peng
中国特产采购协会	副会长	杨开武	China Specialty Purchase Association	Vice President	Yang Kaiwu
中国湘商联合会	秘书长	谢作钦	China Federation of Hunan Business	Secretary General	Xie Zuqin
中国新园区网	主任	马立明	China New Park	Director	Ma Liming
中国杨凌示范区众创空间	主任	上官金辉	China Yangling Demonstration Area for Mass Creation	Director	Shangguan Jinhui
中国中小商业企业协会四川会员服务中心	主任	周兵	China Association of Small & Medium Enterprise Sichuan Member Service Center	Director	Zhou Bing
中华自驾联盟	总会长	龙涌	Road Trip Alliance,	General President	Long Yong

中南大学深圳青年商会	会长	任恩邦	Central South University Shenzhen Youth Chamber of Commerce	President	Ren Enbang
中山市江西赣州商会	常务副秘书长	王根茂	Jiangxi Chamber of Commerce in Zhongshan	Executive Vice Secretary General	Wang Genmao
中山市罗定商会	秘书长	梁汉朝	Zhongshan Luoding Chamber of Commerce	Secretary General	Liang Hanzhao
中山市企业管理咨询协会	副会长	周葵敏	Zhongshan Enterprise Management Consulting Association	Vice President	Zhou Kuimin
中山市自行车电动车行业协会	秘书长	周安明	Zhongshan Bicycle Industry Association	Secretary General	Zhou Anming
中商会国际旅游促进会	会长	倪伟	Commerce Economy Association of China Tourism Promotion Association	President	Ni Wei
重庆民营企业家协会	会长	黄益荣	Chongqing Private Entrepreneurs Association	President	Huang Yirong
重庆伸爱养老服务有限公司	总裁	林俊明	Chongqing Shen'ai Pension Service Co., Ltd.	President	Lin Junming
重庆市百货纺织商业协会	会长	王京	Chongqing Department of textile Commercial Association	President	Wang Jing
珠海市社会团体会长协会	执行会长	杨少华	Zhuhai Social Organization Manager Association	Executive President	Yang Shaohua
珠海市生态协会	会长	黄海洋	Association of Environmental Protection and Ecology in Zhuhai City	President	Huang Haiyang
遵义市农村青年致富带头人协会	会长	李显彬	Zunyi Young Rural Leader Association	President	Li Xianbin

在 2017 “一带一路” 沿线国家中小企业合作论坛开幕式上的讲话
Addresses to the Opening Ceremony of 2017 SME Cooperation Forum
among the “Belt and Road” Countries

(代序言)
(Preface)

顾秀莲，第十届全国人大常委会副委员长
Gu Xiulian, Vice Chairman of 10th NPC Standing Committee
中国关心下一代工作委员会主任
Director of China Cares for the Next Generation Working Committee

2017 年 6 月 14 日 • 北京雁栖湖国际会展中心
June 14, 2017 • Beijing Yanqi Lake International Convention & Exhibition Center

各位嘉宾、女士们、先生们，朋友们：

Ladies and gentlemen, my friends,

大家好！我对中国中小商业企业协会主办的 2017 “一带一路” 沿线国家中小企业合作论坛的召开，表示热烈祝贺！

First of all, I would like to give all my congratulations to the opening of 2017 SME Cooperation Forum among the “Belt and Road” Countries hosted by China Association of Small & Medium Commercial Enterprise!

“一带一路” 倡议是党中央主动应对全球形势深刻变化、统筹国内国际两个大局作出的重大战略决策，对于进一步扩大中国对外开放格局、促进地区经济繁荣、推动中华民族伟大复兴，具有重要的战略意义。从理念到蓝图，从现实到未来，以实现“政策沟通、设施联通、贸易畅通、资金融通、民心相通”为主要内容，四年来，“一带一路”上的中小企业，是拓路的先行者、创新的实践者、开放的合作者、成果的收获者。

The “Belt and Road Initiative” is an important strategic decision by CPC in active response to the profound global changes and in overall considerations of situations both inside and outside China. It is of great strategic significance to the further development of Chinese opening policy, local prosperity and the great rejuvenation of Chinese nation. From idea to blueprint and from reality to future, the “Belt and Road Initiative” aims to realize “policy exchange, infrastructure connection, smooth trade and capital flow as well as civil communication”. In the past 4 years, small and medium enterprises along the Belt and Road had become exploring pioneers, innovation practitioners, open cooperators and reapers of great success.

下面，我也就中小企业参与“一带一路”建设，提几点建议，仅供参考：

Now, I will share some of my opinions on small and medium enterprises and the “Belt and Road Initiative”:

第一，要借船出海。在“一带一路”设想下，企业走出去应具有充分的自信。因为，在“一带一路”建设框架下，民营企业及中小企业有着广阔的市场空间。尽管在“一带一路”建设项目中，具有优势的央企和国企是主力军，承担基础设施建设、高铁、核电等大型项目建设。但是，民企也要善于“借梯登高”，与国家队“混搭”形成叠加优势，在市场化领域担当参与者、合作者。

First, the shoulders of giants. With the “Belt and Road Initiative”, enterprises must be confident in exploring foreign markets. This is because under the framework of “Belt and Road Initiative”, private and small and medium enterprises are facing vast markets and opportunities. Although central and state enterprises are the main forces in the “Belt and Road Initiative” and are undertaking large projects, such as the construction of infrastructures, high-speed railway and nuclear power plants, private enterprises may also stand on the shoulders of giants by cooperating with the giant state enterprises, and therefore are able to cooperate and participate in economic activities in specific market sectors.

第二，要差异化发展。对于民营企业及中小企业来说，“一带一路”建设绝不是简单地转移自己落后产能或者粗放地获取市场、资源，而要在科学理念引导下，做好公司技术、标准的安排，真正做好差异化选择与竞争。

发达国家的中小企业在管理、技术、产品方面具有优势，但市场相对饱和；而中国中小企业在这些方面则相对落后，但中国有巨大的市场，二者具有广阔的合作空间。

Secondly, develop by differentiation. To private and small and medium enterprises, the “Belt and Road Initiative” is definitely more than transfer of outdated production capacity or occupation of market share and resources by extensive expansion, but is to win via differentiation and competition through technologies and standard arrangements under scientific guidelines. SMEs in developed countries have their advantages in management, technology and products however are trapped in the saturated market, on the contrary, SMEs in China, though left behind in these aspects, are facing vast market in China. Therefore, there is large space for cooperation between those SMEs inside and outside China.

第三，要充分评估。“走出去”和国际化一定要有长远战略考量，充分考虑复杂的法律、经济和文化环境，要建立全面、灵活、长效的评估机制。同时主动引导市场换资源、换技术，你中有我，我中有你，由此形成商业模式、盈利模式和可持续发展模式。打铁还需自身硬，中小企业“走出去”应做好“强身健体”。企业本身要提升经营管理水平，注意打造品牌竞争优势。在国际市场上，也应向价值链的中高端迈进，主动融入当地竞争环境，熟悉当地文化、法律法规、宗教、风土人情等。要本土化、国际化相结合。

Thirdly, sufficient assessments are important. Steps of “going global” and globalization must be taken with long-term and strategic considerations of the complicated law, economic and cultural backgrounds, and an all-round, flexible and long-term assessment mechanism must be established. Besides, we should take active guidance over the exchange of market share for resources and technologies, involve both sides in economic activities and build up our business and profit models and sustainable development pattern. To compete in market, SMEs need to strengthen their own competitiveness, in order to win in foreign markets. SMEs must keep improving their management and build their brand strengths. In international markets, SMEs must make all efforts to seize the middle and high-end positions in the value chain, by active adaption to the local conditions and learning about local culture, laws and regulations, religions and traditions. Localization must be combined with internationalization.

第四，政府要积极搭台。各级政府应加强对为中小企业提供融资服务的金融机构的扶持力度，建立并完善各级地方政府与当地中小企业以及当地银行等金融机构的信息沟通机制，有效加强政银企合作。各级政府要着力支持中小企业扩大在国际产能合作、产业园区合作、跨境经济合作等方面的项目和规模。只有如此，才能在“走出去、引进来”中分享“一带一路”这一国家战略所带来的红利。

Fourthly, governments should work actively to build platforms. Governments at all levels must strengthen supports to financial institutions providing financing services to SMEs. They must reinforce the cooperation among governments, banks and enterprises, by establishing and continuous improvement of the communication and information exchange mechanism with local SMEs and banking institutions. Governments should support SMEs in winning projects and expanding their scales in international production capacity cooperation, industrial park cooperation and cross-border cooperation. Only in this way can SMEs share the benefits brought about by the “Belt and Road Initiative” strategy in the process of “going abroad and bringing in”.

召开本次论坛，共同探讨和展望“一带一路”建设带给中小企业的发展机遇，是一件具有历史性意义的盛举。千百年来，丝绸之路承载的和平合作、开放包容、互学互鉴、互利共赢精神薪火相传。这种精神是我们中华民族的伟大精神，也是孕育我们中国企业的深厚底蕴。梦想在远方，成功在路上。中国政府将为支持中小企业发展而不惮前行，为创造大美丝路而努力奋斗！

This Forum that aims at discussions and outlooks of the development opportunities to SMEs by the “Belt and Road Initiative” is a grand event of historical significance. For thousands of years, the Silk Road has passed on the valuable spirits of peace and cooperation, opening and inclusive, mutual learning and benefiting. This is the great spirit of our Chinese nations and has built the profound basis for Chinese enterprises. We are on our way heading for our dreams. Chinese governments will spare no efforts to assist SMEs in fighting their future along the Silk Road!

谢谢大家！

Thank you!

序言

Preface

6月14日，由中国中小商业企业协会牵头主办的“2017一带一路沿线国家中小企业合作论坛”受到了国内外政商各界的高度关注和积极响应。论坛期间，应与会各方的要求，中国中小商业企业协会启动了《一带一路中小企业合作·重点项目推介手册》编撰工作，成立了编委会邀请国内外官产学研组织相关负责人参与推荐和编撰；在手册的编撰过程当中国家有关部委和沿线相关国家驻华机构也给予了政策指导和鼎力支持。在手册即将成稿付印之际，谨向各方表示诚挚的感谢！

On June 14, the “2017 SME Cooperation Forum among the ‘Belt and Road’ Countries” hosted by CASME won extensive attentions and active responses from political and business societies at home and abroad. During the forum and at requests of participants, CASME launched the compilation of *Belt and Road SME Cooperation • Key Project Promotion Handbook*, for this purpose an editorial board has been established, inviting experts and scholars from governmental, industrial, educational and research institutions inside and outside China for recommendations and compilation. In the compilation process of the Handbook, we have received policy guidance and supports from related Chinese ministries as well as foreign institutions in China. As the Handbook is now completing and getting printed in short time, we must give all our earnest thanks to all participators for their generous contribution!

本手册，按照现在已有和未来可能开辟的路径推想出的“丝绸之路经济带”路线图和“21世纪海上丝绸之路”路线图，对沿线国家的基本国情、政治、经济和人文环境，以及节点城市和中小企业项目合作情况作了较为基本的介绍，对于我们选取的首批推荐项目和企业进行了可行性分析，希望能够对关心“一带一路”建设的读者和研究者提供一些参考。需要指出的是，本手册对“一带一路”中小企业合作项目和推荐的描述部分是建立在以本会会员和合作机构推荐企业基础之上的，难免会有错误乃至谬误之处，敬请读者批评与指正。“一带一路”建设是一个渐进的过程，随着建设的进展，其所涵盖的范围会不断扩展，路径也会不断调整，中小企业寻找合作伙伴，寻找项目机遇的步伐也在不断加快。

The Handbook, according to the road maps of “Silk Road Economic Belt” and “21st Century Maritime Silk Road” based on existing and potential routes, gives basic introductions to the national situations, political, economic and cultural environments of countries and the node cities and ongoing projects along the road. Besides, it also provides feasibility analysis on the first recommended projects and enterprises, and expects to provide some helpful information to readers and practitioners of the “Belt and Road Initiative”. It must be noted that the description of SME cooperation projects in this Handbook is based on the recommendations by CASME members and cooperators, so there might likely be some errors in this Handbook. Luckily, the “Belt and Road Initiative” is a gradual process, as the construction comes to new stages, it may cover more aspects and has the development course modified continually. SMEs should also accelerate their paces in looking for cooperators and opportunities of new projects.

我们认为，“一带一路”沿线不少国家还处于工业化初期阶段，在工程基建、建筑建材、交通运输、旅游餐饮、跨境电商等很多细分市场，相关产品、设备和劳务输出的市场巨大。作为中国最具创新精神的群体，中小企业的发展是“一带一路”未来社会价值的重要方向。中小企业的项目具有开发周期短、创新见效快的优势，还有长期对外贸易的经验，打开“一带一路”沿线国家的细分市场，中小企业沿线国家合作前景十分辉煌。

We believe that many countries along the “Belt and Road” are still at their early stages of industrialization, which means there are huge markets for related products, equipment and labor services in many market segments, such as infrastructure construction, building materials, transportation, tour and catering services and cross-border E-commerce. As the most creative and initiative group in China, SMEs are important contributors to future social values with the “Belt

and Road Initiative” . SMEs have advantages in shorter project development cycle, faster innovation application and long-term experiences in foreign trades. As countries along the “Belt and Road” open their market segments, there will be very promising future for those SMEs.

我们相信,“一带一路”建设是一个大舞台,希望通过本手册系列版本的推出,能够不断加深“一带一路”沿线国家中小企业合作,在共建共享、共同受益的舞台上跳出华美的“舞蹈”,谱写出绚丽的篇章。

We believe that the “Belt and Road Initiative” has provided a huge stage, With the publication of this Handbook and its amendments, we are hoping to enhance the cooperation between SMEs in countries along the “Belt and Road” , so that they can have their most elegant dances on the stage and open up their splendid chapters.

王 民

Wang Min

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中国中小商业企业协会法人代表、执行会长,中国商业联合会常务副会长兼秘书长,《一带一路中小企业合作·重点项目推介手册》编委会主任

Legal Representative and Executive President of China Association for Small & Medium Commercial Enterprises; Executive Vice President and Secretary General of China General Chamber of Commerce; Director of Editorial Board of *Belt and Road SME Cooperation • Key Project Promotion Handbook*.