



“The Hamburg Summit: China meets Europe”

Keynote Speech

by

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主题演讲全文

尊敬的弗兰克·霍希主席

尊敬的各位来宾

女士们、先生们、朋友们：

上午好！非常高兴接受汉堡峰会的邀请，再次来到这座美丽的城市，与各位中欧政商界人士共同研讨与交流后危机时代的中欧经济发展趋势。2008 年，我本人曾率中国服务贸易代表团拜访汉堡商会，与弗兰克·霍希主席进行了友好交流，并确立了合作关系。当时正值经济危机的艰难时期，令人欣喜的是，两年过后，在经历经济危机的阵痛之后，中欧经济已重启复苏之旅。

2010 年上半年，中国经济增长率为 11.1%，继续保持平稳发展。根据中国商务部统计，同期中国服务进出口企稳回升，出口和进口均大幅增长，进出口总额达到 1656.3 亿美元，比上年同期增长 31.7%。服务贸易逆差为 116.9 亿美元，比上年同期减少 50.5 亿美元，显示出了强劲的增长势头。

欧洲经济也于第二季度呈现出加快复苏势头，一些国家纷纷提高了对于本国经济增长的预期。根据德国政府发布的最新预测，作为欧盟最大经济体，德国经济复苏的步伐进一步加快，2010 年经济增长有望达到 3.4%，出口行业增幅或创 10 年新高。

在全球化浪潮的推动下，中欧间的经贸往来日益密切，双方的依存度也越来越高。建交之初，中欧双边经贸额只有 24 亿美元。2009 年，尽管受到金融危机的冲击，中欧贸易额依然保持稳定，达到了 3641 亿美元。目前，欧盟是中国的第一大贸易伙伴、第一大出口市场、第一大技术引进来源地，中国则是欧盟第二大贸易伙伴和第一大进口来源地，并于 2009 年成为欧盟第三大出口市场。今年 1—6 月，中欧贸易额达到 2194 亿美元，比 2008 年金融危机爆发前的同期水平还高出 173 亿美元。在货物贸易方面，中国对欧盟保持顺差。但是在服务贸易方面，欧盟一直对中国保持顺差。欧盟在高科技、金融保险、专有权利使用费和特许费等许多服务贸易领域拥有比较优势。中欧经济结构的互补性决定了双方巨大的合作空间。

后经济危机时代将是一个原本失衡的经济结构缓慢调整再平衡的过程，这种调整必将促进科技革命，带动新一轮的技术升级和产业重组。以新能源为代表的相关产业备受重视，高技术含量、高附加值服务业的跨国转移进一步加速。而在服务经济全球化的大背景下，产业国际竞争的焦点和全球价值链的主要增值点和盈利点，越来越集中到了以研发与设计、品牌经营、营销管理和售后服务为代表的高端生产服务环节。各国都在大力发展开放的、清洁环保的、知识密集型的贸易，以有效减少对于非可再生资源的消耗，提升在全球产业价值链中的地位。当前，中国经济的着眼点在于调整经济结构，转变经济增长方式，走可持续发展道路，现代服务业和服务贸易的战略地位大为提升，越来越受到中央及各级地方政府的高度重视。

作为中国唯一的国家级别的服务贸易社团组织，中国服务贸易协会于2007年11月27日正式成立。自成立之日起，协会一直致力于与世界各国政府、机构组织建立长期稳定的联络机制，加深交流，扩大共识，为中国和欧美等全球各地区服务贸易企业搭建合作洽谈的平台。本次汉堡峰会，协会组织了50多名地方政府和会员企业构成的代表团，我们都非常珍视与欧洲各界人士平等交流、对话共赢的机会。我们一致认为，中欧双方在服务贸易领域存在着很大的合作机会，应该着眼未来，加强互信互利。在此，我谨代表中国服务贸易协会提出以下建议：

（一） 进一步开放服务贸易市场，反对各种贸易保护壁垒

经济危机对于全球各国和各地区的实体经济和虚拟经济所造成的影响尚未完全消除，经济复苏的基础仍比较脆弱。近一段时期，各种地区贸易保护主义纷纷抬头，对全球贸易的恢复与发展造成了一定阻碍。实践已经证明，只有实现贸易的自由化，才有助于世界经济的长期繁荣与稳定。特别在全球科技浪潮的推动下，地球村的概念已经形成，各国别间的自然人流动更加频繁，服务业和服务贸易的发展对人们日常生活方面的改变发挥着更为重要的作用，这已成为不可逆转的历史发展趋势。服务贸易历来是欧洲的优势产业，也是中国当前推动新一轮经济改革的战略重点，加强双方在这一领域的合作符合双方的共同利益。因此，我们呼吁中欧双方有关部门能够在平等互利的原则下，进一步相互开放服务贸易市场，改善服务贸易投资环境，切实推动实现贸易自由化和便利化，承诺互不采取贸易保护主义措施，共同开创中欧服务贸易合作发展的新局面。

（二） 全方位开展服务贸易各领域合作

服务贸易涉及领域较广，各行业间差异性较大。我认为可以从三个层次开展合作：

一是传统服务贸易行业。中欧双方历来在旅游、物流运输等领域保持着良好的贸易往来。伴随经济形势的好转、货物贸易的回升和就业率的提高，旅游、物流运输行业也将同步复苏。我们应抓住这一有利时机，创新思路，巩固这些传统服务贸易领域的发展与合作。二是高端生产性服务业。如我前面提到的，以研发与设计、品牌经营、营销管理和售后服务等专业服务为代表的高端生产服务环节已成为全球价值链的高点，正日益受到各国的重视。金融保险，技术贸易，信息服务和工业设计、律师、会计、咨询等相关专业服务领域一直是欧盟国家的优势产业。中国的生产性服务业近几年始终保持着高速增长势头。我们拥有丰富的人力资源和广阔的国内市场，企业投资的热情也很高涨，这些都为深化中欧双方在高端生产性服务业领域的合作创造了有利条件。希望欧盟有关国家能够放宽对华高技术出口的限制，也欢迎更多的欧洲企业来华投资。三是新兴发展的服务贸易领域，如文化创意产业。欧盟国家一直将文化创意产业作为战略重点；而中国随着物质生活水平的提高，电影、演出、展览等消费文化正逐步进入百姓的日常生活中，国内电影票房更是屡创新高。中国和欧洲都拥有悠久的历史传统和深厚的文化底蕴，中西合璧，相互取长补短，加强文化创意产业的合作，不仅有利于双方企业的发展，更能够奉献更多的艺术精品，增进彼此间的了解与尊重。

（三）希望欧盟各成员国为中国企业来欧盟投资提供便利

中国自加入世贸组织以来，服务业不断扩大开放，开放的中国服务业给各国服务企业提供了庞大的市场和无限商机。据有关统计，近 70% 来华投资的欧盟企业均从事服务贸易相关行业。今年上半年，欧盟对华投资实际投入 34 亿美元，同比增长 19%，而同期中国对欧盟投资量虽同比增长了 97%，但基础量较小，只有 3.88 亿美元。据中国贸促会和欧盟委员等参与完成的调查报告显示，在今后 2—5 年内，61% 的中国企业表示将显著增加投资或适度增加海外投资，其中有 25% 的企业愿意投资欧洲和北美。中国的服务贸易企业特别是中小企业经过近几年的发展，已经初具规模，积累了一定经验并极具活力。他们来欧洲投资，可以为当地创造新的就业岗位，帮助缓解经济复苏压力，一举多赢。希望欧盟各国家可以对中国服务贸易企业敞开大门，积极改善投资环境，为其在欧洲投资，设立海外分支机构和研发设计中心提供各种便利。

（四）加强与欧洲各组织机构的磋商机制

对外沟通与交流，帮助服务贸易企业开拓国际市场是中国服务贸易协会的一项重要职责。欧洲是中国的战略伙伴，中国服务贸易企业极为看重欧洲市场。协会愿意与欧洲各组织机构建立定期会晤磋商机制，以民间交流的方式，相互反映、讨论并解决中欧服务贸易发展过程中遇到的各种困难与问题，为中欧双方企业投资合作牵线搭桥。

女士们、先生们、朋友们，

今年以来中欧双方持续平稳的经济增长数据让我们对未来充满了信心。我们坚信，合作与发展永远是中欧经贸关系的主题。经济危机使得服务贸易的战略地位更为凸显。在这一背景下，中国和欧洲的服务贸易企业合作的前景更为光明。希望在座各位能够求同存异，同舟共济，从长远利益出发，切实推动中欧服务贸易发展更为美好的明天。

谢谢大家！

Dear Chairman Frank Horch

Dear guests

Ladies, Gentlemen, friends:

Good morning! I am very pleased to accept the invitation of Hamburg Summit and come back to this beautiful city once again to discuss with you on the post-crisis era Sino-EU trend of economic development. In 2008, I have visited Hamburg Chamber of Commerce leading a China trade in services delegation, had a friendly exchange with Chairman Frank Horch and established a cooperative relationship. At that time, it was the most difficult period of economic crisis, but it is gratifying that two years after going through the throes of economic crisis, the Sino-EU economy is restarting the recovery journey.

China's economic growth rate was 11.1% in the first half of 2010, continued to maintain stable development. According to the China Ministry of Commerce's statistics, China's service import and export rise steadily over the same period, substantial growth in export and import, import and export volume reached 165.63 billion U.S. dollars, 31.7% over the same period of last year. Deficit of Services trade was 11.69 billion U.S. Dollars, 5.05 billion less than the same period of last year, which showed a strong momentum of growth.

European economy showed an accelerated recovery in the second quarter, some countries raised expectations for their economic growth. According to the latest forecast released by the German Government, as the EU's largest economy, Germany is about to further accelerate the pace of economic recovery, the economic growth in 2010 is expected to reach 3.4%, and the increase in the export sector may be the high in the decade.

Under the impetus of the wave of globalization, economic and trade exchanges between China and the EU is becoming much closer than before, and the degree of dependence of the two sides is increasingly high. At the very beginning of establishment of diplomatic relationship, Sino-EU bilateral trade amounted to only 2.4 billion. In 2009, despite the financial crisis, China-EU trade volume remained stable, reaching 364.1 billion U.S. Dollars. Currently, EU is China's largest trading partner, largest export market, and the largest source of technology import, China is the EU's second largest trading partner and largest source of import, and in 2009 became the EU's third largest export market.

In the first half of this year, Sino-EU trade volume reached 219.4 billion U.S. dollars, 17.3 billion higher than the same period before the outbreak of the financial crisis. In aspect of Trade in goods, China remains surpluses to EU. However, in aspect of trade in services, EU has been China's surpluses. EU holds comparative advantage in fields of many service sectors such as high-tech, finance, insurance, royalties and license fees. Complementarities of Sino-EU economic structure determine great cooperation space for both sides.

Post Economic crisis era will be a process of slow adjustment of imbalanced economic structure, this adjustment will promote scientific and technological revolution, driving a new round of technological upgrading and industrial restructuring. Industries represented by the new energy-related have been taken seriously, the cross-border transfers of high-tech and high value-added services is further accelerating. Under the background of service economic globalization, the focus of international industry competition, main value added points and profitability points are more and more concentrated to the high level services sectors represented by research and development and design, brand management and marketing management. Many countries are developing open, clean and environmental friendly, knowledge-intensive trade in services, in order to effectively reduce the consumption of non-renewable resources, enhance the position in global value chain .At present, China's economic focus is the adjustment of economic structure, transformation of the economic growth mode, keep the sustainable development road, the strategic position of modern service industry and trade in services has been greatly enhanced , becoming more and more important to central and local governments.

As the only national-level social organization of trade in services, China Association of Trade in Services was formally established on November 27, 2007 .Since the date of establishment, CATIS has been working on establishing long-term stable contact mechanism with governments, institutions and organizations globally, enhance communication, expand consensus, set up cooperation and communication platform for trade in services enterprises around the world. For this year's Hamburg Summit, we organized a delegation composed of more than 50 represents from local government and member enterprises, we cherish this opportunity of equal exchanges and discussion with everyone here. We are confident that there are great opportunities for cooperation between China and EU in trade in services, we should focus on the future, strengthen mutual trust and benefit. Here, on behalf of CATIS, I am pleased to make the following recommendations:

1. Further liberalization of trade in services markets, against all kinds of trade protectionist barriers

The impact of the global economic crisis to the real economy and the virtual economy of countries and regions has not completely eliminated, the foundation of the economic recovery is still weak. In the recent period, various regional trade protectionism has raised, which caused some obstructions to the resumption of global trade and development. Practice has proved that only trade liberalization helps the long-term prosperity and stability of the world economy. Particularly in the global technology wave driven by the concept of global village, more frequent movement of natural persons, development of trade in services plays a more important role in changing ways of daily life, it has become an reversal historical trend. Trade in services has always been the dominant industry of Europe, and also strategic focus of China's new round of economic reform, strengthen bilateral cooperation in this field

is the common interest of both sides. Therefore, we call on China and EU authorities, under the principle of equality and mutual benefit, further mutually open up the services market, improve investment environment of service trade, effectively promote trade liberalization and facilitation, and undertake not to adopt trade protectionist measures, together create a new situation of Sino-EU service trade cooperation and development.

2. All-round cooperation in various fields of trade in services

Trade in services has many fields, large differences between each other. I think we can cooperate at three levels:

First, the traditional service trade. China and EU has always been in a good trade relationship in fields such as tourism, logistics and transportation. With the economic situation improved, the recovery of trade in goods and increase of employment rates, tourism logistics and transport industry will also be synchronized recovery. We should seize this favorable opportunity, innovative ideas to consolidate development and cooperation in these traditional service trade fields.

Second, high-end productive services industry. As I mentioned earlier, high-end production and service sectors, represented by R & D and design, brand management, marketing management and service have become the high point of the global value chain, and been gaining global attention. Professional services such as, Finance, insurance, technology trade, information services and industrial design, law, accounting, consulting have always been the dominant industries of European countries. Productive services in China have maintained a rapid growth momentum recently. We have rich human resources and vast domestic market and the enthusiasm of business investment is also very high, these are favorable conditions for two sides to deepen high-end productive services cooperation. I hope that the European Union countries could relax restrictions on high-tech exports to China, and we welcome more European enterprises to invest in China.

Third, emerging areas of trade in services, such as cultural and creative industries. EU countries have always been treating the cultural and creative industries as strategic priority; and in China, along with the improvement of living standards, consumer culture such as films, performances and exhibitions, is gradually entering the daily lives of the people, the domestic box office is reaching new heights.

China and Europe both have a long history and rich cultural heritage, Chinese and Western, strengthen cooperation in cultural and creative industries, not only conducive to the development of enterprises of both sides, but also can the contribute more fine arts, enhance mutual understanding and respect.

3. Hope that the EU member countries could provide facilitates to Chinese enterprises' investment in EU

Since China joined the WTO, service industry was increasing open up, the open service industry of China provides a huge market and infinite business opportunities. According to related statistics, nearly 70% of European companies invested in China are engaged in service trade related industries. The first half of this year, the actual EU investment in China was 3.4 billion U.S. dollars, 19% over the same period of last year, although the volume of investment of China to the EU was only 388 million, but it grew by 97% comparing to the same period of last year. According to the survey completed by CCPIT and the European Commission, in the next 2-5 years, 61% of Chinese companies are willing to significantly increase investment or moderate increase investment in foreign markets, 25% of which are in Europe and North America. China's service trade enterprises, especially small and medium enterprises, through the development of recent years has begun to take shape, and accumulated some experiences and great vigor. Their investments in Europe create new jobs for local and help alleviate the pressure of economic recovery, one stroke win. I hope EU countries could open to China's service trade enterprises, and actively improve the investment environment for the establishment of overseas branches and R & D Design Center.

4. Strengthen the consultation mechanism

External communication and exchange, to help service trade enterprises to explore international market is an important duty of CATIS. Europe is China's strategic partner, European market is very important to China's service trade enterprises. CATIS is willing to establish a regular consultation mechanism with related European organizations, communicate with each other, discuss and resolve the difficulties and problems encountered during development of China-EU trade in services provide platform for Sino-EU investment.

Ladies, Gentlemen, my friends,

The sustained and stable economic growth data of China and EU this year makes us very confident on our future. We firmly believe that, cooperation and development will always be the theme of Sino-EU trade and economic relations. Economic crisis makes the strategic position of trade in services more prominent. In this context, the future of cooperation between Chinese and European service trade enterprises is brighter. I hope you can seek common ground and solidarity, from the long-term interests, effectively promote the development of China-EU trade in services, and together make a more beautiful tomorrow.

Thank you!