



# NEWS LETTER

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## 比中经贸委员会 通讯

A PUBLICATION OF THE BELGIAN-CHINESE  
ECONOMIC AND COMMERCIAL COUNCIL



## SPECIAL ISSUE

« **KINGDOM OF BELGIUM – PEOPLE'S REPUBLIC OF CHINA : THE FORTY-FIVE YEARS OF  
DIPLOMATIC RELATIONS** » 《比利时王国 – 中华人民共和国建交45周年》专辑

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# Foreword

## 序言

We are delighted to be celebrating the 45th anniversary of the establishment of diplomatic relations between the Kingdom of Belgium and the People's Republic of China.

It was in 1971 that Chairman Mao invited the US table-tennis team to visit Beijing and President Nixon ended the US trade embargo against China. It was also the year that Belgium became a federal state.

Ten years ago, when we marked the 35th anniversary of diplomatic relations between our two countries, I wrote that the Belgian business community could not but applaud the relatively stable diplomatic relations both countries had enjoyed. This has continued and improved over these past 10 years. Good Inter-governmental and inter-regional relations have facilitated the development of lucrative commercial and economic exchanges for both Belgian and Chinese enterprises. The number of Belgian companies in China has increased dramatically while more and more Chinese companies have been coming to Belgium.

The trend will continue, as illustrated by Prime Minister Michel who is announcing in this issue that he plans to travel to China in the near future. As he notes: "The Chinese and Belgian peoples are friends in good times but also in bad times." Several weeks after the terror attacks in Brussels we are pleased to see that China's confidence in our country is intact.

Ambassador Qu Xing reminds us that trade cooperation between the two countries has been flourishing, with intense development over the last decade. It is not coming to an end, as China's 13th five-year plan is providing more opportunities to companies from both countries to play a more important role in a more open economic system in China.

I am pleased to thank Ambassador Michel Malherbe and the Belgian diplomatic staff in China for the role they play in supporting the Belgian business community in developing links with their business partners. The trade commissioners of our three regions are also key players in supporting our companies in China and attracting Chinese companies to our country. They too should be thanked for their hard work.

I hope you will enjoy this special issue celebrating the 45th anniversary of the establishment of diplomatic relations between our two countries and that you will join us at some of the activities we will continue to organise through the second half of this year. ■

Bernard Dewit  
Chairman



BERNARD DEWIT, CHAIRMAN OF BCECC  
比中经贸委员会主席 德威特

我们十分高兴庆祝比利时王国和中华人民共和国建交45周年。

还记得1971年：毛主席邀请了美国乒乓球队访问北京，尼克松总统结束了美国对中国的贸易禁运。正是那一年，比利时成立了联邦政府。

10年前，在庆祝两国建交35周年之际，我曾写道：比利时企业界不能不称赞比中两国外交关系的稳定发展。10年来，双边关系持续发展并不断提升。良好的政府和地区间关系促进了比中企业家在经贸领域里卓有成效的合作。越来越多的比利时公司前往中国发展，越来越多的中国企业前来比利时开拓业务。

这种趋势将有增无减，就像夏尔·米歇尔首相在本期致辞中所说，他计划在不久的将来前往中国。如同他所言：“无论处在良好和困难时期，中国和比利时人民都是朋友。”在布鲁塞尔遭受双重恐怖袭击后的数个星期，我们很高兴看到，中国对比利时的信心完好无损。

曲星大使提醒我们，近10年来，中比经贸合作蓬勃发展。而且中国“十三五”规划将给予两国公司企业更多的契机，在中国更加开放的经济体系中发挥更重要的作用。

我十分感谢米歇尔·马莱博大使及比利时驻华外交官们在支持比利时企业与中国同行发展商业伙伴关系中所发挥的角色作用。我们三大地区驻华贸易专员在支持我们企业在华发展和吸引中国企业前来比利时开辟业务中发挥了关键的角色作用，我们在此感谢他们所付出的辛勤努力。

我希望各位喜欢本期庆祝两国建交45周年专辑，并期望各位参与我们将在今年下半年继续举办的各项活动。■

德威特  
比中经贸委员会主席





# [1] Message from Charles Michel, Prime Minister of Belgium

## 比利时联邦政府首相夏尔·米歇尔致辞

Dear BCECC Members,

This year is a very special year in the relationship between and the People's Republic of China and Belgium as we celebrate 45 years of diplomatic relations. I hope to travel to China on that occasion, to consolidate our cooperation and to seek new energies

Over one month has elapsed since the double terror attack in Brussels. I was then about to leave to China. The immediate reaction from Beijing, expressed at the highest level of the State, was loud and clear: the Chinese and Belgian peoples are friends in good, but also in bad times, and the confidence of China in Belgium is intact. Together, we should meet the challenges of the time, developing even closer ties.

The challenge, seen from Belgium, is to accommodate properly China's growing interest for Europe, with Belgium and Brussels at its core. Ten important business agreements were to be inked in March in the presence of Prime Minister Li Keqiang and myself, covering aviation, airport logistics, shipping, construction, finance, electronics, green technology, and technology parks. They are now being signed and implemented separately. I will be proud to take new initiatives on board, and honor them on the occasion of my new mission.

We extend a warm welcome to Chinese investors in Belgium. I feel invigorated by the renewed intention of flagship Chinese companies to establish their European headquarters in our country. More than ever, the federal and regional governments will develop and explain our assets at the heart of Europe.

Governments are facilitators, for people to people relations as well. Our visa services in China have recently expanded dramatically, with operational application centers all across the country. Together with the Chinese authorities, we are also working on new facilitating treaties and agreements, covering a wide range of issues, such as market access, social security and internships.

The challenge, seen from China, consists in transitioning to a consumption based economy, strengthened by innovation, through an ambitious, wide ranging reform program. As strongly as China keeps believing in Belgium, I trust that the Chinese people and government will succeed in that endeavor, to the shared benefit of us all.

Our strong personal ties, at all levels, will definitely contribute to that shared objective, on this 45th anniversary, and far beyond. ■

Yours Sincerely,

Charles Michel  
Prime Minister of Belgium



尊敬的各位读者：

今年是中华人民共和国与比利时王国双边外交关系史上非常特殊的一年，因为我们庆祝两国建交45周年。我希望在这个背景下能到中国访问，以巩固我们的双边合作并寻求新的活力。

一个多月前，布鲁塞尔遭受恐怖双重袭击。那时我即将前往中国访问。来自北京国家最高领导层的直接反应是坚定明确的：无论处在良好和困难时期，中国和比利时人民都是朋友，中国对比利时的信心完好无损。总之，我们要一起应对时代的挑战，发展更紧密的双边关系。

从比利时方面来看，我们要正确认识中国对欧洲的兴趣越来越大，包括对比利时和欧洲的中心布鲁塞尔。今年3月，李克强总理和我本应签署涉及航空、机场物流、航运、建筑、金融、电子、绿色技术、科技园区的十大重要商业协议。现在，我们双方正在分别签署并落实这些协议。我将高兴地采纳新的创意，并在我重新访华之际为这些创意打开合作的大门。

我们非常欢迎中国投资者前来比利时。我为中国旗舰公司打算继续在我国设立他们的欧洲总部而感到鼓舞。比利时联邦政府和地区政府比以往任何时候都将更积极地推介我们位处欧洲心脏的优势。

政府是推进者，包括促进人与人之间的关系。最近，我们在中国的签证服务迅速扩展，签证服务中心遍布全国各地。与中国政府一道，我们正在努力推出涉及市场准入、社会保障和实习等广泛内容的新的便利条约和协定。

从中国方面而言，其面临的挑战是向以消费为基础的经济过渡，通过雄心勃勃和范围广泛的改革方案，加强创新。就像中国对比利时的坚定信任，我相信，中国人民和政府在这方面的努力将取得成功，并使我国所有人都共同受益。

我们各层级人与人之间的紧密关系将为这一共同的目标做出贡献，不仅在这个45周年之际，而且更加久远。■

谨此致意！

夏尔·米歇尔

比利时联邦政府首相

# [2] Message from His Excellency Qu Xing, Ambassador of People's Republic of China to Belgium

## 中国驻比利时王国大使曲星致辞



Since the establishment of diplomatic relations between the People's Republic of China and the Kingdom of Belgium, Sino-Belgian relations have already passed through 45 years of history. After nearly half a century of history of progress and mutual support the two countries are enjoying a relationship which is developing steadily with practical cooperation deepening continuously in all sectors.

Political trust has been reinforced. In recent years high-level visits between Belgium and China have been frequent. In 2014 Chairman Xi Jinping made an historic State Visit to Belgium during which the two countries agreed to establish an all-round friendly cooperative partnership. In 2015 King Philippe headed a delegation to visit China and during this visit more than 90 cooperation agreements were concluded. Premier Li Keqiang also made a fruitful visit to Belgium and witnessed the conclusion of more than US\$20 billion worth of trade contracts together with Prime Minister Charles Michel. These high-level visits have brought the relationship between the two countries to a new height.

Trade cooperation has been flourishing. Over the past 10 years trade between China and Belgium has been developing at a rapid pace: 2005 marked a breakthrough when trade reached the milestone of US\$10 billion for the first time, and in 2008 the number was more than doubled when it surpassed US\$20 billion. In 2015 the total trade between China and Belgium amounted to US\$23.22 billion, more than 1000 times the trade value at the beginning of the establishment of our diplomatic relationship. Belgium is China's seventh largest trading partner within the European Union, while China is Belgium's second largest trade partner outside the EU. Over the decades bilateral investments have begun from nothing and grown significantly. Alcatel-Lucent and Xian Janssen have become the success models of foreign investment companies in China at the beginning of the reform and opening-up. Since the turn of this century well-known companies such as Solvay, Umicore, Bekaert, Picanol, Agfa-Gevaert and UCB have made rapid expansions to their businesses in China and China has now become their "second local market". Chinese investments are also marching into Belgium with many high-profile Chinese companies investing and launching cooperative ventures. Facing the downturn of the global automobile market and the major adjustment of the automobile industry, Volvo Cars Ghent has nevertheless achieved a record output while safeguarding employment. In 2015 Volvo, owned by Geely, was awarded the Lifetime Achievement Trophy by Flanders Investment & Trade for its accomplishment as a foreign investor. Sinochem Group and SIAT launched a tri-lateral cooperative venture in agriculture between China, Belgium and Africa. COSCO made an equity participation in the ports of

自1971年中华人民共和国与比利时王国建交以来，中比关系已走过45个年头。经过近半个世纪的并肩前行、相互支持，两国关系稳步发展，各领域务实合作不断深入。

政治互信不断加强。近年来，中比高层交往频繁。2014年，习近平主席对比利时进行了历史性国事访问，两国一致同意将中比关系提升为全方位友好合作伙伴关系。2015年，菲利普国王率团访华，期间双方签署了90多个合作协议。李克强总理成功访比，与米歇尔首相共同见证了200亿美元多项经贸合同签署。高层互访将两国关系提升到了新的水平。

经贸合作蓬勃发展。近10年来，中比贸易飞速发展，2005年首次突破百亿美元大关，2008年实现翻番超过200亿美元。2015年，中比贸易额达232.2亿美元，是建交初期的1000多倍。比利时是中国在欧盟内第七大贸易伙伴，中国是比利时在欧盟外第二大贸易伙伴。双向投资从无到有，从小到大。上海贝尔、西安杨森成为中国改革开放初期在华外资企业的成功典范。进入新世纪，索尔维、优美科、贝卡尔特、必佳乐、艾克发-吉华、优时比等比利时知名企业在华业务迅猛发展，中国已成为他们的“第二本土市场”。中国投资大踏步进入比利时，众多有实力的中国企业来比开展投资合作。吉利沃尔沃根特工厂在全球汽车市场低迷、汽车产业面临重大调整的情况下，产量连创新高，保障了大量就业，2015年荣获“弗区外商投资终身成就奖”。中化集团与SIAT公司共同开展中比非三方农业合作。中远海运参股安特卫普和泽布吕日港码头助力中比贸易发展。中国安邦保险集团全资收购FIDEA保险公司。中国资金参股安特卫普两家购物中心。华为、中兴长期为比利时运营商提供优质服务，积极开展研发合作，为比利时广大消费者带来优质智能手机。中国银行、工商银行严格遵守法律合规经营，在比业务健康发展。海航酒店扩建工程已经结束，即将对外营业。

人文交流日益密切。目前，中国在比留学生3000名，比利时在华留学生近1000名，近两年均有大幅度提高。两国高等院校务实合作不断深入，鲁汶大学、根特大学、法语布鲁塞尔自由大学、荷语布鲁塞尔自由大学等均派出团组与中国高校商谈合作。中国已在比开设6所孔子学院，广泛传播中国文化，汉语教学在比利时受到更多关注和欢迎。布鲁塞尔中国文化中心于2015年揭幕，成为欧洲传播中国文化的“心脏”。“欧罗巴利亚-中国艺术节”、布鲁塞尔首届中国电影展等重大文化活动在比成功举行，拉近了双方民众心灵的距离，促进了中比和中欧文化交流。2月6日，由中国驻比使馆与布鲁塞尔市政府联合主办的“欢乐春节”盛装巡游在布鲁塞尔市中心成功举行，让“欧洲之都”刮起“中国风”，拉开了全年系列庆祝活动的序幕。今年，中比将共同举行一系列活动，庆祝两国建交45周

Antwerp and Zeebrugge. Anbang Insurance Group acquired FIDEA in its entirety. Chinese capital has invested in two shopping centres in Antwerp. Huawei and ZTE have been providing quality services to Belgian operators; they engage actively in R&D cooperation and have brought high-quality smartphones to Belgian consumers. The Bank of China and ICBC work strictly with the law and are developing healthily in Belgium. Hainan Airlines has finished the expansion of its hotel in Brussels which will soon open for business.

People-to-people exchanges have become increasingly close. There are currently 3,000 Chinese students studying in Belgium and nearly 1,000 Belgian students studying in China with the numbers rising significantly in the past two years. The higher education institutes of the two countries continue to deepen their practical cooperation: KU Leuven, UGhent and ULB have all sent delegations to China to discuss potential cooperation with Chinese higher education institutes. China has founded six Confucius institutes in Belgium; Chinese culture is disseminated widely and the teaching of the Chinese language is receiving growing attention and popularity. The China Cultural Centre in Brussels was inaugurated in 2015, becoming the "heart" for spreading Chinese culture in Europe. Major cultural events such as Europalia China and the Chinese Film Festival in Brussels were successfully held in Belgium, decreasing the gap between the peoples and promoting Sino-Belgian and Sino-European cultural exchanges. On February 6, the Chinese New Year Parade, organised by the Chinese Embassy and Brussels Municipal Government, took place in the centre of Brussels with much attention. "The wind of Chinese culture" was blown within the "European capital" and it inaugurated the series of celebratory events scheduled for 2016. This year China and Belgium will jointly organise a series of events

年,进一步促进政治、经济、教育、文化等各领域合作,增强中比民众对两国友好关系的获得感,不断巩固双边关系的民意基础。

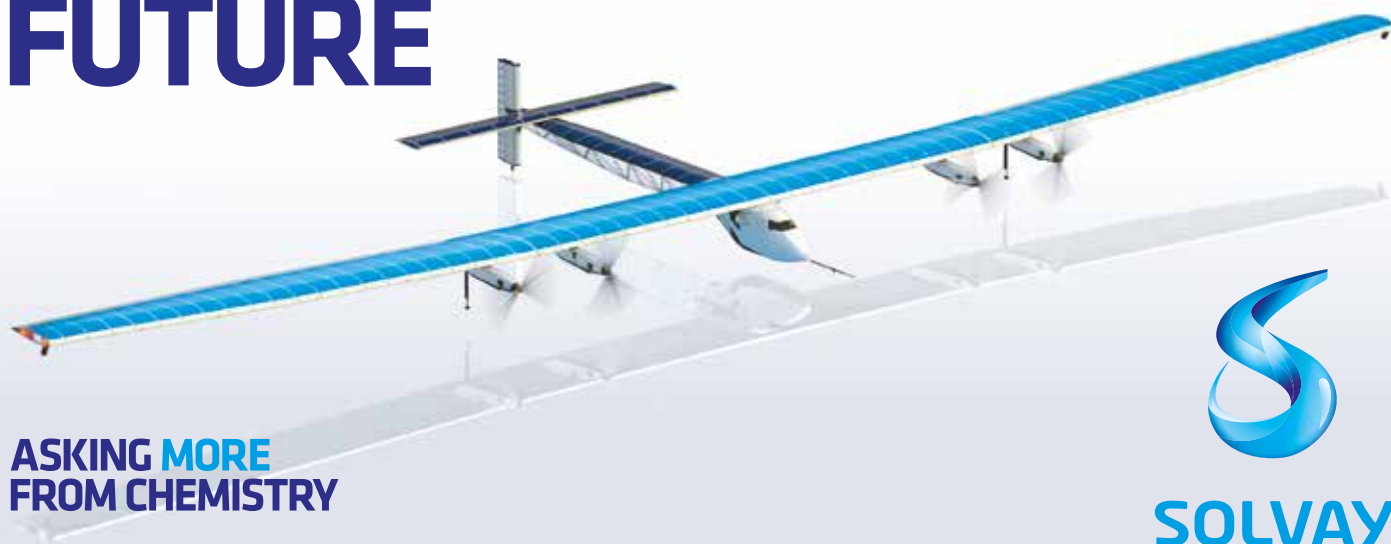
展望未来,中比关系前景美好,经贸合作潜力巨大。中国“十三五”规划将构建更开放的经济体制,注重经济发展质量,推动“一带一路”建设。比利时教育水平高,科技实力强,地理位置优越。中比在微电子、生物医药、环境保护、互联互通等领域有广阔的合作空间。希望中比企业抓住机遇,携手开创合作新局面,为中比关系发展注入新的活力。■

in celebration of 45th anniversary of diplomatic relations between our two countries to further promote our cooperation in sectors including politics, economics, education and culture. These will reinforce the friendly relationship between the people of China and Belgium and continue to consolidate public opinion as the basis of the bilateral relationship.

Looking forward, the Sino-Belgian relationship has a promising outlook and enormous potential exists in our economic and trade cooperation. China's 13th Five-Year Plan will build a more open economic system, placing importance on the quality of economic growth while promoting the construction of "One Belt, One Road". Belgium enjoys high education levels, strong technologies and an ideal geographical location. In sectors such as microelectronics, bio-pharmaceuticals, environmental protection and IT, China and Belgium still have huge space for cooperation. It is hoped that Chinese and Belgian companies will grasp the opportunity to invent new cooperative ventures and infuse new energy into the development of Sino-Belgian relations. ■

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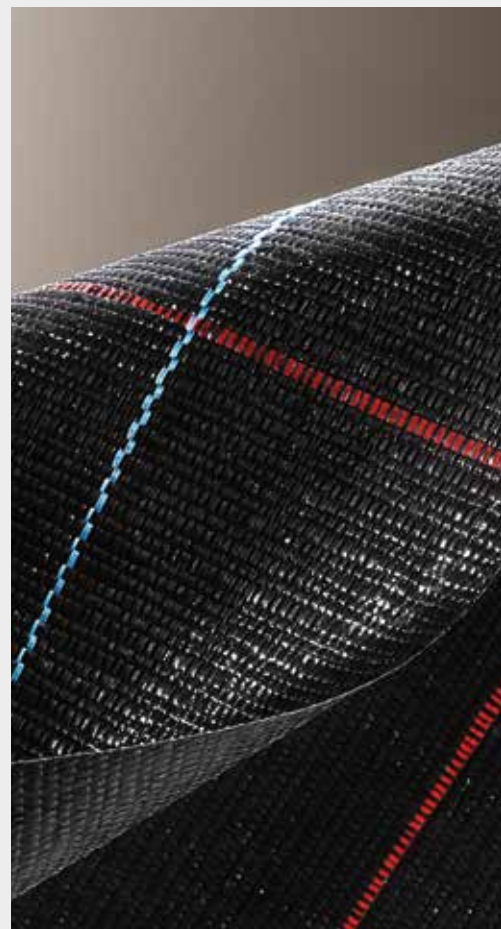
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B.I.G.'s operational **footprint in China** was established in **2005** and has expanded at a steady pace ever since. Today **300 colleagues** are working in our **Regional Headquarter in Shanghai** and in our **3 production plants**. In Rizhao we produce **needle felt carpets**, while our 2 plants in Weihai focus on the production of **yarns** and **technical textiles**.

博优国际集团 (B. I. G.) 是一个**国际化的**工业集团，总部位于比利时，集产品开发、生产、销售于一体。**丰富的产品线**覆盖原材料、工程技术产品到优质的地面材料产品，多年来我们不断提高**工艺水平**并逐步扩大销售至全球各地。

我们在全球16个国家内，共有29个工厂、11个销售办公室和8个物流配送中心，共有4,325名员工为博优建造美好未来。2015年，集团营业额达到17亿欧元。

博优国际集团于**2005年**进入**中国**并获得稳定的成长，目前在中国共有**300名员工**，工作于**上海亚洲区总部办公室**以及**3家工厂**。日照工厂主要生产**针刺地毯**，位于威海的另外两家工厂主要生产**纱线**以及**技术纺织品**。

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# [3] Message from His Excellency Michel Malherbe, Ambassador of Belgium to China

## 比利时王国驻中国大使米歇尔·马莱博致辞

Dear BCECC Members

Who, better than Prime Minister Charles Michel, could express our feelings in the columns of this Special BCECC Newsletter on the occasion of the 45th anniversary of bilateral relations between Belgium and the People's Republic of China?

Instead, let me express my deep appreciation for your Chamber, under the wise chairmanship of Me Bernard Dewit. You are one important cornerstone of a global relationship which goes back far in time, relying on a wide range of personal and institutional ties. As an ambassador, I cannot underrate the importance of the state to state relationship, yet I also realize that we would not have reached this level of depth and stability in the relationship between Belgium and China, without the bedrock of associations such as BCECC. All year long, I witness, and deeply appreciate, from my desk in Beijing, the invitations to the constant flow of activities organized by the Chamber in Belgium. My colleagues and I also deeply enjoy the yearly occasion to address your membership on the occasion of our own diplomatic days.

As explained by our Prime Minister, the flow of activity at the official level between the two countries go unabated, notwithstanding the unspeakable terrorist acts in Brussels, and the postponement of his official visit. We were moved by China's immediate, renewed support and trust. We are also granting all the support we can to the family of the unfortunate Chinese victim of the attacks, Mr Deng Jingquan, a businessman who was travelling through Brussels Airport.

Please be assured, on this 45th anniversary, of the availability and dedication of our diplomatic staff in China, to serve your interests and enhance the global relationship. Our doors and mailboxes are open. My outstanding colleagues, Consul General Cathy Buggenhout in Shanghai, Consul General Christian de Lannoy in Guangzhou will leave China this summer, and very big shoes to fill for their respective successors Consul General Paul Lambert (arriving from Washington DC) and Consul General Joris Salden (arriving from Madrid). They deserve our deep appreciation. Another special thank you also goes to Deputy Chief of Mission Sophie De Smedt, appointed Consul General in Istanbul, and Counsellor Wilfried Pfeffer, going back to headquarters. Each of them contributed or will contribute in a big way, just like BCECC and each of you, to the rich joint history of Belgium and China. ■

Best regards

Michel Malherbe  
Ambassador of Belgium to China



尊敬的比中商会各位成员：

在比利时王国与中华人民共和国建交45周年之际，谁能够比夏尔·米歇尔首相在本期比中商会《通讯》更好地表达我们在这个特殊周年的心情？

然而，请允许我向德威特主席领导下的比中商会表达深深的谢意。长久以来，你们依托广泛的个人和机构所建立起来的关系，已成为比中双边合作关系的一个重要基石。作为大使，我不能低估国与国之间关系的重要性，但我也意识到，如果没有像比中商会这样的协会作为基石，我们就不可能达到如今比中关系如此深厚和稳定的水平。一年四季，我从位于北京的办公室，不仅见证且非常重视比中商会在比利时频繁举办的系列活动。我和我的同事们也为出席每年一次的外交官日而来到会员们中间而感到十分愉快。

正如我们首相所言，尽管在布鲁塞尔发生的令人难以言表的恐怖事件及其访华的推迟，但我们两国官方层面的活动有增无减。我们为中国及时和继续支持与信任所感动。我们也尽我们的所能，为过境布鲁塞尔机场而遭遇不幸的中国受害者邓经泉先生家庭给予一切支持。

在这个45周年之际，请各位相信，我们驻华外交人员愿意随时竭诚为您的利益和增强全面合作关系提供支持与服务。我们的大门和邮箱是敞开的。我出色的同事—驻上海总领事凯蒂·布莫浩和驻广州总领事克里斯蒂安·德拉诺伊将在今夏离开中国，而来自华盛顿的保罗·兰伯特和来自马德里的约里斯·萨尔登这两位重量级外交官将接任驻上海和广州总领事一职。我们在此对他们表示深深的谢意。另外，我还要特别感谢调任驻伊斯坦布尔总领事苏菲·德斯麦特副主任和将调回总部的维尔弗里德·普费弗参赞。他们每个人都像比中商会和你们各位，为推进比利时和中国丰富的合作关系已经做出和将做出重要的贡献。■

此致：

诚挚的祝愿！

米歇尔·马莱博  
比利时王国驻中国大使



# [4] Messages from the three Regions of Belgium

## 比利时三大地区政府首席部长、经济主管致辞

### Message from Rudi Vervoort, Minister-President of the Brussels Capital Region 布鲁塞尔首都地区政府首席部长吕狄·韦沃特致辞

Beijing is the first city outside of Europe with which Brussels signed a cooperation agreement, back in the nineties. Our relations are strong and the Chinese visitors are visiting Brussels with exponentially increasing numbers over the past 20 years. A lot of companies chose Brussels to be their EU headquarters, such as Huawei, ICBC, and Tsing Capital, a clean tech venture capital firm. Anbang has a strong foothold in Brussels after the takeover of Delta Lloyd and Fidea. The Brussels-Capital Region, capital of the EU institutions, attracts numerous Chinese, both tourists and investors. Brussels law firms are actively facilitating investment deals. Huawei opened in 2015 a new Concept Store and a new Chinese Cultural Center opened in the heart of the EU neighborhood. We also recently signed a MOU between Brussels invest export and its counterpart both in Shenzhen and Shanghai, during the State Visit. Brussels receives political and business delegations on a regular basis, such as recently from Shanghai. Each year in September, Brussels also welcomes Chinese delegations for the Eat!Brussels Festival, celebrating culinary exchanges.

We have an experience in high-security events, hosting international summits with many head of states, every other week. Every public event is assessed by the police and actions are taken for the people's safety.

Brussels is a center for international investment. We are the Capital of the European Union, it's a geographic situation that a lot envy us, and benefit to whole Belgium. Brussels produces between 20 and 23% of the GDP, and ranks 3rd in the most productive region in terms of GDP in Europe.

Diversity is our "moto": You find in Brussels a mix of people that often speak 2, 3 or even 4 languages, highly educated and with experience in various sectors. And despite its position of Capital, both national and of the EU, Brussels is affordable, both for the companies with a lot of office spaces, and for the employees, as housing is maintained affordable.

China is an important strategic partner of the Brussels-Capital Region. This is why we visited it twice in one year's time, once for the Brussels Days, promoting Brussels to tourists and investors, and a second time during a State Visit led by His Majesty the King. During the Brussels Days, the agreement with Beijing was renewed in a signing session with the Mayor of Beijing, therefore highlighting the outstanding relations between both cities. The direct flight between Beijing in Brussels is essential for us, and we project to have 500.000 Chinese overnight stays annually by 2020, reconfirming tourism cooperation as a key strategy in the years to come. Brussels Invest Export has a special desk to help Chinese investors to make business with Brussels, and we also provide assistance for visas, incubators, etc. Brussels is welcoming Chinese companies to invest in Brussels as China's companies, having already invested 1,7 billion euros in Belgium over the past 5 years, are increasingly going abroad in the context of "One Belt, One Road". ■



早在上个世纪九十年代，北京是布鲁塞尔在欧洲之外签署第一个双边合作协议的城市。在过去20年里，我们双边关系不断加强，访问布鲁塞尔的中国游客成倍增加。许多公司，如华为、中国工商银行和清洁技术风险投资公司青云创投都选择布鲁塞尔作为他们企业机构欧盟总部的所在地。继收购比利时百年保险公司FIDEA和德尔塔·劳埃德银行后，安邦保险集团在布鲁塞尔站稳脚跟。作为欧盟机构的首都，布鲁塞尔首都地区吸引着无数中国各界人士，包括游客和投资者。

布鲁塞尔律师事务所正在积极促进投资交易。2015年华为开设了一个新概念店，新开张的中国文化中心亦坐落在欧盟的心脏。在比利时国王访华期间，布鲁塞尔投资出口局和深圳、上海还签署了合作谅解备忘录。布鲁塞尔定期接待来自上海政治和商界代表团。每年9月，布鲁塞尔都会迎接来自中国的代表团，参加“食在布鲁塞尔”艺术节，彼此交流烹饪文化。

在这里，每两周就举办拥有许多国家领导人出席的国际峰会，我们在高端安全方面经验丰富。每项公共活动均由警方进行评估，所采取的行动以保护人民安全为本。

布鲁塞尔是国际投资中心。我们是欧盟的首都，这个优越的地理环境使整个比利时受益。布鲁塞尔地区占国内生产总值的20-23%，按欧洲国内生产总值计算，布鲁塞尔排名欧洲最具生产力地区的第三位。

多样性是我们的“动力”：这里的员工操2-3种甚至4种语言，不仅受过高等教育，在多领域富有经验。作为国家和欧盟的首都，布鲁塞尔经济实惠，对公司企业提供了大量的办公空间，从员工角度而言，这里的住房实惠可及。

中国是布鲁塞尔首都地区的重要战略合作伙伴。这就是为什么我们在一年里两次访问中国，一次是向中国游客和投资者推介布鲁塞尔所举办的“布鲁塞尔日”，第二次是陪同国王陛下国事访华。在“布鲁塞尔日”，我们与北京续签了合作协议，由此突出了两座城市之间的关系。布鲁塞尔-北京的直航对我们来说是必不可少的，我们期望在2020年实现每年50万中国游客的逗留天数，在未来几年加强旅游合作，并作为重要战略来实施。布鲁塞尔投资出口局建立了一个特殊咨询台，旨在帮助中国投资者到布鲁塞尔开辟业务，同时我们也提供签证、孵化器等方面的协助。布鲁塞尔欢迎中国公司在布鲁塞尔投资，在过去5年中，中国企业在比利时投资额达到17亿欧元，在“一带一路”的背景下，越来越多地的中国公司正迈向境外发展。■





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## Message from Geert Bourgeois, Minister-President of Flanders 法兰德斯地区政府首席部长杰特·布尔亚致辞

Ladies and gentlemen,

The special relations between Flanders and China go back as far as the 17th century when Ferdinand Verbiest, a Jesuit priest from Flanders, became the special advisor of the Chinese Emperor.

Today businessmen, scientists and cultural ambassadors continue to exchange knowledge and economic insights to develop new products and services for new customers both in Europe and China.

And with important investments from our region in China, the link between Flanders and China can be defined as strong and fruitful.

In 2015 China was export destination nr. 9 for Flanders, with a total export figure of 6,325 million euros, representing 2,1% of the total exports from Flanders.

The main products exported to China are chemical and pharmaceutical products, machinery and mechanical tools, plastics and diamonds. Flanders accounts for no less than 91,3% of the Belgian exports to China.

Imports from China in Flanders have reached 12,7 billion euros, making China Flanders number 7 supplier.

And we are pretty confident that we haven't seen the last of the growth in this import figures. In our daily live we get more and more acquainted with flourishing Chinese brands like Lenovo, Huawei and Haier.

Flanders is, and has the means to become even more, a major player in the introduction and distribution of these new Chinese products into the European market.

Today Flanders is already home to about 100 Chinese companies and new investments are announced on a regular basis.

Flanders' strategic location in the heart of Europe, state of the art research and development, as well as the highly productive multilingual workforce, make it a more than interesting investment destination.

In 2015 Flanders received a record number of 227 new investment projects, totaling 2,7 billion euros. These investments created a total of 4352 direct new jobs.

China accounted for 16 new projects in 2015, putting it in the top 5 as most important investor in Flanders.

So, I am confident that the ever growing and strong relations between China and Flanders generate form a fruitful past, but are subject to an even more promising future. ■

Geert Bourgeois  
 Minister-President of Flanders



女士们、先生们：

法兰德斯与中国之间的特殊关系可以追溯到17世纪，当时来自法兰德斯的耶稣会传教士南怀仁成为了中国皇帝的特别顾问。

今天，两地企业界人士、科学工作者和文化使者继续知识交流和经济往来，以期为欧洲和中国的新顾客开发各种新产品和新服务。

随着法兰德斯在中国进行各项重要投资，法兰德斯与中国也结下了坚实稳固的关系，并获得了累累硕果。

2015年，中国是法兰德斯的第九大出口目的地国，出口总额达63.25亿欧元，占法兰德斯出口总额的2.1%。出口产品主要为化工医药、机器和机械工具、塑料及金刚石。法兰德斯占比利时对华出口额的至少91.3%。

法兰德斯从中国进口的商品额已达127亿欧元，使中国成为法兰德斯的第七大商品供应国。我们确信，这一进口额还将继续增长。在日常生活中，我们对一些蒸蒸日上的中国品牌（如联想、华为、海尔等）越来越熟悉。

在向欧洲市场推荐和销售这些中国新产品方面，法兰德斯正发挥着重要作用，也有能力和潜力发挥更大的作用。

如今，约有100家中国公司落户法兰德斯，新投资项目还在频频发布。

法兰德斯地处欧洲的的心脏地带，地理位置优越，研发水平一流，当地劳动人口通晓多种语言，生产效率高，因此成为备受关注的投资目的地。

2015年，法兰德斯引进了创纪录的227个新投资项目，投资总额达27亿欧元。这些投资直接创造了共计4352个新的工作岗位。

2015年，中国在法兰德斯投资了16个新项目，跻身于在法兰德斯投资的前五大最重要投资国之列。

因此，我坚信，中国与法兰德斯双边关系不仅在过去取得了丰硕的成果，现在正不断发展和加强，未来必定更加辉煌。 ■

杰特·布尔亚  
 法兰德斯地区政府首席部长



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**Message from Pascale Delcomminette,  
CEO of the Wallonia Export-Investment Agency (AWEX)  
比利时瓦隆州出口投资局总裁帕斯卡尔·德柯米乃特致词**



We are celebrating 45 years of relations between China and Belgium but the cooperation between Wallonia and China is much older. At the end of Qin Dynasty, Wallonia's knowhow especially in transportation (train and tramway) and electricity helped China to become a modern industrial power.

China changed tremendously during the last 45 years. Who would ever imagine back in 1971 that we would soon lay the first brick of the first ever Sino-EU incubator for Hi-Tech Chinese companies in Louvain-la-Neuve? Who would have ever imagined that thousands of Chinese tourists would land in Liège Airport? Who would have predicted that high level Wallonia delegations would go to China to exchange views on business management, high tech R&D?

China is on the move and Wallonia is moving as well. Our relation is more and more in win-win cooperation. We have vast knowhow and international cooperation in the field of innovation networks, biotech, space, high-end mechanics, agrofood,... Furthermore our central and strategic location in Europe is the top choice for companies willing to develop quickly and efficiently their E-commerce operations.

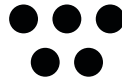
I look forward for more win-win cooperation. Please feel welcomed to Wallonia! ■

时逢我们庆祝中国-比利时建交45周年，然而，瓦隆州同中国的合作更是源远流长。清朝末期，瓦隆州在交通运输（火车和有轨电车）及电力方面的先进技术已帮助中国成为一个现代化工业强国。

在过去的45年间，中国变化巨大。谁能在1971年中比建交的時刻就想象到我们将会在新鲁汶为中国高科技企业创建第一家中欧孵化器？谁可以想象数千名中国游客会乘坐飞机降落于比利时列日机场？谁曾经预言比利时瓦隆州高层代表团会前往中国寻求商务和高科技研发等多方面的合作？

中国日新月异，瓦隆州也同样在进步。我们在合作中求双赢。我们在创新、生物科技、宇航技术、精密机械和农副食品领域拥有丰富的专业技术和广泛的国际合作。此外，比利时瓦隆州位处欧洲中心的战略位置也是中国企业在欧洲快速和高效发展电子商务的第一选择。

我期待比利时瓦隆州与中国之间更多的双赢合作。欢迎前来瓦隆州！■



# Wallonia.be

**Wallonia** – the Southern part of Belgium – has a long tradition in high-tech and communication cooperation with China.

From 1898 till 1905 Jean Jadot [沙多] – an engineer and industrialist from Wallonia – constructed the Beijing-Hankou [汉口] railway. It included a 3 km long metallic railway bridge on the Yellow River, the first one in China. At that time high-tech was steam locomotives and railways, communication was railways. Of course, nowadays we see steam locomotives in museums but more than a century later Wallonia is still a leader in high-tech and communication and is actively cooperating with China.

International trade is promoted by **AWEX, the Wallonia Export-Investment Agency**. China is Wallonia's target market in Asia, both in promoting the exports of Wallonia goods and more and more in attracting Chinese investments. Therefore there are no more than six AWEX offices in China: in Beijing; Shanghai; Guangzhou; Wuhan, Shenzhen and Hong-Kong.

AWEX manages the Open Worldwide Innovation Network (OWIN), a strategic partnership between AWEX, Texas A&M University System and Coway International, the Tsinghua University in Beijing TTO [Technology Transfer Office].

Without knowing it, many Chinese people enjoyed made in Wallonia High-Tech. During Beijing Olympic Games, slow motion was made by a Wallonia company.

It is no big surprise if the first Sino-EU incubator for Hi-Tech Chinese companies will be located in Louvain-la-Neuve, Wallonia.

No communication and high-tech without e-commerce. China is the heaven of e-commerce and is willing to expend worldwide. Therefore there will be a growing need for Chinese e-commerce companies to settle up a Pan-European Operational Center in Europe. Today Wallonia is enhancing its position as a leader in e-commerce logistics and related services and is the top choice for companies willing to develop quickly and efficiently their e-commerce operations in Europe. Companies choosing Wallonia as welcoming land obviously bet on its strategic and central situation, adapted infrastructures and policies, proximity to European decision-makers and availability of subsidies for foreign investors.

From Wallonia, only 4 hours are necessary to reach by road a market of 300 million consumers with the highest purchasing power. At the heart of Europe, Wallonia proves to have an excellent access to major European cities. Liège airport provides top class 7/24 cargo services.

**Want to know more about our win-win solutions? Don't hesitate to contact us at:**

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Welcome to Wallonia !

**Feel inspired**



# [5] Belgium must lend a hand to China's reforms

## 比利时应该支持中国的改革

By Pierre Defraigne, Executive Director of the Madariaga – College of Europe Centre  
Honorary Director General at the European Commission  
Pierre Defraigne, 马达里亚加 (Madariaga) 欧洲基金学院执行院长、  
欧盟委员会名誉司长



Belgium has always developed an interest for China as a civilization and as a trade partner. It ranks among the pioneers of the relinking of the West with the People Republic of China as the country has engaged on the path of reforms under Deng Xiaoping's guidance in the late 70s.

Today Belgium takes the full measure of what means the Renaissance of China for the Chinese people and for the world at large because a second Chinese miracle is badly needed.

Globalisation has been driven by two powerful forces: the sheer dynamics of Western capitalism in quest of lower wages and higher profits and the revolutionary agenda of Deng Xiaoping. It has set tectonic plates in motion: environment and climate, economic convergence between the North and emerging economies with China pulling as a locomotive the BRICS train, geopolitical tensions on the Russian borders, in the Middle East and over islands control in the South China Sea. Today, globalisation as a process of worldwide integration has stopped: trade growth has fallen behind world GDP growth, and the latter has lost two points over the last decade. Reasons are both structural and cyclical: the global output chain dynamics has reached a plateau whilst aggregate demand has fallen in America and in Europe as a result of the 2008 Wall Street crash, and the commodities cycle has gone in reverse under the impact of China's slowdown.

China has indeed been confronted both with the shock of Western capitalism social and financial crisis, and with the growing constraint on three major domestic imbalances: the environment, the income distribution and the regional wealth gap between Eastern and Western provinces. This brutal halt of globalisation has replaced growth with inertia, generating rising social and political tensions around the question of inequalities. These are back to the top of the economic policy agenda in the West: unemployment remains near two-digit in the eurozone whereas the wealth gap between the top 1% and the American middle class, threatened now with precariousness, is triggering on the one hand euroscepticism in Europe and on the other populism in the US. In both key global economies, there is an urgent need for deep economic and social reforms. But, as a result of the oil counter-shock, the same holds true in all commodities exporting countries of the G20. Yet against such an uncertain backdrop, China's prospects are certainly the most worrying.

China, having contributed alone to a third of the World growth over the last decade, is expected to maintain a reasonable growth rate of around 6-7% in order to support the world economy dynamics. This might sound an unfair expectation from Western governments, paralysed by the euro governance stale-

一直以来，比利时对中国拥有浓厚的兴趣，不仅对其文明历史，也作为贸易伙伴。自70年代末，中国在邓小平领导下走上了改革开放的道路，比利时便是西方重新连接中华人民共和国的先锋之一。

今天，比利时完全意识到中国的复兴对中国人民和整个世界所产生的意义，而且第二个中国奇迹是迫切需要的。

全球化由两个强大力量所推动，即西方资本主义追求低工资高利润的庞大动力和邓小平的改革计划。全球化导致了多个板块的运动：环境与气候，地球北部与以中国为主要拉动力的新兴经济体金砖国家之间的经济趋同，俄罗斯边境的地缘政治紧张局势，以及中东问题和南海岛屿的控制。今天，作为全球一体化进程的全球化停止了：贸易增长已跌至世界GDP增长之后，而世界GDP在过去十年中失去了2个百分点。原因既是结构性的，也是周期性的：全球输出链动力已经到了停滞期，与此同时，由于2008年华尔街崩盘所致，美国和欧洲的总需求量大大下降，大宗商品周期在中国经济放缓的影响下开始反转。

事实上，中国一方面受西方资本主义社会和金融危机的冲击，另一方面受国内在环境、收入分配以及东西部省份区域之间贫富差距这三大失衡问题的日益制约。这种全球化的急剧停止已取代了惯性增长，由此导致了日益上升的围绕不平等问题和社会和政治紧张气氛。这些已成为西方经济政策议程中的首要问题：欧元区失业率始终接近两位数，同时，受当前不稳定性威胁，美国1%最富裕阶层与中产阶级之间的贫富差距一方面在欧洲引发了欧洲怀疑主义，另一方面在美国引发了民粹主义。对全球这两个重要的经济体来说，深度的经济和社会改革是迫切需要的。但是，由于“石油反冲击”（油价暴跌）的结果，20国集团的所有出口商品同样面对如此问题。在这种不确定背景下，中国的发展前景肯定是最令人担忧的。

在过去十年中，中国为世界经济增长独自贡献了三分之一，预计将继续维持约6-7%的合理增长速度，以支持世界经济活力。这听起来似乎是受欧元治理僵持、华盛顿两党空前鸿沟而瘫痪的西方国家政府的不公平期望，但这毕竟是事实！今天，中国所发生的对世界经济稳定性无疑是至关重要的。



mate and by the unprecedented bipartisan divide in Washington. But it is a fact! What happens in China today is a matter of utmost importance for the stability of the World economy.

Aware of this daunting challenge, the Chinese leadership is taking on the huge task of changing the development model that has brought about the Chinese miracle which has pulled hundreds of millions out of poverty, not only in the country but within emerging economies driven by China's growth across the world. The magnitude of social change called by the XIIIth FYP and approved last month by the People Congress after lengthy and lively consultations top-down and bottom-up within the whole country for two years, amounts to a third Revolution. First, shifting from investment through easy financing to consumption, which implies a diminishing propensity to save from households. Second, switching from exports to domestic demand, and, last but not least, moving up the value chain through a technology breakthrough whilst saving energy and substituting renewables to carbon, call for deep transformations of the economic and ecological structures and in the Chinese lifestyle.

Obstacles are huge: financial instability brought about by the general world economic slowdown and by the energy shift which leaves stranded assets, overwhelming municipalities', provinces' and enterprises' debts, pressure on wages and jobs in adjusting sectors, political resistances, including from corrupt officials and from individuals fighting for their rents. Never has a leadership been confronted to such dramatic challenges so narrowly intertwined. Only China's accomplishments of the last four decades give cause for optimism.

But the rest of the world must also contribute to creating the conditions for a second Chinese miracle. Some political and business circles in foreign countries, especially when confronted themselves to rising discontent at home, are tempted to take advantage of the situation by exerting strong pressures on China. In order to determine the course of political change: the "pincers" strategy combining the TPP and the TTIP and leaving China in the cold, is a way to influence China's economic policy in the direction of less State intervention and more conformity to Western norms and regulation with regard to financial liberalisation, SOEs autonomy, intellectual property and competition regimes. Some neoconservatives think even of forcing a slowing down in China's strategic build up by having recourse to economic pressures. Such tactics might prove hazardous. China does not need a Big Bang such as experienced by Russia in the early 90s, China needs to follow a gradual and pragmatic path through the coming decade, starting with effective implementation of the XIIIth FYP which aims at giving the market "a decisive role" in the functioning of the Chinese economy. The international community must support China's reforms: first by encouraging all other major economies to do their own homework and, second, by strengthening the multilateral economic system instead of undermining, through trade mega-deals and adventurous monetary quantitative easing. Supporting China's and America's joint leadership in the fight against climate change which proved decisive for the success of COP 21 is a good omen for further constructive cooperation among the largest economies, including the eurozone.

Belgium, with its open and pragmatist foreign policy tradition, must work hard for contributing to a new stable and fair world economic order. Its enterprises will be the first to benefit from mutual efforts and all Belgian people will enjoy the gains of more European exports to China and more Chinese investments in Europe. ■



意识到这一挑战的艰巨，中国领导人肩负着改变其发展模式的重大任务，而这种发展模式曾经给中国带来了奇迹，它使数亿人摆脱了贫困，不仅在中国国内，而且出现在中国经济增长带动下的世界各地新兴经济体国家内。在中国国内，经过两年漫长而活跃的自上而下和自下而上的协商、被“十三五”计划和上月人大批准的社会变革规模无异于第三次革命。首先，通过对消费的宽松融资来转移投资；其次，从出口转向内需，尤其通过技术的突破提升价值链，同时节约能源，以可再生能源替代煤炭，并呼吁经济、生态结构和中国生活方式的深刻变革。

困难是巨大的：世界经济放缓导致的金融动荡和能源转变所带来的搁浅资产，铺天盖地的直辖市、省份和企业面对的债务，产业部门的工资和就业压力，政治阻力，以及官员的腐败和个人对租赁的抗争。从未有哪个领导层面面对了如此相互交织、如此剧烈的挑战。只有中国在过去40年中取得的成就令人怀抱希望。

然而，世界其他国家也应该为第二个中国奇迹创造条件并做出努力。一些国外的政界和企业界，尤其当他们面对本国不满情绪高涨时，都试图利用这种形势向中国施加强大的压力。为确定政治变革的进程，“铁钳”战略并结合“跨太平洋伙伴关系协定（TPP）”和“跨大西洋贸易与投资伙伴关系协定（TTIP）”是影响中国减少政府干预的一种经济政策方法，使之更符合西方金融自由化、自主性、知识产权和竞争制度的规范与监管准则。一些新保守主义者甚至想通过实施经济压力，强迫中国放缓战略建设，这种战术可能是危险的。中国不需要像俄罗斯90年代初经历的那场大动荡，中国需要在未来十年，通过走循序渐进和务实的道路，有效实施让市场在中国经济运作中起“决定性作用”的“十三五”计划。国际社会必须支持中国的改革：首先，要鼓励所有其他主要经济体做好自己国内的功课；第二，加强多边经济体系，而不是进行贸易大额交易和货币量化宽松政策的冒险行为。支持中国和美国在应对气候变化的联合领导力，已经使COP21取得了决定性的成功，这也是加强世界最大经济体之间（包括与欧元区）进一步建设性合作的一个好兆头。

比利时以其传统的开放和务实外交政策，必须为促进一个稳定和公平的世界经济新秩序而做出努力。比利时企业将首先受益于双方的共同努力，而且所有比利时人将从欧洲向中国更多的出口和中国在欧洲的更多投资中获益。■



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# [6] 1978-2003: 25 years and 11 Companies Later... 回首1978-2003: 25 年和11 家公司, ...

Chris-Morel, Honorary Vice-President BCECC  
莫瑞尔, 比中商会名誉副主席

When I landed at Beijing airport for the first time on 11 June 1978 I could not have supposed that a new chapter had started in my professional life. Nor that this was to be the first of 178 journeys to China.

It was a small one-room airport with no baggage bands, but a huge Mao Zedong statue and a peaceful tree-lined road to the city, few cars but a lot of horse carriages... I checked in to Beijing hotel with no phones in the room, no keys to the room and hot water delivered at 6 am... and a lot of good food in the only dining-room, which was huge with 300 seats.

Nowhere in the world have I seen such dramatic change, mostly for the best.

You understand that a book could be written about these "25 years", but the BCEC instructions are clear. Therefore I'm noting only 10 items which I consider important and specific to my China experience.

1. The first meeting took exactly 10 minutes.  
The reason? We had our proposal in beautiful binders with a map of China on the front. Unfortunately Taiwan had been forgotten, meaning the end of the meeting and a second chance the next day with a hand-corrected map.

2. Meetings in the winter finally moved from the Ministry to the hotel as there was no heating in the Ministry room and we froze. In the hotel we discovered they were wearing three or four jumpers and several trousers... but the "undressing" sessions created a certain "relationship".

3. It took us five years to conclude the contract, partly because the Chinese joint venture legislation was immature and partly because two ministries were fighting to be the partner. Finally P&T obtained the green light and consequently the major shareholder was also the major customer.

4. The role of the Belgian Government should also be emphasized. It was heartily welcomed as a shareholder by the Chinese partner and considered as the guarantee for obtaining Cocom approval by the USA for the transfer of advanced technology. They joined the board of directors (with no-voting rights by Chinese request), did a good job and the only problem occurred

1978年6月11日, 当我第一次降落北京机场时, 很难想象由此开启了我职业生涯的新篇章, 而且成为我178次访问中国的首次旅程。

这是一个没有行李传送带的机场小厅, 但竖立着一座巨大的毛泽东塑像。一条两边绿树林立的宁静道路通往市区, 一路上车辆很少, 但马车很多。我入住北京饭店, 房间里没有电话, 也没有钥匙, 热水仅在早上6时供应, 唯一的餐厅(能容纳300个座位)里倒是有很多好吃的食品。

在世界任何地方, 我从未见过像中国这样巨大的变化, 而且多为最好的变化。

大家明白, 一本书才可以写出这“25年”的故事。不过, 我需要尊重比中商会对文章字数的明确要求, 所以, 我把我认为在中国经历中最重要和最具特点的内容归纳成如下十点:

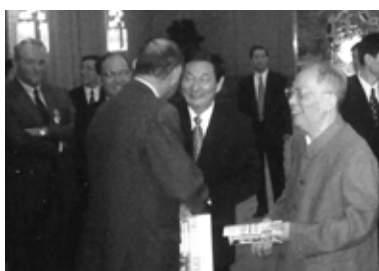
1. 我们同中方的第一次会面仅持续了整整10分钟。原因是: 我们在项目提案文件的首页上配了一张中国地图, 但遗憾的是, 地图上我们把台湾遗漏了, 结果会议就此结束。第二次机会: 第二天我们手工校正了地图, 于是重新回到了会谈桌面上。

2. 我们冬季的会议从部委转到酒店里进行, 因为部委会议室内没有暖气, 我们被冻得结冰。在酒店, 我们发现中方伙伴都穿着3 - 4件毛衣、几件裤子..., 大家宽了衣之后, 彼此的“关系”也慢慢建立起来了。

3. 我们用了5年的时间签订合同, 一方面原因是当时中国合资立法还不成熟, 另一方面是两个部委争执, 谁成为项目的合作伙伴, 最终邮电部获得了绿灯, 因此大股东也成为大客户。

4. 还应强调比利时政府的角色, 它是中国合作伙伴倍受欢迎的股东, 并被视为由美国Cocom批准的先进技术转让的保障。比利时政府加入了董事会(但被要求无投票权), 为中比电信合作做了很多很好的工作, 但唯一的问题出现在, 当第一期股利要支付给位于布鲁塞尔的政府部门, 比利时相关部委却不知道如何收取股利, 最终的解决办法是, 2002年比利时政府以900%将股份出售给了阿尔卡特集团, 这无疑比利政府从未有过的最佳对外投资。

5. 10年间, 我每月都要在上海逗留一周时间, 基本上是听取中方的意见, 然后返回巴黎, 尝试向阿尔卡特总部解释和说明情况。欧方遇到了许多理解方面的问题, 也是由于中方往往没有给出充分的解释或背景情况。一个典型的例子, 中方财





when the first dividends were paid. The ministry in Brussels was not acquainted with receiving money. It was probably their best foreign investment ever (shares sold to Alcatel at 900% in 2002).

5. Over a period of 10 years I spent one week a month in Shanghai, basically to listen and then try to explain to Paris what happened and why. Europe had a problem understanding things, partly because the Chinese mostly did not give a full explanation or background. In one typical case the financial director retired in 1986 at the age of 80 (he had been the only one at the contract signature date in 1983 who understood Western bookkeeping having studied at Harvard from 1935-39). He was replaced by a 28-year-old who spoke only Chinese and had never travelled out of China, but we finally learned that his father was the taxation boss of Shanghai. It was all a question of trust...
6. The idea of setting up commercial-technical offices in each province to allow local P&Ts to perform the installation and maintenance made Shanghai Bell the friend of every customer as we shared the contract value. It also became part of the SBell HRM policy, allowing the youngsters to be moved and upgraded. Do not forget that 90% of the manpower was



务总监1986年退休，时年80岁（1983年签署上海贝尔合资合作合同时，他是唯一了解西方帐务的人，曾在1935年至1939年就读哈佛大学），由一位只懂中文且从未离开过中国的28岁年轻人接替了他的工作，后来我们才知道，该年轻人的父亲是当时上海税务老总……。这一切都是基于彼此的信任，并假设大股东不会伤害自己。

6. 在每个省建立商业技术办公室，让当地邮电局从事安装和维护业务，这个想法使上海贝尔成为每个客户的朋友，因为我们分享契约价值。它也成为上海贝尔人力资源管理政策的一部分，允许年轻人流动，90%的员工都介于25 - 30岁之间，他们都渴望一个有意义和挑战性的职业生涯。

7. 此外，在主要的广东、北京基地以及再工业化问题的省份（辽宁），我们与当地合作伙伴建立了制造企业（合资合作公司），这吻合中央政府的计划。

8. 我们的中国合作伙伴还坚持联合其他部委（铁道部、电子工业部）建立合资企业，因为三位部长从国务院获得的要求和提升。别于一个部长的能力。于是我们就这样做了……

9. 唯一的遗憾是，所有各方（包括中方）对中国的发展速度估计不足，我还记得，在1978年至1983年我们就一再解释了如果中方需要外国投资，电信是必要的，而且技术转让是独立自主和保存硬通货的唯一方法，……但没有人预计到合同会

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of building  
material  
solutions



in the 25 to 30 years bracket and all wanted an interesting challenging career.

7. Furthermore, in the major locations (Guangdong, Beijing) and in the province with re-industrialization problems (Liaoning) we established manufacturing companies (joint ventures) with local partners, at the same time meeting Central Government plans.
8. Our Chinese partner also insisted on setting up joint ventures with other ministries (Railways, Electronics) because three ministers obtain more than one from the State Council. And so it happened...
9. The only aspect where all parties, especially the Chinese, were wrong is the speed at which China developed. I still remember that we explained in 1978-83 that telecommunication was necessary if they wanted foreign investments, that technology transfer was the only way to become independent (from Japanese dumping) and to save hard currency. No-one, however, could have foreseen that the contract would have already been extended in 1992 (just nine years after start-up) by another 15 years, that in 2003 we would reach export sales from Antwerp of US\$2.7 (seven times the original plan) and that Shanghai Bell would achieve sales of US\$2.1 billion (42 times the original contract) thanks to a production-output-volume of 50 times the original contract and notwithstanding a telecom price decrease of 85% from 1983.
10. The saying "the sky is the limit" no doubt applies to China and its inhabitants. ■

延至1992年（首签后的9年），随后又续签了15年，直到2003年。得益于比原合同的生产输出量超过50倍之多（尽管自1983年电信价格下降了85%），我们从安特卫普的出口销售额达到了27亿美元（比原计划增加7倍），而上海贝尔实现的销售额达到21亿美元（比原合同增加了42倍）。

10. “天空才是极限。”毫无疑问，这句话适用于中国及其居民。■

（莫瑞尔先生曾任比利时阿尔卡特通信集团数字交换系统副总裁、上海贝尔合资有限公司副董事长）

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Symbio作为在比利时创立的第一家，拥有超过150年历史的医疗健康保险公司。一直致力于在员工健康和福利方面，为公司提供一个最好的商务解决方案。针对在比利时设立的外国企业，Symbio是一个可靠的合作伙伴，负责帮助管理您公司所有员工的健康保险并确保他们的福利。

Almost 45 years ago, diplomatic relations between China and Belgium were established. With the development of this bilateral relationship, cooperation between Chinese and Belgian companies has increased dramatically. This is why Symbio has decided to offer a specialized service to Chinese and foreign companies. Their team is multilingual and composed of experts in matters relating to international conventions. They offer you the best tailor-made compulsory and hospitalization insurances. Moreover, Symbio has a great network of partners, such as the Belgian Chinese Chamber of Commerce, Group S, Justine Henin, KV Oostende, Topvolley Antwerpen, Brussels Philharmonic, ... They work in different regions and have the most comprehensive package on the market. In addition, a customized package will be developed for your company and Symbio will arrange the entire administration concerning health insurance. You and your employees will get support and benefits according to their personal situation in every stage of their life. Symbio Business will make your life and business easier!

中比建交45年来，随着双边关系的发展，中国和比利时公司之间的合作也有了显著的增长。这就是为什么Symbio针对中国公司以及其他外资企业，提供专项服务。我们的多语团队由在国际公约方面具有专业知识的顾问组成，按照每个人的个人情况提供给您最佳的保险服务。

更重要的是，Symbio拥有广泛的合作网，如：比利时中国经贸委员会，Group S, Justine Henin, KV Oostende, Topvolley Antwerpen, Brussels Philharmonic等，我们工作在比利时的各个领域，我们有最全面的方案。此外，Symbio以专项服务负责一切关于医疗保险相关的管理事物。你和你的员工会在生活的各个阶段得到帮助和支持。Symbio Business将使您的生活和业务更轻松！

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# [7] Belgium through my eyes 我眼中的比利时

by YAN Zhenquan, Director of the Chinese Cultural Centre in Brussels  
布鲁塞尔中国文化中心主任 严振全

This is my second time working in Belgium - the first was from 1995 to 1999 when I took up a post at the Embassy Cultural Office. I would add that it is very rare, as a diplomat, to serve two terms in one country, and it is also why I believe Belgium and I have something of a deep connection.

When I arrived at Belgium to create the Chinese Cultural Centre in June of the last year, I realised that more and more Belgians and Europeans had been attracted by Chinese culture and showed great affection with a need and enthusiasm for deeper understanding. During the preparations for the opening many people came to the centre asking about the opening date, main features and activities. Through the Visitors' Book, official website, Facebook and WeChat, we felt that the Belgian people had a great interest in and expectations of the Chinese Cultural Centre.

Since the centre opened last September we have organised exhibitions, forums, seminars, viewings, press releases and many other activities. For instance, the opening show "Zhang Chongren and Belgium" was about the profound friendship between the Chinese artist Zhang Chongren and the creator of "The Adventures of Tintin", Hergé. This indicates that the friendship between the Chinese and Belgian people began in the 1930s.

The purpose of the "China-EU High-Level Conference on Tourism Cooperation" was not only to explore business cooperation but to emphasise the important role of culture between China and the EU in attracting tourists as well. "The Night of Chinese Fashion" is a part of the annual "Brussels Fashion Day" and attracted participants from the European Commission, the European Parliament, Belgian politics, the economy, trade, journalism and creative culture. It was an opportunity to learn and exchange in the fashion field.

In February we invited the Shanghai Folk Art Troupe to perform and participate in a series of activities held in Belgium for the New Year celebrations, including the first Chinese New Year costume parade and performances in Brussels as well as "a walk into the centre of celebration" activities and so on. Chinese traditional culture has a great deal of public attention and affection, much more than expected. The Chinese and health Qigong training programmes were also warmly welcomed by local people and officials in the European Union.

During my last term in Belgium I made many friends in the cultural exchange sector. After 16 years I find that they are still working persistently. The Honorary Vice-President of the UNESCO International Organisation of Folk Art, Mr Etienne Vankeirsbilck, is more than 80 years old. Over the years he has made great contributions to cultural exchange. "The Shanghai International Arts Festival Baoshan International Folk Art Festival" was founded by Mr Vankeirsbilck in 1999. It has been held nine times and its influence continues to expand. It is through such a



这是我第二次来到比利时工作，第一次是1995年到1999年就职于中国驻比大使馆文化处。作为一名外交官能够在同一个国家工作两任并不多见，应该说我和比利时有着很深的缘分。

去年6月再次来到比利时筹建中国文化中心，我强烈地感受到，越来越多的比利时和欧洲民众对中国文化更加关注和喜爱，有着深入了解的需求和热情。中心筹备期间，就有很多民众到现场来询问中心何时对外开放，主要特色是什么，会有哪些活动等等。中心对外开放后，我们通过留言簿、官方网站、Facebook官方账号、微信公众号等多种渠道，感受到比利时民众对中国文化的浓厚兴趣和对中心的期望。

自去年9月中心揭牌运营以来，我们举办了展览、论坛、讲座、观影、新闻发布等很多活动：中心的揭幕展——“张充仁与比利时”，讲述了华人艺术家张充仁与《丁丁历险记》的创作者埃尔热之间深厚的友谊，使人们了解到中比民间友谊在上世纪30年代就已经开始了；我们举办的“中欧旅游合作高级别会议”，不仅局限于商业合作的探讨，还强调了文化因素在中欧之间吸引游客方面的重要作用；中心举办的“中国时尚之夜”，是比利时年度文化时尚节庆——“布鲁塞尔时尚日”的组成部分，吸引了来自欧委会、欧洲议会、比利时政治、经贸、新闻、创意文化等各界人士，成为中比在时尚领域相互学习和交流的良机；2月份我们组织上海民俗艺术团来比利时举办和参与了一系列春节庆祝活动，包括布鲁塞尔首次春节盛装巡游和表演，以及“走进中心过大年”活动等等，中国传统文化获得了数万比利时民众的关注与喜爱，效果超出预期；“中心”已经开设的汉语和健身气功培训班受到了比利时当地人和驻欧盟工作人员的热烈欢迎和踊跃报名参加。

上一任在比利时工作期间，我结识了不少从事中比文化交流工作的朋友。时隔16年，我发现他们一直在坚持和努力着。联合国教科文组织国际民间艺术组织的名誉副主席伊廷先生，已经80多岁高龄，多年来为中比文化交流做出了非常大的贡献。“上海国际艺术节宝山国际民间艺术节”就是由伊廷先生于1999年一手创办并已举办了九届，其影响力不断扩大。比利时很多民间艺术家正是通过这样一个平台有机会到中国展示比利时的文化艺术精品，同时更深入地了解中国，与中国的艺术家进行交流。比中商会主席德威特先生，为促进中比商贸等多领域合作交流发挥着巨大的作用。他每年不停地往返于中国和比利时之间，把比利时最具特色和优势的产业推介到中国广阔的市场，同时也把中国的优秀企业引入到比利时发展。正是因为有了伊廷先生、德威特先生等等这样的民间大使，中国和比



platform that many Belgian folk artists have had the opportunity of presenting Belgian art to China and in the meantime gain access to an in-depth understanding of China and the chances to communicate.

The Chairman of the Belgium Chinese Chamber of Commerce, Mr Dewit, plays an important role in promoting cooperation and exchanges in commerce. Every year he travels back and forth between Belgium and China, bringing Belgium's most unique and advanced industries to China's vast market and China's outstanding enterprises to Belgian. Thanks to these civil ambassadors, the exchanges and cooperation are able to continue moving forward steadily.

"Culture becomes more colourful due to mutual learning and consulting." The communication between China and Belgium started very early. It never stopped and is becoming deeper and deeper. There are many people of insight committed to communication between Belgium and China as both countries have complementary fields, which is the reason I returned to work here and find it meaningful. China has a poem which reads "sneaked with the night wind, moisten everything silently". Culture needs accumulation bit by bit in order to bear fruit. I will do everything I can to present the essence of Chinese culture to Belgian and European citizens, so that the Chinese Cultural Centre can be the best place to experience Chinese culture. ■



利时之间各方面的交流合作才能不断向前稳定地发展。

“文明因交流而多彩，文明因互鉴而丰富。”中国和比利时的交流从很早就开始了，从未间断，且越来越深入；比利时有很多致力于从事中比友好交流的有识之士；中比之间也有着很多可以互鉴互补的领域。这就是我重返这里工作并感到非常有意义的原因。中国有一句古诗“随风潜入夜，润物细无声”。文化交流需要一点一滴的长年积累，才能结出丰硕的果实。我将尽一切所能，将中国文化的精髓呈现给比利时和欧洲的民众，让中国文化中心成为他们体验中华文化的最佳场所。■

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# [8] BCECC's activities photos 比中经贸委员会活动图片

For more pictures, please visit our website : [www.bcecc.be](http://www.bcecc.be)



On November 5, 2015 young professionals from no less than eleven international and local Chambers of Commerce from across Belgium were invited to link up during its famous cross-chamber speed-networking event. / 2015年11月5日, 比利时11家国际和地方商会年轻专业人士应邀参加了跨商会交流活动。



On 27 November 2015, BCECC, POM Antwerp and Antwerp Management School were proud to present: THE ANTWERP FORUM – Linking business between China and Europe (3<sup>rd</sup> edition). / 2015年11月27日, 比中商会、安特卫普省经济发展局及安特卫普管理学院联合举办《中欧之间的商务纽带 - 第三届安特卫普论坛》。



On December 4, 2015, BCECC organized a networking lunch and B2B event with a Chinese delegation of 25 professionals from the environment sector on the occasion of the 2015 Paris Climate Conference (COP 21). / 2015年12月4日, 比中商会和法兰德斯清洁能源协会在布鲁塞尔市中心PLAZA 酒店为参加2015巴黎气候大会 (COP21) 的广州低碳领袖班代表团一行25人举办了中比企业家商务对接工作午餐。



On January 28, 2016, BCECC was pleased to welcome Belgian ambassador Michel Malherbe and Consuls General from China to give speeches about the investment opportunities and the current situation in China. / 2016年1月28日, 比中商会荣幸邀请比利时驻华大使米歇尔·马莱博和比利时驻华总领事为企业家们介绍有关中国目前投资契机的情况。



In light of the Chinese New Year of the Monkey, the Belgian-Chinese Chamber of Commerce (BCECC) organized its annual cocktail reception on February 16, 2016 in the beautiful premises of the Egmont Palace in Brussels. / 2016年2月16日, 中国农历新年到来之际, 比中商会在布鲁塞尔埃格蒙宫举办一年一度的新年招待酒会。



On April 20, 2016, BCECC organized the interesting seminar "Hong Kong and China - Partners along the Belt and Road" in cooperation with ING Bank and HKTDC in Brussels. / 2016年4月20日, 比中商会与ING银行和香港贸易发展局在布鲁塞尔联合举办“香港 - 中国: 一带一路合作伙伴”研讨会。





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**金源集團**是比利时的大型企业集团，其业务始于2007年比利时菲利普王子访华时，与Solvay公司在PFP物流领域展开合作。现金源集团主要从事文化传媒、教育，零售超市及商业平台。2012年，金源集团筹备进入欧洲华人媒体领域，并于当年加入了鲁汶中文学校董事会。2013年，金源集团创建了比利时当地华人报纸《凤凰时报》。

为响应“一带一路”的国家战略，金源集团在安特卫普购建了约5000平方米的商业中心，并在布鲁塞尔市中心建立了华为手机旗舰店。最近，金源集团与中国申通快递在比利时展开了合作并开始运营。

**Kam yuen Group** is a large corporation based in Belgium. It started its business in cooperation with Solvay S.A. to work in the field of PFP logistics in 2007, when Prince Philippe of Belgium visited China. Now Kam yuen Group becomes a corporate with a diversified businesses, which include education, retail and other commercial platforms. In 2012, Kam yuen Group was endeavoured to enter the European Media sector, and subsequently became the board member of Leuven Chinese School. In 2013, Kam yuen Group established Phoenix Times, a Chinese newspaper based in Belgium.

In order to meet the “One Belt, One Road” strategy, Kam yuen Group built a commercial centre of 5000 square meters in Antwerp, and also set up a flagship store of Huawei in the downtown of Brussels. Recently, Kam yuen Group started its cooperation with China STO to initiate an operation in Belgium.



申通快递  
express



**S**TO Ltd. (EXPRESS) was founded in 1993, and it is one of the leading domestic express service providers. Over the past twenty years of growth, STO is endeavoured to become a renowned Chinese express brand in the world.

In the field of cross-border logistics, STO proactively strives to enter into the global market. In the meantime, STO sets up a number of overseas companies in order to build regional express network at a global level, which enables STO to become an international express company.

In early 2016, STO started its cooperation with Kam yuen Group and initiated the operation in Belgium.

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申

申通快递有限公司 (EXPRESS) 始创于1993年，是国内快递行业的龙头之一。申通快递在二十多年的成长历程中，力求将申通快递打造成中国快递行业标杆企业，将申通快递品牌塑造成让世界仰慕的中国民族快递品牌。

申通快递在跨境物流领域，积极进取，努力开拓，将中国国内的快递网络延申至世界各地。同时开设多家海外网点，努力建设全球规模的快递网络，使得未来各国和区域间的快递交流实现彼此互通，从而将申通快递建设成为世界级的快递公司。

2016年初，申通快递与比利时金源集团合作并开始在比利时运营。





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