



意大利玛莎嘉利(Marcegaglia)集团
Marcegaglia Group Italy

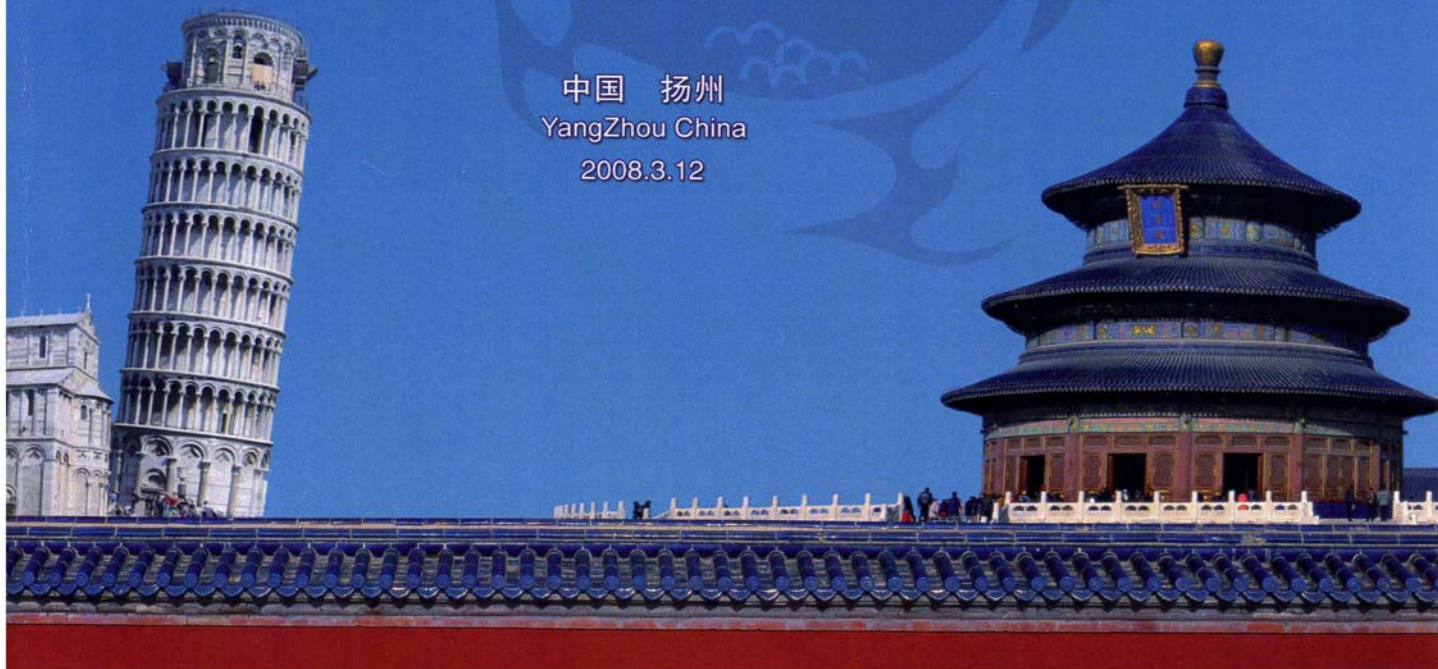


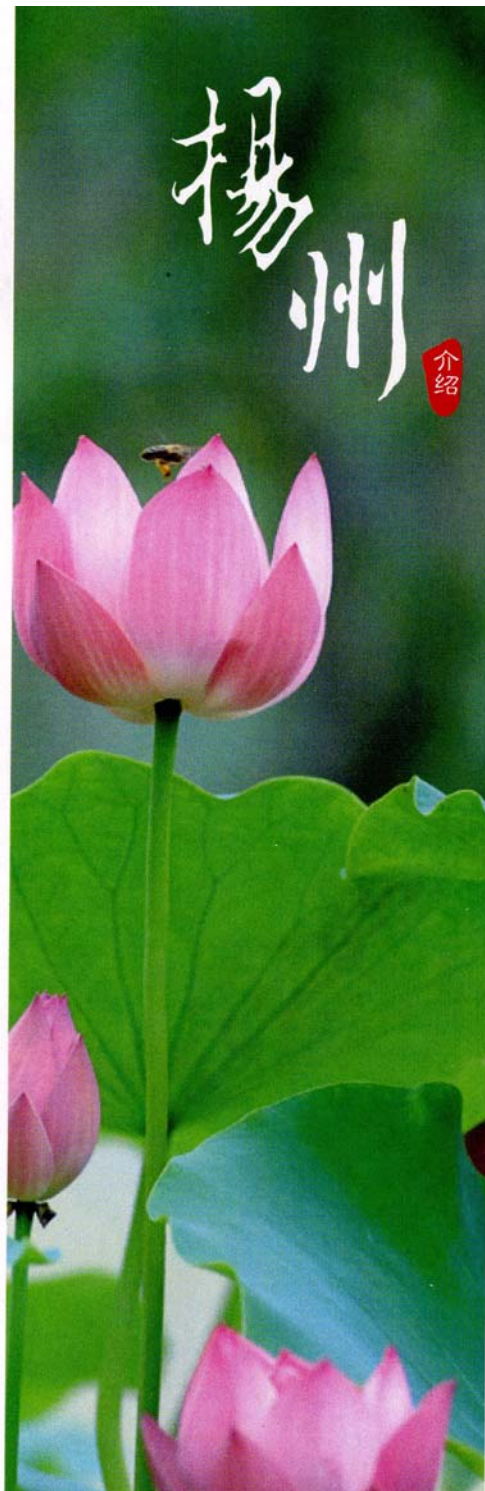
扬州市广陵产业园管理委员会
The Administration Committee of
Guangling Industrial Park Yangzhou

高精度钢制品部件项目签约仪式 暨庆祝晚宴资料手册

Briefing Book for Signature Ceremony

中国 扬州
YangZhou China
2008.3.12





扬州介绍 Introduction to Yangzhou

中国历史文化名城扬州，地处江苏中部，长江下游北岸，位于长江经济三角洲。扬州城建立于2400余年前的春秋时期，纵贯南北的京杭大运河与万里长江在这里交汇，历来是水陆交通枢纽，南北漕运的咽喉，苏北的重要门户。

Yangzhou is a famous historical and cultural city in China and is located in central Jiangsu on the northern bank of the Yangtze River's lower reaches in the Yangtze Economic Delta region. Yangzhou was established more than 2,400 years ago in the Spring and Autumn period at the intersection of the Grand Canal and the thousand-mile-long Yangtze River, which run parallel to each other. Thus Yangzhou has always served as a hub for land and water transportation, in feudal times for the north-south water transportation of grain to the capital, and now as an important gateway to northern Jiangsu.

扬州濒江近海，交通发达，物产丰盛，素有鱼米之乡之称，隋代开通大运河后，扬州成为中国东南地区政治、经济、文化活动的中心和国际交往、对外贸易的重要港埠。唐代扬州长，富甲天下，"四方豪商巨贾侨居者，不下数十万"。

Yangzhou is located close to both rivers and the coast. It has developed transportation networks and a rich array of manufactured products. Yangzhou is traditionally known as a "land of milk and honey". After the completion of the Grand Canal in the Sui Dynasty, Yangzhou became the political, economic and cultural centre of China's South-East and an important port for foreign contact and international trade. In the Tang Dynasty, Yangzhou was one of the wealthiest city anywhere in the world, and it was said "in all the four directions, merchant princes and great merchants, both foreigners and residents, count into the hundreds of thousands".

全市总面积 6634 平方公里，市区总面积 988.81 平方公里，全市总人口 456 万，其中市区人口 128 万。

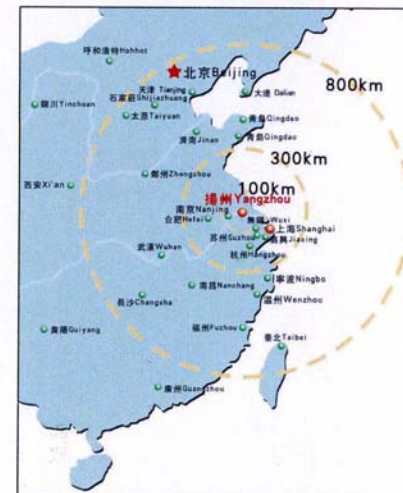
The municipality covers a total area of 6,643 square kilometers, with the downtown city area covering 988.81 square kilometers. The whole municipality has an entire population of 4.56 million, with 1.28 million residing in the downtown area.

扬州属亚热带湿润季风气候区，四季分明，在一年四季中，又以春天气候最宜人，景色也最为迷人。

Yangzhou is in a sub-tropical wet monsoon climate and has four distinct seasons, among which spring is the most pleasant time of the year with the most beautiful scenery.

扬州既是风景秀丽的风景城，又是人文荟萃的文化城、历史悠久的博物城。这里有中国最古老的运河，汉隋帝王的陵墓，唐宋古城遗址，明清私家园林，众多的人文景观，秀丽的自然风光，丰富的旅游资源，多少年来吸引了大量的中外游客。

Yangzhou not only has beautiful scenery, but is also famous as a cultural city which is home to many talented people, as well as a historic city with a long past. Yangzhou is home to: China's most ancient canal, the tombs of Han and Sui emperors, the ruins of ancient Tang and Song cities, private Ming and Qing gardens, numerous man-made landscapes, exquisite natural scenery, and abundant tourism resources. This has all for many years



attracted a large number of domestic and foreign tourists to the area.

扬州城市形象日益提升，竞争力不断增强，扬州曾获得如下殊荣：
Yangzhou's image is improving day by day. Competitiveness is constantly being strengthened.
Yangzhou has won the following awards:

《2005年中国城市竞争力蓝皮书》中，扬州社会秩序在200个城市中名列第一，社会环境竞争力位居内地城市第二。
Included in the "2005 Blue Book of Competitive Chinese Cities" – of 200 cities Yangzhou was ranked first for public order, and for social and environmental competitiveness the city was ranked second

2006年跨国公司眼中最具投资价值中国城市——前20强
Ranked in the top 20 of "Cities in China with the most investment by MNCs"

2006年最具投资潜力的中国城市——第3名。
Ranked in the top 3 "Cities in China with the most investment potential"

2006年入选《福布斯》“2006 中国大陆最佳商业城市榜”。
Included by Forbes in 2006 in their list of "Best Cities in Mainland China for Commerce"

2006年，被联合国评为“联合国人居奖城市”
In 2006, was awarded the "United Nations Habitat Award" by the United Nations

扬州作为江苏中部拥有百万人口的滨江开放城市，正成为长三角向内地延伸发展的枢纽，承接海内外资本和产业转移的重要基地。

Yangzhou, as an opened-up riverside city in central Jiangsu with a population of a million, is in the process of becoming the focal point for the extension of the development of the Yangtze River Delta into China's interior, while continuing to be an important base for the transfer of domestic and foreign capital and goods.

目前扬州市支柱产业有：汽车及零部件产业、石油化工产业、船舶制造产业、金属板材设备产业、食品加工产业及电子信息产业。2007年，2682家规模以上工业企业完成工业总产值突破2500亿元，达到2590.9亿元，同比增长35.8%；实现主营业务收入2469.6亿元，同比增长35.0%，实现利税突破200亿元，达到220.6亿元，同比增长42.5%，其中利润123.0亿元，同比增长46.8%。

At present, the key industries in Yangzhou are: automotive and auto-parts, petrochemicals, ship-building metal sheeting equipment, food processing and electronic information. In 2007, the total industrial output value fulfilled by 2682 industrial enterprises about designated size broke through RMB 250 billion, reaching a total of RMB 259.09 billion, an increase of 35.8 percent on the same period last year. The income realized from main business operations was RMB 246.96 billion, an increase of 35 percent, from which realized profits broke through RMB 200 billion, having reached RMB 220.6 billion, an increase of 42.5 percent. Other profits were RMB 123 billion, up by 46.8 percent on the same period last year.

近年来，扬州大力推进沿江开发和园区建设，不断完善周到便捷的政府服务。沿江地区路网框架已经形成，供电、供热、供水、供气、绿化、水利、污水处理等功能设施基本配套，海关直通点建成使用。

扬州作为中国经济发展最具活力的地区之一，已经迎来了加快发展的机遇。文化扬州潜能无限，生态扬州魅力无限，开放扬州生机无限。
In recent years, Yangzhou has made great efforts to promote riverside development and establishment of green-space, as well as to unceasingly improve government service so that it is both considerate and accessible. The network of road in the area along the riverbank is already formed, and there is the whole range of infrastructure facilities, including power, heat, water and gas supplies, landscaping, water conservancy, waste water management and so forth. Also, a Direct Clearance Customs Station has been activated for use. Yangzhou is one of the most dynamic regions for economic development in China and it already welcomes in opportunities for accelerated development. The proficiency of the cultural port of Yangzhou is limitless, the charm of the natural environment of Yangzhou is limitless and the vitality of open Yangzhou is limitless.



项目简介

Project Introduction

扬州市广陵产业园
Yangzhou Municipal Guangling Industrial Park

扬州市广陵产业园地处扬州城东入口，2002年经市政府批准设立，属综合型产业园区，首期开发面积12平方公里，分工业区、商贸区、住宅区三大功能板块。目前进园企业累计近200家，其中外资企业占40%，初步形成汽车零部件、精密机械和电子电器三大主导产业。2007年，三大产业的生产总值占园区经济总量的80%以上。

Yangzhou Guangling Industrial Park (GIP) is located at the eastern entrance to Yangzhou, and approved by the Yangzhou Municipal Government in 2002. It is established as a fully-integrated industrial Park, with an initial development area of 12 square kilometers. The Park is divided into three functional areas: industrial, commercial and residential. Currently, the Park holds around 200 enterprises, of which 40 percent are Sino-foreign joint ventures. Initially, automotive components, precision machinery and electronic appliances formed the three main leading industries in the Park. In 2007, the total production value of these three major industries comprised 80% of the Park's total output.

意大利Marcegaglia集团是一家专业从事高精度焊接合金、不锈钢管材、冷拔管材的家族性工业企业集团，全球6500员工，47家工厂，2007年集团钢产品产量超过500万吨，产值达40亿欧元，产品主要用于汽车行业、热交换器、市政建设、造船行业、食品行业等全球高端市场，其产品质量和技术居于欧洲首位并处于世界领先地位。

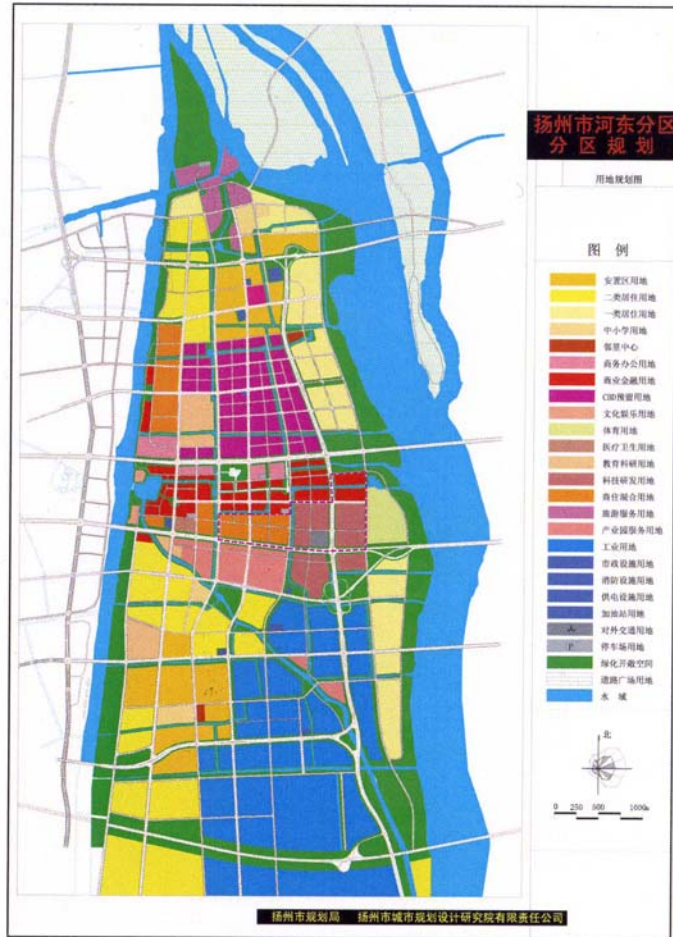
The Italian Marcegaglia Group is a family-owned industrial firm, specializing in high-precision alloy steel, stainless steel tubing and cold-drawn tubing. It has 6,500 employees globally, 47 factories and its total steel products output in 2007 exceeded 5 million tons, with turnover reaching EUR4billion. Its products are mainly used in the automotive industry, heat exchange systems, urban infrastructure construction, ship-building and the food industry, across all global high-end markets. Their products' quality and technological advancement place the company first in Europe and in a leading position worldwide.

总部位于荷兰的海沃集团是全球最大的多节油缸生产厂商，全球29家子公司。2004年，海沃集团全球第四个生产基地，海沃机械（扬州）有限公司在扬州成立，这是海沃集团在中国大陆的一个极其成功的投资项目。随着近几年中国经济的腾飞，海沃机械（扬州）有限公司立足扬州，面向中国巨大的商用汽车和物流行业市场，自成立后销售每年成倍增长，目前已成为中国自卸车市场的第一供应商。

The Hyva Group, whose headquarters are located in Holland, is the world's largest telescopic cylinder producer. It has a total of 29 subsidiary companies around the globe. In 2004, the fourth production base globally of Hyva Group, Hyva Mechanics (Yangzhou) Co Ltd, was established in Yangzhou. This, for Hyva in Mainland China, was an exceedingly successful investment project. In recent years alongside the soaring Chinese economy, Hyva Mechanics (Yangzhou) Co Ltd from its base in Yangzhou turned to gear itself towards the huge Chinese commercial vehicles and logistics market. Once established, sales doubled and redoubled year upon year. Currently, Hyva is the number one supplier of front end telescopic cylinder to the Chinese tipper vehicle market.

Marcegaglia集团是海沃集团多节油缸产品主要部件缸筒的全球战略合作伙伴，随着海沃集团在中国和亚洲地区的高速发展，以及中国市场各行业对高精度合金钢管和不锈钢钢管部件的需求巨大，Marcegaglia集团对中国市场特别关注，并多次来中国考察，探讨在中国的投资和市场开发。

Marcegaglia Group is Hyva Groups' global strategic partner for the cylinder tubing which is a main component in their telescopic cylinder products. In line with Hyva Group's rapid development in China and Asia, as well as the Chinese market's huge demand for high-precision alloy steel tubing and stainless steel tubing, Marcegaglia Group has paid particular attention to the Chinese market and has made numerous fact-finding trips to China to explore investment and market development in China.



扬州市广陵区政府高度重视Marcegaglia集团的投资意向，2007年6月组织了由广陵区政府，市外税局，市环保局、市发改委、区发经委、广陵区产业园共同参加的代表团，在海沃中国公司执行董事谈浩先生的陪同下，赴意大利Marcegaglia集团BERGAMO工厂考察，同Marcegaglia集团就此项目进行初步洽谈，了解项目背景。同时，区发经委对Marcegaglia集团产品在中国的市场做了详细调研，并于2007年9月由广陵区政府再次组团赴意，参加Marcegaglia集团Blotiere新工厂启用典礼并就项目的详细情况进行进一步磋商。

The Yangzhou Municipal Guangling District Government has a high regard for Marcegaglia Group's investment objectives. In June 2007, a delegation that included representatives of the Guangling District Government, State Tax Bureau, Municipal Environmental Protection Bureau, Municipal Development and Reform Commission, District Economic Commission, the Guangling District Industrial Park, accompanied by the MD of Hyva Mechanics Mr Alex TAN, had visited the Cold Drawin Division of Marcegaglia in Italy and conducted preliminary meetings with Marcegaglia to gain a better understanding of the background to the project. At the same time, in September 2007 the Guangling Municipal Government led a subsequent delegation to Italy for further discussion on the details of the project during the inauguration of the new workshop of Marcegaglia Boltiery factory.

经过中意双方多次深入接触，Marcegaglia集团董事会主席Steno Marcegaglia先生和执行总裁Antonio Marcegaglia对在中国投资建厂坚定了信心，并对扬州广陵产业园投资环境产生了浓厚的兴趣，并于2007年11月26日亲自率代表团来中国调研并对扬州进行为期三天的考察活动。

Through the thorough exchanges on numerous occasions between the Chinese and Italian sides, Marcegaglia Group's Board Chairman Mr. Steno Marcegaglia and Executive President Mr. Antonio Marcegaglia became further confident in their investment in China and were interested in the investment environments in GIP. Furthermore, on 26 November 2007, they personally led a delegation to Yangzhou for a three-day fact-finding mission.

在考察团来扬期间，扬州市政府、广陵区政府及扬州市各有关部门和Marcegaglia集团就在扬州广陵产业园投资设厂的具体事宜进行了充分的沟通。考察团回国后，Marcegaglia集团立即发来邀请信，诚邀扬州市副市长率团赴意再次考察，确认双方在扬州商谈的各项事宜。

During the delegation's visit to Yangzhou, the Yangzhou Municipal Government, the Guangling District Government, as well as the relevant Yangzhou Municipal Government departments, and Marcegaglia Group undertook ample consultation regarding the details of setting-up an investment in GIP. Upon the delegation's return to Italy, Marcegaglia Group immediately issued an invitation letter, extending a sincere invitation for Yangzhou's Vice Mayor Wen to lead a further fact-finding mission to Italy so that all the details of the Yangzhou negotiations could be confirmed.

2008年1月，中国传统节日春节前，由扬州市政府副市长、广陵区孔书记、广陵产业园管委会陈主任再次组团赴意，与Marcegaglia集团进一步落实了项目的需求细节，并就Marcegaglia集团在扬州广陵产业园投资达成一致意见，投资注册资本1.428亿欧元，厂区占地714000平方米，生产高精度合金钢、不锈钢部件，双方签定了意向协议书，同时约定于2008年3月在扬州签订正式投资协议。

In January 2008 prior to the traditional Chinese Spring Festival, Mayor Wen of the Yangzhou Municipal Government, Secretary Kong of the Guangling District Government and Director Chen of the Guangling Industrial Park's Management Committee visited Italy again and settled the necessary details with Marcegaglia Group to implement the project, and reached an agreement for Marcegaglia Group to invest in GIP. The registered capital of Marcegaglia's investment is EUR142.8million, with the factory site covering an area of 714,000 square meters. The factory will produce high-precision alloy steel and stainless steel components. A letter of intention was signed by both sides and it was agreed that a formal investment agreement would be signed in Yangzhou in March 2008.



活动议程安排

时 间	活动安排	地 点	备 注
3月12日（周三）			
08:40-09:40	早餐	冶春花园香影廊	9位外宾
10:00-12:00	洽谈会	迎宾馆二楼会见厅	
12:00-14:00	茶歇		
14:00-15:00	午餐	迎宾馆一号楼观赏厅	
15:00-16:30	考察项目地块、参观海沃机械	广陵产业园	
16:50-17:10	会见嘉宾	迎宾馆二楼会见厅	
17:18-18:00	签约仪式	迎宾馆三号楼二楼国际会议厅	
18:18-20:00	庆祝晚宴	迎宾馆三号楼一楼宴会厅	
20:20-22:00	夜游古运河	观邸-康山	在老啤酒厂喝咖啡
22:00	返回宾馆		
3月13日（周四）			
8:30-9:30	早餐	冶春花园	大使馆、领事馆人员
10:30-12:30	洽谈会	迎宾馆三号楼会议室	Marcegaglia公司、建筑单位
12:00-13:00	午餐（简餐）	迎宾馆一号楼观赏厅	
14:30-16:30	洽谈会	迎宾馆一号楼	Luciano、园区、律师
18:00-20:00	晚餐	翠湖阁	Luciano、园区、律师
3月14日（周五）			
8:30-9:20	早餐	迎宾馆8号楼自助餐厅	Luciano、吕长千
9:30-11:30	洽谈会	迎宾馆一号楼	Luciano、吕长千、设备供应商
11:30-12:30	午餐	迎宾馆	Luciano、吕长千

Itinerary

TIME	ACTIVITY	PLACE	REMARK
MAR. 12, WED.			
08:40-09:40	Breakfast	Ye Chun Garden	9 foreign guests
10:00-12:00	Biz Meeting	Meeting Hall Bldg.2 Guest House	
12:00-14:00	Tea Break	TBC	
14:00-15:00	Luncheon	View Hall Bldg.1 Guest House	
15:00-16:30	Visit Hyva & Project Land	Guangling Industrial Park	
16:50-17:10	VIP Meeting	Meeting Hall Bldg.2 Guest House	
17:18-18:00	Signing Ceremony	Int' Meeting Hall Bldg.3 Guest House	
18:18-20:00	Celebration Banquet	Ballroom Bldg.3 Guest House	
20:20-22:00	Ancient Canal Cruise	View Mansion-Kangshan Mount	
22:00	Back to Hotel	Guest House	
MAR. 13, THURS.			
8:30-9:30	Breakfast	Ye Chun Garden	Embassy & Consulate staff
10:30-12:30	Biz Meeting	Meeting Room Bldg.1 Guest House	Marcegaglia, construction company
12:00-13:00	Lunch	View Hall Bldg. 1 Guest House	
14:30-16:30	Biz Meeting	Bldg.1 Guest House	Luciano, GIP, lawyer
18:00-20:00	Dinner	Jade Green Pavilion	Luciano, GIP, lawyer
MAR. 14, FRI.			
8:30-9:20	Breakfast	Buffet Restaurant Bldg.8 Guest House	Luciano, Lv Changqian
9:30-11:30	Biz Meeting	Bldg.1 Guest House	Luciano, Lv Changqian, equipment supplier
11:30-12:30	Lunch	Guest House	Luciano, Lv Changqian

中外嘉宾名录 Chinese & Foreign Guests Name List

序号 ID No.	姓名 Name	职务 Title	备注 Comments	序号 ID No.	姓名 Name	职务 Title	备注 Comments
玛莎嘉利 (Marcegaglia) 集团 Marcegaglia Group				市领导 Municipal Government Leaders			
1	Steno Marcegaglia 斯特诺·玛莎嘉利	董事局主席 Board of Director		1	季建业 Ji Jianye	扬州市委书记 Party Secretary of Yangzhou Municipal Party Committee	
2	Antonio Marcegaglia 安托尼奥·玛莎嘉利	首席执行官 CEO		2	王荣平 Wang Rongping	扬州市委副书记 Deputy Party Secretary of Yangzhou Municipal Party Committee	
3	Luciano Goil 卢西安诺·焦尔	钢管厂总经理 General Manager of Steel Tube Factory		3	闻道才 Wen Daocai	扬州市副市长 Vice Mayor of Yangzhou Municipality	
4	Andrea Tontini 安祖·托提尼	采购经理 Purchasing Manager		4	孔令俊 Kong Lingjun	扬州市广陵区委书记 Party Secretary of Yangzhou Guangling District Party Committee	
5	吕长千 Lv Changqian	采购助理 Purchasing Assistant		5	马恒宝 Ma Hengbao	扬州市广陵区人大主任 Chairman of Yangzhou Guangling District People's Congress	
LCA律师事务所 LCA Law Firm				6	董德利 Dong Deli	扬州市广陵区政协主席 Chairman of Yangzhou Guangling District Political Consultative Committee	
1	Stefano Vero 韦思凡	首席律师 Chief Lawyer		7	杨蓉 Yang Rong	扬州市广陵区常务副区长 Standing Vice Director of Yangzhou Guangling District	
2	李欢 Li Huan	律师 Lawyer		8	陈曦 Chen Xi	扬州市广陵区副区长 Vice Director of Yangzhou Guangling District	
3	周虹 Zhou Hong	律师 Lawyer		9	张贵联 Zhang Guilian	扬州市广陵区副区长 Vice Director of Yangzhou Guangling District	
4	方芳 Fang Fang	律师 Lawyer		10		发改委 Development and Reform Committee	
使馆人员 The Embassy of Italy				11		外经局 Foreign Trade and Economic cooperation Bureau	
1	Riccardo Sessa 李卡多·塞撒	大使 The Ambassador		12		工商局 Industrial and Commercial Bureau	
2	Andrea Ferrari 安祖·法拉利	商务参赞 Commercial Counselor		13		科技局 Science and Technology Bureau	
3	Alberto Mammarella 阿尔伯特·玛莫瑞拉	随行翻译 Interpreter		14		扬州海关 Yangzhou Customs	
4	Massimo Roscigno 麦司莫·若斯哥诺	上海领事馆总领事 Consulate General		15		国检局 State Inspection Bureau	
中意贸易协会上海代表处 Sino-Italy Trade Association China Representative Office				16		环保局 Environmental Protection Bureau	
1	Maurizio Forte 莫瑞兹·佛迪	首席代表 Chief Commissary		17		国税局 State Tax Bureau	
2	鹿凡 Lu Fan	随行 Retinue		18		国土局 State Land and resource Bureau	
海沃机械 Hyva Mechine				19		规划局 Planning Bureau	
1	谈浩 Tan Hao	执行董事 Managing Director		20		银行 Bank	
				21		新闻媒体 Press Media	