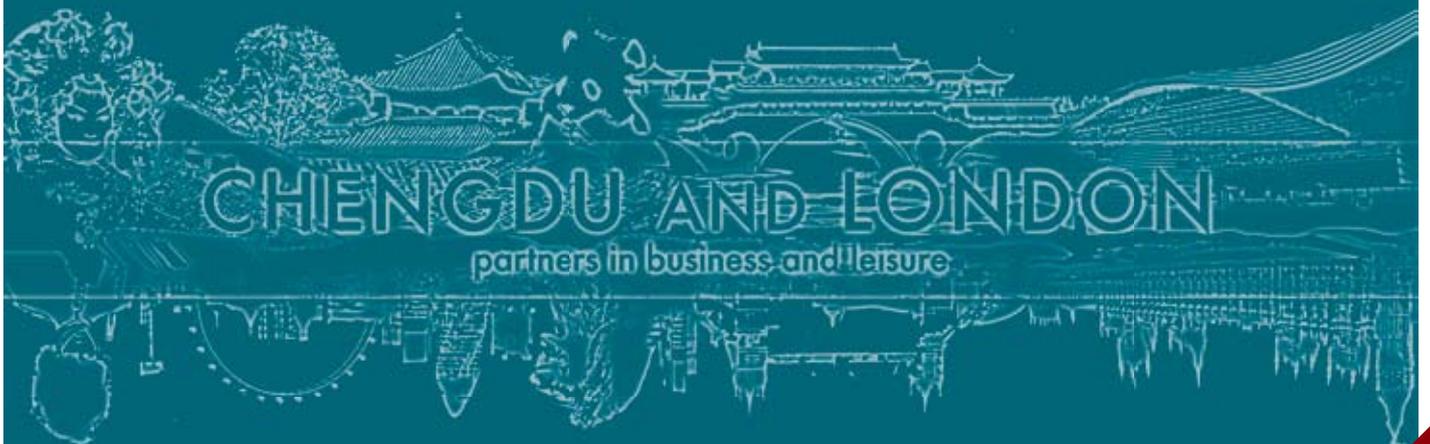


FOREIGN AFFAIRS 成都外事 OF CHENGDU



成都精彩 伦敦绽放
Beauty of Chengdu Blooming in London



2014年第3期
总第25期



成都青少年足球队赴友城交流比赛



继2013年我市首次开启青少年足球友城之旅后，2014年4月15日至23日，我市再次组织青少年足球队赴国际友城比利时弗拉芒·布拉邦省、法国蒙彼利埃市、丹麦霍森斯市进行友谊比赛。

赛场上，我市青少年以自信的形象和良好的球风赢得了友城球员和教练的赞赏；赛场下，他们以球会友，与友城青少年谈论足球、学习、生活及未来。怀着对足球的共同热爱，来自不同国家的小球员们忘记了民族和语言的界限，在短短几天的交流学习中增进了相互了解，建立了深厚友谊。

比赛之余，我市带队老师用生动有趣的教学方式教友城学生用汉语书写自己的名字，并激情洋溢地介绍成都的美食、熊猫及川剧，加深友城青少年对成都的了解，传播我市丰富多彩的城市文化。

五月底，中国成都，英国伦敦。两座相隔万里的城市以一种匠心独具、精彩绝伦的方式“邂逅”。作为今年外事工作的年度“大戏”，“2014伦敦成都周”斩获多个第一：我市第一次在境外完全自主策划、自主实施的大型城市推介活动；我市第一次策划“自己搭台、自己唱戏”的城市对外宣传活动；伦敦希思罗快线和考文特花园第一次为城市推介活动“开绿灯”……在伦敦上演的成都秀，创下多个外国城市在英营销记录，成为城市营销的经典案例。成功的秘诀，我们这样总结——用创新的思路引领，用审慎的态度对待，用精致的细节成就。我们有理由期待，成都的更多精彩会在全球的更多地方绽放。

《成都外事》

2014年7月

目录 CONTENTS

主办：成都市人民政府外事办公室
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资讯

03 外事风采

纵深

07 封面故事 成都精彩 伦敦绽放

风采

- 16 国际活动** 蓉欧快铁构筑亚欧合作大通道
成都“掠影”印度 打造友好交流“升级版”
成都市民体验家门口的“慕尼黑啤酒节”
友好交流进行时：成都“首秀”土耳其“国际儿童节”
- 30 特别策划** 跨越亚欧大陆 成都“拥抱”欧洲
- 38 友城交往** 成都友城交流劲吹“欧风”
“合力”塑造“活力”成都友城再“领奖”
- 46 经贸往来** 中国·澳大利亚周：首站“情定”成都
活用外事资源 糖酒会“国际范”十足
成都—霍森斯：友城的新能源攻略
成都—印尼：外事资源“加速”农业合作国际化
- 62 国际合作** 转型升级 成都启动“可持续移动2.0项目”
“全球性别和经济政策管理新倡议”培训成都开课
- 68 领馆活动** 预热建交40周年 泰国风情“绽放”成都
- 72 区县外事** “迪拜赛马世界杯”成都温江区开跑

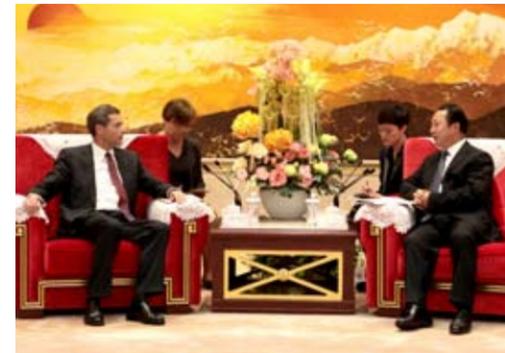
VIEW

黄新初会见德国驻华大使柯慕贤

5月14日，四川省委常委、成都市委书记黄新初在蓉会见了德国驻华大使柯慕贤。

黄新初简要介绍了成都经济社会发展情况，回顾了成都与德国近年来的交流合作。他表示，德国是传统工业强国，拥有精良的制造工艺与雄厚的研发实力，成都非常重视引进德国的人才与技术，双方在先进制造业等领域合作空间广阔；希望以此访为契机，进一步拓展成都与德国在经贸、城镇化、职业教育领域的合作，加强企业特别是中小企业间的交流与合作，进一步深化成都与波恩、柏林等城市的友好关系。

柯慕贤表示，非常高兴来到美丽的成都访问。当前，德中两国建立了全方位战略伙伴关系，这符合两国人民的根本利益。成都是中国新一轮西部大开发的重要城市，现在有越来越多的德国企业在关注成都，并期望来此投资发展，为此，德国驻华大使馆将全力做好推介和服务工作，进一步推动双方加强交流合作。



葛红林会见澳大利亚贸易投资部长安德鲁·罗伯

4月9日，成都市委副书记、市长葛红林在蓉会见了澳大利亚贸易投资部长安德鲁·罗伯。

葛红林欢迎罗伯出席“中国·澳大利亚周”（成都站）活动，预祝活动取得圆满成功。他说，罗伯部长此次随阿博特总理访华，将成都确定为访问首站，还率领200多家澳大利亚企业在成都举办大型企业对接会，充分说明了澳方对发展与成都友好合作关系的高度重视，相信在双方共同努力下，两地合作之路一定会越走越宽广。他表示，澳大利亚是与成都交往最频繁、最密切的国家之一。成都与澳大利亚经济高度互补，合作空间非常广阔，希望进一步加强在矿产资源、皮革制品、农副产品、机械加工领域的经贸往来，鼓励两地企业相互开展投资，探讨在成都合作共建中澳农业产业园，加密和开通更多两地直航，不断深化在教育、旅游、文化领域的交流合作，扩大友城交往，开展从政府到民间、从教育到经济、从青少年到各类团体的全方位多领域合作，合力推动成都对澳友好交往再上新台阶。



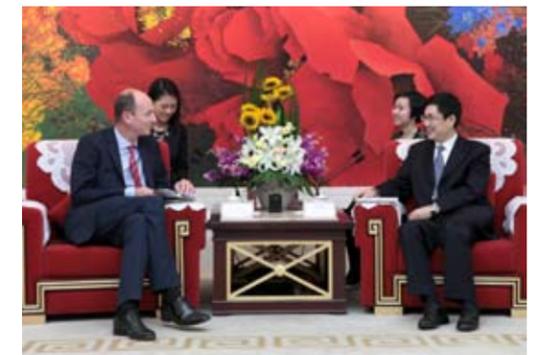
罗伯说，完全赞同葛红林市长对进一步深化两地合作的重要建议，澳大利亚非常看重成都重要的战略地位，愿在不断巩固已有良好合作基础上，促进两地开通更多直航，重点在农业、教育、旅游、文化及相关领域全面拓展合作，携手成都互利共赢。

朱志宏会见英国财政部副部长马克·鲍曼

5月22日，成都市委常委、常务副市长朱志宏在蓉会见了英国财政部副部长马克·鲍曼。

朱志宏介绍了成都近年来在统筹城乡均衡发展方面所做出的努力和取得的成就。他说，成都作为中央新一轮“西部大开发”的桥头堡，在城镇化过程中高度重视城市规划、土地使用规划及产业规划，在推动经济总量不断增加的同时，加快产业结构转型升级，实现生态可持续发展。英国在城镇化发展方面的丰富的经验和有益做法值得我市学习借鉴，希望成都与英国在现有的良好合作基础上，进一步加强对话、深化合作。

马克对成都城乡统筹发展方面所取得的成就表示高度赞赏。他说，随着中国西部大开发战略的不断深入，英国高度重视与成都的交流合作，成都良好的投资环境受到很多英国企业的青睐。希望双方加强对话，进一步扩大经贸往来，为提高成都在英国的影响力及英国企业在成都的影响力而共同努力。

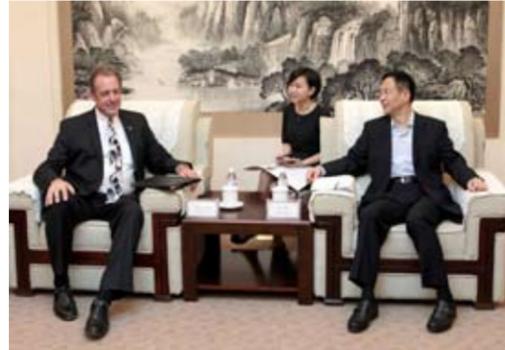


白刚会见美国北拉斯维加斯市市长约翰·李

5月30日，成都市委常委、宣传部部长白刚在蓉会见了美国北拉斯维加斯市市长约翰·李。

白刚表示，成都正在努力建设天府新区和高新产业发展区，也是继北京、上海、广州后第四座实施“72小时过境”免签政策的城市，是中国会展第四城。成都与美国凤凰城是姐妹城市，希望能与北拉斯维加斯建立友好关系，开展双方在电子商务、旅游尤其是会展等领域的交流与合作。

约翰·李表示，这是他第一次访问中国及成都，虽然时间短暂，但成都热情的人民、深厚的文化、美味的食物和繁荣的经济给他留下了非常深刻的印象，希望能再次来访，全面领略成都的秀美风光。作为美国的热点旅游城市，北拉斯维加斯气候温和，水旱从人，目前正在努力打造“会展之都”，这一点与成都非常相似。希望能加强与成都各领域的友好往来，同时也欢迎成都人民选择到北拉斯维加斯旅游、投资。

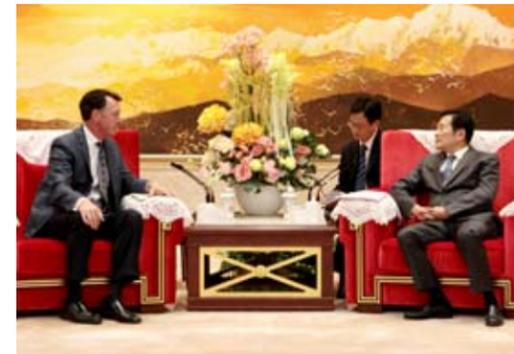


Huang Xinchu Meets with German Ambassador to China Michael Claus

On 14th May, Huang Xinchu, Member of Standing Committee of CPC Sichuan Provincial Committee and Party Secretary of CPC Chengdu Committee met with Michael Claus, German Ambassador to China. Secretary Huang briefed Chengdu's social and economic development and reviewed the exchange and cooperation between Chengdu and Germany over recent years. As Huang mentioned, Germany is a traditional industrial power with advanced manufacturing technology and strong R&D capacity. Chengdu Municipality attaches great importance to bringing in German talents and technology and there is broad scope for bilateral cooperation in advanced manufacturing industry etc. Secretary Huang hoped that after Ambassador's visit, the two sides can further

enhance cooperation in economic and trade, urbanization and vocational education, especially in the exchange and cooperation among SMEs. At the same time, Chengdu is willing to deepen friendly relations with Bonn and Berlin etc.

Michael Claus was very delighted to visit Chengdu, a beautiful city. At present, Germany has established a comprehensive strategic partnership with China which is in accordance with the fundamental interests of the two peoples. Chengdu is a major city for China to implement a new round of western development strategy. More and more German enterprises are paying attention to Chengdu and wishing to invest in Chengdu and seek development opportunities. Therefore, the German Embassy in China will do their utmost to publicize Chengdu and provide relevant services to push forward the bilateral exchanges and cooperation.



李建会见美国前众议院代表团

5月22日，成都市人大常委会副主任李建在蓉会见了由美国共和党前众议员乔恩·克里斯滕森率领的美国前众议院代表团。

李建介绍了成都经济社会发展情况。他说，近年来成都与美国交流合作密切。包括英特尔、德州仪器、戴尔这样的世界500强企业在内，有七百多家美国企业在蓉投资发展。成都市还分别与美国菲尼克斯市、檀香山缔结了友好城市关系，希望成都与美国在现有的良好合作基础上，进一步深化合作项目，开辟交流合作新领域。

乔恩·克里斯滕森对成都经济社会发展所取得的成就表示赞赏，详细了解了成都市招商引资、投资环境、可持续发展及城镇化建设等方面的情况，并希望与成都都在上述领域开展交流合作。

Ge Honglin Meets with Australian Minister for Trade and Investment

On 9th April 2014, Ge Honglin, Deputy Secretary of CPC Chengdu Committee and Mayor of Chengdu, met with Andrew Robb, Australian Minister for Trade and Investment.

Mayor Ge extended warm welcome to Andrew Robb who was in Chengdu to attend the activity of Australia Week in China (Chengdu) and wished the activity a complete success. Andrew Robb accompanied Australian Prime Minister Tony Abbott's visit to China and took Chengdu as their first stop. He also led more than 200 Australian enterprises to hold matchmaking meetings in Chengdu, which fully embodied their emphasis on developing friendly cooperative relations with Chengdu. Under the joint efforts of both sides, the path of Cheng-Australia cooperation will become wider and wider. As mentioned by Minister Robb, Australia is one of the countries that enjoy the closest and the most frequent and exchanges with Chengdu. Australia and Chengdu enjoy high degree of economic complementarity with broad scope for cooperation. Efforts will be made in further enhance

economic exchanges in mineral resources, leatherware, agricultural and sideline products and machinery processing and encouraging two-way investment by enterprises of both sides. The two sides will exchange points of view on co-building China-Australia Agriculture Industrial Park in Chengdu and intensifying and opening more direct air routes so as to deepen exchanges and cooperation in education, tourism and culture, expand sister city exchanges and carry out all-round cooperation from government to civil society, from education to economy and from teenagers to various types of organizations, pushing Chengdu-Australia friendly exchanges into new high.

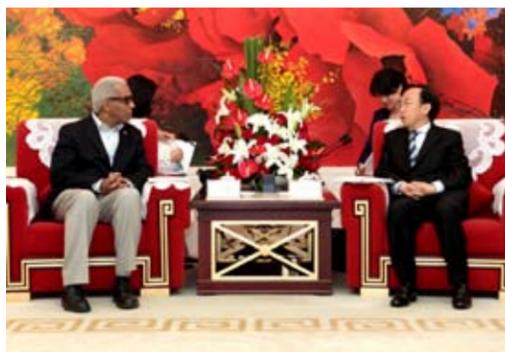
Andrew Robb was all in favor of important proposals by Mayor Ge on deepening Chengdu-Australia cooperation. Speaking highly of the important strategic position of Chengdu, Australia would like to join hands with Chengdu Municipality to consolidate existing sound cooperation foundation by promoting more direct flights between the two sides and expanding cooperation in the key fields of agriculture, education, tourism and culture and achieve mutual benefit and win-win results.

谢瑞武会见美国伊利诺伊州老年部部长约翰·霍顿

4月30日，成都市副市长谢瑞武在蓉会见了美国伊利诺伊州老年部部长约翰·霍顿。

谢瑞武介绍了成都创新实践养老模式的做法。他说，近年来成都与伊利诺伊州交往密切，并与其最大城市——芝加哥签署了建立贸易投资合作联合工作组的谅解备忘录，这为拓展双方的友好合作提供了良好机会。成都和芝加哥分别为中国西部和美国东部的区域交通枢纽和中心城市，在区位优势和城市地貌上有很大相似性，希望部长对加强两市联系和交流，并成为友好城市予以积极促进。伊利诺伊州是美国最早成立老年部的州之一，老龄服务体系完善、经验丰富，希望成都与伊利诺伊州在养老机构建设、服务管理、老年服务标准制定等领域加强交流与合作。

约翰·霍顿说，成都是一座生存环境非常优秀的城市，在老龄服务工作领域也有很好的实践经验，我们愿同成都一道，互相学习，共同深化拓展在更多领域、更深层面的合作。



Zhu Zhihong Meets with UK Deputy Finance Minister Mark Bowman

On 22nd May, Zhu Zhihong, Member of the Standing Committee CPC Chengdu Committee and Vice Executive Mayor of Chengdu met with UK Deputy Finance Minister Mark Bowman.

Zhu Zhihong briefed the efforts and accomplishments by Chengdu Municipality in coordinating urban and rural balanced development. As mentioned by him, as the locomotive of China's new round western development strategy, Chengdu Municipality attaches great importance to urban planning, land use and industrial planning in the process of urbanization. Efforts have been made in increasing economic aggregate and speed up industrial transformation and upgrading and achieve

ecological sustainable development. Chengdu should draw upon rich experiences and beneficial practices of UK in urbanization development. It is hoped that Chengdu Municipality and UK will further enhance dialogue and deepen cooperation on the basis of existing sound cooperation.

Mark spoke highly of Chengdu's accomplishments in coordinating urban and rural development. As mentioned by him, with the in-depth China's western development, UK attaches great importance to exchanges with Chengdu and Chengdu's fine investment is increasingly favored by numerous British enterprises. It is hoped that the two sides will enhance dialogue and further expand economic and trade exchanges and make joint efforts to enhance Chengdu's influence in UK and British enterprises influence in Chengdu.



Bai Gang Meets with John Jay Lee, Mayor of North Las Vegas

On 30th May, Bai Gang, Member of Standing Committee CPC Chengdu Committee and Chief of Publicity Department met with John Jay Lee, Mayor of North Las Vegas.

As mentioned by Bai, Chengdu Municipality is making unremitting efforts to build Tianfu New Area and High-tech development zone and Chengdu is also the 4th city in China after Beijing, Shanghai and Guangzhou to implement 72 hours transit visa exemption policy. Chengdu ranks the 4th in terms of convention and exhibition in China. Chengdu and Phoenix are sister cities and Chengdu Municipality desires to establish friendly relations with North Las Vegas and implement

exchanges and cooperation in e-business and tourism etc especially in convention and exhibition.

Despite tight schedule, John Jay Lee was deeply impressed by the passionate people, profound culture, delicious food and booming economy of Chengdu. He is looking forward to visiting Chengdu again to fully enjoy the panorama view of Chengdu. As a hot tourist city in the U.S, North Las Vegas enjoys warm climate and stays immune from natural disasters and is making efforts to shape the city into the capital of convention and exhibition, which is similar to Chengdu. North Las Vegas hopes to strengthen all-fielded friendly exchanges with Chengdu Municipality and cordially welcomes people of Chengdu to travel and invest in North Las Vegas.

Li Jian Meets with the U.S Former House of Representatives Delegation

On 22nd May, Li Jian, Vice-Chairman of Chengdu Municipal People's Congress met with the U.S House of Representatives Delegation, led by Jon Christensen former Republican Senator.

Li Jian briefed the economic and social development of Chengdu. As mentioned by him, Chengdu and the U.S have maintained intimate relations over recent years. Over 700 American enterprises including several Fortune 500 such as Intel, Texas Instruments, DELL had investment and built presence in Chengdu. Chengdu Municipality has

respectively established sister city relations with Phoenix and Honolulu of the U.S. It is hoped that Chengdu Municipality and the U.S will further deepen cooperation projects and open up new domains for cooperation in the future by building on existing sound cooperation basis.

Jon Christensen spoke highly of the economic and social development of Chengdu and got a detailed understanding of Chengdu's trade soliciting and investment condition and sustainable development and urbanization construction. He also expressed his will to implement exchanges and cooperation with Chengdu Municipality in the above-mentioned fields.

Xie Ruiwu Meets with John K. Holton, Director of Department on Aging, Illinois U.S.A.

On 30th April, Vice Mayor of Chengdu Xie Ruiwu met with John K. Holton, Director of Department on Aging, Illinois U.S.A.

Xie briefed Chengdu's innovative practice on pension pattern to Holton. As mentioned by Xie, Chengdu Municipality shares intimate relations with the State of Illinois and has signed a MOU with the largest city of Illinois Chicago on organizing joint working team for trade and investment cooperation, which has provided opportunities for expanding cooperation for the both sides. Chengdu and Chicago are respectively the central cities and transportation hubs of western China and eastern United States. The two cities share great similarities

in regional advantages and landscapes. It is hoped that Director Holton will strengthen connections and communications with Chengdu and do a good job in promoting Chengdu-Chicago sister city establishment.

As the earliest state to establish Department on Aging, Illinois has a complete system and rich experience on aging service. Chengdu is willing to enhance cooperation with Illinois on nursing institution building, service management and standard establishment for aging service.

Holton praised Chengdu for having outstanding living environment and Chengdu Municipality has accumulated rich practical experiences in aging service. Illinois would like to join hands with Chengdu Municipality to learn from each other and deepen and expand multi-fielded in-depth cooperation.

成都精彩 伦敦绽放

——“2014伦敦成都周”全接触

由借台唱戏变为搭台唱戏是“2014伦敦成都周”与以往活动最大的不同之处。成都市政府外办在活动的策划和组织中，力促每场活动都具有针对性和创新性，将成都的经济发展潜力、旅游文化资源和城市特色魅力以不同的形式覆盖到特定的目标人群。

【文/黎笑】



“2014伦敦成都周”启动仪式上的“熊猫摔跤”表演



我们是“成都72小时快线”代言人

成都精彩，伦敦绽放！5月19日至25日，由成都市人民政府和中国驻英国大使馆联合主办的“2014伦敦成都周”活动在英国伦敦举行。本次活动以“成都72”为关键词，以宣传成都72小时过境免签政策为侧重点，创新设计了“缤纷成都”体验夜、成都旅游文化图片展、希斯罗机场快线代言成都、成都茶馆文化体验、幸运市民“成都72小时”免费游等一系列活动，向英国民众全面展现成都城市形象。在“2014伦敦成都周”启动仪式上，中国驻英国大使刘晓明通过视频祝贺活动启动；成都市人大常委会主任于伟代表成都市致辞，希望该活动进一步加深英国政商

界人士及普通民众对成都的了解，推进成都与英国在更宽领域、更深层次的交流合作。

“2014伦敦成都周”使成都这座“财富之城、成功之都”成为英国民众热议的话题。从城市营销的角度看，成都市政府外办认为，用创新的思路引领、用审慎的态度对待、用精致的细节成就，是这场精彩绝伦的城市营销活动成功的秘诀。而站在中英两国关系的全局看，中国驻英国大使馆公使衔参赞项晓伟认为，这次活动为中英双方关系的长期持久发展，为两国实现各自的战略目标提供了一个非常好的平台和通道。



成都市人大常委会主任于伟致辞



中国驻英国大使刘晓明视频致辞

精彩点击1： “2014伦敦成都周”启动仪式暨 “缤纷成都”体验夜 成都元素放彩伦敦杂志餐厅

伦敦当地时间5月20日晚，“2014伦敦成都周”启动仪式暨“缤纷成都”体验夜在伦敦杂志餐厅举行。伦敦杂志餐厅是由世界著名建筑大师，普利兹克建筑奖获得者扎哈·哈迪德设计，抽象的造型，梦幻的流线在当地颇具盛名，而伦敦杂志餐厅与成都也有渊源。因为扎哈·哈迪德同时也是成都当代艺术中心的设计者。启动仪式上，穿在英国模特儿身上的时装，不仅选材蜀锦，而且是由伦敦中央圣马丁艺术与设计学院毕业的成都学生设计制作，再次将成都与英国巧妙地联系起来。此外，穿插其间的成都茶艺、变脸和木偶艺术，以成都特色小吃为主食的冷餐会，每一处细节都体现成都元素，在向嘉宾展示成都城市魅力的同时，也给大家留下了深刻的成都印象。

基于此次活动的创新性、趣味性以及成都与英国业已存在的友好合作关系，“2014伦敦成都周”得到中国驻英国大使馆的大力支持，吸引到包括英国上议院议员韦鸣恩、怡和集团主席亨利爵士、英中贸易协会主席沙逊勋爵、国际航空集团行政总裁威利·沃尔什、英国驻重庆总领事洪婷婷等120余位英国政界、商界重量级嘉宾和英国广播公司、英国报业协会等主流媒体的广泛参与，纷纷在启动仪式现场分享自己与成都有关的工作和生活经历。

英国航空公司全球行政总裁兼董事兼主席魏斯理表示，英国人此前对中国的



体验“成都快车”

关注从来没有如此集中地体现在一个城市上，成都在英国举办“2014伦敦成都周”是一个非常富有远见的活动，体现出成都在推动城市旅游发展和加强与英国企业对接方面的不遗余力和巧妙创意，“这是非常聪明的做法，就像抓住野猪的脚一样——一切中要害。我相信成都一定能够达到很好的宣传效果，让英国人看到成都这座城市的梦想，一举打响成都在英国的知名度。”

精彩点击2： “成都72小时快线”活动 希思罗快线为成都“代言”

用成都特色标识和熊猫贴画重新包装的列车车厢、车厢内的变脸表演和循环播放的成都宣传片、装扮成大熊猫的列车工作人员无处不体现出浓郁的成都气息……伦敦时间5月21日10时42分，“成都72小时快线”从伦敦希思罗机场5号航站楼驶出，前往伦敦市中心帕丁顿车站。为了让英国民众了解和记住“成都72小

时过境免签政策”，成都市政府外办特别策划希思罗机场快线代言成都活动，作为“2014伦敦成都周”大型城市推介活动的重要组成部分。

“我基本上每月都会搭乘快线列车往返希思罗机场，今天一上车差点以为穿越了时空，成都72小时快线的创意真是太棒了。”来自英国剑桥的凯尔特先生高度评价了“成都72小时快线”活动。变脸艺人的出现，引来乘客一阵惊呼，刚刚从德国旅行回来的格林小姐兴奋地冲到最前面，一心想探究变脸的奥秘，并不停地让同伴为她拍照。她表示，成都已列入她的下一个旅游目的地。可爱的熊猫人也代替希思罗快线的吉祥物“帕丁顿熊”，走进乘客，成为当天的明星。

去年9月，英航开通了成都-伦敦直航，两周前又加密航班，希思罗快线作为英航合作伙伴，在市政府外办的不懈努力下，首次为成都破例，这不仅是希思罗快线的第一次，也是成都市第一次在境外完全自主策划、自主实施的大型城市推介活动。希思罗快线列车公司对外关系总监西



“成都茶馆”空降英伦



蒙·伊弗斯对成都的创新力与执行力表示赞赏：“这样独特的宣传让成都在英国声名大噪，活动期间在英国来往的国际乘客大多都了解到成都72小时过境免签政策，有机会的话，他们应该希望把中国成都列入到自己的行程表中。”

精彩点击3： “成都茶馆”活动 在英国零距离体验“成都茶馆”

考文特花园是伦敦市中心最负盛名的旅游和购物中心，靠近特拉法加广场和唐人街，周游客量超过80万人次。考文特花园附近博物馆、剧院、教堂众多，文化氛围浓厚。在“2014伦敦成都周”之前，也有其他城市考虑在此举办宣传活动，均遭到考文特花园婉拒。考文特花园之所以为成都破例，是源自成都对活动的策划不仅展示了成都独有的文化魅力，并且充分结合了考文特花园的特点和需求，以成都文化搭建起双方的桥梁。

伦敦时间5月23日，原汁原味的“成都茶馆”在考文特花园露天广场开门迎客。“成都茶馆”按照成都传统茶馆风格搭建，远远地就能看见醒目的印有“成都”字样的红灯笼。现场盖碗茶具和茶叶均来自成都，所有桌椅四周都喷绘有大型熊猫图片。市民在喝茶的同时，不仅可以观赏到茶艺表演、木偶戏和川剧变脸，还能以自拍的方式参与“成都72小时”免费游抽奖活动。

当天早上，“成都茶馆”还未开门迎客，就引来不少市民驻足等候。年过半

百的欧文先生有幸成为茶馆的第一位客人。他跟着工作人员的示范，有模有样地端着盖碗，细细品味、频频点头、啧啧称赞，当他看到细细的茶水从长嘴壶中精准地倒入茶碗时，连声惊呼“功夫！功夫！”有着两个孩子的哈希德夫妇原本计划到考文特花园购物，但看到“成都茶馆”之后，全家人便在茶馆里坐了下来，6岁的哥哥带着3岁的妹妹围着“熊猫人”转来转去，开心地喊着“We love pandas”。哈希德夫妇一边品着竹叶青，一边告诉工作人员，孩子们特别喜欢熊猫，有机会一定带他们去成都看看真正的熊猫。

媒体聚焦：成都扬名伦敦

早在5月6日，随英国航空公司来蓉参加成都—伦敦航线增航庆祝仪式的部分英国媒体在得知“2014伦敦成都周”活动后，当即就向英国国内发布了相关活动信息。伦敦当地时间5月20日晚，仅活动开幕式现场，就吸引了中央电视台、新华社、凤凰卫视、欧洲时报、中国日报以及英国广播公司、英国报业协会、独立报、标准晚报等中英主流媒体关注，他们结合自身特点，对成都的经贸、旅游、文化、时尚等予以了宣传报道。

整个活动得到了包括英国主流媒体在内的广泛关注和报道。据不完全统计，英国的10余家媒体对该活动发稿超过30篇。英国影响力最大的报纸——《泰晤士报》在5月16日对本次活动进行了预热报道，5月22日对希斯罗机场快线代言成

都的“成都72小时快线”活动进行了专题报道，并配以大幅照片；英国销量最大的报纸——《每日电讯报》以“以熊猫为名推介成都”为题报道本次活动，称“成都正在发展成为中国领先的休闲和商务目的地”，并配以大幅照片；《标准晚报》、《旅行日报》等英国综合类、商务休闲类媒体及英国航空公司官网和考文特花园官网等多家媒体也对活动进行了预热报道和连续报道。

“‘2014伦敦成都周’的每一场活动都匠心独运，既尊重了当地的民风民俗和行事规则，又充分挖掘和体现了成都特色。”参与本次活动的英国公关公司人员表示，执行这次活动不仅让她本人在工作思路和方式上实现了突破，而且从成都的创新力和执行力中也总结出了新的经验。“在伦敦不同地点，针对不同人群举办独具特色的活动，成都市政府不仅“搭好了台”，而且丰富务实的内容也“唱好了戏”，成都的城市推介方式给我们留下了深刻的印象，是可复制的城市营销经典案例。”通过本次活动的举办和当地媒体的大力宣传，熊猫、茶馆、72小时过境免签等元素已被英国广大民众所认知，极大提升了成都在英国的知名度和美誉度。

幕后故事： 精彩成都周如何打动伦敦

毫无疑问，精彩纷呈的“2014伦敦成都周”取得了空前成功。来自中国西部的成都，一时间成为英伦三岛关注的焦点。那么，这场精彩绝伦的城市营销活动是如何诞生的呢？成功的秘诀又在何处呢？可以说，“2014伦敦成都周”成功的背后，是成都市政府外办近一年的努力。

早在2013年上半年，市政府外办便开始思考：以往在国外进行城市营销，都是受邀参加活动，明年能不能“自己搭台，自己唱戏”？有了这个大胆的想法之后，几座城市进入了考虑的范畴，伦敦的优势开始显现：近年来，成都与英国政府间互访频繁，在经贸、教育、交通、文化、旅游及金融等领域交流合作成果丰硕；去年底，英国首相卡梅伦率团访蓉，极大地提升了成都在英国的知名度和美誉度；5月6日起，成都至伦敦的航班由每周三班增至每周五班，再次表明英国对成都的重视。此外，去年，四川省委常委、成都市委书记黄新初出访英国，与中国驻英国大使刘晓明约定在英国做宣传成都

的活动，这意味着在伦敦办活动已有先天优势。最终，市政府外办决定在伦敦开始第一场“搭台唱戏”。

有了好的创意，如何执行便是关键。拿备受赞誉的“成都72小时快线”活动来说，自希思罗快线列车开通运营以来，列车车窗从未对外用于任何城市的推介活动或商业广告。要想让希思罗快线破例，成都必须拿出具有说服力的“方案”。首先，将“成都72小时快线”开进伦敦与伦敦—成都直航加密选择在同一时间段，这无疑双赢的宣传；其次，英国爱丁堡动物园的大熊猫近期怀孕，大熊猫成为英国民众茶余饭后的话题，用熊猫元素装饰希思罗快线车厢一定大受乘客欢迎；其三，英国与成都在经贸和人文领域交往基础深厚，成都旅游资源和历史文化令人向往，越来越多的英国企业和民众有意到成都投资、旅游，在希思罗快线上宣传“成都72小时过境免签政策”，将会让更多的英国人萌生前往成都之心。经过反复沟通协商，最终让希思罗快线列车公司为成都开了绿灯。

考文特花园“成都茶馆”活动的成功，也非一日之功。考文特花园是伦敦市中心最负盛名的旅游和购物中心，靠近特

拉法加广场和唐人街，周游客量超过80万人次。当成都第一次提出举办活动时，考文特花园方面并不十分“感冒”。事情的转机出现在成都递出自己的方案后。方案里，不仅有图片有文字还专门配有视频，所有的内容都是中英文对照；活动的内容更是为考文特花园量身定做，不仅展示了成都独有的文化魅力，并且充分结合了考文特花园的特点和需求，以成都文化搭建起双方的桥梁。最终，考文特花园同意将成都茶馆开进花园，但不同意成都在茶馆内使用任何具有明显城市推介性质的宣传标识。成都市外办再次用创新的思维解决了这个问题——在成都茶馆的搭建和装饰中，尽量多地使用成都元素，连板凳和桌子的外立面都喷绘了大熊猫图片，尽量让成都文化很自然地融入茶馆的每一个角落。

希思罗机场快线临时更名“成都72小时快线”、考文特花园搭起成都茶馆、包括《泰晤士报》在内的英国媒体密集关注这场城市营销……此次在伦敦上演的成都秀，创下多个外国城市在英营销的记录。对于成功秘诀，成都市政府外办这样总结——用创新的思路引领，用审慎的态度对待，用精致的细节成就。

Heathrow Express became 'Chengdu 72 Express' for 72 hours

Customers on the Heathrow Express rail-air link saw pandas nestling in the greenery of southwest China in late May. Or rather vinyl artwork of the scene fixed inside the windows.

The train, which connects Heathrow to London Paddington in 15 minutes, was temporarily re-named the 'Chengdu 72 Express' as part of a campaign to develop UK trade links with Chengdu, capital of Sichuan province and China's fourth largest city. The aim was to encourage British travelers to use the 'Chengdu 72' facility - the offer by Chinese authorities of 72-hour visa-free transit travel to Chengdu, after British Airways' decision to increase its flights to the city from three a week to five.

Keith Greenfield, chief executive of Heathrow Express, said: 'As Britain's trade links with China grow, we expect an increase in the number of Chinese business people, particularly those from Chengdu, flying into Heathrow.'



Keith Greenfield, chief executive of Heathrow Express, Ms Li Li, deputy general of Chengdu Municipal Foreign Affairs Office



Bear panda in mind Chinese promote Chengdu



Ex-JP Morgan banking chief arrested

UK Media Report

Beauty of Chengdu Blooming in London

The 2014 Chengdu Week in London event is different absolutely from the previous ones mainly because Chengdu has transformed its role from event participator to event organizer. The Chengdu Foreign Affairs Office devised and organized these activities in an innovative and targeted way in a bid to fully showcase the economic potential, rich tourism and cultural offer as well as the charm of this city to British friends from all walks of life.

[Text / Li Xiao]

"Beauty of Chengdu blooming in London" ! From May 19 to 25, the 2014 Chengdu Week in London, co-sponsored by Chengdu Municipal People's Government and Chinese Embassy to Britain, was staged in London. With a keyword on "Chengdu 72", this event focused on promoting the 72 hour Transit without Visa policy by Night of Wonderful Chengdu, Chengdu Tourism and Culture Photograph Exhibition, Heathrow Airport Express Speaking for Chengdu, Chengdu Tea House Experience, Free Travel for Lucky Citizen and other series of attracting activities

to display what Chengdu is looking like. At the launching ceremony, Mr. Liu Xiaoming, Chinese ambassador to Britain congratulated on this event through video address, while Mr. Yu Wei, Chairman for Chengdu People's Congress made a speech to express his hope to get British people, governmental officials and businessmen know better about Chengdu and have extensive and comprehensive exchanges and collaboration with Britain. 2014 Chengdu Week in London has put Chengdu, the "land of wealth and city for success" on top of British people's hot

topics. People from Chengdu Foreign Affairs Office believed that, the recipe for the success of 2014 Chengdu Week in London is innovative thinking, prudent attitude and delicate attention to details from the perspective of city marketing. However, from the perspective of China-British Relationship, Mr. Xiang Xiaowei, minister counselor of Chinese Embassy to Britain held that, 2014 Chengdu Week in London offers a splendid platform to realize the respective strategic goals of both China and Britain and enjoy a long and lasting friendship.

Highlight 1 Launching for 2014 Chengdu Week in London & Night of Wonderful Chengdu Chengdu element integrated into London Magazine Restaurant

On the evening of May 20 London time, the Launching for 2014 Chengdu Week in London & Night of Wonderful Chengdu was presented in London Magazine Restaurant, a restaurant designed by world renowned architecture designer Mr. Zaha Hadid, Pritzker Architecture Prize winner and enjoying prestigious reputation for its abstract modeling and dreamy shape. What's more, London Magazine Restaurant also had a special story with Chengdu as Zaha Hadid was also the designer for Chengdu Contemporary Art Center. At the launching ceremony, the fashions dressed by British models were made up of Shu brocade and designed and manufactured by Chengdu students graduated from London Central Saint Martins College of Art and Design. The Chengdu tea art, face changing and puppet art performances as well as the buffet reception served with Chengdu snacks and food, displaying Chengdu elements to this event at every detail, which deeply impressed visitors with great Chengdu fascination.

2014 Chengdu Week in London was supported by Chinese Embassy to Britain and joined by over 120 high ranking officials from government and business including congressman from the House of Lords, president for Jardine Group, chairman for British Chinese Trade Association, executive president for International Airlines Group, British consul general in Chongqing, and representatives from major medias such as BBC and British Press Association. These distinguished guests shared their story, life experiences and work related to Chengdu at the ceremony venue. Keith Williams, global executive president and chairman of board of members for British Airways indicated that, before the event 2014

Chengdu Week in London, what British people know about China has nothing to do with one city. Now this event with far vision is an innovative move for Chengdu to promote its tourism and enhance its business links with British counterparts. "It is a wise practice, and just to the point." I firmly believe that through this event, Chengdu and its dream will be better known to Britain.

Highlight 2 "Chengdu 72 express" "Heathrow express speaks for Chengdu"

The Heathrow Express turned out to be Chengdu 72 express, a shuttle bus decorated with Chengdu special marks, panda pictures, face changing performances, Chengdu city advertising film and train staff dressing like pandas, was driving from London Heathrow Airport, No.5 terminal at 10:42, May 21 and heading for Paddington Station in London city center. In order to make British people know about and remember the 72 hour Transit without Visa policy of Chengdu, Chengdu Municipal Foreign Affairs Office specially arranged London Heathrow Airport Express to speak for Chengdu event, which is an important part of the 2014 Chengdu Week in London program.

"Basically I will take the Heathrow Airport Express to and from Heathrow airport every month. And today the Chengdu element in this express made me think that I have travelled through time and space to Chengdu. I think the idea for Chengdu 72 express is marvelous." Celts from British Cambridge highly praised the event Chengdu 72 express. The appearance of face changing performers generated a cry of surprise. A lady miss Green who just travelled back from Germany rushed to the front excited, wishing to know the secret of face changing performance and asking consistently her companion to take photos for her. Green said that, Chengdu has been her next tourism destination. The cute panda men, replacing Paddington Bear as the mascot for Heathrow

Airport Express, became the super star for passengers on that day. British Airways opened the direct Chengdu-London flight in last September and decided two weeks ago to increase the regularity and frequency of this air route. Heathrow Airport Express, as a partner for British Airways, made an exception for the first time for Chengdu with the help of Chengdu Municipal Foreign Affairs Office to give Chengdu the opportunity to organize and launch such big city promotion event. It is also the first time for Heathrow Airport Express to have such activity. Semon, director for external relations of Heathrow Express Train Company spoke highly of the innovative mind and executive force of Chengdu. "The unique way to promote Chengdu has significantly lift the awareness and influence of Chengdu in Britain. The international passengers to and from Britain, having all learned about the 72 hour Transit without Visa policy through this program, will be very likely to add Chinese Chengdu into their list of travel schedules.

Highlight 3 Chengdu Tea House event Zero distance with Chengdu tea house in Britain

Covent Garden, as the most prestigious tourism and shopping center in downtown, neighbors to Trafalgar Square and China Town and attracts 800,000 tourists per week. Next to a number of museums, theaters and churches, Covent Garden enjoys a profound cultural climate around. Prior to the 2014 Chengdu Week in London, there are several other international cities that have considered to host city promotion activities and all been turned down by Covent Garden. The reason why it made an exception for Chengdu is because the event Chengdu organized has not only displayed the fascination of Chengdu but also serves as a bridge for two way cultural interactions as full consideration has been given to the feature and demand of Covent Garden. On May 23 London time, the authentic

Chengdu Tea House started operation and offering services for local customers in the outdoor square of Covent Garden. Put up according to the traditional style of Chengdu tea house, Chengdu Tea House in Britain has hung Chinese red lanterns with distinct characters Chengdu. The covered-bowl tea and tea leave served at the venue were all coming from Chengdu and all desks and chairs have been painted with panda photos. The event Chengdu Tea House offers a wonderful opportunity for local citizens to enjoy drinking tea, tea art performance, puppet show and face changing performance as well as participate the lottery drawing for free travel at the same time through Chengdu 72 hour in the form of self timer.

In the morning when Chengdu Tea House hasn't been open for business, there are lots of people queuing to wait. Owen, an old man over 50 years old was the lucky first customer. Following the instruction of the staff, Owen held the covered bowl, savored the tea and praised its flavor time and time again. When seeing the thin current of tea flowing precisely to the bowl from the long-mouthed pot, Owen can't help crying it "Kung fu! Kung fu!" Mr. and Mrs Hashid with two kids planned to go shopping in Covent Garden, but they were attracted by Chengdu Tea House. The 6-year-old brother took his 3-year-old sister walking back and forth around the panda me,

shouting "We love pandas!" Mr. and Mrs Hashid enjoyed Bamboo Green, a traditional Chengdu tea and told the staff at the same time that, their kids are very fond of pandas and they will surely take their kids to see the real pandas.

Focus of media Chengdu went popular in London

On May 6, parts of British medias, who joined British Airways to Chengdu for the celebration of Chengdu-London direct air route, after being told the 2014 Chengdu Week in London event, issued relevant news in Britain. On the evening of May 20, the launching ceremony itself has attracted the attention of a great number of medias including CCTV, Xinhua News Agency, Phoenix TV, European Times, China Daily, BBC, British Press Association, The Independent, Evening Standard and other major Chinese and British press, who gave news coverage on the subject of the economy, trade, tourism, culture and fashion of Chengdu.

The whole event has attracted extensive attention and coverage of British major medias. According to statistics, over 10 British medias have issued over 30 news letters on the Chengdu event. The Times, the most influential paper in Britain made a warm up coverage for

this event on May 16, theme coverage on May 22 for Heathrow Airport Express Speak for Chengdu's 72 Hour Transit without Visa policy with plenty of photos. The Daily Telegraph, a news with best sales performance in the UK, made special coverage for this event with the theme of "promote Chengdu in the name of pandas", describing Chengdu as the growing leading destination for relaxation and business in China with beautiful photos. The Evening Standard, Travel Daily and other comprehensive, business or entertainment medias as well as British Airways and Covent Garden's official websites all made warm-up and follow-up news coverage for Chengdu's event in Britain.

"Every activity under The 2014 Chengdu Week in London was presented after elaborately plan, which respect local folkways and social rules on one hand, and fully reveal the charm of Chengdu on the other hand." Working staff from British public relations company who joined in this event indicated that, she made a breakthrough in the way she worked by carrying out this activity and learn about new experiences from the innovative mind and executive force of Chengdu. Chengdu city government not only created the platform but also presented rich activities by organizing different events tailored to different people at different locations of London. "The way Chengdu promotes itself deeply

impressed us and we believe it is a model for other cities to copy. " Pandas, tea house, 72 hour transit without visa policy and other major Chengdu elements were fully recognized by British people through this grand huge city promotion event, which dramatically uplifted the awareness and reputation of Chengdu in the UK.

Story behind the scenes How Chengdu Week impressed London

Undoubtedly, the 2014 Chengdu Week in London has come with a complete and unprecedented success. Chengdu, a city from western China has become the highlight of Britain. Then, how was this splendid city promotion event born? What is the secret for its huge success? It's fair to say that, the 2014 Chengdu Week in London should owe its success to nearly a year of hard work of Chengdu Municipal Foreign Affairs Office.

In as early as the first half of 2013, Chengdu Municipal Foreign Affairs Office started to think about that: in the past, Chengdu was always invited to attend overseas city promotion event, can we change ourselves from just an event participator to event organizer next year? Concrete efforts came after this ambitious idea. After considering several other cities, London seems to gain an upper hand. The recent years have witnessed close interactions between the two governments of Chengdu and Britain and fruitful exchanges in economy, trade, education, transport, culture, tourism and financing. In the end of last year, British Prime Minister David Cameron led a huge delegation to visit Chengdu, strongly boosted the awareness and reputation of Chengdu. From May 6, the flight frequency from Chengdu to London has been increased from 3 to 5 flights each week, revealing again British commitment to Chengdu. In addition, Mr. Huang Xinchu, Party Secretary of CPC Chengdu Committee paid a visit to Britain, coming to an agreement with Mr. Liu



Puppet Art Performances

Xiaoming, Chinese ambassador to Britain to launch a Chengdu city promotion event in Britain next year. This means that everything is prepared before Chengdu begins its event in Britain. Finally, Chengdu Municipal Foreign Affairs Office decided to organize this event to advertise for Chengdu.

With a good idea, the key lies in implementation. The fully recognized Chengdu 72 hour express is an exception because Heathrow Airport Express never allow any cities to use as a platform to promote them since the operation of the express. Therefore, to convince Heathrow Express to break the rule, Chengdu needs a forceful proposal. At first, the Chengdu 72 hour event was arranged specially at the same time with a decision to increase the frequency of Chengdu London direct air route, which is a win-win outcome. Secondly, as the pandas in Edinburgh Zoo gets pregnant recently, making pandas the hot topic for British people. It must be a popular move to decorate Heathrow express with pandas element. Thirdly, Chengdu and Britain enjoys solid foundation in economic, trade and human-to-human exchanges. The rich tourism offer, long history and profound culture of Chengdu are desirable for more and more British businessmen and people to invest, do business and travel in Chengdu. Therefore, to advertise the 72 hour transit without visa policy

at Heathrow Airport Express would open the heart of British people and greatly encourage them to see Chengdu themselves. Heathrow Express Train company finally approved Chengdu's application after repeated discussion and negotiation.

The success of Chengdu Tea House event in Covent Garden doesn't come easily in a day. Covent Garden, as the most prestigious tourism and shopping center in downtown, neighbors to Trafalgar Square and China Town and attracts 800,000 tourists per week. The first time when Chengdu raised its idea, Covent Garden wasn't interested at all. Their change of attitude came after Chengdu presented its perfect proposal. Words, videos and photos were presented in this proposal with both Chinese and English version. The arrangement of activities were made just tailored to the demand of Covent Garden, which not only revealed the unique cultural charm of Chengdu, but also serves as a bridge for two way cultural engagement. Finally, Covent Garden agreed to welcome Chengdu Tea House event inside it, but refused to use any distinct marks to promote Chengdu. Chengdu Municipal Foreign Affairs Office solved this problem with an innovative mind again by making full use of Chengdu elements into the setup and decoration of the tea house, even painting pandas on chairs and desks in order to integrate Chengdu culture naturally into every corner of the tea house.

Heathrow Airport Express temporarily changed its name into Chengdu 72 Express, and Covent Garden has a Chengdu Tea House set up... all the news about Chengdu's advertisement were followed closely by British medias such as The Times. The Chengdu Show staged in London has broken many records in the history of foreign cities that were advertised in Britain. Speaking of the secret for success, Chengdu Municipal Foreign Affairs Office summarized that, the success is owing to our innovative thoughts, careful attitude and delicate attention to details.



Guests of UK Making Speech



“欧亚连接”高级别交通物流会议合影

蓉欧快铁构筑亚欧合作大通道

一端连接中国西部的经济中心成都，另外一端伸向欧洲大陆新兴的交通枢纽波兰罗兹，蓉欧快铁的开通彻底打破了内陆城市发展外向型经济必须依赖港口的历史，变西部内陆地理劣势为出口欧洲前沿主阵地优势，为成都建立面向欧洲市场的出口生产基地和欧洲产品贸易集散中心创造条件，为承接沿海地区面向欧洲市场的产业转移提供了物流支撑。

【文/萧繁】

自蓉欧快铁开通后，成都市政府外办一直致力于争取外交部支持，为蓉欧快铁寻找高层推介和宣传平台。6月3日至4日，“欧亚连接”高级别交通物流会议在拉脱维亚首都里加举办，来自中国及中东欧16国政府的高级官员、交通和物流领域专业人士及商界、学界代表围绕欧洲与中国乃至亚洲地区的合作进行发言和讨论。

在外交部的大力支持下，成都市作为唯一的中国城市受邀参加此次会议，副市长傅勇林在第四论坛——“欧亚交通物流通道的发展和中东欧国家在跨大陆物流及其基础设施发展中的作用”进行主旨发言，着重对蓉欧快铁的运行和特点进行推介，期待以蓉欧快铁为连接，推动中国西部与欧盟之间的深度合作。

在成都和波兰建货物转运中心

运行一年多来，从成都青白江到波兰罗兹的蓉欧快铁所取得的成绩得到全场嘉宾的关注。“成都作为距离欧洲最近的中国区域中心城市，与欧洲各国诸多城市有着深厚的友谊和广泛的共识。蓉欧快铁运输时间是传统铁海联运时间的三分之一，运价是空运费用的四分之一，开行一年来，按每周六固定开行模式共开行44列，具有高效直达、快速优价、定期发班、快速通关、安全可靠等特点。”会议现场，成都的发言内容得到了与会嘉宾的认同。

一端连接中国西部的经济中心成都，另外一端伸向欧洲大陆新兴的交通枢纽波兰罗兹，蓉欧快铁的开通打破了内陆城市发展外向型经济必须依赖港口的历史，变西部内陆地理劣势为出口欧洲前沿主阵

地优势，为成都建立面向欧洲市场的出口生产基地和欧洲产品贸易集散中心创造条件，为承接沿海地区面向欧洲市场的产业转移提供了物流支撑。

成都下一步还将在蓉建设欧洲货物转运中心，在波兰建设中国货物转运中心，推动蓉欧快铁不断发展壮大。“期望能通过这样的交流，对蓉欧快铁达成新的共识，得到欧洲各国给予蓉欧快铁运营方面的支持，鼓励欧洲企业更多运用蓉欧快铁实现中欧贸易往来。”

在会议现场推介蓉欧快铁的还有成都亚欧班列物流有限公司副总经理Tomasz GRZELA，他与同事专程从成都赶到里加参加会议。“公司运行1年多来，尤其是今年，业务增长幅度特别大。”他表示，蓉欧快铁运行时间较短，定期发班，赢得了不少客户的信任，希望通过这样的会议，将这条铁路推荐给更多的国家。此次专程参加会议，他不仅希望增强蓉欧快铁与更多欧洲国家的关系，尤其希望能与波罗的海三国进行讨论协商，希望快铁可以途经三国，提升交通动脉的功能。

蓉欧快铁引发合作效应

“我们特别希望和成都加强合作。”拉脱维亚国有铁路公司副总裁艾德文斯·贝尔津什聆听了成都方面关于蓉欧快铁的推介后，激动地说。今年初，就与中国合作开拓交通物流市场，他所在的公司已对中国西部的城市进行了考察访问。“访问仅是开展合作的第一步，将来还有很多工作需要双方共同完成。”艾德文斯·贝尔津什说，特别对于成都这座

拥有蓉欧快铁的城市，其发达的交通基础设施、完善的物流发展环境，是拉脱维亚国有铁路公司尤为理想的合作对象。

“其实在这次会议上，我们也在讨论、研究将蓉欧快铁延伸到波罗的海沿岸国家的可能性。”他甚至“大胆”提出，拉脱维亚本身已开通到哈萨克斯坦的货运铁路路线，如果将这条铁路延伸到中国，延伸到成都，就将形成一条新的蓉欧快铁。“从成都发出的货物到达拉脱维亚后，无论是通过海运，铁路或是航空运输，都能在2天之内快速抵达欧洲其他国家。”

与艾德文斯·贝尔津什同样看好成都潜力的还有拉中商业协会董事长阿提斯·卡姆帕尔斯，他说在当下新的贸易体系与贸易方式影响下，横跨欧亚大陆的铁路物流，正作为一种较传统运输方式，如海运、公路运输等更快捷经济的物流运输形式，受到越来越高的关注。“成都开通并力推蓉欧快铁，是非常有眼光的举措。”阿提斯·卡姆帕尔斯认为，蓉欧快铁除了其本身具有的物流贸易功能，还能令沿线的亚欧国家更加了解成都的经济发展和基础设施建设情况。

“成都一直是中西部肩负重任、站在改革开放前列的城市。”中国驻拉脱维亚大使杨国强说，蓉欧快铁这条向西铁路大动脉打通后，对建设丝绸之路经济带和巩固成都领先地位、发展优势都将发挥非常显著的作用。“我了解到成都近年来着力发展铁路和空港物流，加强这两方面的基础设施建设，能让成都的能量辐射更广大的中国西部区域。”

Chengdu Europe Fast Railroad- Channel to Link Asia and Europe

The Chengdu Europe Fast Railroad, linking Chengdu, economic center of Western China to Lodz of Poland, an emerging transit hub in European continent, has put an end to the historical reliance on ports for inland cities with an attempt to grow export-oriented economy. This railway has transformed Chengdu, an inland city with geographical disadvantage into the frontier for exporting to Europe with the advantage of the gateway. It has created a favorable condition for Chengdu's effort to establish an export production base targeting at European market and European products and trading distribution center, a powerful support for the industrial shift from coastal areas to western areas.

[Text / Xiao Fan]

Since the opening of Chengdu-Europe Fast Railroad, the Foreign Affairs Office of Chengdu Municipal People's Government has committed to seeking high level platform to raise the profile of the railroad by looking for support from the foreign ministry. From June 3 to 4, "Connecting Europe and Asia", the High-level Conference on Transport and Logistic was staged in Riga, capital of Latvia, where high ranking governmental officials, experts in transport and logistics and representatives from business and academic circle from 16 countries of central and eastern Europe as well as China have gathered together to exchanges ideas and speak on cooperation between China, even Asia with Europe.

Helped by the Chinese Foreign Ministry, Chengdu was the only Chinese city that has been invited to join in this conference with the vice mayor of Chengdu Mr. Fu Yonglin making a keynote speech on the

topic of "the development of Europe-Asia Transport Logistic Channel and the role of central and eastern European countries in the development of trans-continental logistics and infrastructures". At his speech, vice mayor Fu promoted the latest operation and feature of Chengdu Europe Fast Railroad as the focus and placed high hope on enhancing deep collaboration between western China and EU through this railroad as a bridge.

Set up a freight transfer center in both Chengdu and Poland

Since starting operation over 1 year ago, Chengdu-Europe Fast Railroad departing from Qingbai River of Chengdu reaching Lodz of Poland has caught high attention of all the guests by its outstanding achievements. "Chengdu, as the regional center in China that sits the nearest to Europe, shares deep friendship and extensive consensus with European nations. Chengdu-Europe Fast

Railroad takes only 1/3 the time of traditional railway-sea combined shipment and 1/4 the transportation expenses of air freight. Since beginning operation over 1 year ago, 44 trains were in services at each Saturday. This railroad has been proved to be efficient, direct, fast, cost-effective, regular in services, fast custom clearance, safe and reliable." All the positive information about this railway has been recognized by participating guests present at the conference.

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Vice Mayor Fu Yonglin Making a Speech

establish an export production base targeting at European market and European products and trading distribution center, a powerful support for the industrial shift from coastal areas to western areas.

The next move for Chengdu will be setting up an European freight transfer center in Chengdu and a Chinese freight transfer center in Poland to enrich what Chengdu Europe Fast Railroad could offer. "We hope to come to new consensus on the railway through this conference, win for support from European national and more European business to have trade exchanges with Chengdu through the railroad."

Tomas Grzela, deputy general manager of Chengdu Asia Europe Trains Logistics corporation who paid a special visit to Riga for this meeting, also joined vice mayor Fu Yonglin in promoting the Chengdu Europe Fast Railroad. "Our company enjoyed a dramatic business growth in this year since operation over 1 year ago." Chengdu Europe Fast Railroad, win the trust of plenty of customers due to its short operation time and regularity. We hope more countries could know this railroad through this meeting. Tomas Grzela indicated that, he hope through his visit,

not only to bring in close links between the railroad and more European nations, but also to discuss with 3 countries of the Baltic Sea the possibility of running the railroad by way of these 3 countries of Baltic Sea area in order to offer more functions for this line.

Chengdu Europe Fast Railroad brings about practical cooperation

Eidvins Berzins, deputy president for Latvia National Owned Railway Corporation said with excitement after being briefed the latest development and prospect of Chengdu Europe Fast Railroad that "we really look forward to working with Chengdu in a deeper manner." Earlier in this year, the Latvia National Owned Railway Corporation has already paid a visit to western China in the hope of working with China to step into Chinese transport and logistics market. "This visit is just the first step for our future engagement as there are a lot of work to do by both of us." said deputy president Eidvins Berzins. Chengdu, a city with the fast railroad, well-developed transportation infrastructure and sound environment to develop logistics, is actually the ideal business

partner for our company.

"In fact, we're already discussing and exploring the possibility of extending Chengdu-Europe Fast Railroad to nations along the Baltic sea." Deputy president Eidvins Berzins even raised that, as Latvia has already opened a railway freight routes to Kazakhstan, we can easily form a new Chengdu-Europe Fast Railroad by extending the Latvia railway freight routes to China and Chengdu, finally. Cargos delivered from Chengdu could reach other European countries very fast within 2 days by sea way, railway or air transport after arriving in Latvia.

Attis Camparts, president for Latvia China Business Association, also shared the same optimistic ideas for Chengdu with Deputy president Eidvins Berzins. President Attis said that, railway logistics channels crossing Europe and Asia, as a new way of logistic transportation more efficient, fast and cost effective than traditional shipment such as ocean carriage or road transport, is drawing higher and higher attentions. "It is a really wise move for Chengdu to open the Chengdu Europe Fast Railroad, a logistic channel that provides not only logistics trading function, but also an opportunity for other Asia and European nations along the line to get a better understanding of the sound economic performance and infrastructures development."

"Chengdu, is a city that has always shouldered major responsibilities and lead at the front lies in central and western China." said Mr. Yang Guoqiang, Chinese ambassador to Latvia. Chengdu-Europe Fast Railroad, as a critical westward railway channel, after being opened, has been a power boost to establish the economic belt of silk road, consolidate the leading position and advantage in economic growth of Chengdu. "I have learned that, Chengdu has committed to advancing its railway and airport logistics in recent years, which is a helpful step to enlarge the city's influence in a greater western Chinese region."

成都“掠影”印度 打造友好交流“升级版”

以本次活动为契机，成都力争将此类活动打造为常年性对印文化交流的品牌，拓展成都与印度政府、企业之间的合作平台，促进贸易投资、金融、旅游、教育、文化等领域的交流合作，从而将成都与印度之间的合作推升至前所未有的高度。

【文/黎笑】

两千余年前，一条承载着经济和文化功能的大道从中国腹地的成都延伸至南亚大陆的印度，这就是在历史上留下过浓墨重彩一笔的南方丝绸之路。如今，随着共建“丝绸之路经济带”构想的提出，曾经誉满天下的千年古道必将焕发新的生机和活力。而地处南方丝绸之路两端的成都和印度，也借此东风将双方交流合作的“列车”驶入高速通道。

2014年是“中印友好交流年”。作为交流年活动的重要环节，印度政府在北京、香港、成都等12个城市举办“印度掠影”系列活动，进一步促进印度和中国城市之间的联系与合作。凭借着与印度深厚的交往友谊和富有成效的合作成果，尤其是与班加罗尔成为中印之间首批友好城市，成都毫无意外地成为“印度掠影”系列活动的主办城市之一。

中印首批友好城市成都 友好交流翻开新篇章

5月14日，由印度卡拉协土拉舞蹈团艺术家献上的印度传统舞蹈在成都锦里上演，舞蹈团带来了7段舞蹈，把印度人民对成都人民的真诚友谊和美好祝福送到千家万户。5月23日晚，印度美食节在成都香格里拉酒店西餐厅开幕，成都市民在家门口就享受到原汁原味的印度美食。6月10日，“追寻释迦牟尼的脚步”——印度佛教艺术品展览在新都宝光寺举行，13件展品和91幅摄影作品，展示了释迦牟尼生活、布教以及菩提伽耶获得启迪后45年神圣游历中的重要事件。

不到一个月时间，三场原汁原味的印度文化活动在成都相继上演，它们都是“2014中印友好交流年”之“印度掠影”

成都站系列活动的组成部分。该系列活动由成都市人民政府联合印度驻华大使馆共同主办、成都市政府外办和印度驻广州总领事馆共同承办，前期主要举办印度传统舞蹈文艺展演、印度美食节和印度佛教艺术品展览等文化交流活动；而在年内，成都和印度还将继续合作举办印度旅游推介会、中印商务论坛、中印学术研讨会、印度电影周等系列活动。这对深化成都与印度的友好关系，拓展成都与印度乃至南亚地区的合作具有重要意义。

成都与印度的班加罗尔于去年10月正式缔结为中印首批友好城市，实现了两国民间友好交流的重大突破。2013年中印两国总理自1954年以来首次实现年内互访，并将2014年定为“中印友好交流年”，本次“印度掠影”活动在成都举行，通过文艺展演、美食节、商务论坛、旅游推介



印度舞蹈表演

印度美食节现场（上）
印度大厨为市民烹制美食（下）

大厨们的合影（上）
印度美食品鉴（下）

会、学术研讨、电影周等多种形式丰富了“中印友好交流年”的内容，不仅推广印度传统文化，让成都市民在家门口体验印度的各种人文风情；更重要的是，以本次活动为契机，成都力争将此类活动打造为常年性对印文化交流的品牌，拓展成都与印度政府、企业之间的合作平台，促进贸易投资、金融、旅游、教育、文化等领域的交流合作，从而将成都与印度之间的合作推升至前所未有的高度。

成都与印度的合作驶上快速路，得益于近年来持续开展与印度城市尤其是有印度“硅谷”之称的班加罗尔市的交流，例如吸引印度著名IT企业维布洛来蓉投资、开通直飞班加罗尔航线等。然而，成都与班加罗尔之间的交流合作经过长期积淀虽已打下牢固基础，但要缔结友城却面临一个客观实际——当时，中印两国之间的友城交往完全处于空白，印度政府尚未批准地方城市与其他国家的城市缔结友城，中印友好城市交往尚需等待历史性的契机。

中印关系是21世纪最具活力和最具潜力的双边关系，两国友好关系的发展需要植根于民间，推动两国地方政府的交往将为两国民间交流搭建有效平台。经过多方努力，2013年10月23日，中印友城关系终于取得历史性突破。在两国总理的共同见证下，中印第一批友城协议在北京人民大会堂正式签署，成都和班加罗尔成为中印第一批友城之一。根据友城协议，成都与班加罗尔将在教育、文化、体育、青

年事务、城市规划、废水管理、基础设施建设、环境、公共卫生等领域以及经贸代表团交流等方面进一步开展合作。这意味着，成都与班加罗尔以及整个与印度的交往翻开新的一页。

多维度拓展合作空间 助力“丝绸之路经济带”建设

成都建设现代化、国际化大都市的进程中，对与印度的交流合作还怀揣着更大的抱负。“成都与班加罗尔缔结友城，是成都在全域开放战略下加速向南挺进，加强与印度乃至南亚地区合作的重要标志。成都与印度的交流合作翻开新篇章，更大的战略意义是成都通过与印度交流合作的资源和市场，不断拓宽成都与南亚之间的经贸合作发展空间，进一步提升成都与南亚人流、物流、资金流和信息流及经济合作的规模和水平。”成都市政府外办相关负责人分析，我国提出建设“丝绸之路经济带”战略和“孟中印缅经济走廊”建设，成都作为南方丝绸之路起点和西部大开发战略的重要城市，可以在建设南方丝绸之路经济带的过程中抢占先机，发挥积极的作用；而南方丝绸之路经济带建设也对成都的经济、文化和社会发展具有十分重要的战略意义。

正是意识到与印度开展多纬度合作的重大意义，成都加紧了对印交流步伐。印度第一家在美国上市、总部位于班加罗

尔市的印孚瑟斯技术有限公司有意落户成都，目前该项目正在推进中。以东方电气、四川电力、华西能源等本土企业也将触角伸向印度，纷纷参与到印度当地的重点基础设施项目。西南财经大学、西南石油大学、成都大学等本地高校也与印度塔塔信息技术（中国）股份有限公司签署“合作培养专业技术人才”协议，搭建国际人才培养的平台。

接下来，成都市政府外办还将组织赴班加罗尔举办信息技术产业论坛；赴印度的金融中心——孟买举办金融产业论坛，有针对性地开展交流合作活动，并配套旅游推介、文艺表演等项目内容，在促进经贸合作的同时，让印度人民更加了解成都。

此外，农业领域的合作很有可能在未来成为成都助力“丝绸之路经济带”建设的重要内容。中国驻印度大使馆相关人士指出，四川是农业大省、粮食大省，近年在印度举办的食品、农产品展览会，在当地引起强烈反响，大使馆曾派员专程来川鼓励农业企业特别是大企业赴印度发展。成都市政府不仅鼓励支持成都企业与印度企业开展农机、种植技术合作，也鼓励支持成都农业企业赴印度投资，尤其是在生态农业、农业产业发展方面进行更深层次的合作。

无论是经贸、科技、农业领域，还是旅游、文化、教育等其他领域，成都“牵手”印度，多维度拓展双方合作空间，都在实现两地资源的优化配置，助力“丝绸之路经济带”建设。



印度驻华大使康特及康特夫人游览锦里



康特大使宣布印度掠影活动成都站活动启动



为康特大使庆祝生日



傅勇林副市长与康特大使会面



Group Photo

“Glimpses of India” Festival in Chengdu—Shaping an Upgraded Version of Friendly Exchanges

Chengdu Municipality would like to take the opportunity of the “Glimpses of India” Festival and tries to shape the activity of this kind to be the routine branded cultural activity so as to expand the cooperation platform between governments and enterprises of the two sides and promote exchanges and cooperation in trade and investment, finance, tourism and culture etc, thus pushing Chengdu–India cooperation to an unprecedented high.

[Text / Li Xiao]

More than 2000 years ago, a main road carrying the economic and cultural functions extended from the hinterland of China and Chengdu to India in the South Asia Continent. This Southern Silk Road is thick and heavy in colors of history. At present, with the proposal of co–building the new “Silk Road Economic Belt” the world famous ancient path is bound to brim with vigor and vitality. Chengdu and India, situated at each end of the Southern Silk Road, would like to drive their train of exchanges and cooperation into the high speed channel.

The year 2014 marks China–India Year of Friendly Exchanges. An important part of the year of friendly exchanges— the “Glimpses of India” Festival series of activities will be held in 12 cities including Beijing, Hong Kong and Chengdu etc by the Indian government to enhance connections and cooperation between cities of the two sides. Given Chengdu and India share profound friendship of exchanges and fruitful cooperation results and that Chengdu and Bangalore established sister city ties as the first batch of sister cities between the two sides, Chengdu unsurprisingly becomes one of the host cities of the “Glimpses of India” Festival.

Chengdu listed into first batch of sister cities between China and India Ushering a new chapter for friendly exchanges

On 14th May, the Indian Kalakshetra dance troupe presented 7 pieces of Indian classical dances in Jinli Chengdu, bringing sincere friendship and best wishes of the Indian people to thousands of households of Chengdu Municipality. On the evening of 23rd May, an Indian Food Festival was launched in the Shangri–La Hotel western restaurant. Citizens of Chengdu can enjoy delicious Indian cuisines of original flavor. On 10th June, In the Footsteps of Shakyamani Buddha—Indian Buddhist Exhibition arrived at the Baoguang Temple of Xindu district, where 13 pieces of exhibits and 91 photos showcased Shakyamani’ s life and moral principles and important events of his 45 years’ sacred journey after being first enlightened in Bodh Gayā.

Just within one month, 3 cultural events of distinctive Indian flavor —part of the “Glimpses of India” Festival series activities were

consecutively staged in Chengdu. They are important components of China–India Year of Friendly Exchanges, co–held by Chengdu Municipal Government and India Embassy in China and co–undertaken by Chengdu Municipal Foreign Affairs Office and Indian Consulate General in Guangzhou. In the initial phase, cultural exchanges activities of traditional Indian dance performance, Indian Food Festival and Indian Buddhist Exhibition are staged. Within 2014, Chengdu will continue to cooperate with India to hold Indian Tourism Promotion Conference, China–India Business Forum, China–India Academic Seminar and Indian Film Week etc. All these are of great significance to deepening Chengdu–India friendly relations and expanding Chengdu–India and Chengdu–South Asia cooperation.

Chengdu and Bangalore formally established sister city relations as the first batch of sister cities between China and India in October 2013—a major breakthrough being made in the civil exchanges between the two sides. Chinese and Indian Prime Ministers had exchange visits in 2013 (the first time since 1954) and designated the year 2014 as China–India Year of Friendly

Exchanges. The “Glimpses of India” Festival Chengdu enriched the content of China–India Year of Friendly Exchanges by artistic performance, food festival, business forum, tourism promotion conference, academic study and film week etc. All these not only promote Indian traditional cultures but also enable citizens to experience the various cultural charms of India in Chengdu. What’ s more: Chengdu Municipality intends to take the opportunity of the “Glimpses of India” Festival to shape the activity of this kind to be the routine brand cultural activity so as to expand the cooperation platform between governments and enterprises of the two sides and promote exchanges and cooperation in trade and investment, finance, tourism and culture etc, thus pushing Chengdu–India cooperation to unprecedented high.

The rapid development of Chengdu–India cooperation results from the sustained exchanges between Chengdu and Bangalore (which is known as the Silicon Valley of India), such as attracting famous Indian IT company Viblo Group to invest in Chengdu and opening Chengdu– Bangalore direct flight. Although Chengdu and Bangalore had laid a solid foundation for sister city establishment after long–term accumulations, the two cities were confronted with an objective reality—at that time there was a total blank in the sister city exchanges between China and India and the Indian Government hadn’ t approve any local Indian cities to establish sister city ties with any other countries. Chinese and Indian friendly cities’ exchanges had to wait for a historic opportunity.

Sino–Indian Relations is the most vibrant bilateral relation with greatest potential in the 21st century. The continuous development of friendly relations needs to be deeply rooted within the two peoples of the two countries by building exchange platforms for local government. After strenuous efforts by multi–parties, an historic breakthrough was made on 23rd October 2013: witnessed by Chinese and Indian Prime Ministers, the first batch of sister city agreements were officially signed

in the Great Hall of the People. Chengdu and Bangalore became a pair of first batch of China–India sister cities. According to the sister city agreement, Chengdu and Bangalore will carry out further cooperation in education, culture, sports, youth affairs, urban planning, waste water management, infrastructure construction, environment, public health and economic and trade delegation exchanges, signifying that a new chapter has been turned in Chengdu–Bangalore and Chengdu– India exchanges.

Expanding cooperation scope in a multi-dimensional manner Contributing to the construction of the “Silk Road Economic Belt”

Chengdu Municipality is even more ambitious towards the exchanges and cooperation with India in the course of modernized and internationalized metropolis building.” Establishing Sister city relations with Bangalore signifies the efforts by Chengdu Municipality against the backdrop of complete openness to reach out to the south and enhance cooperation with India and other south Asia regions. Another strategic significance for the new chapter of Chengdu–India exchanges and cooperation is to expand the economic and trade development scope via the market resources of the two sides and further improve the level and scope of logistic, personnel, fund and information flow and economic cooperation. As analysed by the director of Chengdu FAO, given the Silk Road Economic Belt strategy and the BCIM Economic Corridor construction proposed by China, Chengdu—the starting point of Southern Silk Road and an important locomotive of China’ s western development strategy – would take the initiative and play a positive role in the process. The construction of Southern Silk Road Economic Belt is of great strategic significance to Chengdu’ s economic, cultural and social development.

Bearing in mind the significance of multi–dimensional cooperation, Chengdu Municipality has stepped up the exchanges with India. The

first stock market listed India company in the U.S—Infosys Technologies Limited – has the intention to settle in Chengdu and its project is being pushed ahead. Local enterprises such as Dongfang Electric, Sichuan Electric Power and Huaxi energy also reached out to India, participating in key infrastructure construction projects. Universities in Chengdu such as Southwestern University of Finance and Economics(SWUFE), Southwest Petroleum University(SWPU) and Chengdu University have also signed cooperation agreements on co–cultivating professional and technical personnel with India’s Tata information technology (Chinese) Limited so as to build a platform for international talent training.

Following this, the Chengdu FAO will organize delegations to Bangalore for the Information Technology Industry Forum and to Mumbai for the Financial Industry Forum. By implementing targeted exchanges and cooperation activities of tourism promotion and artistic performance and economic and trade, Indian people will deepen their understanding of Chengdu.

Besides, agriculture cooperation is very likely to contribute to the construction of the “Silk Road Economic Belt” . As mentioned by the personnel of Chinese Embassy in India, Sichuan is a major agricultural and grain province. In recent years’ Sichuan food and agricultural products exhibition has evoked strong responses in India. The Embassy has sent a special envoy to Sichuan to encourage agriculture enterprises especially major enterprises to seek development opportunities in India. Chengdu Municipal Government not only provides support for enterprises of Chengdu to implement cooperation in agriculture machinery and planting technique but also encourages them to invest in India especially fostering in–depth cooperation in ecological agriculture and agriculture industrial development.

Whether in economic and trade, science and agriculture or tourism, education and culture etc, Chengdu Municipality is joining hands with India to expand cooperation scope in an all round manner for resource optimization and construction of the “Silk Road Economic Belt” .



让我们一起HIGH



一起干了这一杯

成都市民体验家门口的“慕尼黑啤酒节”

成都是中国西南地区经济、文化中心，成都消费市场持续活跃，是该活动永久落户成都的重要因素。活动将为中西部地区的消费者提供一个消暑娱乐的好去处，也会为蓉城的文化、旅游等产业增添一个融合诸多国际化元素的亮点项目。

【文 / 萧繁 图 / 张全能】

5月22日至6月7日，由成都市人民政府主办，德国慕尼黑市政府特别支持的世界最大规模的狂欢节庆——“慕尼黑啤酒节”在成都国际非物质文化遗产博览园激情举行。本届啤酒节以“成都的慕尼黑，世界的狂欢节”为主题，力求真正展现出慕尼黑啤酒节原汁原味的巴伐利亚民族特色，为蓉城市民打造一场初夏狂欢曲。

慕尼黑是巴伐利亚州首府，是德国南部第一大城，全德国第三大城市。自中世纪起，慕尼黑就以啤酒而闻名，是世界第三大啤酒生产地，一年一度的啤酒节让整个城市都沉浸在欢乐的气氛中。迄今已有200多年历史的啤酒节，已走出德国，曾在中国大连、北京、日本东京等地成功举办。在德国时，该啤酒节举办的两周时间，接待来自全世界的游客达700万人。

去年慕尼黑啤酒节期间，现场一共消费了600万升啤酒，114头公牛，58头小牛以及50万只烤鸡，商户包括啤酒大篷，零售摊点和游乐场等。慕尼黑啤酒节每年会为整个城市带来10亿欧元的经济价值。

经过成都市政府和慕尼黑市政府的共同努力，“慕尼黑啤酒节”首次落户中国中西部地区。“成都是中国西南地区经济、文化中心，成都消费市场持续活跃，我们十分看好成都市场，这也是该活动永久落户成都的重要因素。”东方慕尼黑（大连）文化产业公司唐东民表示，活动将为中西部地区的消费者提供一个消暑娱乐的好去处，也会为蓉城的文化、旅游等产业增添一个融合诸多国际化元素的亮点项目。慕尼黑市市长特使奥利佛·贝里克认为，“慕尼黑啤酒节成都之旅”必将继续增进成都与慕尼黑城市间的合作，巩固

中德两国人民之间的友谊。

为更好地凸显文化元素，首届“慕尼黑啤酒节——成都之旅”活动在成都国际非物质文化遗产博览园世纪舞广场搭建了11000平方米超大啤酒大篷，是国内历届啤酒节大篷面积之最，刷新了世界最大单体啤酒篷房建筑纪录，可容纳12000人同场畅饮狂欢。啤酒大篷从外观到内部制式均沿承巴伐利亚的装饰风格特点，延续慕尼黑啤酒节上使用的经典造型。为了让游客品味到最醇正的德国啤酒，本次啤酒节供应啤酒为德国最著名、历史最悠久的HB皇家啤酒。

6月7日，德国乐手在啤酒大篷里演绎了他们在蓉城留下的最后一首歌《相亲相爱》后，“慕尼黑啤酒节——成都之旅”温情落幕，17天来，超过15万市民和游客尽享了来自德国慕尼黑的狂欢盛宴。

Munich Beer Festival at Chengdu's Doorstep

The reason why the Munich Beer Festival is located in Chengdu permanently is the persistent hot consuming market of Chengdu as the economic and cultural center of southwest China. The Munich Beer Festival will be a perfect venue for central and western Chinese customers to enjoy pastime in summer time and a spotlight program that brings in international faces to the culture and tourism of Chengdu.

【Text / Xiao Fan Photographer / Zhang Quanneng】

Lasting from May 22 to June 7, the Munich Beer Festival, the world largest carnival, organized by Chengdu Municipal People's Government and supported by German Munich city government, was staged in the Chengdu International Intangible Cultural Heritage Expo Park. The Munich Beer Festival, themed on "Munich in Chengdu and World Carnival", works to present an authentic Munich beer festival with original Bavaria folk culture, which is also rhapsody in early summer for Chengdu citizens.

As the capital of Bavaria state, Munich is the biggest city in south Germany and 3rd largest city in Germany. Since the Middle Ages, Munich, the world 3rd largest place for bee making, is famous for beers and its yearly beer festival fills the whole city with happiness. Its beer festival, over 200 years old, has walked out of Germany and has been hosted in Chinese Dalian, Beijing and Japanese Tokyo. The Munich Beer Festival, when presented in Germany that last for 2 weeks, has attracted 7 million visitors from all over the world. During last beer festival, 6million liters of beers, 114

bulls, 58 calves and 500,000 roasted chickens have been consumed with beer tent, retail establishment and playgrounds being put up. Munich Beer Festival will produce economic value of 1 billion euro for the whole city. Helped by both governments of Chengdu and Munich, Munich Beer Festival made its first appearance in western China. "Chengdu, as the economic and cultural center of southwest China, enjoys consistently prosperous market. And that's why we're fully optimistic about Chengdu and choose to settle our festival permanently in Chengdu." Mr. Tang Dongming from Oriental Munich Cultural Industrial Corporation (Dalian) believed that, this beer festival offers a perfect venue for Chengdu citizens to enjoy their pastime in summer time and brings in international faces to Chengdu's culture and tourism. Oliver Berrick, special envoy for the mayor of Munich believed that, Munich Beer Festival's trip to Chengdu will greatly boost the exchanges between Chengdu and Munich and the friendship between the two people.



To present a cultural feast, we decided to stage Munich Beer Festival-Trip to Chengdu in the Century Square of Chengdu International Intangible Cultural Heritage Expo Park. We has also set up a super beer tent covering an area of 11000 m2, the biggest ever in the history of domestic beer festivals that could accommodate 12000 people drinking and having fun at the same time. It is a record in world biggest single beer tent architecture. The beer tent is put up in accordance with the style of Bavarian architecture from interior decoration to facade, typical shape for Munich festivals. This Munich Beer Festival in Chengdu offers the most renowned and time-honored beer band- HB Royal Beer in Germany in order to enable lucky Chengdu citizens to enjoy the most authentic German beers. On June.7, German musicians performed their last song in Chengdu in the beer tent, Devoted Love, declaring the end of Munich Beer Festival-Trip to Chengdu, a grand beer carnival that last 17 days and attracted 150,000 citizens and visitors to join in this grand beer feast.



伊兹密尔蓝天下的“俏花旦”

友好交流进行时： 成都“首秀”土耳其“国际儿童节”

“国际儿童节”已连续举办了十七届，参与国家主要以东欧国家为主，这是第一次邀请中国代表团参加，成都市儿童艺术团的到来为土耳其民众带来了别具一格的新奇感，在伊兹密尔市刮起了一股“中国风”。

【文/黎笑】

“俄罗斯女孩漂亮调皮可爱”、“塞浦路斯女孩超级热情”、“马其顿男孩表面酷和朋友很亲热”……这是成都市儿童艺术团的小演员们对世界各地儿童的评价。4月21日至28日，包括成都市儿童艺术团在内的成都代表团应邀赴土耳其参加第17届“伊兹密尔—加兹密尔国际儿童节”，为当地民众和其他国家的参演艺术团献上了别具中国风味和成都元素的精彩演出。与此同时，代表团还分别拜会了加兹密尔区总督塞拉菲廷·塔格、区长哈里尔·赛诺尔，并与加兹密尔区国际关系部负责人杰斯敏·艾金等举行工作会谈。

精彩节目赢得喝彩

伊兹密尔市加兹密尔区每年4月23日举办“国际儿童节”，邀请世界各地的儿童欢聚一堂。本届活动共有10支不同国家的少儿艺术团参加，主要活动包括文艺展演、大巡游、民族服装展示等。

成都市儿童艺术团为土耳其民众献上了别具地方特色的文艺演出：节目《麻辣乖么妹》，中国红服装加上成都元素造型，配上传统的四川曲调，动作队形多变，形象鲜明；《俏花旦》借助花旦的娇俏美丽祝福世界儿童幸福、健康、快乐；

《剪纸姑娘》具有浓郁民族特色，以中国传统剪纸的造型和动作让观众体验了一次动静结合的奇妙表演。当地民众和其它国家参演艺术团被精彩演出和四川地方戏曲的独特魅力深深折服，赢得满堂喝彩。“我们和土耳其、俄罗斯、立陶宛、捷克、保加利亚、塞浦路斯、马其顿、罗马尼亚、阿塞拜疆等十个国家的小朋友共同欢庆了节日，大家互相学习、交流，成为了好朋友。”小演员陈金雯说。

成都市儿童艺术团的出色表现，给伊兹密尔市加兹密尔区政府留下了深刻印象。区长哈里尔·赛诺尔两次与代表团座谈，感谢成都的精彩节目，希望与成都加强联系，推动交流合作，增进友谊。加兹密尔区国际关系部负责人杰斯敏·艾金女士在听成都的介绍后表示，非常愿意与成都发展友好关系，并将积极考虑组团访问成都，推动双方在文化及其他领域的交流合作。

值得一提的是，“国际儿童节”已连续举办了十七届，参与国家主要以东欧国家为主，这些国家有的历史渊源密切，有的宗教感情深厚。这是首次邀请中国代表团参加，成都市儿童艺术团的到来为土耳其民众带来了别具一格的新奇感。当地媒体对成都团进行了专访和报道，各大平面和网络媒体也集中报道了成都团的演出活动，成都市儿童艺术团的访问在伊兹密尔市刮起了一股“中国风”。

借演出深化友好交流

此次成功访问，与精心筹划密不可分。出访前，市政府外办协调市文化局、成都市文化艺术学校推荐选拔16位舞蹈专业学生，并挑选了最具成都特色和元素

的文化艺术节目，保证了演出质量和宣传效果。首场演出结束后，主办方当即向成都发出2015年活动邀请，并计划在其文化馆中设立专门区域宣传和展示成都传统文化。

访问期间，代表团还借机与加兹密尔区和其他各国代表团交流和宣传成都的经济、社会、文化等情况，邀请他们来蓉访问，开展文化交流。俄罗斯、捷克等部分代表团对访蓉表示出了浓厚兴趣。国际友好城市——俄罗斯伏尔加格勒市儿童芭蕾艺术学校艺术总监安娜涅娃·奥尔加女士

表示希望借助成都与伏尔加格勒的友城关系发展该校与成都市文化艺术学校的友好关系，促进双方舞蹈专业的合作和交流。

加兹密尔区文化、贸易、工业等发达，是伊兹密尔市国际机场所在地，土耳其最大的出口加工区——爱琴海自由贸易区也坐落于此。成都与该区开展友好交往，并向其推荐我市优势匹配的区（市）县发展友城关系，将增进我市与该地区城市的友好，拓展我市在这一地区的友城布局。



在露天地表演接受当地媒体采访

Ongoing Friendly Exchanges: Chengdu Delegation Appears at Turkey "International Children Festival" for the First Time

The Turkey "International Children Festival" has been held for 17 consecutive years with eastern European countries as the major participants. For the first time a delegation from China has been invited to the Festival: the Chengdu Children's Art Delegation brought a unique sense of wonder to the Turkish people—"a Chinese Wind" blows in the Gaziemil city of Izmir.

[Text / Li Xiao]



Group Photo



In Izmir

"Naughty and cute Russian girls", "Passionate Cyprus girls", "Cool Macedonia boy is very affectionate to his friends." These are comments by actors of Chengdu Children's Art Delegation to children all over the world. From 21st to 28th April, a Chengdu Children's Art Delegation was invited to participate in the 17th Turkey "Izmir—Gaziemir International Children Festival"—presenting wonderful performances with unique Chinese style and Chengdu elements. During the visit, the delegation paid visit to Gaziemil Governor Şerafettin Tug and Mayor Halil Senol and had working talks with Yasemin Akin, director of Gaziemir department of international communications.

Wonderful performances win applause

The "International Children Festival" is a grand gathering for children from all over the world held on 23rd April every year. Children's Art delegations from 10 countries participated in this year's Festival and their main activities include artistic performance, parade and ethnic costume demonstration.

Chengdu Children's Art Delegation presented artistic performances with strong local flavor: The Youngest Sister Spicy—where the Chinese costumes had added Chengdu style elements and Sichuan melody with changing formation and distinctive features. Smart Female—a smart girl wishes children of the world happiness and health; Paper-Cutting Girls has a profound ethnic flavor. Traditional paper cutting style allowed the audiences to experience a magic

performance of movement and peace. Local people and delegations of other countries were filled with admirations by wonderful performances and a round of applause burst out. "We celebrated the festival with children from ten countries of Turkey, Russia, Lithuania, Bulgaria, Cyprus, Macedonia, Romania and Azerbaijan. We learn from and communicated with each other and finally become good friends." Child actress Chen Jinwen said.

Izmir and Gaziemir cities governments were deeply impressed by the wonderful performances of Chengdu Children's Art Delegation. Halil Senol exchanged points of view with Chengdu delegation twice and expressed sincere thanks, hoping to enhance connections, promoting exchanges and cooperation and strengthen friendship. After listening to the introduction of Chengdu, Ms. Yasemin Akin, director of Gaziemir department of international communications, expressed her intention to develop friendly relations with Chengdu and said she would consider leading a delegation to visit Chengdu and promote two-way exchanges and cooperation in culture and other fields.

It is worth mentioning that "International Children Festival" has been held for 17 consecutive times with eastern European countries as major participants. Turkey shares historic relations with some participating countries and religious sentiments with other participants. It is the first time that a delegation from China has been invited to the Festival and Chengdu Children's Art Delegation brought a sense of wonder to Turkish people. Local media had special coverage on the Chengdu delegation

Deepening friendly exchanges by performance

The successful visit this time results from careful planning. Before the visit, the Chengdu FAO coordinated Chengdu Culture Bureau and Chengdu Culture & Art School to select 16 students majoring in dancing and art performance with typical Chengdu style. Performance quality and effects were ensured. After the first performance, the host promptly sent invitation for 2015 to Chengdu Municipality and planned to set up a special zone in their house of culture to publicize and showcase traditional culture of Chengdu.

During the visit, the delegation also took the opportunity to communicate with other delegations and Gaziemir city and publicize Chengdu's economic, social and cultural conditions, inviting them to visit Chengdu and carry out cultural exchanges. Some of delegations from Czech and Russia are highly interested in visiting Chengdu. Volgograd (Chengdu's international sister city in Russia) Children Ballet Art school Director Anna Eva Olga hoped to use Chengdu-Volgograd sister relations to develop friendly relations with Chengdu Culture & Art School and promote cooperation and exchanges in dance.

Art processing zone of Turkey—Aegean Sea Free Trade Area. Chengdu Municipality actively carry out friendly exchanges with Gaziemir and recommend districts to match with Gaziemir to develop sister city relations with Gaziemir and expand the sister city layout of Chengdu in this region.



蓉欧快铁终点站罗兹物流中心

跨越亚欧大陆 成都“拥抱”欧洲

——成都媒体代表团欧洲友城行

友城是城市间开展交往合作的有效载体，通过友城平台，发挥友城效应，成都正在与越来越多的姐妹城市开展更深层次、更宽领域的合作，友城资源已经成为成都打造西部经济核心增长极，建设现代化国际化大都市的强大助推力。

【文/萧繁】



采访国际极限运动会相关负责人

6月初，成都已渐入初夏时节。远在万里之外的欧洲，还沉浸在春天的气息中。成都媒体访问团一路西行，在法国、波兰、德国的我市友好城市和友好合作关系城市留下足迹。自从1981年6月成都与蒙彼利埃签署缔结友好城市关系议定书，成为中法之间第一对友好城市和我市的第一个国际友好城市以来，目前，成都已拥有23个国际友好城市、33个国际友好合作关系城市，遍布全球五大洲。友城是城市间开展交往合作的有效载体，通过友城平台，发挥友城效应，成都正在与越来越多的姐妹城市开展更深层次、更宽领域的合作，友城资源已经成为成都打造西部经济核心增长极，建设现代化国际化大都市的强大助推力。

值得一提的是，此次“成都媒体友城行”活动是外宣和外事资源整合、联合进行城市营销和友城宣传的创新探索。依托我市国际友城资源，借助外宣有力的宣传渠道，外宣外事携手精心策划“2014成都—世界面对面”系列报道，以成都媒体访友城的独特视角，从“蓉欧快铁”开篇，深度挖掘国际会议、国际交通、国际友城经贸、文化、教育、体育交流等方面内容，并集中一段时间在国内外主流媒体播发多篇采访报道，既立体展现了成都国际友城建设的务实成果、让市民更多感知成都的国际化，又通过生动报道让友城公众更加了解成都、促进成都海外知晓度和美誉度的不断提升。据不完全统计，法国《欧洲时报》、新华社、人民日报（海外版）、中央人民广播电台、中国日报、成都日报、成都商报、成都晚报、成都电视

台刊（播）发报道30余篇（条），被人民网、新华网、央广网、网易、搜狐、新浪、凤凰等知名网站转载。

法国： 携手共渡33年 美好时光将继续

作为中法之间第一对友好城市，蒙彼利埃与成都已结好33年，两市在教育、文化、体育及医疗等领域的交流合作取得了丰硕成果，今年还会继续深入推进。可以说，成都与蒙彼利埃之间的合作已经成为成都友城合作乃至中法友城合作的典范。

FISE国际极限运动会是法国飓风极限运动公司发起创办的世界第二大极限运动赛事，自1997年起源于蒙彼利埃以来都在该市举行，至今已有17年历史。今年10月24日至26日，成都市民在家门口便可以感受到FISE国际极限运动会带来的激情和活力。

法国飓风极限运动公司首席执行官荷弗·安德鲁-贝诺特来过成都多次，在他的

亲身体验中，成都发展很快，尤其是在极限运动方面，吸引了越来越多的年轻人参与。今年开始的巡回赛，成都能从14个竞争城市中脱颖而出，不仅仅因为成都是蒙彼利埃的友好城市，是中国西部一个重要的中心城市，更因为成都的城市发展、交通状况、举办场地等综合指标在承办国际赛事方面非常具有优势。他预估，今年到成都参赛的职业选手和业余选手有400名。

在成都“蒙彼利埃小学”的姐妹学校——蒙彼利埃“成都小学”大门口，远远就看到了“成都”两个汉字。两所小学不仅外观风格完全一致，教学特色相同，并且在课程中都加入中法语言、中法文化的元素。这也是中法交流史上首次以对方城市命名的学校。该校校长卡特琳娜·佩尔丹介绍，蒙彼利埃“成都小学”是从2013年9月开始开课的，是一所公立学校，接收3-12岁的孩子，共有11个班级，每个班级30人。“与蒙彼利埃的其他学校不同的是，‘成都小学’将中文作为一门必修课，面向学校7岁以上的孩子授课。”



蒙彼利埃小学中文课堂



1 采访蓉欧班列副总经理
2 采访罗兹省省长

3 罗兹省举行友城留学生政府奖学金新闻发布会
4 在罗兹大学推介成都国际友城留学生政府奖学金

成都的“蒙彼利埃小学”正在积极筹建，今年9月将会招生。卡特琳娜·佩尔丹表示，她与远在成都的“蒙彼利埃小学”校长互动非常频繁，“我们尽可能多地交流经验，希望两地的孩子们有更多的交流，在当地就可以原汁原味地学习到对方的语言文化。”

去年9月，电子科技大学与蒙彼利埃二大共建孔子学院的合作项目，为友城合作、中国文化传播搭建了新的平台。蒙彼利埃二大副校长弗朗西瓦·汉纳表示，两地在学生交流、文化交往方面取得了许多成绩。他表示，蒙彼利埃与成都大学之间的交流方式，也将被蒙市更多地推广。

展望未来，成都蒙彼利埃友城交流部负责人罗伯特·柯特表示，蒙彼利埃新任市长对与成都的友好关系非常重视，愿意进一步促进两市友好交往，扩大两市交流合作。

波兰： 蓉欧快铁打通亚欧大陆桥大动脉

中国成都，波兰罗兹，两座分别位于亚、欧大陆，相距万里的城市如今被一条铁路紧密相牵。自2013年开通以来，蓉欧

快铁已成为目前国内唯一承诺每周开行、固定周六发车的欧洲直达专列，并将在今年开行返程班列，实现双向稳定运行，力争将运行时间缩短至12天。

蓉欧快铁欧洲终点站位于波兰罗兹的奥兰霍夫铁路物流中心，该中心经理雅努士表示，装载在集装箱里的货物从成都经过14天马不停蹄的旅程抵达这里后，便被专门起重机械从火车上卸下，再在1—3天的时间里去往欧洲各国。成都亚欧班列物流有限公司副总经理Tomasz Grzelak，同时也是拥有罗兹奥兰霍夫铁路物流中心的波兰Hatrans物流有限公司董事长，他说，戴尔公司是他最大的客户，从成都运来的电脑零配件能非常快捷地抵达戴尔生产基地。今年以来，蓉欧快铁运量增长非常迅速，上个季度同比增长55%。

蓉欧快铁一头连接着中国西部经济总量最大的贸易中心城市成都，辐射西南地区2.5亿人口，一端伸向欧洲大陆新兴的交通枢纽波兰罗兹，不仅是南线亚欧大陆桥物流大动脉，还带来了人流和资金流的积聚，将中国西部与欧洲紧密地联系在一起，为成都和中国西部外向型经济蓬勃发展注入动力，将为到2020年中欧双边贸易额实现1万亿美元作出贡献。罗兹省省长

维托德·斯特皮恩表示，希望将罗兹市建设成为中国商品和服务进入罗兹、波兰和中东欧市场的门户，也希望蓉欧快铁双向运行后让成都成为波兰及欧盟厂商进入成都、中国及东南亚市场的贸易枢纽。

随着来自成都的货物源源不断地抵达罗兹，并经由这里发往欧洲各地，成都与罗兹的交往也像蓉欧快铁一样不断提速。2013年11月，两市正式建立友好合作城市关系。今年，罗兹省市在中国的第一个经贸办事处即将落户成都。该代表处是罗兹省和罗兹市政府在中国设立的首家省级经贸代表处，也是继布鲁塞尔代表处后在全球范围内设立的第二家经贸代表处。自2014年3月起，罗兹省、市政府专门派一名代表在成都开展工作，进行代表处前期筹备。代表处的设立，既是罗兹省、市政府高度重视对成都合作的体现，也希望进一步扩大双方经贸合作和人员往来。

德国：中德对话论坛7月成都举办

2014年，德国与成都的交流频繁而丰富——中欧城镇化合作示范城市伙伴关系、中德对话论坛，以及不久之前才盛大

举行的慕尼黑啤酒节。中国驻德国大使馆公使李晓骝所说，成都应更好地借助与德国友好城市、友好合作关系城市的平台，充分发挥自身优势，进一步增强双方之间的交往。

今年7月，中德对话论坛2014年会议将在成都举办。中德对话论坛于2005年根据中德两国领导人共识成立，轮流在两国举行会议。“论坛将会由双方的政府、经济、媒体、学术等方面的人士参与，论坛也为进一步深化双方合作提出政策建议。这次选择成都，也是希望借此机会，让更多的德国人了解中国西部，增强对成都的认识，促进双方合作。”李晓骝认为，成都作为此次论坛的东道主，可以借次机会让大家更加了解成都发展现状和经济活力。

成都与德国波恩市自2009年结好以来，开展了丰富有效的合作。位于波恩的德国联邦职业教育与培训研究所（简称BIBB），主要从事职业教育及职业培训的研究和推进，在德国乃至国际上享有盛誉。BIBB国际合作部负责人汉娜诺尔·克里斯博士说，研究所和全球30多个国家的职业培训机构建立了合作关系。“我们了解到德国有很多大企业都对成都有兴趣，有些已经在成都落户，我们的学生也有在成都的德国公司实习。”

在特殊教育领域，2012年3月，成都市青羊区特殊教育中心与波恩奥古斯特-马克学校签署友好合作备忘录，建立友好校际关系，这是我市与国际友好城市在特殊教育领域建立的第一对友好校际关系。

对于两个城市未来合作方向，波恩市市长于尔

根·宁普奇表示，低碳环保发展将是两市合作发展的主要课题，此外，在职业教育、文化、公共交通等多个方面，波恩与成都拥有广阔的合作空间。他介绍，两市在处理废水、清洁空气、节能减排方面进行了深入的交往，不仅派出专家实地考察，并且连续举办低碳可持续发展论坛进行深入沟通，“波恩将尽可能在这些方面提供经验和专家支持，希望双方能将合作深入发展下去。”

探索：成都为国际友城留学生政府奖学金和公务员交流奖学金搭建友城交往新桥梁

借助“成都媒体访友城”活动，媒体团除进行友城采访外，还在罗兹大学、蒙彼利埃二大、波恩大学向友城高校师生推介“成都市国际友城留学生政府奖学金”和“成都市国际友好城市公务员交流奖学金”项目，并播放成都城市形象宣传片，受到当地政府和师生的热烈欢迎，罗兹省政府还专门举行新闻发布会，向波兰各大媒体介绍奖学金项目的相关情况，***引来波兰媒体竞相报道。友城政府及高校负责人表示，留学生政府奖学金项目是促进成都与国际友城友好交流的新桥梁，将进一步推动友城间的教育和文化交流，增进相互了解。不少学生对奖学金项目表示出浓厚兴趣，并意向启动奖学金申请。罗兹市政府一名从事国际交流的工作人员积极申请该项目，将成为成都市国际友城中申请公务员交流奖学金的第一人，并于今年9月正式入学。



采访波恩市长



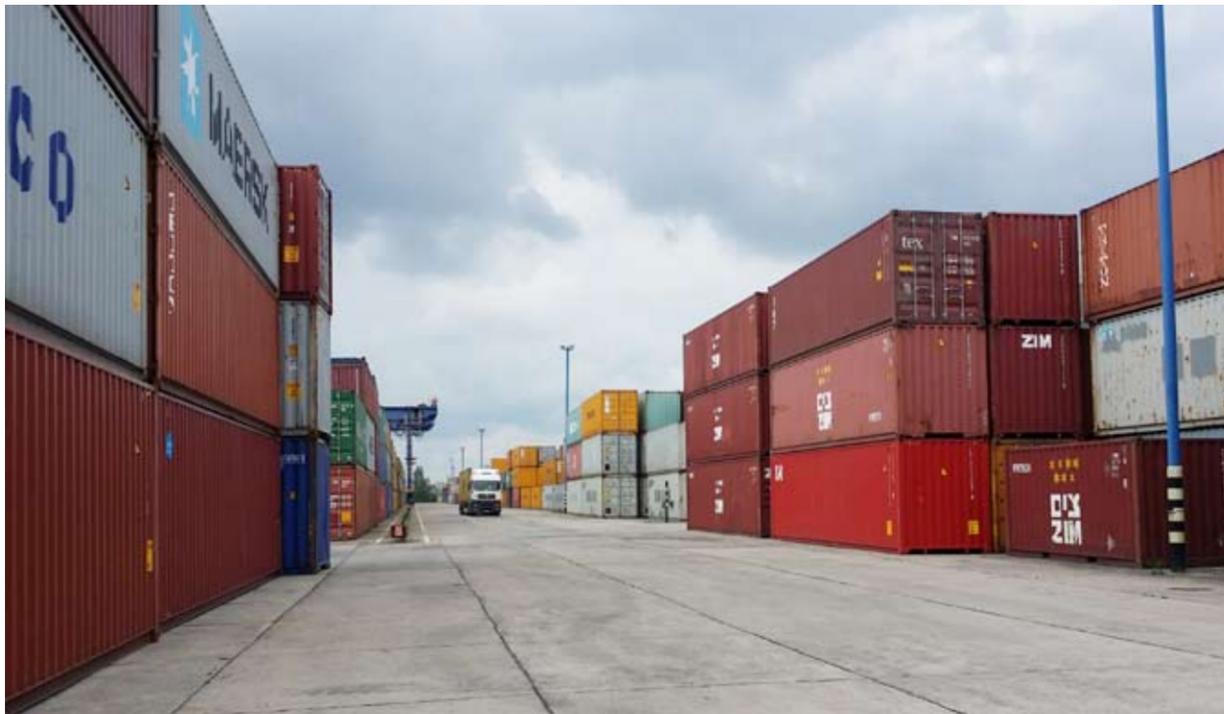
采访的德国联邦职业教育与培训研究所负责人

Crossing Asia European Continent, Chengdu Embrace Europe

—Trip to European sister cities of Chengdu media delegation

Sister cities, as an effective carrier for international exchanges, provide wonderful platform for Chengdu to launch deep cooperation with its sister cities in wider areas and help build Chengdu into a truly internationalized and modernized city as well as the core growth pole in western economic growth.

[Text / Xiao Fan]



Aolan Hof Railway Logistic Center of Lodz



Chengdu Primary School in Montpellier



Interview with Mr. Robert Kurter

Chengdu is in its early summer time in June, while Europe is bathed in its warm spring a thousand miles away. The Chengdu media delegation left their footprints in Chengdu's sister cities from France, Poland and Germany. Since Montpellier and Chengdu signed sister cities protocol in June, 1981, creating the first sister city in the history of France and China, nowadays, Chengdu already has 23 international sister cities and 33 cities that have established friendly cooperative relationship all across the 5 continents. Sister cities, as an effective carrier for international exchanges, provide wonderful platform for Chengdu to launch deep cooperation with its sister cities in wider areas and help build Chengdu into a truly internationalized and modernized city as well as the core growth pole in western economic growth.

What's noteworthy, the trip of Chengdu media delegation is an innovative move to raise the profile of Chengdu through foreign affairs and external publicity. The office for foreign affairs joining the office for external publicity in devising the series of news coverage "2014 Chengdu & World Face To Face" from the perspective of Chengdu media visiting sister cities, starting from "Chengdu-Europe Fast Railroad", to exploring information about international conferences, transportation, economic, trade, cultural, educational and sports exchanges with international cities. All the media coverage aims at enabling people from

sister cities to know better about Chengdu and lift the awareness and reputation of Chengdu through lively report by showing the products of internationalization and international exchanges through plenty of media coverage. According to the statistics, French European Times, Xinhua News Agency, People's Daily, China Radio International, China Daily, Chengdu Daily, Chengdu Business, Chengdu Evening, Chengdu TV have issued over 30 news coverage and most of them have been transshipped by People's Network, Xinhua Network, CNR Network, NetEase, Souhu, Xinlang, IFENG and other noted websites.

France: spent 33 years together and more beautiful time in the future

As the first sister cities in China and France, Montpellier and Chengdu has been sisters for 33 years, a period of time that witnessed generous cooperation and interactions in education, culture, sports and medicine and will expect even more fruitful exchanges in the years ahead. It's fair to say that the friendship between Montpellier and Chengdu could serve as a role model.

FISE(France International Sports Extreme), the world second largest extreme sports game initiated by French Hurricane Extreme Sports corporation, has been hosted by Montpellier for 17 years since being born in Montpellier. And

this year, from Oct.24 to 26, Chengdu citizens are able to enjoy the passion and dynamism of FISE at doorstep.

Andrew, the CEO of French Hurricane Extreme Sports corporation have been to Chengdu for many times and he is the eyewitness for the rapid growth of Chengdu especially the extreme sports, which has attracted a growing number of young people to participate. The reason why Chengdu stood out among 14 competitive international cities for the tour game is not only because Chengdu is the sister of Montpellier and an important city in western China, but also due to Chengdu's competitive advantage in several indicators to host international games such as the city construction, transportation and venues. CEO Andrew predicted that 400 professional and amateur player will join Chengdu's game.

Chengdu Primary School in Montpellier, the sister school for the Montpellier Primary School in Chengdu seems distinct with the two characters Chengdu. The two sister schools share the same facade style, teaching features and both add the courses of Chinese and French language. Chinese and French culture into the curriculum. They are also the first sister schools named after the cities in the history of China-France exchanges. Catalina, the principal for Chengdu Primary School in Montpellier introduced that, the Chengdu Primary School, as a public school, started operation since September, 2013 and admitted students aged

from 3 to 12 with a total of 11 classes and 30 students in each class. Different from other elementary schools in Montpellier, Chengdu Primary School has made Chinese language a compulsory course opened to students over 7 years old.

The Montpellier Primary School in Chengdu is prepared underway and expected to recruit students in this September. Principal Catalina indicated that, she had very close interactions with her counterpart, the principal of Montpellier Primary School in Chengdu. "We try to keep a close contacts and share experiences because we hope our kids in both schools could learn the authentic language and culture of each other."

In last September, Sichuan University of Electronic Science worked with Montpellier No.2 University on the Confucius Institute program, creating a new platform for sister cities interactions and spreading Chinese culture. Hanner, the vice president for Montpellier No.2 University told that, they have made tremendous achievements with Sichuan University of Electronic Science in terms of students exchange and cultural engagement. He also indicated that, the way his school interacted with Chengdu counterpart will be applied extensively in Montpellier.

Looking into the future, Robert Kurter, responsible for Chengdu Montpellier Sister Cities Exchange Department revealed that, the new mayor of Montpellier highly valued its friendship with Chengdu and would like to further close interactions with Chengdu.

Poland: Chengdu-Europe Fast Railroad starts a new channel open to Asia Europe transport

Chinese Chengdu and Poland Lodz, two cities that locate in Asia and European continents and sit tens of thousands of miles away from each other, are now connected by a railroad. Since starting operation in 2013, Chengdu-Europe Fast Railroad, a direct special train reaching Europe that promises to run at every Saturday,

is expected to open a return train back to Chengdu in this year and shorten the operation time to 12 days. A two-way operation is estimated to be available soon this year.

The terminal for Chengdu-Europe Fast Railroad is situated in Aolan Hof Railway Logistic Center of Lodz. The manager for Aolan Hof Railway Logistic Center indicated that, cargo freight loaded in the containers will arrive in Aolan Hof after 14 days non-stop journey, be unloaded then delivered to European nations within 1 to 3 days. Tomasz Grzelak, deputy general manager for Chengdu Asia Europe Train Logistic corporation, also the president for Poland Hatrans Logistic corporation in Lodz Aolan Hof Railway Logistic Center revealed that Dell is his biggest client and the computer components from Chengdu could be shipped very fast to Dell production base. This year has witnessed very rapid growth of Chengdu Europe Fast Railroad as it was up by 55% in last quarter. Chengdu Europe Fast Railroad, linking Chengdu, the trading center with the largest economic volume in western China that could influence 250 million population to Lodz, Poland, an emerging transportation hub in European continent, serves as not only an efficient logistic channel connecting Asia and Europe, but also a magnet that attracts huge human traffic and capitals flow, which brings closer western China and Europe, injects impetus to the export-oriented economy in Chengdu and China's west and contributes to the expected 1 trillion bilateral trading volume between China and Europe in 2020. Governor of Lodz province said that he hope to build Lodz into a gateway for Chinese goods and services exporting to Lodz, Poland, central and eastern Europe and turn Chengdu into the trading hub for Poland and EU enterprises entering Chengdu, Chinese and even southeast Asia market.

As cargo freights from Chengdu keeps reaching Lodz and being delivered to other countries in Europe, the interactions between Chengdu and Lodz keep gaining momentum. In November 2013, the two cities entered into sister cities relationship. This year, Lodz province

will set up an economic and trade office in Chengdu, the first ever in China and second after Brussels in the world. From March 2014 on, both Lodz provincial and city government have sent an official to work and prepare for the establishment of the representative office in Chengdu, which symbolized the high commitment of Lodz provincial and city government to Chengdu and hope to extend two way economic, trade and human-to-human interactions.

Germany: Chinese Germany Dialogue Meeting is to staged in July, Chengdu

The year 2014 has witnessed frequent and fruitful exchanges between Chengdu and Germany, namely, the China-Europe Urbanization Cooperation Model Partnership, Chinese Germany Dialogue Meeting as well as the Munich Beer Festival just landed in Chengdu not long before. Mr. Li Xiaosi, minister counselor for Chinese Embassy in Germany believed that, Chengdu could make full use of the platform offered by its close friendship with sister cities and friendly cooperative cities in Germany and its own advantages in order to bring about closer exchanges.

In this July, Chinese Germany Dialogue Meeting 2014 is to be staged in Chengdu. Initiated by both leaders of China and Germany in 2005, Chinese Germany Dialogue Meeting will be held in each country in turn and invite representatives from both governments, medias, business and academic circle in an attempt to pool good suggestions to deepen the two way collaborations. The reason we choose to convene this meeting in Chengdu this time is because we hope to get our German people to know more about Chengdu about western China for a long term two way cooperation. Minister counselor Li Xiaosi believed that, as the host city, Chengdu could take this opportunity to make itself, especially its current economic and social performance as well as its dynamism better known to the world.

Since concluding official sister cities relationship in 2009, Chengdu and Bonn have launched productive cooperation with each other. BIBB, located in Bonn, dedicating to the research and facilitation of vocational education and training, enjoys both national and international reputation. Doctor Hanner Knoll, from BIBB International Cooperation Department said that, BIBB had developed partnership with over 30 international vocational training institutes. "We have learned that many big German companies showed strong interest in Chengdu, some have already started business in Chengdu and some of our students had internship in German companies in Chengdu."

In March 2012, the Special Education Center in Chengdu's qingyang district and Bonn August Macke School signed an MOU that aimed at developing friendly cooperation in special education and building friendly relationship, which is the first inter-school links in special education in the history of Chengdu's interaction with international sister cities.

Mayor of Bonn city indicated that, low carbon and environmental protection will be the major focus of cooperation between Chengdu and Bonn. In addition, Bonn and Chengdu enjoy broad room of future partnership in terms of vocational education, culture and public transport. He also introduced that, the two cities already had deep interactions in waste water treatment, clean air, energy conservation and emission reduction. And we have send our experts to pay field visits to each city and had extensive discussion on hosting the Low Carbon & Sustainable

Development Forum. "Bonn would like to offer expertise and experts support to deepen the two way cooperation. "

Exploration: Chengdu created new bridge for international exchanges by Chengdu International Students Scholarship and Civil Servants Scholarship

The Chengdu delegation had full interviews in its sister cities through Chengdu Media's Interview with Sister Cities event, promoted Chengdu International Students Scholarship and Civil Servants Scholarship in Lodz University, Montpellier No.2 University and Bonn University, and worked to raise the profile of Chengdu through playing the city advertising film. These efforts were proved to be very popular among local governments, teachers and students. The Lodz provincial government even held a press release to brief the scholarship programs, attracting booming media coverage.

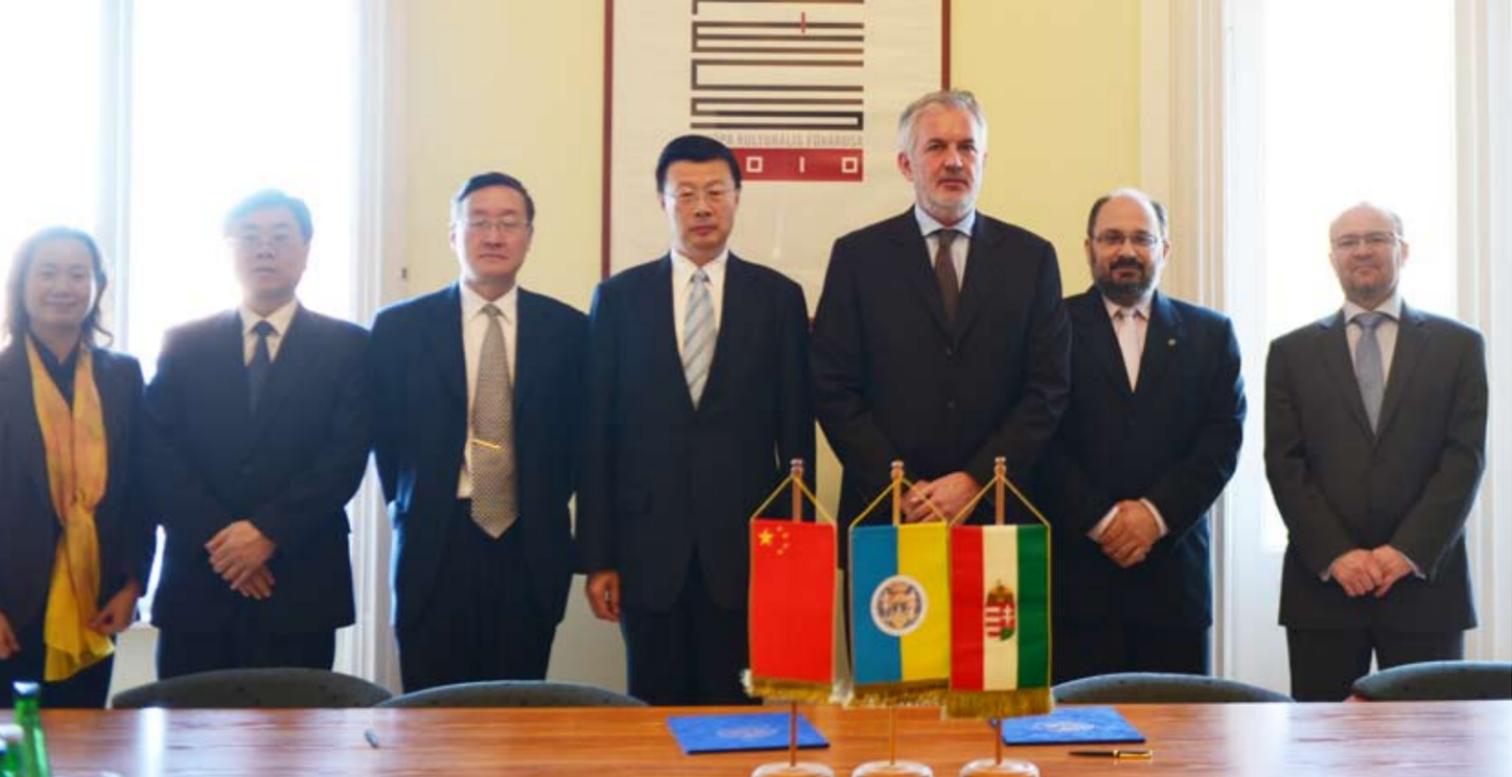
People speak for Lodz government and universities indicated that, the two Chengdu scholarship programs are offered in the hope of deepening people to people exchanges, educational and cultural communications and mutual understanding. A number of students showed strong interest in the scholarship programs and intended to start applying for it. A staff from the international communication department of Lodz government even started applying, and he will become the first applicant for Chengdu Civil Servant Scholarship and will be admitt



In Bonn University



Interview with Mayor of Bonn City



成都市人大常委会主任于伟与匈牙利佩奇市市长帕瓦·索尔特签署成都佩奇友好合作关系备忘录

成都友城交流劲吹“欧风”

——成都市人大常委会主任于伟率团出访欧洲国际友城

一方面落实交流项目，夯实合作基础；另一方面做好城市形象宣传，打造国际化城市品牌。此访，开展了合作洽谈、宣传推介、投资促进、考察调研等12场活动，加强了成都与上述国家议会和地方政府的友好交流，取得了友城交流、教育合作、文化互鉴、商贸推介等方面的丰硕成果。

【文/黎笑】

与俄罗斯圣彼得堡市加强教育、文化和旅游等领域交流，与匈牙利佩奇市签署建立友好合作关系备忘录，出席“2014伦敦成都周”启动仪式……5月14日至23日，成都市人大常委会主任于伟率团访问俄罗斯、匈牙利和英国，10天行程中开展了合作洽谈、宣传推介、投资促进、考察调研等12场活动，加强了成都与上述国家议会和地方政府的友好交流，取得了友城交流、教育合作、文化互鉴、商贸推介等方面的丰硕成果。

成都再添友好合作关系城市

此行的第一站是俄罗斯圣彼得堡市。于伟主任率成都代表团拜会了友好合作关系城市圣彼得堡市外事委员会第一副主席隆斯基，就两市续签友好合作关系备忘录、加强教育、文化和旅游等领域交流达成共识。隆斯基表示，圣彼得堡市拟于2015年派艺术团来蓉参加成都国际友城青年音乐周活动，加强两市文化艺术交流，并承诺续签成都与圣彼得堡市友好合作关

系备忘录。在会见圣彼得堡国立理工大学副校长多尔戈波洛夫时，于伟主任推介了成都市友城留学生奖学金项目，鼓励该校派遣留学生来成都学习；拜会友城伏尔加格勒市市长古谢娃、伏尔加格勒市议会俄罗斯共产党主席沙马纳耶夫时，就2014年互派团组参加伏市国际友城大会和成都国际友城青年音乐周交换了意见。

近年来，成都市积极开展与匈牙利等中东欧国家发展友好关系，佩奇市作为“欧洲文化之都”和匈牙利著名的研发教

育中心，与成都市合作前景广阔。于伟主任与佩奇市市长帕瓦·索尔特共同签署了两市建立友好合作关系备忘录，双方就促进经贸、旅游、文化和教育领域合作进行了深入交流。“我们对两市交往前景充满信心，期待两地发展长期友好关系。”索尔特表示。与此同时，我市金牛区与匈牙利布达佩斯第八区建立了工作联系，为双方未来深化商贸、教育合作，建立友好关系奠定了基础。此外，代表团还与匈牙利创新署副署长柯然·拉左举行了工作座谈，并达成共识：双方将尽快梳理科技创新的优势领域和有意与对方开展合作的企业名单，促进双方科技创新企业间开展友好交流与务实合作，为争取匈牙利国家创新署在成都设立技术转移办公室奠定了坚实基础。

访英期间，于伟主任出席由成都与我驻英国大使馆共同举办的“2014伦敦成都周”启动仪式并致辞。在致辞中，他向参与启动仪式的英国各界精英和代表介绍了成都的国际化建设现状，回顾了与英国在各领域的合作成就，表达了成都未来与英国在更宽领域、更深层次的合作交流的愿景。启动仪式后，于伟主任还分别拜会了英国议会上议院议员韦鸣勋勋爵和我市友城谢菲尔德市议会代表玛丽。代表团还拜会了金牛区友城索尔福德市市长斯图亚特以及大英博物馆对外展呈部主任克鲁克和伦敦大学建筑环境学院商务发展主任柯德进行工作交流，并与大英博物馆和伦敦大学建筑环境学院达成交流意向，促进成都与上述机构开展展览和培训方面的合作，他们纷纷表示将尽快到成都考察市场。

在与俄、匈、英三国地方政府、议会、企业的交流中，于伟主任分别就成都近年来经济社会发展、现代化和国际化进程、领馆建设和国际航线、“72小时过境免签”政策等情况作了宣传说明，还重点推介了成都市政府2014年3月设立友城留学生、公务员奖学金政策，鼓励当地大学、政府和议会派员来蓉学

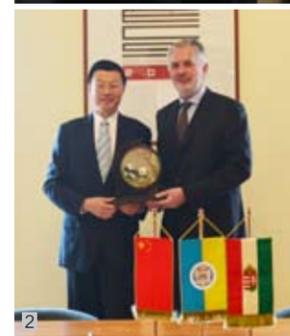
习、培训，培育友好交流使者。此行还进一步拓展了地方人大与地方议会对外交往渠道。

落实交流项目 做好城市营销

欧洲是我市国际友城数量最集中的区域。本次访问将目的地锁定为俄罗斯、匈牙利、英国三国，进一步深化了我市与欧洲各国的传统友谊。10天的访问，12场活动，一方面落实交流项目、夯实合作基础，另一方面做好城市形象宣传、打造国际化城市品牌，加深友好合作，让我市友城交流劲吹“欧风”。

目前是成都与俄罗斯、匈牙利等国城市发展友好合作关系的契机，我市将继续加强沟通对接，加深相互了解，促进双方城市在经贸、旅游、教育和文化等领域全方位、深层次合作，为正式建立友好关系奠定基础。同时充分利用友城来访时机，积极推介参观考察点位，充分展示成都在城市建设、文化旅游、教育科研、公共服务等领域的成就，力争吸引更多企业来蓉投资发展、学生来蓉学习深造、游客来蓉走访体验。此外，还将积极邀请友城政府派团来蓉参加西博会、欧洽会、糖酒会等国际展会活动，提供交流平台，寻找经贸合作机会。目前成都开展城市全球营销的主要渠道包括中国驻外使领馆、国际航线、友好城市等，应着力依托这些有效渠道和平台，充分发挥其国外影响力和辐射作用，加大境外主流媒体对成都的正面新闻报道，进一步提升城市的国际影响力。

本次出访进一步加强了与国外议会在友好交流、友城交往、项目推进等领域的交流与合作未来将加强与来访外国议会代表团的交流和探讨，力争建立定期或不定期议会交流机制，为宣传人民代表大会制度优越性，介绍成都良好发展环境和产业优势，引导双方人民加深友谊，建立互信关系、拓展合作领域，实现互利共赢发挥积极作用。



1 于伟主任会见匈牙利创新署署长柯然·拉左
2 于伟主任会见匈牙利佩奇市市长帕瓦·索尔特
3 于伟主任会见俄罗斯伏尔加格勒市市长古谢娃
4 于伟主任会见圣彼得堡市外事委员会第一副主席隆斯基
5 于伟主任会见俄罗斯伏尔加格勒第三中学校长

Europe Will be the Focus of Chengdu in Its International Communications

—Proved by the visit of Yu Wei, Chairman for Chengdu People's Congress to Europe

The purpose for chairman Yu Wei's visit to Europe is to, on one hand, put existing programs in practice, lay a solid foundation for a long-lasting friendship, on the other hand, to raise the profile of Chengdu and make it a real internationalized city. A total of 12 events including meetings, promotions, investment event and field visits were carried through during the visit, a productive visit that strengthened friendship between Chengdu and the local governments and councils of several European nations and promoted cultural engagement as well as mutual engagement in education, trade.

[Text / Li Xiao]

The delegation had productive exchanges in education, culture and tourism with St. Petersburg of Russia, signed the MOU of establish friendly cooperative relations with Pécs of Hungary, and attended the launching ceremony for 2014 Chengdu Week in London. Yu Wei, Chairman for Chengdu People's Congress led a delegation to visit Russia, Hungary and Britain from May 14 to 23. During his 10 day visit, A total of 12 events including meetings, promotions, investment event and field visits were carried through, a productive visit that strengthened friendship between Chengdu and the local governments and councils of several European nations and promoted cultural engagement as well as mutual engagement in education, trade.

Another international city joined in the list of international cities that have friendly cooperative relations with Chengdu

The first leg for chairman Yu Wei's visit is St. Petersburg of Russia. Yu wei led his Chengdu delegation to have a meeting with Mr. Longski, the first deputy president for St. Petersburg Foreign Affairs Committee and reached a series of consensus on preparing the future MOU of establishing friendly cooperative relations, developing cooperation in education, culture and tourism. Mr. Longski told that, St. Petersburg has planned to send an art delegation to attend the 2015 Chengdu International Sister Cities Youth Music Festival to enhance art

engagement and promised to renew the MOU of friendly cooperative relations with Chengdu. Chairman Yu Wei briefed Chengdu Sister Cities Students Scholarship when having the meeting with Mr. Dolgoplov, the vice president for St. Petersburg State Polytechnic University and encouraged them to send students to study in Chengdu. Chairman Yu Wei also had discussions on exchanging visits to participate the Volgograd International Conference and Chengdu International Sister Cities Youth Music Festival in 2014 when meeting with the mayor of Volgograd and the Republican chairman for Volgograd city council.

The recent years have witnessed Chengdu's great efforts to develop friendship with central and eastern European countries such as



St. Petersburg



Volgograd City



Budapest

Hungary. Pécs, as the "Cultural City in Europe" and Hungary renowned research, development and education center, enjoys a broad prospect of cooperation with Chengdu. Chairman Yu Wei and the mayor of Pécs signed the MOU of establishing friendly cooperative relations and the two sides had deep discussions of ways to enhance two way cooperation in tourism, culture, education, economy and trade. "We're quite confident about the prospect of our cooperation in the future and we look forward to witnessing a long and lasting friendship," said mayor of Pécs. Meanwhile, the Jinniu district of Chengdu has built contacts with the 8th district of Pécs, paving the way for future engagement in trade, economy and education. Otherwise, the Chengdu delegation had a meeting with the deputy director of Hungary National Innovation Agency and reached an agreement on sorting out the list of enterprises that have intention to work with their counterparts in each other's city and the areas that both sides enjoy technological advantages in order to bring out practical business partnership and finally win for an earlier establishment of an technology transfer office in Chengdu by Hungary National Innovation Agency.

During his visit in Britain, chairman Yu Wei attended the 2014 Chengdu Week in London co-organized by Chengdu and Chinese Embassy in Britain and addressed at the launching ceremony. He introduced the current performance of Chengdu in its internationalization campaign, reviewed the achievements of cooperation made by both Chengdu and Britain and voiced the vision to launch more extensive cooperation with Britain in a wider-ranging areas. After the launching ceremony, chairman Yu Wei had separate meetings with the congressman of the House of Lords of British Parliament, and representative from the Sheffield city parliament, our sister city. The Chengdu delegation paid special visits to the mayor of city of Salford, sister

city for Jinniu district and the director of external exhibition department of British Museum. The delegation also had a work meeting with the business director of architecture environment school, London University, reached an agreement with both Britain Museum and architecture environment school of London University to launching cooperation by exhibitions and training programs. The representatives from both Britain Museum and London University expressed their will to visit Chengdu soon before any practical engagement.

Chairman Yu Wei briefed the economic and social performance of Chengdu, latest development of modernization and internationalization, consulates generals and international air routes as well as the 72 hour Transit Without Visa policy to their British, Russian and Hungary counterparts at governmental, parliament and business levels. Yu Wei made a special effort to promote the sister cities students scholarship, civil servants scholarship of Chengdu founded in this March by Chengdu city government in order to attract foreign universities, governments and parliament to send students of officials to study and have training programs in Chengdu. This is a move that will breed friendship ambassadors on behalf of both sides and broaden the channels for local people's congress and council to have international exchanges.

Materialize exchange programs and promote the city

Europe is home to most international sister cities for Chengdu. That's why the target for this visit is in Russia, Hungary and Britain, which furthered our traditional friendship with European nations. During the 10 days visit, 12 events have been carried out in order to on one hand, put the existing exchange programs in practice, pave the way for future cooperation, and on the other hand, to raise the profile of Chengdu and shape

it into a real internationalized city, and finally develop deeper friendship with European cities. It is the right time for Chengdu to develop friendship with Russia and Hungary cities currently. Efforts will be made by Chengdu to enhance mutual understanding by deeper communications, strengthen two way extensive cooperation in economy, trade, tourism, culture and education in order to lay a solid foundation for the establishment of official sister cities relationship. Chengdu will also take every opportunity from foreign delegations' visit to Chengdu to fully demonstrate Chengdu's achievements in city construction, cultural tourism, education and scientific research and public services in the hope of attracting more enterprises to invest and grow business in Chengdu, more students to study in Chengdu and more visitors to travel in Chengdu. In addition, we'll strongly recommend and invite governments of our sister cities to send delegations in Chengdu to join our big international events such as the Western China International Fair, China-EU Investment Trade & Technology Cooperation Fair and China Food & Drinks Fair to seek business opportunities by these wonderful platform. At present, we promote ourselves to the outside world mainly by Chinese embassies and consulates general overseas, international air routes and international sister cities in an attempt to uplift the international influences of Chengdu by positive media coverage from oversea mainstream press. This visit also enhanced two way exchanges with foreign parliaments in the form of programs and inter-city engagement. It also facilitates the establishment of regular and irregular parliament communication mechanism, introduce the sound environment and industrial advantage as well as the superiority of Chinese People's Representative Conference and plays a significant role in enhancing mutual trust, friendship and cooperation for a win-win outcome.

“合力”塑造“活力” 成都友城再“领奖”

成都市政府外办组成友城工作组访问美国、韩国，进一步推动了既有国际友城交流，同时也进一步提升了既有对外交流平台、扩大对外交流渠道，取得显著成效。

【文/萧繁】



成都市副市长左正（右1）与菲尼克斯市代表（左2）共同领取中美友好城市奖

获得由中国人民对外友好协会和美国国际姐妹协会共同颁发的“中美文化交流奖”、积极推广我市国际友城留学生奖学金项目、今年内有望与大邱市和首尔市签订友好合作关系协议……3月24日至4月1日，成都市政府外办组成友城工作组访问美国、韩国，进一步推动了既有国际友城交流，同时也进一步提升了既有

对外交流平台、扩大对外交流渠道，取得显著成效。

荣获“中美文化交流奖”

3月26日至28日，中美友好城市大会暨中美建交35周年庆典活动在华盛顿举行，副市长左正出席庆典活动并代表

成都上台领取由中国人民对外友好协会和美国国际姐妹协会共同颁发的“中美文化交流奖”，成都成为中美201对友好城市和41对友好省州中获奖的34个省市之一，也是四川省唯一获奖城市。此次评选活动体现了全国友协和美国国际姊妹城市委员会对我市对美文化交流的创意和魅力的充分肯定，也扩大了我市在

美国的城市影响力，为今后可持续交流奠定了良好基础。

活动期间，工作组部分成员专程访问美国十万强基金秘书处和美国大学，向对方介绍了成都国际化战略，尤其是作为教育国际化战略之一的国际友城留学生奖学金项目。“很高兴得到这么好的奖学金项目信息，我将及时报告基金负责人，并结合十万强计划在其网站上推介该项目。”十万强基金秘书处负责人塔拉表示。在美国大学，工作组向副教育长艾特及该校人文社会等5个学院负责人介绍了情况，并结合现场提问建议共同努力推动华盛顿特区与成都市建立友好合作关系，以便使更多美国大学学生享受国际友城留学生奖学金政策。

对韩友城交流多点开花

在赴美国参加中美友好城市大会暨中美建交35周年庆典活动前，工作组赴韩国开展友城交流活动。自2013年4月以来，成都市与大邱市积极开展了各类友好交流活动。3月24日，工作组与大邱市政府经济通商局长安国重就2014年两市主要交流计划和进一步提升两市关系进

行深入交流。“在不到一年时间里双方互访团组多达9个，这在大邱市对外交流历史中实属罕见，希望双方继续加强在时尚（服装设计、家纺、美容医疗）产业、汽车配件制造、农副产品深加工等领域的深度合作。”安国重说。

3月25日，工作组访问了友城金泉市。近年来，两市往来频繁：成都市政府和人大常委会领导访问金泉市、重启公务员互派研修、青少年羽毛球交流、推广成都国际友城留学生奖学金项目等交流，进一步巩固和提升了传统友城情谊。工作组还马不停蹄地奔赴首尔市进行友好访问。首尔国际交流担当官丁夙仲表示，首尔市非常重视发展与中国内陆地区的友好交流关系，成都是中西部地区重要的枢纽城市，愿意进一步推动两市合作与交流，并计划今年7月派团参加成都国际友城青年音乐周，11月派高级代表团访问成都并参加世界城市和地方电子政务组织第4届大会。

整合涉外资源形成开放合力

此次出访首要任务是进一步推动既有国际友城交流。工作组通过访问金泉

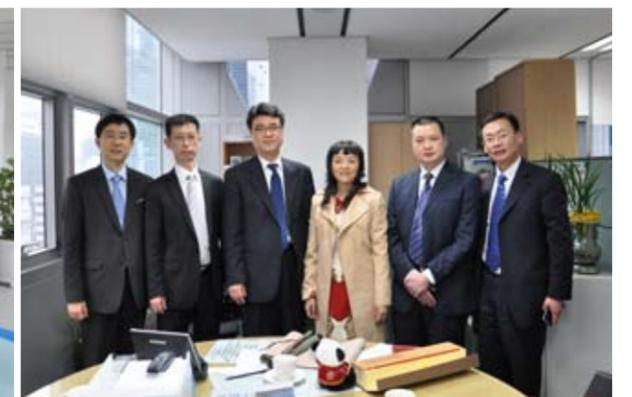
市，表明了我市对外交流的积极态度，同时也得到了金泉市长对双边友好交流的积极回应，并确定了近期重要交流项目。包括成都—金泉结好15周年纪念活动、邀请该市组团参演成都国际友城青年音乐周、重启公务员互派研修等事宜。

而另一项重要任务，则是进一步提升既有对外交流平台、扩大对外交流渠道。为此，访问大邱市和首尔市时，通过与两市国际交流部门负责人充分交换意见，既表达出我市的积极意愿，也争取到了上述两市对与我交流的强烈愿望和浓厚兴趣。其中，大邱市明确表示愿意在2013年之内与成都市签订友好合作关系协议，并加快各领域全方位交流；而首尔市则表示愿意大力开展与中国内陆地区的交流，成都更是其重要交流对象，首尔市将积极考虑与成都市发展更高层次的合作关系。“可以说，此行取得了全面提升对韩交流平台的阶段性成果。”

城市的对外开放是一个系统性的运作，因此，整合涉外资源，尤其是加强市级部门联动，形成对外开放的合力。这种模式对于提升外事工作水准，促进区（市）县全面深入开展对外交流工作，推动全域开放意义重大。



拜访大邱市经济通商局长安国重（左4）国际通商课长裴永哲（左3）国际交流系长金广默（左2）



拜访首尔市国际交流担当官丁夙仲（左3）亚洲组组长金盛泰（左1）

“Joint Force” Shaping “Vitality”——Chengdu Municipality Awarded for Sister City Work

The Chengdu FAO Sister City Work Team paid a visit to the U.S and Korea, further enhancing sister city exchange activities of Chengdu Municipality and improving the platform for foreign exchanges and expanding existing exchanges channels. All these have achieved remarkable results.

[Text / Xiao Fan]

Winning the Sino-American Cultural Exchange Award by Chinese People's Association for Friendship with Foreign Countries and USA International Sisters Association, promoting the Government Scholarship for International Students from Chengdu and signing MOU for the establishment of friendly and cooperative relations with Daegu Metropolitan City and Seoul Special City in 2014. From 24th March to 1st April, the Chengdu FAO Sister City Work Team paid a visit to the U.S and Korea, further enhancing sister city exchange activities of Chengdu Municipality and improving the platform for foreign exchanges and expanding existing exchanges channels. All these have achieved remarkable results.

Winning Sino-American Cultural Exchange Award

From 26th to 28th March, the Sino-US Friendship City Conference & the Commemorative Activity of the 35th Anniversary of the founding of Sino-US diplomatic ties was staged in Washington DC.

Vice Mayor of Chengdu Zuo Zheng attended the commemorative activity and on behalf of Chengdu Municipality, he went on the stage to receive the Sino-American Cultural Exchange Award by Chinese People's Association for Friendship with Foreign Countries and USA International Sisters Association. Chengdu becomes one of the 34 award-winning provinces and cities among 201 pairs of sister cities and 41 pairs of sister provinces and states between China and the U.S. Chengdu is the only city in Sichuan that has been awarded. The award ceremony embodies the recognition and affirmation by the Chinese People's Association for Friendship with Foreign Countries and USA International Sisters Association on the Chengdu's creative cultural exchanges and charms to the U.S sister cities. It has also enhanced Chengdu's reputation and influence in the U.S cities and laid a solid foundation for the sustained exchanges in the future.

During the activity, some of the work team paid a special visit to American One Hundred Thousand Strong Fund Secretariat and American universities where they introduced

the internationalization strategies of Chengdu Municipality especially the Government Scholarship for International Students from Chengdu. "I will be very happy to inform the fund director of this scholarship program in time and promote the program on the 100,000 Strong Initiative website," the Secretariat director Tara Sun Vannacore said. In the American universities, the work team introduced the case to the Vice president Eite and directors of 5 schools of humanities and social studies and proposed to join hands with the U.S side to promote the establishment of friendly and cooperative relations between Washington DC and Chengdu Municipality so that more American students can enjoy the Government Scholarship.

Multi-Korean sister cities blossom

Before going to the U.S for the Sino-US Friendship City Conference & the Commemorative Activity of the 35th Anniversary of the founding of Sino-US diplomatic ties, the work team went to Korea to implement sister



Group Photo with Mayor of Gimcheon

city exchange activities. Chengdu Municipality and Daegu Metropolitan City have actively carried out friendly exchanges activities of various kinds since April 2013. On 24th March, the work team had in-depth exchanges with An Kook Joong (Director General of Economic Affairs and Trade Bureau of Daegu Metropolitan City) on the major exchange projects and further improvement of Chengdu-Daegu relations. "Within just one year, the number of exchange visit between Daegu and Chengdu totals nine, an achievement rarely seen in the history of foreign exchanges of Daegu. It is hoped that the two sides continue to enhance in-depth cooperation in fashion industry (fashion design, home textiles, cosmetic surgery and medical care) auto parts manufacturing and agricultural and sideline products deep processing," said An.

On 25th March, the work team visited Chengdu's international sister city Gimcheon of Korea. Recent years witnessed frequent exchanges between Chengdu Municipality and Gimcheon: Municipal leaders of Chengdu people's Government and Chengdu People's Congress have paid visits to Gimcheon. The two cities re-launched the exchange of civil servants training, youth badminton exchange and promoted the Government Scholarship for International Students of Chengdu, further

consolidating and improving traditional sister city friendship. The work team drove non-stop to visit Seoul Special City. The Seoul international communications officer said that Seoul Special City attaches great importance to developing friendly relations with the hinterland of China and wishes to enhance cooperation and exchanges with Chengdu—mega city in mid and western China. Seoul plans to send a delegation to participate in the 2014 Chengdu International Sister Cities Youth Music Week and a high level delegation to attend the 3rd WeGO General Assembly in November.

Integrating foreign resources and form joint force

The top priority of the visit this time is to promote the existing sister city exchange activities. The work team made clear the positive attitude to foreign exchanges of Chengdu Municipality during the visit to Gimcheon. They also received positive feedback from the mayor of Gimcheon and designated short-term key exchanges programs including commemorative activity of the 15th Anniversary of the Founding of Chengdu-Gimcheon Sister City Relations, inviting Gimcheon delegation to Chengdu International Sister Cities Youth Music Week

and re-launching the exchange of civil servants training.

Another important task is to improve the foreign exchange platform of Chengdu Municipality and expand existing channels. During their visit to Daegu Metropolitan City and Seoul Special City, the work team exchanged points of view with the directors of their international exchanges departments, which showed the positive intentions of Chengdu Municipality and won their strong aspiration and interests to implement cooperation with Chengdu. Daegu made it clear that the city wishes to sign MOU on establishing friendly and cooperative relations with Chengdu. Seoul expressed their will to implement exchanges with regions of hinterland of China with Chengdu being the important target. Seoul is actively considering developing high level cooperative relations with Chengdu. "Important initial results have been achieved in improving the exchange platform to Korea in an all round manner." The opening-up of the city is a systematic operation. Therefore, integrating foreign resources especially enhancing municipal departments linkage and forming joint force is crucial for improving opening-up level and promoting districts and counties' foreign exchange work and complete openness.



澳大利亚贸易投资部部长安德鲁·罗伯在大会上致辞



澳大利亚贸易投资部部长安德鲁·罗伯



傅勇林副市长在澳洲企业全体大会上致辞

中国·澳大利亚周：首站“情定”成都

成都是中国西部的交通中心、物流中心和旅游中心，随着成都与悉尼、墨尔本的直航开通，成都与澳大利亚之间将在更多方面开展全方位合作。

【文 / 黎笑 图 / 澳大利亚驻成都总领事馆提供】

4月8日，“中国·澳大利亚周”的首站活动在成都拉开序幕，这是澳大利亚在华启动的最大规模经贸推广活动之一。开幕当天，澳大利亚贸易投资部部长安德鲁·罗伯率领200多位企业代表专程来蓉，与300多位四川企业、商会及园区等代表展开了贸易投资对接，以期深入推进澳大利亚与成都的经贸合作。

蓉澳开展全方位合作

作为本次经贸推广活动的“开胃菜”，4月8日，由澳大利亚贸易委员会、澳大利亚乳业局、澳大利亚肉类及畜牧业协会和澳大利亚葡萄酒管理局联合举办的“澳大利亚乳业、肉类和葡萄酒展示会”首先登场。除了产品展示，展示会现场还有师从澳洲世界级顶尖厨师的法国大厨利

用澳大利亚食材精心烹饪的大餐，并由专业品酒师搭配澳大利亚葡萄酒，让成都市民体验了一次美味丰盛原汁原味的澳大利亚美食。

约100名来自澳大利亚食品和饮料及消费品行业的企业高层代表是本次“中国·澳大利亚周”经贸代表团中规模最大的组成部分。“澳大利亚乳业、肉类和葡萄酒展示会”后，他们参与了由澳大利亚贸易



成都澳洲企业全体大会现场



参会代表

委员会组织的与当地中国企业进行的对接会，寻求把更多优质天然的澳大利亚食品和饮料引入成都以及更广阔的西部地区。

对接会上，澳大利亚贸易委员会高级商务专员、澳大利亚驻成都副总领事唐杰夫表示，近年来，中国已成为澳大利亚的第一大贸易合作伙伴，其中食品和饮料领域已经是澳大利亚在亚洲的第二大市场，出口规模仅次于日本。“西部大开发战略的深入实施，工业化、城镇化建设的持续推进，我们看到中国二三线城市居民的购买力不断上升，以成都为代表的中国西部地区城市消费者对进口食品越来越喜爱。与此同时，中国消费者对食品的安全、健康要求越来越高，我相信澳大利亚优质的食品饮料产品能够很好地满足成都市民这一需求，我们也希望为热情的成都市民带

来更多的澳大利亚美食与佳酿。”

加强商业领域对话

4月9日，成都市副市长傅勇林与安德鲁·罗伯共同出席了澳洲企业全体大会，中澳企业围绕教育、食品、饮料等行业开展项目对接。傅勇林代表成都市政府向来访澳洲企业表示欢迎，他全面介绍了成都的投资环境，并就与会企业嘉宾关心的具体合作领域进行了优势介绍。罗伯高度赞赏成都的经济社会发展，鼓励澳洲企业走进中国，投资西部。

借助澳大利亚在成都设立总领事馆及成都开通墨尔本直航等契机，四川不断深化与澳大利亚的经贸合作，澳大利亚已成为四川重要的贸易伙伴、投资来源地和最

大的境外投资目的国。2013年，四川与澳大利亚进出口总额12.9亿美元，同比增长21.6%。澳新银行、博思格、嘉民集团等120家企业已在川投资，实际到位外资金额超过1亿美元。同时，中国澳大利亚商会在成都成立了首家分会

“成都不仅是通向中国西部的中心，也是通向欧洲的桥梁。”安德鲁·罗伯表示，越来越多的澳大利亚人对成都的了解正在加深，人们知道了70%的iPad在这里制造，可口美味的川菜从这里诞生，更重要的是成都对澳大利亚企业的吸引力不断增强。“成都是中国西部的交通中心、物流中心和旅游中心，随着成都与悉尼、墨尔本的直航开通，我相信也期待成都与澳大利亚之间将在更多方面开展全方位合作。”

Australia Week in China Initial Station Settled in Chengdu

Chengdu is the center of transport, logistics and tourism for western China. With the opening of Chengdu–Sydney and Chengdu–Melbourne direct flight, Chengdu–Australia cooperation will be implemented in an all round manner.

[Text / Xiao Fan]

On 8th April, Australia Week in China (Chengdu) kicked off. This is one of the largest – scale economic and trade promotion activities launched by Australia in China. On that day, Australian Minister for Trade and Investment Andrew Robb led more than 200 representatives to Chengdu to have match–making meetings with 300 representatives of Sichuan enterprises, chambers of commerce and industrial parks, hoping to promote in–depth Australia–Chengdu economic and trade cooperation.

Chengdu-Australia all-round cooperation

One of the appetizers of economic and trade promotion activity staged was the “Australian Dairy, Meat and Wine Exhibition” co–held by Australia Dairy Board, Australian Meat and Livestock Industry Association and Wine Australia on 8th April, which kicked off the programme of events. Apart from product demonstration, the

top world French chef, who received education from Australian masters, made sumptuous authentic Australian cuisine using Australian materials and a professional wine taster blended Australian wine, enabling citizens of Chengdu to experience delicious Australian cuisine.

Nearly 100 senior enterprises representatives of beverage and consumer goods industries are the largest component of the economic and trade delegation of Australia Week in China. After the exhibition, they participated in the match–making meetings with local Chinese enterprises organized by Austrade (Australian Trade Commission), hoping to introducing high quality natural Australian food and beverages to Chengdu and broader western Chinese regions.

At the match–making meeting, Jeff Turner, senior trade commissioner of Austrade (Australian Trade Commission) said that China has become the largest trading partner of Australia over recent years. “With China’ s western development strategy gathering momentum and the sustained



Attending the Meeting

development of industrialization and urbanization, we are noticing ever–increasing purchasing power of the residents of Chinese 2nd and 3rd tier cities. Western Chinese city consumers with Chengdu as the typical representative increasingly favor imported food. At the same time, Chinese consumers are demonstrating higher requirements on food safety and health. I believe high quality Australian food and beverages products will better satisfy the demand of citizens of Chengdu and I do hope to bring more delicious food and wine to the citizens of Chengdu.”

Enhancing dialogue in commercial fields

On 9th April, Vice Mayor of Chengdu Fu Yonglin attended Enterprise General Assembly with Andrew Robb, where Chinese and Australian enterprises were having education, food and

beverage project match–making meetings. On behalf of the Chengdu Municipal Government, Fu Yonglin extended warm welcome to Australian enterprises and gave a detailed explanation on the investment environment of Chengdu and briefed the advantages of cooperation in the areas of the guest’ s interests. Andrew Robb expressed his appreciation of the economic and social development of Chengdu and encouraged Australian enterprises to come to China and invest in western China.

Sichuan takes the opportunity of the establishment of Australia Consulate General in Chengdu and the opening of Chengdu–Sydney and Chengdu–Melbourne direct flight to deepen economic and trade cooperation with Australia. Australia has already become the largest trading partner, investment source and overseas investment destination country of Sichuan. The Sichuan and Australia foreign trade volume hit 1.29 billion USD in 2013, a year on year increase

of 21.6%. More than 120 enterprises such as ANZ, BlueScope Steel and Goodman Group have invested in Sichuan with actualized amount of foreign capital more than 100 million USD. At the same time, Australian Chamber of Commerce in China established their first branch in Chengdu.

“Chengdu is not only the gateway to western China but also the bridge connection China and Europe.” As mentioned by Andrew Robb, more and more Australians are deepening their understanding of Chengdu. They have already got to know that 70% of iPads are made in Chengdu and delicious Sichuan cuisine was born in Chengdu. What’ s more: Chengdu is increasingly attractive to Australian enterprises. “Chengdu is the center of transport, logistics and tourism of western China. With the opening of Chengdu–Sydney and Chengdu–Melbourne direct flight, Chengdu–Australia cooperation will be implemented in an all round manner.”



2014年春季全国糖酒会



活用外事资源 糖酒会“国际范”十足

成都市政府外办充分利用国际友城、外国驻华使领馆、外国驻蓉经贸办事处等外事资源，主动邀请并全力协助法国、西班牙、意大利、波兰、捷克等6国140余家企业参展，展区面积达1000平方米，有力地推动了双边贸易合作，提升了糖酒会的国际化水平，扩大了成都的对外影响。

【文/萧繁 图/张全能】

作为成都市今年举办的特大型展会，第90届全国糖酒商品交易会于3月28至31日在成都世纪城新会展中心举办，这也是糖酒会第25次在成都举办。来自海内外三十余个国家和地区的近三千家参展商和十余万专业观众共聚蓉城，参与盛会。成都市政府外办充分利用国际友城、外国驻华使领馆、外国驻蓉经贸办事处等外事资源，主动邀请并全力协助法国、西班牙、意大利、波兰、捷克等6国140余家企业参

展，展区面积达1000平方米，有力地推动了双边贸易合作，提升了糖酒会的国际化水平，扩大了成都的对外影响。

“搭车”糖酒会深化友好关系

糖酒会期间，四川省委常委、成都市委书记黄新初，市委副书记、市长葛红林分别会见了法国香槟-阿登大区主席让-保罗·巴希和意大利驻华大使白达宁。黄新

初与法方就携手打造“法川生态科技园”项目，共同促进成都至巴黎瓦特里机场的物流合作，继续加强中小企业双向投资交流进行了深入洽谈并达成共识。葛红林与意方就欧洽会期间举行“成都与意大利中小企业专场对接活动”，开通成都至意大利旅游包机，寻求合适的城市开展城镇化结对合作，以及在旅游、农业、工业机械、环保技术领域开展合作交换了意见。

2014年是中法建交50周年，成都市政府外办以此为契机，主动与法国驻华大使馆、法国驻成都总领馆对接，在糖酒会期间策划了2014中法葡萄酒文化主题活动，包括在糖酒会主会场国际馆展区设立600平方米法国展位、组织80余家法国企业参展，举办中国进口葡萄酒CFDF指数发布会、红酒高端品鉴会、以葡萄酒为题材的“摄影绘画作品展”，以及开展波尔多葡萄酒知识宣传活动等一系列的配套活动让市民认识了法国美酒，感知了法国文化，更有力地配合了国家总体外交，深化了成都与法国的友好关系。

不仅如此，本届糖酒会期间，市政府外办还邀请了成都国际友好城市法国蒙彼利埃市、意大利巴勒莫市、“蓉欧快

铁”终点城市波兰罗兹市的多家企业参展，在展位协调、展厅布置、展品入场、展会服务等方面予以大力协助，各友城代表团不仅推介展示了本地的葡萄酒及相关产品，而且通过糖酒会这个平台，与成都市在更多经济领域建立了良好的合作关系。糖酒会后，巴勒莫市市长表示要启动两市在农业、旅游业的合作；罗兹市已派出先遣人员抵达成都，筹建罗兹驻成都经贸代表处，这将是罗兹政府在中国设立的第一家经贸代表处，也是其继比利时布鲁塞尔代表处后在全球范围内设立的第二家经贸代表处，对进一步扩大经贸合作和人员往来，促进“蓉欧快铁”健康可持续发展将起到积极的推动作用。

“取道”糖酒会推动贸易合作

配合捷克贸促局成都办事处组织6家捷克红酒、饮料、糕点企业首次来蓉参加糖酒会，协助西班牙驻华使馆商务处第5次组织企业参加糖酒会……本届糖酒会，市政府外办引来的外国经贸机构，让糖酒会变得“国际范”十足。外国企业参展既推动了双边贸易合作，提升了糖酒会的国

际化水平，又扩大了成都的对外影响。例如捷克参展商对糖酒会平台表现出浓厚兴趣，纷纷表示明年将继续参展；捷克贸促局代表表示愿意以此为契机，邀请更多企业参加成都的会展活动，促进捷克与成都的经贸交流。西班牙驻华商务参赞康磊表示，得益于市政府外办的大力协助，22家西班牙企业均取得非常令人满意的业绩，部分参展商还创造了两小时内售罄所有参展酒的记录，极大地鼓舞了参展商对成都市场的信心。“明年我将组织更多企业来蓉参展，同时积极邀请并组织西班牙企业参与到西博会等成都市其他重大交流活动中。”

随着糖酒会国际影响力不断提升，国外参展客商持续增长，市政府外办将继续发挥外事部门信息灵、交往多、渠道广的优势，在来访接待和出访交流中大力推介糖酒会等我市大型品牌会展活动；同时，深挖友城资源，深化与各国驻华使领馆、驻蓉经贸办事处的交流合作机制，加大工作力度，力争邀请更多国家、更多国际机构、更多重要企业来蓉参加重大国际性活动，并密切跟进交流信息，实现双边多领域的务实合作。

China Food& Drinks Fair Looks Very International With Foreign Affairs Elements

The Foreign Affairs Office of Chengdu Municipal People's Government tried its best to encourage over 140 enterprises from 6 countries including France, Spain, Italy, Poland and Czech to participate in the China Food & Drinks Fair by making full use of their connections with international sister cities, embassies or consulates of foreign countries and foreign economic & trade office in Chengdu. The total area for exhibition reached 1000 m2 this time, which greatly deepened the two way trade exchanges, add international faces to the fair and raises the profile of Chengdu to the outside world.

[Text / Xiao Fan Photographer / Zhang Quanneng]

The 90th China Food& Drinks Fair, one of the biggest exhibition in Chengdu this year, was presented in Chengdu New Century New Exhibition Center from March 28 to 31, 2014, the 25th time that this fair was hosted in Chengdu. Nearly 3000 participants and over 100,000 spectators from over 30 countries and regions from home and abroad were attracted to join the 90th fair in Chengdu. The Foreign Affairs Office of Chengdu Municipal People's Government tried its best to encourage over 140 enterprises from 6 countries including France, Spain, Italy, Poland and Czech to participate in the China Food & Drinks Fair by making full use of their connections with international sister cities, embassies or consulates of foreign countries and foreign economic & trade office in Chengdu.

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China Food& Drinks Fair, a bridge for closer friendship

During China Food& Drinks Fair, Mr. Huang Xinchu, Party Secretary of CPC Chengdu Committee and member of CPC Sichuan Committee, together with Mr. Ge Honglin, mayor of Chengdu and deputy Party Secretary of CPC Chengdu Committee had a separate meeting respectively with Jean Paul Bahi, president for Champagne-Ardenne, Région of

France and Alberto Bradanini, Italian ambassador to China. Party Secretary Huang Xinchu had extensive discussions and came to consensus with French guests in terms of working together on France-Sichuan Ecological Science Technology Park program, logistic cooperation between Chengdu and Paris VATRY Airport and two-way investment exchanges between two SMEs. Mayor Ge Honglin exchanged ideas with Italian sides in terms of hosting Chengdu-Italian SME Networking event during the yearly China-EU Investment Trade & Technology Cooperation Fair, making available chartered tourism airplanes, seeking city partners to launch urbanization engagement and develop close links in tourism, agricultural, industrial machinery and environmental protection.



The year 2014 marks the 50th year anniversary since China and France established diplomatic ties. The Foreign Affairs Office of Chengdu Municipal People's Government seized this precious opportunity and coordinated with French Embassy in China and French Consulate General in Chengdu to plan on 2014 China France cultural event themed on wines. Chengdu Foreign Affairs Office also helped to make a series of cultural events possible including the French pavilion set up with an area of 600 m2 in the international exhibition area as a major exhibition zone for the 90th China Food& Drinks Fair, 80 French enterprises participating in the fair, China Imported Wine CFDF Indicators Release, High-end Wine Taste, Photograph & Painting Exhibition as well as Bordeaux Wine Awareness Campaign. All these cultural activities are helpful and great efforts that enable Chengdu citizens to know better French culture, French wine, and even bring Chengdu and France closer.

In addition, Chengdu Foreign Affairs Office also invited business representatives from Montpellier, Chengdu's sister city, Palermo of Italy, Lodz, the terminal for Chengdu Europe Fast Railroad to participate in the China Food& Drinks Fair and provided generous support for them in terms of coordinating exhibition sites, setting up

exhibition pavilions, entry and other necessary services. This great fair has not only enabled our delegations from sister cities to present their wines and relevant products, but also developed cooperation relationship and intentions in many other areas with their Chengdu counterparts. After the fair, the mayor of Palermo promised to commence its practical cooperation in tourism and agriculture with Chengdu, while Lodz city has already sent officials to Chengdu to prepare the establishment of Lodz Economic and Trade Office in Chengdu, which will be the first only economic presence in China, and the second in the world after an office in Brussels, Belgium. We firmly believe that, the would-be economic and trade office will be a powerful boost for business and human-to-human exchanges and especially, the Chengdu Europe Fast Railroad.

The 90th China Food& Drinks Fair propels trade exchanges

Chengdu Foreign Affairs Office has made possible the presence of a great deal of foreign economic and trade institutions, for example, by working with Czech Trade Promotion Bureau Chengdu Office, 6 Czech enterprises in wine, beverage and snacks made their first appearance in Chengdu, by working with Spain

Embassy in China, business division, 5 Spain enterprises were organized to participate in the fair. The 90th China Food& Drinks Fair revealed a very international face this time. The participation of foreign enterprises have not only propelled two way trading exchanges, making the fair more international, but also greatly raised the awareness and reputation of Chengdu to the outside world. For instance, the Czech participants showed keen interest in the Food & Drinks Fair and promised to re-participate in this fair next year. Representative from Czech Trade Promotion Bureau indicated that, they would like to invite more firms to join in Chengdu exhibition and convention events in an attempt to facilitate economic and trade exchanges between Czech and Chengdu.

Mr. Tang Lei, business counselor of Spain Embassy in China said that, it is due to the help of Chengdu Foreign Affairs that the total 22 Spain enterprises all made satisfying performance through this fair. Parts of the Spain participants even created a record that selling all the wines out within 2 hours. "I will organize more companies to participate in the next year's Food & Drinks Fair and even other huge international events in Chengdu such as the Western China International Fair."

As the Food & Drinks Fair gets more and more influential at world stage and attracts a growing number of foreign participants, Chengdu Foreign Affairs Office will continue to raise the profile of China Food & Drinks Fair and other big brand exhibition and convention events during visits overseas and dealing with the visits from overseas by taking advantage of its rich connections developed during foreign affairs. At the same time, Chengdu Foreign Affairs Office will work to encourage more countries, international institutes and foreign enterprises to join in Chengdu's big international events to bring about more bilateral practical and fruitful collaboration in every field by deepening its connections and friendship with international sister cities, foreign embassies and consulates general as well as foreign economic and trade office in Chengdu.

成都—霍森斯：友城的新能源攻略

不到一年的时间，两市在平等互利原则下，进一步增进了相互了解，深化和拓展了两市在商贸、旅游、教育、文化等领域的全方位、深层次合作。5月26日，“中丹新能源环保研发应用中心”的成立，正是两市交流合作结出的硕果之一，也标志着两市的友城关系开启了新起点。

【文/黎笑】



合影

2013年8月5日，成都市与丹麦霍森斯市在霍森斯签署了两市建立友好城市关系协议书。正如双方约定的那样，不到一年的时间，两市在平等互利原则下，进一步增进了相互了解，深化和拓展了两市在商贸、旅游、教育、文化等领域的全方位、深层次合作。2014年5月26日，“中丹新能源环保研发应用中心”的成立，正是两市交流合作结出的硕果之一，也标志着两市的友城关系开启了新起点。

2014年5月24日，市委副书记、市长葛红林会见了结好后首次来成都访问的霍森斯市市长彼得·索伦

森。葛红林说，成都与霍森斯虽然结好时间不长，但在两市政府的共同推动下，双方合作领域广泛，交流成果显著。丹麦在创意、环保、城市规划、医院管理等方面拥有丰富的经验和先进的理念，成都作为一个学习型城市，诚挚邀请丹麦上述领域专家来蓉考察交流，为成都城镇化建设提供宝贵的指导意见。索伦森说，成都是中国西部发展最快的城市，霍森斯是丹麦发展最快的城市，这是两个城市的共同点。然而，两个城市也有很多不同的地方，正是这些不同让我们可以相互借鉴、合作共赢。



彼得·索伦森市长和孩子们在一起

合作领域从教育延伸至新能源

霍森斯市位于丹麦中部，交通便利，是丹麦著名的文化旅游胜地，每年都会承办欧洲各类大型演出和文化活动。最近一个世纪以来，霍森斯经历了从农业小镇到重工业城市，再到创新中心的转变，成功实现了产业转型和经济社会可持续发展。霍森斯市与成都市的友谊起源与两市对教育的认同和重视。位于该市的VIA大学学院已经在成都设立办事处，与四川大学、四川师范大学和成都大学等高校开展了合作办学、学生交流、教师互访等实质性交流项目。

随着交流的不断深入，两市的友好合作从教育延伸到了新能源领域。“中国是全世界最大的国家之一，丹麦是最小的国家之一，两者之间的合作很有意思。”在5月26日的中丹新能源环保研发应用中心签约仪式上，霍森斯市市长彼得·索伦森表示，丹麦不仅有“童话”，更有绿色技术和产品，这些在本国出口量中的占比位列欧盟国家第一。霍森斯是丹麦最大且发展最快的城市之一，除了在水处理、蓄能、太阳能开发与利用等技术领域具有较强实力，其节能和可再生能源技术、可持续住房、岩土工程和电动汽车等产业也较

为发达。2012年，作为欧盟轮值主席国的会议主办地，霍森斯吸引了世界目光，而环保技术在其新一轮可持续发展中发挥着重要作用。

2012年1月，霍森斯市驻成都代表处成立并入驻成都高新区中欧技术商务合作平台。在去年举办的第八届欧洽会期间，双方达成在成都高新区设立“中丹新能源环保研发应用中心”的意向，旨在推动其成为中国与欧盟国家开展新能源、环保产业合作的又一窗口。“北欧的发达国家和城市，在应对能源、资源和环境变化的挑战中，通过先进的理念和实用的技术，走在了全球前列。”在彼得·索伦森看来，8万人的城市有技术、有人才，1400万人口的城市有市场、有需求，人口如此悬殊的两个城市，一样可以有完美的合作。

吸引丹麦知识技术转移

“我们希望中丹新能源环保研发应用中心能够到园区来建实验室、办企业。”5月26日的签约仪式后，成都高新绿科投资有限公司董事总经理简振华表示，作为成都高新国际低碳环保科技园的业主，需要吸引国内外最好的环保企业和机构入

驻，“下个月月上旬我们将去德国、捷克和比利时，对接当地政府机构和项目，那边已经有20多家企业在等我们。”

彼得·索伦森亦对中丹新能源环保研发应用中心寄予厚望。“该中心是成都和霍森斯两座城市双向的‘中心’，我们有很多项目可以合作，中心未来的重点是‘产生知识’。我们希望把丹麦的知识技术转移应用到中国市场，同时在转移过程中学习中国的经验。”彼得·索伦森说，作为一个“外人”，他有点奇怪成都房屋的屋顶为何没太阳能集光板、为何室内没有暖气。将来或许可以启发大家使用类似暖气这种小型中央加热系统，带动成都对这种技术的需求，这正是中心成立的目的之一。

对于中丹新能源环保研发应用中心的发展前景，彼得·索伦森显得胸有成竹。“丹麦在能源和水处理方面有很多先进的科学技术，但这些技术在丹麦的应用范围较小。通过该中心，我们可以学习如何让这些技术在大范围内应用，这也是我期待从中心获得的成果之一。我们刚刚和欧盟项目创新中心开过会，双方未来的合作重点将在地下水的保护和利用方面，包括民用水和畜牧用水，这是成都现在面临的两个重要问题。”

Chengdu – Horsens: Sister Cities' New Energy Strategy

Chengdu and Horsens have deepened mutual understanding and all-embraced in-depth cooperation in trade, business, tourism, education and culture in just less than 1 year. The foundation of China Denmark New Energy Environmental Protection R&D & Application Center on May.26, as the fruit of two way exchanges, symbolized a new start for sister cities links between the two cities.

[Text / Li Xiao]



Signing Ceremony

On August 5, 2013, Chengdu and Horsens signed the protocol for sister cities relationship in Horsens. Just as agreed by both sides, Chengdu and Horsens have deepened mutual understanding and all-embraced in-depth cooperation in trade, business, tourism, education and culture in just less than 1 year. The foundation of China Denmark New Energy Environmental Protection R&D & Application Center on May.26, as the fruit of two way

exchanges, symbolized a new start for sister cities links between the two cities. On May 24, 2014, mayor of Chengdu Mr. Ge Honglin had a meeting with the mayor of Horsens Peter Sorenson at his first visit in Chengdu. Mayor Ge Honglin said that, though it's been not long since we two cities concluded sister cities relationship, the two sides enjoyed fruitful collaboration in wide-ranging areas helped by two governments.

Denmark enjoys rich experiences and advanced concept in originality, environmental protection, city planning and hospital management. While Chengdu, as a city keeps learning, sincerely welcome experts in above-mentioned fields from Denmark to visit Chengdu to advise on urbanization. Peter Sorenson indicated that, Chengdu is the fastest growing city in western China, while Horsens is the fastest growing city in Denmark. That's what the two cities have in common. However, there are other things that the two cities differ with each other and it is the differences that enable them to learn from each other for a win-win outcome.

The field of cooperation extends from education to new energy

Situated in central Denmark, Horsens is a famous attraction in culture and tourism that enjoys well-developed transportation. Horsens also houses a great number of performance and cultural events in Europe each year. The recent century has witnessed the huge transformation of Horsens from a small agricultural city to heavy industrial city and to an innovation center with industrial transformation and sustainable economic and social development have also been materialized. The friendship between Horsens and Chengdu starts from the same commitment to education of the two cities. The VIA university in Horsens has already set up a representative office in Chengdu and cooperated with Sichuan University, Sichuan Normal University and Chengdu University to launch practical exchange programs such as students communication, teacher's exchange visits and establishing schools.

The two cities extended their links from education to new energy as they get closer and closer day by day. "China is one of the biggest countries, while Denmark is one of the smallest country in the world, and so it's very interesting to see such two cities have productive links." At the signing ceremony of China Denmark New Energy Environmental Protection R & D & Application Center on May 26, the mayor of Horsens Peter indicated that, Denmark is

home not only to fairy tale of mermaid but also to green technology and products, which account for the biggest share in Denmark total export to EU. As one of the biggest and fastest growing city in Denmark, Horsens is strong in water treatment, energy storage, solar power development and application technology and advanced in energy saving, renewable energy technology, sustainable housing, geotechnical engineering and electric car industry. Home to conferences of EU rotating presidential country in 2012, Horsens caught the eyes of the world for the important role its environmental protection technology plays in its new round of sustainable development period.

In January, 2012, Horsens set up its representative office in Chengdu and located it in the China Europe technology business cooperation platform in the high tech zone. Horsens and Chengdu came to an agreement to found China Denmark New Energy Environmental Protection R&D& Application Center in Chengdu's high tech zone at the 8th Chengdu Europe Business Technology Cooperation Fair last year in an attempt to make Horsens another gateway for China to develop practical links in new energy and environmental protection industry with EU countries. "North European advanced countries take the lead in addressing energy, resources and environmental challenges with advanced concept and practical technology." In the eyes of Peter, Horsens, a city with only 80,000 population but cutting-edge technology and talents and Chengdu, a city with 14million huge population but market potential and demand could have perfect cooperation despite huge population disparity.

Attract knowledge and technology transfer from Denmark

"We hope that China Denmark New Energy Environmental Protection R&D& Application Center could set up laboratory and companies in our high tech industrial park." said Mr. Jian Zhenhua, general manager for Chengdu Green

Tech Investment corporation after the signing ceremony on May 26. As business owners in Chengdu High-tech International Low-carbon Environmental Protection Park, we need the best enterprises and organizations in environmental protection to locate their business in our technology park. "We plan to visit Germany, Czech and Belgium earlier next month to coordinate with their local government organizations and follow up our programs as there are over 20 enterprise there are waiting for us to work with."

Mayor of Horsens Peter had very high hope on China Denmark New Energy Environmental Protection R&D& Application Center. "It is a two-way center for both Chengdu and Horsens as there are plenty of projects that we can work with and the future focus for this center is to produce knowledge. We plan to transfer Denmark knowledge and technology to Chinese market and learn from China in other fields." said Peter, as an outsider, he used to wonder that, why the houses in Chengdu don't have solar panels in the roof and heating installation inside the houses. It is very likely in the near future to encourage Chengdu people to use such small sized central heating system. This will bring about huge demand for such heating technology and that's the reason why we set up the R&D& Application Center in Chengdu. Speaking of the prospect of China Denmark New Energy Environmental Protection R&D& Application Center, mayor Peter is very optimistic. "Denmark possesses sophisticated technologies but they have very limited scope for application. Therefore, we could work to extend these technologies application in Chengdu, China through this center, and that's what we want the most from it." we just had a meeting in the (European Program Innovation Center) EUPIC and agreed that the focus for future cooperation between us will be in underground water protection and utilization as well as water for domestic use and raising livestock. These two kinds of water protection and use is two major problems for Chengdu in water management.



2014中国成都·印度尼西亚农业(农机)投资推介会现场

成都—印尼： 外事资源“加速”农业合作国际化

自2002年成都与印度尼西亚棉兰市缔结友好城市以来，成都以友城为基站，与印尼在经济、文化、教育、旅游等众多领域开展了广泛深入的交流，其中尤以农业领域合作为重。本次推介会的最终成功举办，与双方持续推进农业领域的交流密不可分。

【文/黎笑】

5月26日，三个月前才来成都考察过农机项目的印尼驻华公使魏思诺再次来蓉。此次他是代表印尼驻华大使苏庚出席在成都新都区四川现代农机产业园举行2014中国成都·印度尼西亚农业(农机)投资推介会。本次推介会由印度尼西亚驻华大使馆、成都市人民政府外事办公室、成都市农业委员会共同主办。印尼日惹省农企，川蓉农企等代表应邀参加。此次推介会重点突出、针对性和专业性强，旨在搭建印尼农企与川蓉农企的发展交流平台，促进双方积极开展农业(农机)投资项目合作。市委常委胡元坤出席推介会并致辞。

在印尼建猕猴桃种植园

中国与印尼在农业领域的合作由来已久。魏思诺表示，印尼是农业大国，目前国内一些地区如日惹省面临劳动力老龄化、分散耕作效率低、机械化水平落后等问题，此行主要为谋求农业机械方面的合作，邀请成都及四川的企业家前往印尼合作建设农业示范园。“成都的农业、农机产业水平很有竞争力，而印尼的种植业基础同样不错，市场、劳动力水平都在不断提升，双方合作前景广阔。”魏思诺称，印尼水果资源丰富，在种植园建设方面拥有丰富经验和得



时任成都市委常委胡元坤致辞



印尼驻华公使魏思诺接受成都媒体采访

天独厚的优越条件，印方对成都推介的项目——猕猴桃种植园很感兴趣，他表示将与中方合作，先期在日惹和巴厘岛等地推广猕猴桃种植。

“中方企业将在日惹省建农业示范园，初始投资额500万美元，双方已达成共同意见，将在融资方面合作推进农业发展。”推介会上，印尼日惹省古龙区行政长官阿斯顿克罗介绍说，农业是印尼的支柱产业，而耕作方式还较为传统，随着现代农业的发展，印尼对于农业车辆、机械设备的的需求与日俱增，特别是中小型农机具在印尼非常受欢迎，拥有非常好的市场前景。因此，双方将积极开展农机投资项目合作。参会的吉峰农机相关负责人透露，作为农机流通服务企业，吉峰农机希望能够深入参与印尼的农业现代化进程，经过前期沟通交流，双方已经建立了初步的合作意向。这也意味着，成都农业企业大步“走出去”步入实质阶段。

目前，成都企业和印尼企业经济贸易往来日益频繁，2013年贸易总额达4310万美元。“希望今天的活动成为进一步推进经济投资合作的一大盛事，尤其是农业领域。同时，借助此次推介会搭建的平台，推动在各方投资领域寻求更好的农业尤其是农机合作项目，实现优势互补，达

到共赢。”

持续推进农业领域交流

本次推介会，是成都市政府外办把外事资源转化为推进农业国际合作的又一成果。自2002年成都与印度尼西亚棉兰市缔结友好城市以来，成都以友城为基站，与印尼在经济、文化、教育、旅游等众多领域开展了广泛深入的交流，其中尤以农业领域合作为重。本次推介会的最终成功举办，与双方持续推进农业领域的交流密不可分。

2012年7月，“印尼贸易、旅游及投资促进会”在成都召开，这是印尼在中国西部举行的最大规模活动，时任印度尼西亚驻华大使易慕龙率当地各省政府官员以及多个领域的企业家代表来到成都寻求全方位的合作机会。“成都的农业技术比较先进，希望能够帮助印尼发展农业。”易慕龙表达了合作意愿。

双方在企业层面的交流也开始推进。2012年10月31日，应吉峰农机连锁股份有限公司的邀请，时任印尼驻华大使易慕龙到该公司位于郫县的总部进行访问。易慕龙了解了公司的经营规模、发展实力并参观了水稻机械化运作现场，对吉峰农机连

锁股份有限公司的农机具科技水平表示非常满意，希望能促成该公司与印尼政府农业项目方面的合作。这为本次推介会上吉峰农机与印尼达成初步合作意向打下基础。

2013年11月，在成都市政府外办的协调安排下，印尼巴厘省省长助理葛德·阿里特·萨斯特朗万率印尼企业代表一行11人，来蓉探讨在农业方面开展互利往来。代表团表示，将学习成都在发展休闲农业和生态农业的先进经验，并希望能在技术转移、人才培养和政策制定方面获得成都的帮助和支持。

今年2月，印尼驻华大使馆代办魏思诺来蓉探讨深入合作，其中农业被寄予厚望。魏思诺在了解了成都市农业经济发展基本情况、优势产业和重点企业后，他表示，印尼有着良好的气候及土壤条件，对先进农机管理技术和农业资金的需求巨大，欢迎川蓉农企赴印尼开展杂交水稻、猕猴桃种植等项目合作，商洽共建农业合作示范园区。魏思诺还赴吉峰农机集团进行考察，参观了其在崇州的耘丰农机专业合作社，探讨了在印尼开展农业项目的合作模式。魏思诺一行还前往新都区考察了四川现代农机产业园和四川川龙拖拉机制造有限公司，合作举办“成都—印尼农机产业合作专题研讨会”正式纳入议事日程。

Chengdu—Indonesia: Foreign Resources Speeds up the Internationalization of Agriculture Cooperation

Since establishing sister city ties with Medan of Indonesia in 2002, Chengdu Municipality has implemented extensive in-depth exchanges with Indonesia in economy, culture, education and tourism especially in the field of agriculture. The investment promotion conference this time results from the sustained agriculture exchanges between the two sides.

[Text / Li Xiao]

On 26th May, Minister of Indonesia Embassy in China Wisnu Edi Pratigny came to Chengdu for the 2nd time since his last trip 3 months ago for the inspection of agriculture machinery projects. He came to Chengdu on behalf of Indonesian Ambassador to China Soegeng Rahardjo to attend 2014 China—Indonesia Agriculture Machinery Investment Promotion, co-held by Indonesia Embassy in China, Chengdu Municipal Foreign Affairs Office and Chengdu Agriculture Commission and participated by agriculture enterprises representatives of Indonesian Djokjakarta Province and Sichuan and Chengdu Municipality. The professional investment promotion conference is well-targeted with highlights of key programs, aiming at building a platform for the development and exchanges between enterprises of the two sides. Hu Yuankun, Member of the Standing Committee of CPC Chengdu Committee attended the promotion conference and delivered a speech.

Building Kiwi fruit plantation in Indonesia

China and Indonesia have cooperated in the field of agriculture for long. As mentioned by Wisnu Edi Pratigny, Indonesia is a major

agriculture country. At present, Djokjakarta Province of Indonesia is faced with problems including aging labor, low efficiency of disperse farming and backward mechanization level. Wisnu Edi Pratigny came to Chengdu to seek cooperation opportunities in agriculture machinery and invite entrepreneurs of Sichuan and Chengdu to Indonesia to co-build agriculture demonstration park. "Chengdu's agriculture and machinery industries are highly competitive and Indonesia enjoys sound plantation foundation with improving market and labor. The two sides enjoy broad scope for cooperation." Wisnu Edi Pratigny said Indonesia has rich fruit resources and enjoys abundant experiences in plantation construction and heavenly-endowed favorable conditions. Indonesia is highly interested in the kiwi fruit plantation recommended by Chengdu Municipality. He also expressed the will to cooperate with the Chinese side to promote kiwi plantation in Djokjakarta and Bali in the initial period.

"Chinese enterprises will build agriculture demonstration park in Djokjakarta Province with an initial investment of 5 million USD. China and Indonesia and reached an agreement on promoting agriculture development via finance

cooperation. At the promotion conference, introduced by the officer of Yogyakarta province Gulong area, although agriculture is the pillar industry of Indonesia, its farming method is still traditional. With the development of modern agriculture, there have been ever-increasing demand of agriculture vehicles and mechanical equipments in Indonesia, especially mid and small sized agricultural machinery and tools are well received in Indonesia and boast broad prospects for development. Therefore, the two sides will vigorously carry out project cooperation in agriculture machinery project. The participating director of Gifore Agriculture Machinery informed that the Agriculture Machinery service enterprise Gifore desires to participate in the course of agriculture modernization of Indonesia. After initial communication, the two sides have reached initial intent of cooperation, signifying that Chengdu agriculture enterprise' going global entered a substantive stage.

Enterprise to enterprises economic and trade exchanges between Chengdu and Indonesia are also gathering momentum. Chengdu—Indonesia foreign exchange volume hit 43.1million USD in 2013. "I hope today's activity will be a great event for further promoting economic development and investment cooperation



Visiting in Chengdu

especially in agriculture. Relying the activity platforms, all parties can seek better cooperation projects especially agriculture machinery projects for complementary advantages and win-win results."

Sustained exchanges in the filed of agriculture

The Investment Promotion conference results from the efforts by the Chengdu FAO to convert foreign resources to promote international agriculture cooperation. Since establishing sister city ties with Medan of Indonesia in 2002, Chengdu Municipality have implemented extensive in-depth exchanges with Indonesia in economy, culture, education and tourism etc highlighted by agriculture cooperation by relying on sister city base. The investment promotion conference this time results from the sustained agriculture exchanges between the two sides.

In July 2012, the largest-scaled activity by Indonesia in western China—Indonesia Trade, Tourism and Investment Promotion Conference was held in Chengdu. Indonesia Ambassador to China Imron Cotan led provincial government officials and enterprises

representatives to Chengdu to seek all-round cooperation opportunities. "Chengdu enjoys advanced agriculture technology and I do hope Chengdu can help Indonesia to develop agriculture." Imron Cotan expressed his will to cooperate with Chengdu.

Enterprise to enterprise exchanges are also been proceeded. On 31st October 2012, at the invitation of Gifore Agriculture Machinery Chain Co.,Ltd, Indonesia Ambassador to China Imron Cotan visited its headquarter in the Pixian County. He got to know the company's scale, development capability and also visited the rice mechanization operation site. The Ambassador was satisfied with the scientific level of the agriculture machinery of the company and wished the company to cooperate with Indonesia side in agriculture project. This laid a foundation for the intent agreement between Gifore Agriculture Machinery and Indonesia.

In November 2013, arranged by the Chengdu FAO, the assistant Governor of Bali Province led a 11 person delegation to Chengdu to discuss mutually beneficial exchanges in agriculture. Delegates expressed that they would learn advanced experiences of Chengdu in developing leisure and ecological agriculture and desired to win support from Chengdu in

talent cultivation and policy making.

In February 2014, the acting Indonesia Ambassador Wisnu Edi Pratigny came to Chengdu to address cooperation among which agriculture played an important part. Having got to know the agricultural economic development condition, advantageous industries and key enterprises, he said that Indonesia is blessed with fine soil condition and climate and has massive demand on the advanced agriculture machinery and management and fund. He cordially welcomed agriculture enterprises of Sichuan and Chengdu to carry out project cooperation in hybrid rice and kiwi plantation in Indonesia and address co-building agriculture cooperation demonstration garden. Wisnu Edi Pratigny had on-the-spot investigation on Gifore Agriculture Machinery Group and visited Gengyun specialized cooperative society in Chongzhou city where they exchanged points of view on agriculture cooperation mode. Wisnu Edi Pratigny also went to Xindu district to inspect Sichuan Modern Agriculture Machinery Industrial park and Sichuan Chuanlong Tractor manufacturing Co.,Ltd. Co-hosting Chengdu—Indonesia Agriculture Machinery Industry Cooperation Seminar has been formally listed into agenda.



World Business Council for Sustainable Development

转型升级 成都启动 “可持续移动2.0项目”

“可持续移动2.0项目”涉及的6个城市是从全世界众多城市中挑选出来的，而成都是唯一入选的中国城市，这既反映了近年来成都经济的快速发展已经引起国际社会的密切关注，同时也体现出这座城市对事关民生的可持续发展的高度重视。

【文/萧繁】

3月27日，世界可持续发展工商理事会（英文简称WBCSD）“可持续移动2.0项目”在成都启动。该项目与今年11月将在成都举行的米其林必比登绿色交通全球峰会密切相关，是成都推出的中法建交50周年亮点活动之一，该项目将外事交流与助推城市发展转型升级紧密结合，全面提升成都国际化程度。该项目涉及的6个城市是从全世界众多城市中挑选出来的，而成都是唯一入选的中国城市，这既反映了近年来成都经济的快速发展已经引起国际社会的密切关注，同时也体现出这座城市对事关民生的可持续发展的高度重视。

成都是中国唯一入选城市

WBCSD是一个在推动可持续发展领域影响力仅次于联合国环境规划署的国际非政府组织，它致力于促进全球工商业共同实现商业、社会和环境的可持续未来。而“可持续移动2.0项目”是WBCSD《2020年行动计划》框架下的一个关于道路移动可持续发展的项目，这个项目从全世界众多城市中挑选6个城市，WBCSD及其会员企业免费为这些城市担任顾问、向城市推荐切实可行的解决方案，帮助其实现在道路移动可持续发展方面的愿景，

而成都是唯一入选的中国城市。

作为WBCSD重要会员的米其林集团，之所以大力推荐成都作为中国道路移动可持续发展项目的示范城市，与成都重要的地理位置、汽车工业发展及国际化进程、成功组织大型国际会议的经验以及是中国第四大航空枢纽等诸多因素密不可分。今年11月，米其林集团就将与成都合作举办米其林必比登绿色交通全球峰会。届时，来自世界各国汽车制造商、技术合作者、能源供应者、科研机构、政府部门、国际组织、媒体等将共同参与清洁能源车辆大赛，让政策制定者以及媒体舆论更深入全面地了解最新的汽车及相关技术，齐心协力为城市道路交通发展寻找解决方案，以应对道路交通日益拥堵而带来的挑战。

“可持续移动2.0项目”在成都启动前，米其林集团、世界可持续发展工商理事会、世界资源研究所中国办公室及富士通、宝马、大众、戴姆勒、福特等企业相关负责人组成“可持续移动2.0项目”工作组专程访问成都，通过乘坐二环路快速公交、社区巴士、地铁、都江堰-成都高铁等考察我市公共交通系统。“经市政府外办协调安排，可持续移动2.0项目”总监迈克尔·费伊还与成都市规划局、市交管局、市交委、市建委就“成都市城市综合交通规划”“成都市交通运行管理措施”“大力发展成都公交，促进城市可持续发展”“成都市中心城区道路交通设施建设现状以及未来计划”等话题交流与探讨。

项目成果11月公布

成都成为“可持续移动2.0项目”全球6个选择城市之一，既反映了近年来成都经济的快速发展已经引起国际社会的密切关注，同时也体现出这座城市对事关民生的可持续发展的高

度重视。交通是城市发展的命脉，又是投资环境的领先指标，要形成高密度的经济联系，必须先建立高密度的交通体系。交通先行作为成都市“五大兴市战略”之首，一方面，需要加快交通设施建设的步伐，另一方面，则要求对现有设施加以充分利用以及对未来进行科学规划，即大力发展“绿色交通”。

“绿色交通是一个全新的理念，它强调的是城市交通的‘绿色性’，其本质是建立维持城市可持续发展的交通体系，以满足人们的交通需求，以最少的社会成本实现最大的交通效率。”相关专家表示，绿色交通理念已逐渐成为现代城市轨道交通网络规划的指导思想，将绿色交通理念注入到城市轨道交通网络规划优化决策之中，使土地使用和轨道交通系统两者协调发展，才能增强城市的交通能力，促进城市更好地转型升级。

成都这个自古以来便是西南地区最重要的交通枢纽城市，正在凭借着日益发达的航线网络跻身中国航空枢纽第四城，成为了中国中西部地区通往世界的“门户”。“我们之所以大力推荐成都作为中国道路移动可持续发展项目的示范城市，主要考虑的是成都的地理位置、汽车工业发展、国际化进程以及成都是中国西部最大的航空枢纽等因素。”米其林（中国）公司总裁万能毅表示，米其林将第十二届必比登挑战赛放在成都，充分证明成都对米其林有着巨大的吸引力。“我们看好这里巨大的市场潜力，对成都汽车产业发展充满信心，将进一步加快在蓉投资建厂步伐。”

“可持续移动2.0项目”启动后，参与方将根据成都市道路发展的愿景研提解决方案，并将再次来蓉与成都市相关部门就解决方案进行磋商。11月中旬，在必比登绿色交通全球峰会举办期间，“可持续移动2.0项目”工作组将把细化的解决方案作为项目成果对外公布。

SMP2.0 Sustainable Mobility Program Initiated in Chengdu, a City to be Transformed and Upgraded

The 6 cities that SMP2.0 Sustainable Mobility Program involves are handpicked from a great number of world cities, and Chengdu is the only city in China that has been selected. It fully demonstrated not only the close attention the international society has placed on the rapid economic development of Chengdu but also the city government's high commitment to sustainable growth, a topic that its citizens follow closely.

[Text / Xiao Fan]

On March 27, World Business Council for Sustainable Development (WBCSD) launched the SMP2.0 Sustainable Mobility Program in Chengdu. This program is closely linked to Michelin Bibendum Green Transportation Global Summit, one of the spotlight events set to commemorate the 50th year anniversary for China-France diplomatic ties establishment that is to be staged in Chengdu in this November. The SMP2.0 Sustainable Mobility Program is a fresh move to raise the internationalization

of Chengdu through foreign affairs exchanges. The 6 cities that SMP2.0 Sustainable Mobility Program involves are handpicked from a great number of world cities, and Chengdu is the only city in China that has been selected. It fully demonstrated not only the close attention the international society has placed on the rapid economic development of Chengdu but also the city government's high commitment to sustainable growth, a topic that its citizens follow closely.

Chengdu, the only city in China been selected for SMP2.0 Sustainable Mobility program

WBCSD, an international non-governmental organization whose influence in promoting sustainable development is second only to (United Nations Environment Program) UNEP, dedicates to delivering sustainable business, society and environment for global commerce and industry. SMP2.0 Sustainable Mobility program, a program in mobile and sustainable road development under the 2020 Plan of Action framework of WBCSD, selected 6 cities among a great number of global candidate cities. WBCSD and its member enterprises provide practical solutions, advisory services for these 6 cities and help them to realize their vision in road sustainability. And Chengdu is the only city in China that has the honor to join the list of 6. Michelin, as an important member for WBCSD, strongly recommend Chengdu to be the role model city for Chinese road mobility and sustainable development. The reason why Michelin recommend Chengdu, of course, is closed related to the strategic geographic location, emerging automobile industry, increasing internationalization, rich experience in hosting huge international events of Chengdu and its position as the 4th largest aviation hub in China. It is expected that Michelin Group will work with Chengdu to present Michelin Bibendum Green Transportation Global Summit that will attract world renowned car manufacturers, technology partners, energy suppliers, scientific research institute, government departments, international organization and media to participate in its Clean Energy Car Race. It will be a wonderful platform for policy makers and media opinions to get a deeper and comprehensive understanding of the latest car model and relevant technologies and work together to find transportation solutions in an attempt to address road challenges caused by growing congestion.

Before launching SMP2.0 Sustainable Mobility program in Chengdu, Michelin Group, WBCSD,

World Resources Research Institute Chinese Office as well as those responsible for Fujitsu, BMW, Volkswagen, Daimler Chrysler and Ford corporation form a working team to pay a special visit to Chengdu where the team carefully reviewed the public transportation system of Chengdu by taking high-speed bus in 2nd ring road, community bus, subway lines and Chengdu-Dujiangyan fast rail. "The supervisor for SMP2.0 Sustainable Mobility program Mr. Michael Fey had extensive discussions and exchanges with representatives from Chengdu Urban Planning Bureau, Chengdu Transportation Administration, Chengdu Transportation Committee and Chengdu Construction Committee in terms of "integrated urban transportation plan", "city transportation operation administrative measures", "strengthen public transportation for sustainable development" and "the status quo for road transportation facilities construction in center urban areas and its future plan" as well as other topics etc.

Program achievements to be published in November

The 6 cities that SMP2.0 Sustainable Mobility Program involves are handpicked from a great number of world cities, and Chengdu is the only city in China that has been selected. It fully demonstrated not only the close attention the international society has placed on the rapid economic development of Chengdu but also the city government's high commitment to sustainable growth, a topic that its citizens follow closely.

Transportation, the lifeline for urban development, is also the leading indicators to measure investment climate. Therefore, it is a must to establish dense transportation network before building highly dense economic connections. "Communications First", as one of the 5 strategies to advance urban growth, means that we need to accelerate transportation facility construction on the one hand, and focus more on encouraging green transportation by

making full use of existing facilities and making scientific future plans.

"As a fresh concept, green transportation emphasizes the green nature of city transportation. And the essence is to establish a transportation system that is able to sustain urban development, meet residents' traffic demand and maximize transportation efficiency with minimized social cost." Relevant experts indicates that, the concept of green transportation has gradually become the guiding ideology in devising modern urban rail transit network. We believe that, only by putting the green transportation concept into city rail transit network planning, a way that could balance land use and rail transit system, the city could grow in transportation capacity and materialize city transformation and upgrading.

Chengdu, as the most important transportation hub since ancient times, is ascending to No.4 aviation hub in China by its increasingly advanced air route network and has become the gateway for central and western China in interaction with the world. The reason why we recommend Chengdu, of course, is closed related to the strategic geographic location, emerging automobile industry, increasing internationalization, rich experience in hosting huge international events of Chengdu and its position as the 4th largest aviation hub in China. Mr. Wan Nengli, president for Michelin Group said that, Michelin has decided to locate the 12th Bibendum Challenge in Chengdu, which fully demonstrated that Chengdu is highly attractive to Michelin. "I'm pretty optimistic about the huge market potential here and especially its automobile industry. We'll speed up our pace to invest and found new factories."

Right after SMP2.0 Sustainable Mobility program been initiated, the program participators will propose a solution according to Chengdu urban road development vision and will visit Chengdu again to discuss with relevant departments on solutions. In mid-November, during the Bicurveum Green Transportation Global Summit, the working team for SMP2.0 Sustainable Mobility program will release the detailed solution.



合影

“全球性别和经济政策管理新倡议” 培训成都开课

本次培训是成都加快推进国际化城市建设的具体体现，也是成都市干部教育培训工作引入国际元素，开阔国际化视野的创新举措，有利于我市建立一支具有全球思维、国际经验和创新能力的高素质人才队伍。

【文 / 萧繁】

4月26日上午，国内首个联合国“全球性别和经济政策管理新倡议”（英文缩写“GEPMI”，以下简称“新倡议”）综合培训项目在成都正式开课。该项目由联合国开发计划署、成都市委组织部、成都市人民政府外事办公室共同主办，西南交通大学和北欧国际管理学院联合承办。联合国将该项目作为在中国推动男女权利平等的“敲门砖”，并期待通过此项目与成都建立长期合作。

联合国开发计划署中国办公室减贫平等民主治理处处长谷青介绍，“新倡议”由联合国开发计划署推出，旨在全球范围内通过制定经济政策和减贫战略，促进性别平等，推动实现联合国千年发展目标，已在非洲、阿拉伯国家和韩国成功实施推广。“我对‘新倡议’在中国的首次亮相

充满期待，希望此次培训能与北京的国家行政学院即将开展的‘社会性别主流化’课程南北呼应，并起到借鉴作用。”谷青说。

开课仪式上，西南交通大学党委副书记何云庵表示，中国的两性不平等比较普遍，主要缘于传统历史文化的遗留问题。他举例自己所带的学生中，男学生的就业率普遍高于女学生。因此，他认为在中国实现男女权利平等是“历史意义进步的实现”。

“本次培训是成都加快推进国际化城市建设的具体体现，也是成都市干部教育培训工作引入国际元素，开阔国际化视野的创新举措，有利于我市建立一支具有全球思维、国际经验和创新能力的高素质人才队伍。”成都市政府外办相关负责人表示，希望通过本次培训使成都市争取到联

国开发计划署亚太区培训基地的落户，在与联合国开发计划署开展更为深入广泛的合作等方面抢得先机，加强成都与联合国开发计划署在环境、能源、危机预防与恢复、南南合作等领域的交流与合作。

“新倡议”由性别经济管理政策短期课程、咨询服务和能力发展研讨会及性别意识经济管理硕士学位项目三部分组成。此次在蓉先期启动短期培训和研讨会，并邀请到联合国开发计划署亚太区域中心政策专家山本由美子，中国就业促进会执行副会长、国际劳工组织特别顾问张幼云等国内外知名专家亲临授课，包括亚太地区的宏观经济战略、直接领导力与提升领导干部素质、贸易与推进城市国际化进程等八个领域的课程。该短期培训项目在每周周末举办，为期十天。

Training on Global Gender and Economic Policy Management Initiative (GEPMI) Starts

This training, an innovative move to bring an international face to Chengdu officials' education, will equip Chengdu with a talent pool consist of innovative manpower with global vision and experiences. It is also an effort of shaping Chengdu into an internationalized city.

【Text / Xiao Fan】

On April 26, the first comprehensive training program under the Global Gender and Economic Policy Management Initiative (GEPMI) of UN has commenced in Chengdu. This program is sponsored jointly by UNDP, the Organization Department of CPC Chengdu Committee and Chengdu Municipal Foreign Affairs Office and organized by Southwest Communication University and (Nordic International Management Institute) NIMI China. It is a creative move of the UN to kick off its effort in China with an aim to propelling gender equality of right and developing long term links with Chengdu through this fresh program.

Mr. Gu Qing, chief of poverty reduction, fairness and democratic division of Chinese office under UNDP briefed that, GEPMI, initiated by the UN and has been successfully carried out in Africa, Arabian countries and South Korea, aims at delivering gender equality and realizing the MDGs of UN through tailored economic policy and poverty mitigation strategy. “I really look forward to GEPMI's first debut in China and I hope this training

program could go hand in hand with the Social Gender Mainstreaming” course to be launched by National School of Administration in Beijing and become a role model for the following programs,” Said Mr. Gu Qing.

At the class opening ceremony, Mr. He Yunan, official from Southwest Communication University indicated that, China has universal gender inequality, due to the legacy problem in traditional history and culture. Mr. He even gave an example which told that, among all his students, the boys' employment rate is generally above that of the girls. Therefore, to realize gender equality of right is of significant historical meaning.

“This training, an innovative move to bring an international face to Chengdu officials' education, will equip Chengdu with a talent pool consist of innovative manpower with global vision and experiences. It is also an effort of shaping Chengdu into an internationalized city.” said people who speak for Chengdu Municipal Foreign Affairs Office. We hope this training program could win Chengdu an opportunity to house the

Asia Pacific training base under UNDP and launch extensive cooperation with UNDP especially in terms of environment, energy, crisis prevention and recovery, south-south cooperation.

The GEPMI is made up by three parts, namely, short-run course on gender economic management policy, inquiry service and capability development seminar and master's degree on gender awareness economic management. At the initial stage, the short-run training and seminar has been initiated with Ms. Yumiko Yamamoto, policy expert in Asia Pacific region, Mr. Zhang Youyun, special advisor for International Labor Organization and executive vice chairman of China Association for Employment Promotion have been invited to give lessons on 8 subjects including macroeconomic strategy in Asia Pacific region, direct leadership and raising leaders' quality as well as trade and facilitating city internationalization. This short-run training program is opened on every weekend and lasts for 10 days.



开幕式市民热捧

预热建交40周年 泰国风情“绽放”成都

近年来，特别是从成都与泰国清迈府“联姻”国际友好城市、与泰国乌汶府结为友好合作关系城市以来，成都与泰国在教育、文化等领域开展了众多合作。鉴于“泰国风情周”受到越来越多市民的关注，今年风情周特别分为“春季”和“秋季”两场，围绕不同的主题，为2015年中泰建交40周年预热。

【文/黎笑】

刚劲之美的泰拳、琳琅满目的泰国水果、原汁原味的泰式大餐……已连续成功在成都举办八届的“泰国风情周”活动今年如期继续举行。5月9日，由泰国驻成都总领事馆、成都市人民政府外事办公室、成华区人民政府主办，四川广播电视塔支持举办的“2014成都（春季）泰国风情周”在四川广播电视塔中心舞台开幕，此次活动包括泰拳路演、文艺表演、美食品鉴、水果和特色商品展销、旅游文化推介等，一直持续到5月14日。副市长傅勇林出席开幕式。

泰拳路演首次亮相成都

风情周上，近30余家相关机构和企业50余个展位进行展销，品种丰富，囊括了工艺品、食品、家居装饰品等。相比上届，本届活动的重头戏是泰拳路演、泰国热带水果节，以及特级厨师现场制作泰式经典大餐。泰拳路演全称“泰拳中国路演活动”，由泰国外交部组织，经成都市政府外办与泰国驻成都总领事馆合力争取首次来到成都，活动期间每天有3场表演，给市民献上了一份泰拳大餐。



充满阳刚之美的泰拳

在成都市政府外办的积极协调下，代表团还赴成都体育学院访问，与中国武术开展互动交流。泰国代表团18名拳手分别运用拳、腿、膝、肘等身体相关部位进行攻击，出拳敏捷，发力流畅，充分展示了泰拳的刚劲与猛锐，为学院师生呈现了一场独具特色的格斗技艺。成都体育学院的学生代表现场表演舞龙、舞狮、太极、散打、棍术和剑术等，以刚柔相融的形式精彩地诠释了中国武术的博大精深。泰国代表团团长、泰国国家基金会会长沙洛表示，中泰武术交流精彩有趣，有利于促进双方传统文化交流，增进理解与互信。

5月正值泰国热带水果成熟之际，因此本次活动还特别举办了泰国水果节，集中展销榴莲、山竹、芒果、龙眼等水果，由成都市场最大的泰国水果供应商提供。泰国美食节也同时举办，3位泰国特级厨

师在四川广播电视塔旋转餐厅现场制作经典泰式大餐“明年或许会举办泰国电影节，引进泰国的优秀影视作品以进一步增进双方的了解。”泰国驻成都总领事郭梅特表示，今后将继续加大活动密度，精选不同主题，让成都市民在家门口就能感受到纯正的泰国民俗风情。

风情周将分春秋两场

鉴于“泰国风情周”受到越来越多市民的关注，市政府外办和泰国驻成都总领馆商定今年风情周特别围绕不同的主题，分为“春季”和“秋季”两场，为2015年中泰建交40周年预热。“春季”活动以“泰拳路演”和当季特色泰国水果为重点呈现。此外，还通过文艺表演、美食品鉴、特色商品展、旅游文化推介、泰国美

食节等形式，多角度、全方位地向市民展示泰国民俗风情。秋季风情周将以成都的国际友城——泰国清迈府为主题举办相关活动。泰国风情周让成都市民有机会近距离感受泰国魅力，并为两地人民和企业之间的交流搭建起良好的平台。

近年来，特别是从成都与泰国乌汶府结为友好合作关系城市、与泰国清迈府“联姻”国际友好城市以来，成都与泰国在教育、文化等领域开展了众多合作。除了连续举办八届的“泰国风情周”外，还启动了成都大学与泰国清迈府政府管理机构的“2014年中泰语言文化交流项目”等合作。明年即将迎来中泰建交40周年、泰国驻成都总领馆建馆10周年，成都将继续联手泰国驻成都总领馆，开展更多文化交流活动，让市民在感受泰国民俗风情的同时增进友谊，推进发展。



市民品尝泰国传统美食



泰国传统舞蹈表演



市民热情采买泰国商品



Group Photo

Warming-up for the 40th Anniversary of the Founding of China-Thailand Diplomatic Ties—Thai Festival Blossoms in Chengdu

Over recent years, especially since the establishment of friendly and cooperative relations between Chengdu and Ubon Ratchathani and sister city relations between Chengdu and Chiang Mai, Chengdu Municipality and Thailand have implemented multi-faceted cooperation in education and culture etc. Given that the Thai Festival Week (Chengdu) is getting more and more public attention, this year's festival is divided into Spring and Autumn sessions. Highlighting different themes, Thai Festival Week (Chengdu) 2014 warms things up for the 40th anniversary of the founding of China-Thailand diplomatic ties in 2015.

[Text / Li Xiao]

Vigorous Thai boxing and dazzling arrays of Thai fruits and Thai cuisine—the Thai Festival Week (Chengdu) has now been held for 8 consecutive years. On 9th May, Thai Festival Week (Chengdu) 2014 jointly organized by Thai Consulate General in Chengdu, Chengdu Municipal Foreign Affairs Office and Chenghua District People's Government and supported by Sichuan TV Tower was

opened in the central stage of Sichuan TV Tower. The series of activities went on until May 14th including Thai Boxing road show, artistic performance, food tasting and fruit and featured goods exhibition as well as tourism and culture promotion. Vice Mayor of Chengdu Fu Yonglin attended the opening ceremony.

Thai boxing road show strikes a pose on the stage of Chengdu for the first time

At the Festival, nearly 30 related institutions and enterprises had exhibition and spot sales in more than 50 booths. Their exhibits were of great varieties including handicrafts, food and home decoration ornaments. Compared to the Festival last time, the highlights of Thai Festival Week (Chengdu) 2014 are Thai boxing road show, Thai tropical fruit festival and demonstrations of classic Thai cuisine by a super chef. With its full title—the Thai Boxing Road Show China Activity, the Thai boxing road show is organized by Thai Foreign Ministry. Promoted by Chengdu FAO and Thai Consulate General in Chengdu, the Thai boxing road show came to China and its 3 performances per day presented a Thai feast to citizens of Chengdu.

Coordinated by the Chengdu Municipal Foreign Affairs Office, the delegation visited Chengdu Sports University and had interaction with Chinese Wushu. 18 boxers of the Thai delegation attacked respectively with their fists, legs, knees and elbows. They demonstrated the agility and power of Thai boxing. The students' representatives from Chengdu Sports University gave an on-the-spot performance of dragon dance, Tai Chi, Kick boxing, cudgel play and swordsmanship etc, interpreting the profound Chinese Wushu. The Thai delegation chief expressed his view that Chinese and Thai Wushu are very wonderful and these activities are crucial for promoting traditional cultural exchanges and enhancing mutual trust of the two sides.

Thai tropical fruits ripen in May. Thai Fruits Festival was also held during the activity, where pomegranate, mangosteen, mango and longan were exhibited, provided by the largest Thai fruit supplier in Chengdu. Thailand Food Festival was hosted at the festival when 3 top Thai chefs were preparing the classic Thai cuisine at the Sichuan TV tower revolving restaurant. "Perhaps we will host a Thai Film



Opening Ceremony

Festival in 2015 and introduce excellent Thai films to enhance mutual understanding." Thai Consul General in Chengdu Komate Kamalanavin expressed the wish that efforts will be made to intensify the activities and select different themes to let citizens of Chengdu to experience Thai folk customs.

Spring and autumn sessions of the Festival

Given Thai Festival Week (Chengdu) is getting more and more public attention, this year's festival is divided into Spring and Autumn sessions. Highlighting different themes, Thai Festival Week (Chengdu) 2014 warms up the mood for the 40th anniversary of the founding of China-Thailand diplomatic ties in 2015. The Spring session is highlighted by the Thai



Group Photo

boxing road show and Thai fruit demonstration and showcases the folk customs of Thailand through artistic performance, food tasting, featured goods exhibition, tourism and culture promotion and Thai Food Festival in an all round manner. The autumn session will feature Chengdu-Chiang Mai sister city themed activities. Thai Festival Week enables citizens of Chengdu to have the chance to feel the charm of Thailand and builds a fine platform for the communications between enterprises and peoples of the two sides.

Over recent years, especially since the establishment of friendly and cooperative relations between Chengdu and Ubon Ratchathani and sister city relations between Chengdu and Chiang Mai, Chengdu Municipality and Thailand have implemented multi-faceted cooperation in education and culture etc. Apart from the Thai Festival Week which has now been held for 8 consecutive times, 2014 China-Thailand Language and Culture Exchange Program between Chengdu University and Chiang Mai government has also been launched. The year 2015 marks the 40th anniversary of the founding of China-Thailand diplomatic ties and 10th anniversary of the founding of Thai Consulate General in Chengdu. Chengdu Municipality will continue to join hands with Thai Consulate General to carry out more cultural exchange programs to enable citizens to feel Thai folk customs, enhance friendship and promote development.



比赛

“迪拜赛马世界杯” 成都温江区开跑

赛事活动的成功，将成为成都以“赛马”撬动城市营销的一根神奇杠杆，对展示与推介成都形象，推动成都马术产业发展，确立未来成都在中国马术战略中的地位具有重要意义。

【文/黎笑 图/温江区政府提供】

4月6日下午13:00，成都·迪拜国际杯—温江·迈丹赛马经典赛在历时近三年筹备和众望期待中，在成都温江金马国际马术体育公园赛马场隆重开幕，来自国家、省市相关部门的领导及广厦集团、迈丹集团、浪琴的300余名嘉宾和近5000名现场观众参加了活动，现场近百家国内外媒体记录了这一历史性时刻。本次“成都·迪拜国际杯”是迪拜赛马世界杯首次在阿联酋以外的地方举行，由成都市人民政府、阿联酋国家赛马管理署联合主办，成都市体育局、温江区人民政府等共同承

办，是继成功举办中国马术节之后，成都市温江区承办的又一项高规格的国际赛马大赛。

首次在阿联酋之外举行

据赛事组委会相关负责人介绍，“成都·迪拜国际杯”是世界上单项奖金最高和业界具有广泛影响的迪拜赛马世界杯首次在阿联酋之外的国家举行，比赛按照阿联酋国家赛马管理署相关管理规定举办，具有极高的专业度和观赏价值。与此

同时，这也是国际赛马在检验检疫程序上第一次进出中国大陆参加赛马比赛，是中国马术运动的一次重大突破。此外，“成都·迪拜国际杯”是市场主导的商业赛事，由迈丹集团负责赛事组织运营，成都市人民政府积极促进赛事举办、全程参与赛事筹备，是政府提供公共服务与与市场运营的完美结合。

本次国际杯赛马经典赛共包括温江速度赛（1200m）、广厦让步赛（1400m）、迈丹距离赛（1600m）、温江·迈丹经典赛（1600m）和成都·迪拜国



新闻发布会

际杯（2200m）5场比赛。来自阿联酋、英国、爱尔兰、法国、阿根廷等7个国家的外籍骑手携50余匹阿联酋赛马参加5场速度赛马比赛，奖金从50万元人民币到150万元人民币不等，奖金总额达375万元人民币。五场精彩速度赛马比赛让全场数千观众过足眼瘾，而独特的民族演绎也让现场的中国和阿拉伯文化完美融合。

比赛前一天的4月5日还举行了“成都·迪拜马术产业发展论坛暨成都市温江区投资说明会”，来自中国、爱尔兰、法国、美国、阿联酋等五位国内外赛马产业专家发表了演讲。这是西南地区有史以来最具国际化、专业化、职业化特点的一届论坛，共有13个国家和地区的嘉宾、友好协会代表、业内人士近300人参加，让国际嘉宾亲身感受到了成都发展马业的巨大潜质。

对于东道主成都市温江区而言，利用这一国际舞台，充分展示推介了“金温江”的综合优势、投资价值与发展潜质，也为温江的国际合作洽谈架起了最直接的桥梁。对于整个成都市而言，此项赛事进一步加强了成都国际交流与合作，扩大了成都的国际知名度和影响力，并通过引进国际高水平赛事活动，打造成都版的“迪拜赛马世界杯”，推动了成都马产业发展。

“赛马”撬动城市营销

“成都·迪拜国际杯”是迄今为止成都市承办的专业化程度高、赛事影响力大的世界顶级马术赛事。据赛事组委会相关负责人透露，该赛事历时两年多的谈判协商，在外交部、国家体育总局、国家质检总局、四川进出口检验检疫局等中央省市部门的大力支持下，成都终于与迈丹成功达成了此项长线战略合作项目。这是中阿两国友好往来的成果，是成都、迪拜两个城市长时间互相信任、精诚合作的结果，也是参与合作的多方长期努力共同铸就的结果。

毫无疑问，赛事活动的成功，将成为成都以“赛马”撬动城市营销的一根神奇杠杆，对展示与推介成都形象，温江的形象，推动成都马术产业发展，确立未来成都在中国马术战略中的地位具有重要意义。未来，随着“成都·迪拜国际杯”赛事效应的逐年升温与赛会国际性的聚焦力、吸引力与影响力，成都“以马术赢世界”的城市形象将更为突出与成熟，成都作为“中国马术发展战略高地”的地位也将随之确立。

不仅如此，成都还谋划立足于“成都·迪拜国际杯”赛事，以“成都”、“迪拜”为双核，由此辐射出的后续合作

将打开“中国内陆—西亚”城市的产业、文化、商务合作直线互通，对推动国际马术产业互联“结网”，搭建起中国内陆—西亚马术合作“第一桥”起到重要作用。

从更大视角来看，成都作为中国西南中心城市之一，未来将放眼于泛亚、欧亚等全球化合作，充分利用地处欧亚国际航路和新亚欧大陆桥关键节点的优势，而温江作为马术产业第一梯队，通过“成都·迪拜国际杯”与迪拜的合作，已经打开了中国内陆面向西亚开展马业商贸交流的突破口。以此为参照，可进一步扩大到与泛亚、欧洲的合作，力争在未来十年内成为具有国际影响力的马术产业主体功能区与马业之都，实现由内陆到西亚，直至中亚、南亚和欧洲的马术商贸辐射力。



国际爱好者们（上）
小骑手们（下）



“Dubai World Cup” Kicks Off in the Wenjiang District, Chengdu

The success of the games and activities will have a magical leverage enhancing the city marketing of Chengdu Municipality. This is of great significance to showcasing Chengdu’s fine city image, promoting the development of equestrian industry in Chengdu and establishing Chengdu’s important strategic position in equestrian strategy in China.

[Text / Li Xiao Photographer / Government of Wenjiang District]

At 1 pm of 6th April, after nearly 3 years’ intense preparation and huge expectation, Chengdu Dubai International Cup—Wenjiang Meydan Classic was formally opened in the Golden Horse International Equestrian Sports Park Race Course. National, provincial and municipal department leaders and more than 300 guests from Wide Mansion Group, Meydan and Longies together with nearly 5000 spectators attended the activity. The historic moment was covered by nearly 100 media from home and abroad. It is the first time that “Dubai World Cup” has been held outside the UAE. The high-level horse racing event was co-organized by Chengdu Municipal Government, the UAE national race management agency and jointly undertaken by Chengdu Municipal Sports Bureau and Wenjiang District. It is a high-level international horse-racing game following the Chinese Equestrian Festival undertaken by Wenjiang district of Chengdu. The Chengdu Dubai International Cup includes 5 events – Wenjiang 1200m Racing, Wide Mansion 1400m handicap match, Meydan 1600m distance race Wenjiang Meydan Classic 1600 and Chengdu Dubai International Cup 2200m. Riders from

UAE, UK, Ireland, France and Argentina participated in the 5 races with more than 50 horses from UAE. Their prizes ranged from 500,000 to 1.5million RMB and the total amount added up to 3.75 million RMB. Thousands of spectators enjoyed the eye-catching tournament and perfect integration of Chinese and Arabian cultures with unique ethnic style.

First time held out of UAE

Introduced by the director of the tournament organizing committee, the Chengdu Dubai International Cup has the highest individual prizes and extensive influence in the horse racing circle. This was the first time the tournament has been held out of UAE. The competition with high professional degree and ornament value are held in accordance with the regulations of the UAE national race management agency. At the same time, the games also meet the inspection and quarantine procedures of China mainland, which is a major breakthrough for the equestrian sport of China. Besides, the Chengdu Dubai International Cup is a market-driven commercial tournament





Chengdu · Dubai Equestrian Industry Development Forum & Wenjiang District (Chengdu) Investment Seminar



Opening Ceremony

operated by Meydan group and Chengdu Municipal Government actively encouraged the International Cup and participated in its preparation work—a perfect combination of public service by government and market operation.

One day before the tournament, on 5th April, the Chengdu · Dubai Equestrian Industry Development Forum & Wenjiang District (Chengdu) Investment Seminar was held. Horse racing experts from China, Ireland, France, U.S.A and UAE attended the seminar and delivered speeches. The forum is the most internationalized and professionalized forum with the participation of nearly 300 guests from 13 countries and regions, representatives of friendship associations and practitioners of equestrian industry, enabling the participating guests to experience the great development potential of Chengdu's equestrian industry. The host Wenjiang district of Chengdu made full use of this international stage to showcase the comprehensive advantages of "Golden Wenjiang" in terms of investment value and development potential. A direct bridge of international cooperation with Wenjiang has been built. The "Dubai World Cup" has enhanced international exchanges and cooperation of Chengdu Municipality, strengthened international reputation and influence. By bring in high-level international contests and activity, Chengdu Municipality has shaped the Chengdu edition of "Dubai World Cup" and promoted equestrian

industrial development.

"Horse racing" evoking city marketing

Chengdu Dubai International Cup is a top international event with highest degree of professionalization and influence. As mentioned by the director of the tournament, with the vigorous support of the Ministry of Foreign Affairs, State General Administration of Sports, State Quality Inspection Administration and Sichuan Import and Export Inspection and Quarantine Bureau, Chengdu has developed a long-term strategic cooperation project agreement with Meydan. This results from China-UAE friendly exchanges, the mutual trust and good faith cooperation between the two Mayors of Chengdu and Dubai and the long-term unremitting efforts by all the participating cooperation parties. Undoubtedly, the success of the games and activities will become a magical leverage enhancing the city marketing of Chengdu Municipality. This is of great significance to showcasing Chengdu and Wenjiang's fine image, promoting the development of equestrian industry in Chengdu and establishing Chengdu's important strategic position in equestrian strategy in China. In the future, with the increasing tournament influence and international focus and attraction, the image of Chengdu prevailing in the whole equestrian world will be highlighted and

Chengdu's position as the pinnacle of Chinese equestrian strategic development will be established.

Building on the Chengdu Dubai International Cup, Chengdu Municipality would like to take "Chengdu" and "Dubai" as dual core and try to make breakthrough by its high energy future cooperation. Efforts will be made to enhance the line connectivity between the inland China and western Asia in industry, culture and business cooperation. It will play a positive role in promoting the connectivity among international equestrian industries and building a bridge of cooperation connecting inland China and western Asia.

Viewed from a broader perspective, Chengdu Municipality, as one of the mega metropolis in southwest China, will be dedicated to promoting Pan-Asia and Eurasian global cooperation by bringing the advantage of being a key juncture connecting Eurasia international routes and new Eurasian Continental Bridge into full play. Wenjiang district as the first-tier of equestrian industry has made a breakthrough for the equestrian trade exchanges between Chengdu and western Asia. Against this backdrop, efforts will be made to expand Pan-Asia and Eurasian cooperation and strive to shape Chengdu into an equestrian industry main function zone and expanding economic and trade radiation from the hinterland of China both to western Asia and beyond that even to mid and south Asia and Europe.

EVENTS

成都—汉密尔顿艺术交流展在蓉举行



4月18日，由成都市人民对外友好协会和成都大学共同举办的“成都—汉密尔顿艺术交流展”在成都许燎原现代设计艺术博物馆开幕。市友协副会长李利、成都大学副校长柯玲出席开幕式并致辞。

市对外友协副会长李利在致辞中说，2014年3月，成都与哈密顿正式签署友好合作关系城市备忘录，为双方开展全面交流、深化务实合作奠定了良好基础。此次艺术“对话”有利于促进两地的相互理解，加深彼此友谊，助推两市从友好合作关系城市升级为正式友好城市。

“成都—哈密顿艺术交流展”已于2013年12月在哈密顿怀卡托博物馆展出，这是两市艺术家首次联袂举办画展。哈密顿市市长朱莉·哈黛克出席开幕式并致辞。展览活动在当地深受欢迎，引起强烈反响。此次在蓉城的展览，呈现了在不同文化背景下成长起来的两位艺术家——徐泽（成都大学美术学院教师）和Tim Croucher（新西兰哈密顿怀卡托理工学院教师），对“诗意”不同理解和阐释，展出两位艺术家30余件作品。取名“陌生的诗意”旨在，探索将视觉意义上的绘画作品往精神性感受很强的意境领域延伸，以陌生为限定，是要求作品传达出的意境不仅仅是传统意义下的意境，而是要拓展传统意境的内涵和外延，在继承传统的前提下加以拓展和创新。

Tim Croucher在开幕式上与来宾分享艺术历程，他希望通过绘画来表达对中国这片土地及人民的敬畏，也对徐泽老师画作所展现的破灭的、忧伤的、诗意的美表示赞赏。





在伦敦体验“成都茶馆”

委印单位：成都市人民政府外事办公室
承印单位：四川和记印务有限公司
准印证号：川成新出内字（2014）014
联系电话：免费交流