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河南商务蓝皮书

BLUE BOOK OF HENAN COMMERCE

河南商务发展报告

(2016)

主编/焦锦淼　穆荣国

副主编/张进才　王军　费全发　任秀苹

ANNUAL REPORT ON COMMERCIAL DEVELOPMENT OF HENAN (2016)

2016版

社会科学文献出版社
SOCIAL SCIENCES ACADEMIC PRESS (CHINA)

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图书在版编目(CIP)数据

河南商务发展报告.2016 / 焦锦淼，穆荣国主编
. --北京：社会科学文献出版社，2016.6
（河南商务蓝皮书）
ISBN 978-7-5097-9124-0

Ⅰ.①河… Ⅱ.①焦… ②穆… Ⅲ.①地区贸易经济-区域经济发展-研究报告-河南省-2016 Ⅳ.①F727.61

中国版本图书馆 CIP 数据核字（2016）第 096305 号

河南商务蓝皮书
河南商务发展报告（2016）

主　　编 / 焦锦淼　穆荣国
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出 版 人 / 谢寿光
项目统筹 / 任文武
责任编辑 / 丁　凡

出　　版 / 社会科学文献出版社·皮书出版分社（010）59367127
地址：北京市北三环中路甲 29 号院华龙大厦　邮编：100029
网址：www.ssap.com.cn
发　　行 / 市场营销中心（010）59367081　59367018
印　　装 / 北京季蜂印刷有限公司

规　　格 / 开 本：787mm × 1092mm　1/16
印 张：27　字 数：409 千字
版　　次 / 2016 年 6 月第 1 版　2016 年 6 月第 1 次印刷
书　　号 / ISBN 978-7-5097-9124-0
定　　价 / 88.00 元

皮书序列号 / B-2014-367

本书如有印装质量问题，请与读者服务中心（010-59367028）联系

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摘　要

《河南商务发展报告（2016）》是由河南省商务厅主持，河南省商业经济研究所组织编撰，其全面总结了2015年河南商务领域的发展成效，重点反映了经济新常态下全省商务发展的最新进展，研究和分析了商务领域的理论和实践问题，科学研判了2016年全省商务发展的走势，系统性、综合性、时效性突出。

全书内容由主报告、行业篇、专题篇、案例篇、区域篇五部分组成。

主报告分为年度河南商务发展主报告和河南商务发展“十三五”规划建议草案主报告两篇，代表本书的基本观点。

主报告之一《2015～2016年河南省商务发展形势分析与展望》，全面总结了2015年河南省商务运行综合情况，并分析预判2016年商务发展态势。报告认为，2015年，面对严峻复杂的国内外经济形势，全省商务系统认真贯彻落实河南省委、省政府决策部署，主动适应新常态、把握新常态、引领新常态，坚持稳中求进、稳调结合，科学谋划，综合施策，持续扩大开放促改革促发展、搞活流通扩消费惠民生，全省商务运行良好，稳中有进、稳中提质，有力促进了全省经济社会发展和民生改善。2015年，全省实际利用外资160.9亿美元，同比增长7.8%；实际到位省外资金7821.5亿元，同比增长8.5%；货物进出口总值738.4亿美元，同比增长13.6%；社会消费品零售总额15740.4亿元，同比增长12.4%；对外承包工程和劳务合作完成营业额48.3亿美元，同比增长2.6%。2016年，经济发展新常态下，商务发展环境依然复杂，但机遇大于挑战，河南商务发展有望保持平稳增长。

主报告之二《河南省商务发展第十三个五年规划建议草案》，重点阐述了“十三五”规划期内全省商务发展的基本理念、工作重点和政策取向，

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明确了今后五年全省商务发展的总体目标、主要任务和重大举措。报告认为，“十二五”时期，全省各项商务指标平稳较快增长，胜利完成了“十二五”规划确定的主要目标和任务，为“十三五”商务发展打下了坚实基础。“十三五”时期，国际国内发展环境继续发生深刻变化，全省商务要全面贯彻落实党的十八大和十八届三中、四中、五中全会精神，深入贯彻落实习近平总书记重要讲话精神，按照“五位一体”总体布局和“四个全面”战略布局，牢固树立和贯彻落实创新、协调、绿色、开放、共享的发展理念，围绕实施商务部“贸易强国”“流通升级”“国内外市场一体化”三大战略和全省三大国家战略规划，推进四化同步科学发展，以提高发展质量和效益为中心，主动适应经济发展新常态，统筹国际国内两个市场，坚持内外需协调发展、引进来和走出去互动发展、引资和引技引智统筹发展，扩大开放促改革促发展，搞活流通扩消费惠民生，着力优化结构、转换动力，积极构建开放型经济新体制，加快形成内外贸融合发展新格局，为全省如期全面建成小康社会、全面实现现代化做出新的贡献。

行业篇重点分析了2015年度河南省商务各行业发展情况，特别是重点行业发展的新亮点和新变化，结合国内外经济形势对行业发展进行研究探讨，预测2016年商务各行业态势，提出了发展思路和对策建议。

专题篇着力分析了河南省与“一带一路”沿线国家经贸合作、河南省吸收外资面临的困难和机遇、农村及跨境电商发展等商务发展的重点、难点、热点问题，并提出了应采取的措施。

案例篇重点反映了宇鑫物流发展壮大、众品“互联网+生鲜供应链”引领传统行业转型、天瑞水泥引资并购成就行业龙头等河南省商务发展史上的范例，探讨了其对商务发展的重要启示。

区域篇全面反映了2015年河南省各地商务工作取得的成效，剖析了商务工作中存在的问题和针对性措施，区域特色突出，展示了河南省区域商务发展的新思路和新优势。

关键词：河南省　商务发展

Abstract

Annual Report on Commercial Development of Henan (*2016*) is compiled under the supervision of Henan Provincial Commerce Department and the organization by Henan Commerce Economics Institute. It has comprehensively summarized the development achievements of Henan Provincial commerce fields in 2015, mainly reflected the latest progress of Henan Provincial commercial development under the new normal of economy, researched and analyzed the issues of theory and practice in commercial fields and scientifically researched and judged the trend of commercial development of 2016. The report has high systematicness, comprehensiveness and timeliness.

The whole book is composed of five parts: General Reports, Industry Topics, Special Topics, Case Studies and Regional Topics.

The General Reports include the annual report on commercial development of Henan and the report of opinions on the "13th Five-Year Plan" for commercial development of Henan, which show the basic viewpoints of the book.

One of the General Reports titled *Analysis and Outlook on Commercial Development of Henan Province from 2015 to 2016* has comprehensively summarized the situation of Commerce operation of Henan in 2015, analyzed and pre-judged the commercial development trend of 2016. According to the report, in 2015, facing the severe and complex economic situation at home and abroad, the whole commercial system of Henan has carefully implemented the decisions made by the Provincial Party Committee and the People's Government of Henan Province, initiatively adapted to, grasped and taken a lead in the new normal, insisted on stable improvement, combination of stability and adjustment, scientific plan and integrated policies, continuously expanded the scope of opening up to promote reform and development, invigorated the circulation to promote the consumption and benefit the people; the commercial operation of Henan was healthy, which

has significantly boosted the economic development and improvement of people's livelihood of Henan through stable improvement and improved quality. In 2015, Henan has actually used overseas funds of USD16.09 billion with a year-on-year growth rate of 7.8%; the actually available funds outside the Province was RMB 782.15 billion with a year-on-year growth rate of 8.5%; the total import and export value was USD 73.84 billion with a growth rate of 13.6%; the total retail volume of social consumer goods was RMB 1574.04 billion with a year-on-year growth rate of 12.4%; and the business volume of overseas contracting projects and labor service cooperation was USD 4.83 billion with a growth rate of 2.6%. In 2016, commercial development environment will still be complicated under the new normal of economic development. However, there will be more opportunities than challenges and it is promising for commercial development of Henan to achieve stable growth.

The second report called *Draft of Opinions on the 13th Five-Year Plan for Commercial Development of Henan Province* has mainly illustrated the basic concept, working emphasis and policy orientation of commercial development of the province within the 13th Five-Year Plan period, and has specified the overall objectives, main tasks and important measures for commercial development in the following five years. According to the report, during the 12th Five-Year Plan period, various commercial indexes of Henan have obtained stable and rapid growth, and the province has successfully completed the main objectives and tasks specified in the 12th Five-Year Plan, which has laid solid foundation for the commercial development of the 13th Five-Year Plan period. During the 13th Five-Year Plan period, the international and domestic development environment will witness deep changes. The commerce system of the province will comprehensively implement the spirits of the Third, Fourth and Fifth Plenary Sessions of the 18th Central Committee, and deeply implement spirits of the important speeches by General Secretary Xi Jinping, so as to solidly build and implement the development concepts of innovation, coordination, environmental protection, opening-up and sharing as per the overall layout of "Five-in-One" and the strategic layout of "Four Comprehensiveness", boost the synchronous and scientific development of "Four Modernizations" centering on three strategies including

"trade power", "circulation upgrading" and "integration of domestic and overseas markets" proposed by the Ministry of Commerce and three national strategic plans of Henan province, initiatively adapt to the new normal of economic development and make plan for the domestic and international markets as a whole centering on enhancement of development quality and efficiency, enlarge the scope of opening up to promote reform and development, invigorate the circulation to expand consumption and benefit the people by sticking to coordinative development of domestic and foreign demands, interactive development of introduction and going-out as well as overall development of fund attraction and introduction of technologies and intelligent systems, focus on optimizing structures and converting powers, actively build up an open type economic system and accelerate to form a new pattern of integrated development of internal and international trades, making new contributions to building up a comprehensive moderately prosperous society and achieving modernization in all round for the province.

The volume of Industry Topcis has mainly analyzed the development of all commercial industries of Henan in 2015, especially the new highlights and new changes in development of important industries. It has researched and discussed about the industrial development and forecasted the trends of all commercial industries of 2016 in combination with the overseas and domestic economic situations. It has also put forward development ideas, countermeasures and suggestions.

The volume of Special Topics has analyzed the difficulties and opportunities attracting overseas funds for Henan, economic and trade cooperation with countries along the "Belt and Road"; it has also analyzed the emphasis, difficulties and hot points about rural and cross-border e-commerce development etc, put forward suitable measures.

The volume of Case Studies has mainly demonstrated the examples in the history of Henan's commercial development, e. g. the rapid development of Yuxin Logistics, "Internet + supply chain of fresh food" of Topin Group which leads in the transformation of traditional industry as well as the fund introduction and acquisition by Tianrui Cement which make it the flagship of the industry. This

volume has also discussed about the important enlightenment from these cases on commercial development.

The volume of Regional Topics has comprehensively reflected the achievements of all regions of Henan in commercial work in 2015, analyzed problems in commercial work and targeted measures with obvious regional characteristics, and demonstrated the new ideas and new advantages of regional commercial development of Henan.

Keywords: Henan Province; Commerce Development

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