

达意隆与您共创明天!
Tech-Long Shaping the Future with You!

FOCUS TECH-LONG

聚焦达意隆

Vol. **13** Jul. 2009

2009年第1期 1st issue of 2009

达意隆·外部刊物 Tech-Long Magazine

www.tech-long.com

达意隆成功协办2009中国食品/饮料/安全保健跨国采购洽谈会

慕尼黑，古老而瑰丽的魅力之都

*Promote Sino-US international trade cooperation and grasp the up-to-date business opportunities
Tech-long successfully co-sponsored 2009 Chinese Food / Beverage / Security Health International Sourcing Fair*

Munich, The ancient city with splendid charma



广州达意隆包装机械股份有限公司
Tech-Long Packaging Machinery Co.,Ltd

广州总部-生产基地
Headquarter (Guangzhou)-Manufacturing base
广州市云埔工业区云埔一路23号
23# Yunpu 1 Road Yunpu Industrial Zone,
Guangzhou
电话Tel:(0086 20)62956888-234
传真Fax:(0086 20)8226913
E-mail:market@tech-long.com

北京代表处
Beijing Office
北京市朝阳区北苑路170号凯旋城8号楼1单元
203室
Rm 203, Unit 1, Building No. 8, Kaixuancheng, No.
170 Beiyuan Road, Chao Yang District, Beijing
电话Tel:(0086 10)58235288
传真Fax:(0086 10)58235276

上海代表处
Shanghai Office
上海市闵行区莘建东路58弄绿地科技岛3
号楼1011室
Rm 1101,3rd building,Green land technology
island,58th lane,Zijian Dong Road,Min Hang
District,Shanghai
电话Tel:(0086 21)51179162
传真Fax:(0086 21)51179160

成都代表处
Chengdu Office
成都市二环路南三段15号天华大厦A座706室
Rm 706 Tower A Tian Hua Building No. 15
Nan San Duan Er Huan Road,Chengdu
电话Tel:(0086 28)66035128
传真Fax:(0086 28)85120486

达意隆版权所有 copyright Tech-long®




TECH-LONG
RUI SHI

drinktec

Go with the flow.



饮料和液态食品 技术的 奥林匹克

2009慕尼黑国际饮料及
液体食品技术博览会

The Olympics for Beverage and Liquid Food Technology

2009 Munich World Fair for
Beverage and Liquid Food
Technology

每四年一届的慕尼黑国际饮料及液体食品技术博览会(Drinktec)将于2009年9月14日至19日在德国慕尼黑新国际展览中心举行。它是全球饮料及液体食品技术行业首屈一指的展览会，是全球市场的风向标，是展示饮料技术方面卓越成就的盛会。Drinktec包罗了饮料和液体食品行业的全部产业链，聚集了国际上所有业内知名企业，被誉为“饮料及液体食品技术的奥林匹克”。届时132,000平方米的展厅面积将会被大约1500位来自60个国家的展商占满，而行业观众人数预计也将达到7万左右。

The quadrennial Munich World Fair for Beverage and Liquid Food Technology (Drinktec) will be held in Munich New International Exhibition Center of Germany during September 14th-19th, 2009. It is the outstanding exhibition for global beverage and liquid foods technology, and the vane for global market as the bash for exhibiting the outstanding technical achievements in beverage industry. Drinktec covers the entire industrial chain of beverage and liquid foods industry and gathers all famous enterprises in the world, and is praised as the "Technical Olympic for Beverage and Liquid Foods". At that time, the 132,000m² exhibition hall will be completely occupied by about 1500 exhibitors from 60 countries, and it is estimated that about 70,000 professional visitors will attend the



达意隆展位信息 Tech-Long exhibition booth

时间:2009年9月14日--19日
地点:慕尼黑·国际展览中心
展馆:B2
展位号:530
展位面积:180M²

Date:September 14th-19th, 2009
Place:International Exhibition Center. Munich
Exhibition Hall: B2
Booth No.530
Booth Area: 180M²

现场展示主要设备 Main equipment in exhibition



CPXX14全自动吹瓶机
CPXX14 Blow Molder

Tech-Long is expecting you in Munich in September

达意隆约定您, 9月的慕尼黑



出版说明
Publication details

主办: 达意隆市场部
Sponsor: Market department of Tech-Long
主编: 魏颖华
Editor in chief: Mukee.Wei
校稿: 谭洁茹、杨燕
Examined and revised by:
Sylvia Tan, Yang Yan
电话: (86 20) 62956888-234
Tel: (86 20) 62956888-234
传真: (86 20) 82266913
Fax: (86 20) 82266913
电邮: mukee.wei@tech-long.com
E-MAIL: mukee.wei@tech-long.com
印刷: 广州快美印务有限公司
Printed by: Guangzhou Kuamei
Printing Co. Ltd.

本刊图片和文字未经允许, 不得以任何形式或方式转载或使用。
Pictures and characters in this publication are not allowed to be reprinted or used in any form or way without permission.

总第13期
出版时间: 2009年8月
Serial No.13
Quarterly Publication time Aug.2009

目录 >>> Contents

特别报导 Special Report

- 05 李克强视察广州创新基地, 勉励达意隆抢抓机遇, 奋发图强
Li Keqiang visited the Guangzhou innovative base and encouraged Tech-Long to grasp the opportunity and stride towards prosperity
- 07 达意隆用自主知识产权打开国际市场
Tech-Long utilized exclusive intellectual property to activate international market
- 11 促进行业中美国际合作, 把握最新国际商业机会
达意隆成功协办2009中国食品/饮料/安全保健跨国采购洽谈会
Promote Sino-US international trade cooperation and grasp the up-to-date business opportunities, Tech-long successfully co-sponsored 2009 Chinese Food / Beverage / Security Health International Sourcing Fair
- 14 达意隆成功举办越南饮料热灌装全面解决方案研讨会, 达意隆越南分公司正式成立
Tech-Long Vietnam branch was established at full scale, In Vietnam Tech-long success fully held the seminar on hot fill solutions complete

实例 Product Running Status

- 15 百事在中国-放大的中国梦
PepsiCo in China - Amplify PepsiCo's China Dream
- 17 THP集团, 越南饮料市场的巨人-达意隆, 越南THP集团的理想合作伙伴
THP Group, the giant in the Vietnam beverage market
-Tech-Long, the ideal partner for Vietnam THP Group to obtain success
- 21 Pran Group. 致力于改善人民生活的多元化企业
-达意隆灌装设备助Pran Group在饮料市场取得成功
Diversified Pran Group, diversified to improve the life of people,
Tech-Long filling equipments assist Pran Group to obtain success in beverage market
- 23 也门HSA集团再次订购达意隆高速整线设备
Yemen HSA Group ordered Tech-Long high speed complete line again
- 27 青岛啤酒, 百年辉煌-青岛啤酒包装技术考察团到访达意隆
Tsingtao Beer, A Century Resplendence
-Tsingtao Beer packaging technology delegation visited Tech-Long
- 31 世界长寿之乡, 广西巴马-巴马统一订购达意隆矿泉水生产线
Cradle of Longevity in the world, Guangxi Bama
-Bama Uni-President ordered Tech-Long mineral water product line
- 35 上海天喔茶庄饮料订购达意隆灌装生产线
Shanghai Tenwow Foods Co., Ltd. beverage ordered Tech-Long filling product line
- 36 上海碧纯订购达意隆2000BPH两用生产线
Shanghai Pure ordered Tech-Long 2000BPH dual purpose product line
- 37 蓝月亮, 质臻品质, 简约生活-达意隆为蓝月亮提供洗衣液灌装设备
Bluemoon, top quality, concise life
-Tech-Long provides laundry detergent filling equipments for Bluemoon
- 38 达意隆在粮油行业的良好发展前景
The bright development prospect of Tech-Long in grain and oil industry
- 43 蓝海是风帆, 达意隆就是船桨-内蒙古蓝海感谢达意隆在项目合作中的帮助
Lanhai is the sail and Tech-Long is the quant-Neimenggu Lanhai is extending gratefulness to Tech-Long for the assistance in project cooperation

企业长廊 Enterprise Story

- 46 2009迪拜海湾包装展, 达意隆强势回归
Tech-Long powerfully returns 2009 Dubai Gulf Packaging Exhibition
- 48 Propak Asia, 亚太地区享誉盛名的专业展会-达意隆成功亮相 Propak Asia 2009
Tech-Long successfully launches in Propak Asia, the professional exhibition with high reputation in Asia
- 51 值得信赖的科技合作伙伴-达意隆为用户提供完美的品质信心保证
The reliable technical partner
-Tech-Long provides confidence guarantee by top quality assurance

技术与加工 Product Running Status

- 55 浅谈啤酒灌装技术关键点的控制
About the control of beer filling technical key points

行业动态 Industry Dynamics

- 59 慕尼黑, 古老而瑰丽的魅力之都
Munich, the ancient city with splendid charm



促进行业国际合作, 把握最新国际商业机会 P11
Promote Sino-US international trade cooperation and grasp the up-to-date business opportunities P11



李克强视察广州科技创新基地, 勉励达意隆抢抓机遇, 奋发图强 P5

Li Keqiang visited Guangzhou Technology Innovation Base and encouraged Tech-Long to grasp the opportunity and work stride towards prosperity P5

达意隆成功举办越南饮料热灌装全面解决方案研讨会 P14
In Vietnam Tech-long success fully held the seminar on hot fill solutions complete P14



浅谈啤酒灌装技术的关键点控制 P55
About the control of beer filling technical key points P55



越南THP集团28000BPH热灌装线整线效率达93% P17
The efficiency of Vietnam THP Group 28000BPH Hot Bottling Line entire line reaches 93% P17



达意隆为用户提供完美的品质信心保证 P51
Tech-Long provides confidence guarantee by top quality P51



海天味业与达意隆携手, 充分提高生产效率 P41
Haday Foods cooperates with Tech-Long for improvement of production efficiency P41

广西巴马统一选用达意隆灌装线生产高档矿泉水 P34
Guangxi Bama Uni-President selects Tech-Long filling line for producing high grade mineral water P34



达意隆为蓝月亮提供洗衣液灌装设备 P37
Tech-Long provides laundry detergent filling equipments for Bluemoon P37

上海天喔茶庄订购达意隆高速热灌装生产线 P35
Shanghai Tenwow Foods Co., Ltd. ordered Tech-Long high speed hotfill product line P35



也门HSA集团再次订购达意隆整线设备 P23
Yemen HSA Group ordered Tech-Long complete line again P23



德国慕尼黑, 古老瑰丽的魅力之都 P59
Munich, the ancient city with splendid charm P59



达意隆新型CPXX14全自动吹瓶机亮相德国慕尼黑 Drinktec 2009 P1
Tech-Long new type CPXX14 fully automatic blow moulding machines launches in Munich of Germany P1



达意隆副董事长陈钢和李克强副总理合影。(照片由广州开发区档案馆提供)
Tech-long's Vice President Chen Gang and Vice Premier Li Keqiang. (The picture is provided by Guangzhou Development one Archives)

李克强视察广州科技创新基地， 勉励达意隆抢抓机遇、奋发图强

Li Keqiang visited Guangzhou Technology Innovation Base and encouraged Tech-Long to grasp the opportunity and stride towards prosperity



吹瓶模具是达意隆核心零部件之一
Blow moulding mold is one of the core part of Tech-Long



2009年2月8日，中共中央政治局常委、国务院副总理李克强来到集研发、技术成果交易、创业投资服务等多项功能为一体的广州科技创新基地，逐一观看了28家企业的科研成果和产品展示，对这些企业通过推进自主创新、培育和形成核心竞争力的做法给予肯定和鼓励。李克强肯定了市场兴则企业活思路，各级政府要加大对企业的支持力度，进一步完善和落实政策措施，帮助企业排忧解难，为企业开拓市场创造有利条件和环境。企业要立足当前、着眼长远，把握国际金融危机中的产业重组机遇，推动技术进步和转型升级，努力闯出一片新天地。

On February 8th, 2009, Member of the Standing Committee of the Political Bureau of the CPC Central Committee, Vice Premier of the State Council Li Keqiang visited the Guangzhou Technology Innovation Base which boasts the functions of R&D, technical achievements trade and investment service, and attended the scientific research achievements and products exhibition of 28 enterprises, and expressed affirmation and encouragement for the enterprises to cultivate core competitive force through promoting independent innovation. Li Keqiang has affirmed the thought that the enterprise becomes vigorous when the market is expanded, and expressed that the government of different levels shall strengthen the support to enterprises, powerfully improve and carry forward the policies, assist the enterprises to solve problems and create advantaged conditions and environment for the

enterprises to develop the market. The enterprises should face the future, grasp the reconstruction opportunity in the international financial crisis, promote the technical improvement and upgrading, and strive for achieving a new land.

作为参加展示的28家企业之一，达意隆公司展出了公司吹瓶加温链、吹瓶模具和灌装阀等核心零部件，陈钢副董事长向李克强副总理详细介绍了公司的经营理念、发展历程和前景规划等，得知公司已经实现替代进口，成为百事可乐、可口可乐、生力啤酒等跨国公司的战略合作伙伴，且未受金融危机太大影响时，李副总理频频点头，并勉励公司继续做大做强，为民族企业争光。

As one of the 28 exhibiting enterprises, Tech-Long exhibited such core parts as blow moulding heating chain, blow moulding mold and filling valve, and Vice President Chen Gang introduced the operation thought, development history and prospect plan of the company to Vice Premier Li Keqiang, when knew that the company had achieved the target of "substituting imported products" and developed into the strategic partner of PepsiCo, Coca Cola and San Miguel beer without serious influence from the financial crisis, Vice Premier Li nodded frequently and encouraged the company to constantly expand for winning honor for the national enterprises.

Text by: Tech-long Chen.Hanhui

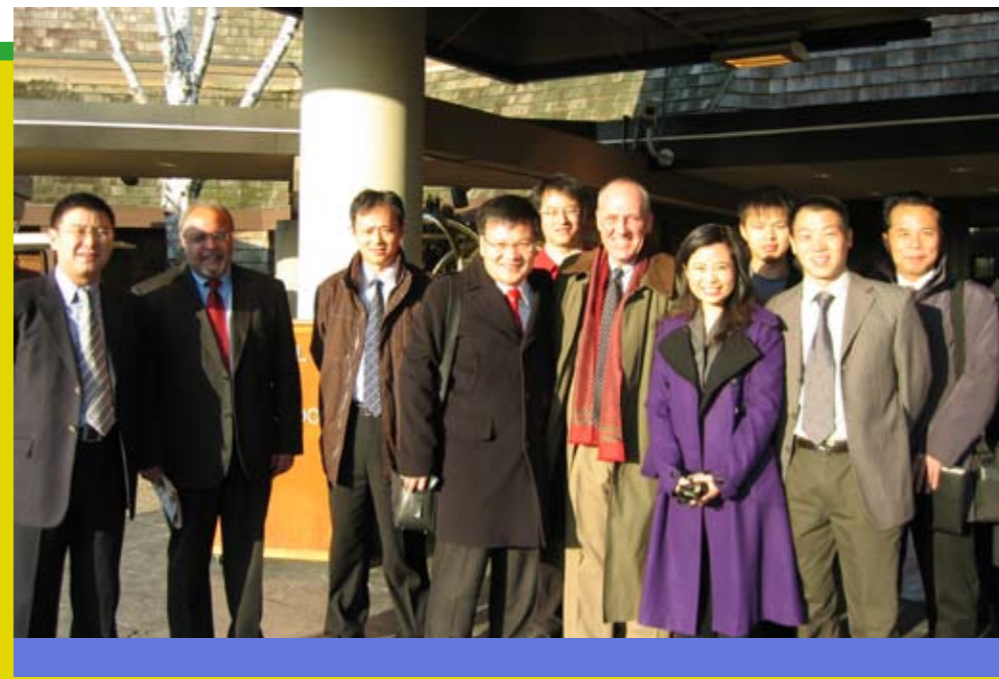


“如果不拥有自主知识产权，达意隆绝对不会有今天的好日子。”达意隆副董事长陈钢在接受中国知识产权报记者采访时表示。记者在达意隆公司看到的一副生机勃勃的景象也印证了陈钢所说的“好日子”：公司新盖的第五期厂区已经投入使用，新购进的价值上千万元的进口加工检测设备也已投入生产.....达意隆正以全新的姿态稳步向世界先进饮料包装设备供应商迈进！

“Tech-Long can't enjoy the beautiful days today if we don't possess independent intellectual property” Tech-Long Vice Chairman Chen Gang said when accepting the interview of China Intellectual Property News. The dynamic scene in Tech-Long also proves the “good days” as mentioned by Chen Gang: the newly constructed Phase V workshop has put into production, the RMBro million processing and test equipments have also put into production.....Tech-Long is steadily advancing towards the world advanced beverage packing equipment suppliers with a new look.

达意隆用自主知识产权 打开国际市场

Tech-Long Utilized Exclusive intellectual property to activate international market



达意隆与国际饮料巨头建立了良好的合作关系

Tech-Long established positive relationship with Beverage big players

>>> 与全球饮料巨头合作

Cooperation with global beverage tycoon

2008年6月11日，对于达意隆公司来说，是一个重要的日子。百事可乐公司美国总部与达意隆公司正式签署战略合作协议，标志着达意隆正式成为百事可乐公司在中国的包装设备供应商之一，达意隆公司的设备将在全球的百事可乐工厂运转。

June 11th, 2008 is an important day to Tech-Long. PepsiCo US headquarter and Tech-Long formally signed the strategic cooperation agreement which symbolizes that Tech-Long has become one of the packing equipment suppliers of PepsiCo in China, and Tech-Long equipments will work in the global PepsiCo factories.

陈钢告诉记者，在公司刚刚起步时，他们曾经自己上门找某国际饮料公司在中国的合资企业，以此推销达意隆公司生产的机械设备，结果吃了“闭门羹”。作为世界少数几家、国内唯一一家能够提供液体生产整线设备的厂商，现在达意隆成为百事可乐的合作伙伴，还和太古可口可乐公司、雀巢、乐百氏、农夫山泉等国内外饮料巨头建立了战略合作伙伴关系。产品不仅在国内市场畅销，还成功打入国际市场。从2002年该公司建立国际部开拓海外市场以来，出口销售额逐年扩大，比例已经接近总

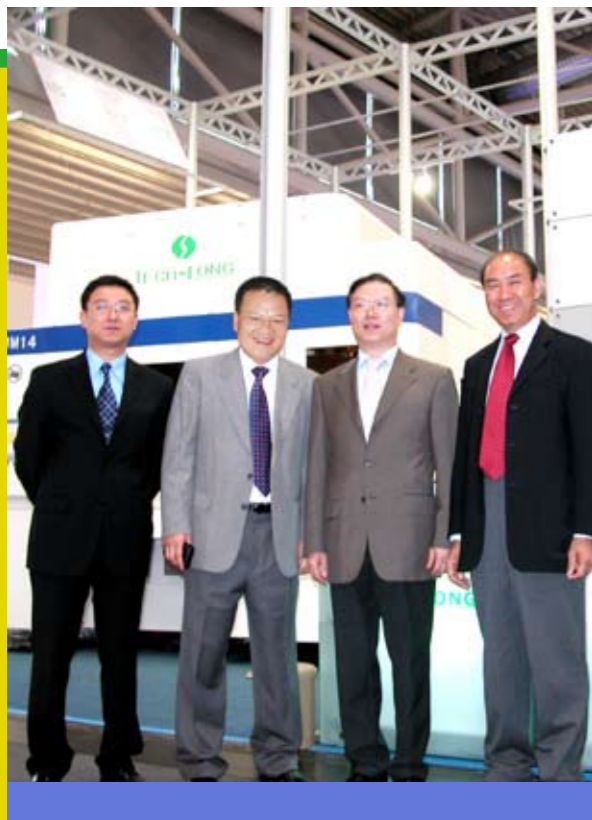
销售收入的50%。

Chen Gang told the reporter, when the company started in early times, they had visited the joint venture of some international beverage company in China for promoting Tech-Long equipments, but they met the “denial of entrance”. As one of the several in the world and only one in China who can provide liquid production entire line, currently, Tech-Long has become the partner of PepsiCo, and established strategic partnership with such domestic and foreign beverage tycoons as Swire Coca Cola, Nestle, Robust and Nongfu Spring. Tech-Long products are not only sold well at home but also exported to the international market. Since the establishment of International Department in 2002 for developing the foreign market, the export volume increases steadily with the proportion occupying nearly 50% of the total income of the company.

>>> 用自主知识产权开拓市场

Develop the market with independent intellectual property

达意隆在市场上的成功源于公司一贯以来对技术创新的高额投入和对知识产权的高度重视，公司在研发方面的投入连续多年超过销售收入的5%。目前公司已经拥有一支由100多人组成的技术研发队伍，并和华南理工大学、广东工业大学、广东省农业机械研究所等高校和科研机构建立了紧密的产、学、研合作关系，承担



达意隆在2005年慕尼黑国际啤酒饮料设备展上取得了极大的成功
Tech-Long achieved great success on 2005 DrinkTech in Munich

达意隆的灌装技术获得国家火炬计划项目认定
Tech-long Filling technology got National Torch Programm approval



建立了广东省饮料包装成套设备工程技术研究中心。

The success of Tech-Long is originated the high investment to technology innovation and emphasis in intellectual property, the investment of the company in R&D has constantly exceeded 5% of the sales income. Currently, the company has possessed a technology R&D team with more than 100 staffs, and has cooperated with South China University of Technology, Guangdong University of Technology, Guangdong Agricultural Machinery Research Institute to establish close production, learning and research cooperation, and constructed the Guangdong province beverage packing set equipment engineering technology research and development center.

达意隆公司在开展技术创新时, 尽量避免走国外企业的“老路”, 而是争取突破, 最终建立了企业的知识产权管理体系。公司成立了专门的技术与专利委员会, 负责知识产权工作。目前已经申请了国内外专利31件, 其中包括10多件中国发明专利。

Tech-Long, when promoting technical innovation, has avoided the “old road” of foreign enterprises since it

strives for breaking, and finally established independent intellectual property management system. The company has set up the technology and patent committee for intellectual property. Currently, Tech-Long has applied 31 domestic and foreign patents, including more than 10 China invention patents.

>>>在慕尼黑展会上扬眉吐气
Hold head high in Munich exhibition

对于拥有自主知识产权的好处, 陈钢举了一个例子: 2005年9月, 达意隆公司生产的代表国内最高水平的吹瓶机运往德国慕尼黑, 参加了在该市举办的四年一度的国际啤酒饮料设备展。据了解, 这个展览是该领域最高级别的专业展览, 堪称行业展览的“奥运会”, 由于这是首次有中国国产设备实物参加的国外展会。竞争对手德国某公司派出一批专家到现场观看样机, 企图指出其中技术模仿或者专利侵权之处, 想让达意隆公司停止展览。由于该设备是达意隆公司自主研发的, 对方专家并没有找出涉嫌专利侵权的证据, 只好悻悻而归。

For the advantages of possessing independent intellectual property, Chen Gang has given an example: in September 2005, blow moulding machine which shows the highest level in China made by Tech-Long

was transported to Munich for the international beer beverage equipment exhibition which is held every four years. It is known that this exhibition has highest class in the field and is praised as the “Olympic Games” in the industry, since it is the first time that Chinese equipment attended the foreign exhibition, the competitor --- some German company assigned a batch of experts to Tech-Long exhibition booth for visiting the sample machine, and tried to point out the imitated and tortuous places and wanted to force Tech-Long to stop exhibition, but the experts failed to find out the proof since the equipment is independently developed by Tech-Long.

没有自主知识产权, 就没有打开国际市场的“金钥匙”。陈钢告诉记者, 由于国际饮料行业高度集中, 要想跟这些高度重视知识产权保护的巨头合作, 就得在自主知识产权方面获得话语权。

It means there isn't the “golden key” for opening the international market without independent intellectual property. Chen Gang told the reporter, international beverage industry is highly centralized, it requires possessing right of speaking in the aspect of independent intellectual property to cooperate with the international tycoons who highly emphasize in intellectual property.

达意隆公司产品的出现和不断成熟, 使原本昂贵的进口设备低下了头, 达意隆公司生产的产品不仅为国产饮料行业降低生产成本做出了较大的贡献, 公司自身也得到了稳步的发展。2005至2007年分别实现产值3亿、3.5亿元和4.3亿元人民币, 平均增幅达到了23%。2008年前3季度, 达意隆公司共实现营业收入3.6亿元, 比2007年增长47%。在第4季度, 虽然遭遇金融海啸, 但并没有对该公司造成太大影响, 其产品反而凭借优良的性价比优势成为了国内外客户的首选, 揽下了不少订单。

The occurrence and development of Tech-Long products make the expensive and imported equipments lower their heads, Tech-Long products not only contribute

for the production cost drop for homemade beverage industry, and Tech-Long itself has also obtained steady development. From 2005 to 2007, the output value reached RMB300 million, RMB 350 million and RMB 430 million respectively with the average increase reaching 23%. In the first three quarters in 2008, the sales income of Tech-Long reached RMB360 million with an increase of 47% compared with 2007. in the fourth quarter, when facing the financial crisis, Tech-Long didn't suffer seriously, and the products have become the ideal selection for domestic and foreign clients due to high cost performance.

提高技术水平、设备稳定性、设备工作效率, 以达到更适合高速设备市场的目的。为了实现真正的低成本策略, 达意隆在百事可乐公司的支持下, 同时也加强与供应商之间的合作, 在Rockwell电控、SEW电机、Alcoa旋盖头等其他品牌的合作方面共同进行商讨, 并取得了一系列的进展。随着双方合作的不断深入, 达意隆与百事可乐公司必将创造一个共同繁荣和互利的、超越普通供应商和客户的战略合作关系。

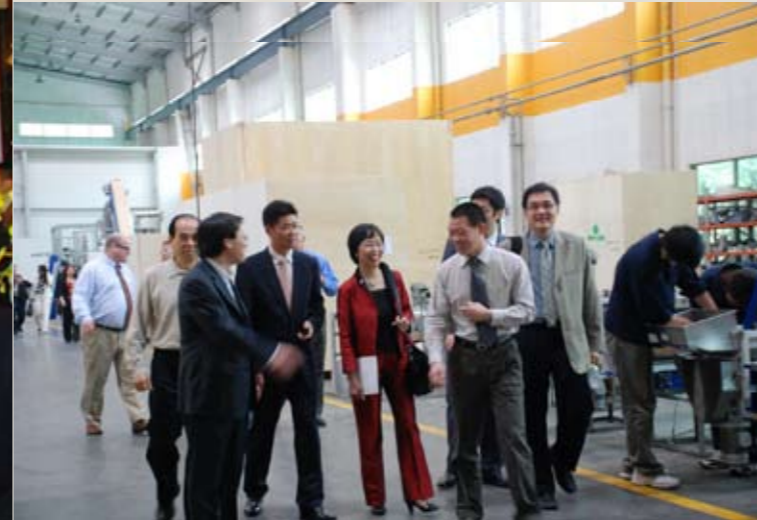
Improve technology, equipment stability and work efficiency for reaching the target of meeting the high speed equipment market. In order to achieve the strategy of really low cost, with the support of PepsiCo, Tech-Long has strengthened the cooperation with suppliers, and obtained a series of improvements with Rockwell, SEW and Alcoa. As the development of cooperation, Tech-Long and PepsiCo will create the strategic cooperative relation which surpasses common suppliers and clients with common flourish and mutual benefit.

本文来源于2009年3月11日
《中国知识产权报》4版
Data Source: March 11th, 2009
“China Intellectual Property News” Version 4



左图：广州香格里拉酒店举行的CEO峰会现场
Left Picture: CEO Summit Site held in GuangZhou
Shangri-La Hote

右图：代表团参观达意隆工厂
Right Picture: The delegation visited Tech-Long Factory



促进行业中美国际合作，把握最新国际商业机会

达意隆成功协办

2009中国食品/饮料/安全保健跨国采购洽谈会

Promote Sino-US international trade cooperation and grasp the up-to-date business opportunities

Tech-long successfully co-sponsored 2009 Chinese Food / Beverage / Security Health International Sourcing Fair

为 加强中国供应商与美国企业之间的联系，促进彼此之间的国际合作，把握最新的国际商业机会，由美国亚裔商会(USPAACC)主办、美国百事可乐和达意隆共同协办、美国500强供应链主管，美国中小供应商企业总裁共同参与的“2009中国食品\饮料\安全保健跨国采购洽谈会及一对一见面会”，于2009年2月23日、25日、27日在中国南京、上海、广州举行。

To strengthen the links between Chinese suppliers and US enterprises, promote the international cooperation, grasp the latest international business opportunities, 2009 Chinese Food / Beverage / Security Health International Sourcing Fair sponsored by USPAACC, co-sponsored by US Pepsi-Cola and Tech-long, and participated by Director of US Top 500 Supply Chain and president of US small and medium-sized suppliers was held in China Nanjing, Shanghai and Guangzhou in February 23, 25, 27, 2009 respectively.

广州达意隆包装机械股份有限公司作为此次活动广州分会场的协办方热情接待了该采购团并邀请代表们对达意隆进行实地参观考察。代表团对达意隆的印象极为深刻，对达意隆的发展速度以及规模和产品都表示赞

USPAACC

活动背景：
Background of the Activity



美国亚裔商会(USPAACC)作为一个全国性的，代表所有亚裔美国人及其相关的商业、科学、文化、运动、教育、公共和社团服务的团体，曾于2008年携大型采购团赴中国大陆考察供应商。该次大型采购团共包括百事可乐、沃尔玛、IBM、Tetra Pak、Rockwell、General Mills等美国著名大公司以及各类供应商代表组成。考察地点为北京、上海、大连，采购商和供应商直接一对一会面，洽谈商务合作，获得圆满成功。因此美国亚裔商会(USPAACC)决定于2009年2月组织第二次采购商赴华考察。

The Asian-American Chamber of Commerce (USPAACC), as the national group which represents all Asian Americans and related business, science, culture, sports, education, public and corporate, visited mainland for investigating the suppliers with big purchasing delegation in 2008. The buyer delegation includes PepsiCo, Wal-Mart, IBM, Tetra Pak, Rockwell and General Mills. The investigation sites include Beijing, Shanghai and Dalian, the buyers and suppliers negotiated about the business cooperation through one-to-one talk with outstanding success. Therefore, the Asian-American Chamber of Commerce (USPAACC) has decided to organize the second buyers delegation to China in February 2009.

此次采购团到会到上海、广州、南京三个城市考察现有供应商，与新的潜在供应商进行一对一会面，也是此行的重要环节。

This delegation will invest current suppliers and new potential suppliers for face-to-face talk to Shanghai, Guangzhou and Nanjing.



Mr. Robert Goldberg, U.S. Consulate General in Guangzhou (first in the left), US Pan Asian American Chamber of Commerce National President & CEO Ms. Susan Allen (second in the left) and PepsiCo global operation vice president Mr. James Costa (fifth in the left), Tech-Long Chairman Mr. Zhang Songming are friendly talking in the home of the Consul General.

美国驻广州总领事馆总领事金瑞柏先生(左一)、美国泛亚美商基金会总裁兼CEO Ms.Susan Allen(左二)及百事可乐全球营运副总裁Mr.James Costa(左五)、达意隆董事长张颂明先生等与会代表在总领事馆里友好交流。

的重视，向代表们详细介绍了开发区的企业状况、经济发展等情况，从而为此行的采购商代表们提供了非常有价值的采购信息。

Guangzhou Tech-long Packaging Machinery Co., Ltd, as the co-sponsor of Guangzhou Fair, warmly received the purchase group and invited the delegates to carry out a site visit and investigation on Tech-long. The delegations are deeply impressed by Tech-long and expressed their admirations on the development space, scale and products of Tech-long. The government of Guangzhou Development Zone also attached great importance on them and made detailed descriptions of the enterprise state, economic development situation of the Development Zone to the delegates, and thus providing very valuable procurement information for the purchasers.

27日下午，在广州香格里拉大酒店举行的CEO峰会上，美国驻广州总领事馆农业贸易处和商务处的官员、百事可乐公司全球副总裁、美国亚裔商会总会长发表了主题演讲；达意隆董事长张颂明先生与代表们共同分享了达意隆的成长历程、成功案例及与百事可乐的合作成果；在接下来的见面会中，美国采购代表们与来自中国各地区的供应商进行一对一会面，洽谈商

务合作，整个活动获得了圆满成功。

In the afternoon of February 27, at the CEO Summit held in Guangzhou Shangri-La Hotel, officials of Agricultural Trade Office and Business Office of the United States Consulate General in Guangzhou, the global vice president of Pepsi-Cola and president of the United States Asian Chamber of Commerce delivered keynote addresses; Mr. Zhang Songming, board chairman of Tech-long, shared the history of Tech-long, successful stories and cooperation achievements of Pepsi-Cola with the delegates; in the subsequent meeting, the US purchasing representatives met the Chinese suppliers and discussed business cooperation. The entire activity was a complete success. superexcellent. Nowadays, Pepsi keeps a balanced development in soda pop and snack foods etc to show a long-term sustainable development potential.

Text by :Tech-long Crystal.Guan / Mukee.Wei
Pictures by:Tech-long Rainmy.Chen



与会嘉宾认真倾听达意隆工程师们的主题演讲
Attendants are carefully listening to the speech of Tech-Long engineers

7月25日，由达意隆与越南啤酒协会共同承办的饮料热灌装全面解决方案研讨会在越南胡志明市Legend Hotel隆重举行。

On July 5th, the beverage hotfill complete solution seminar which was jointly undertaken by Tech-Long and Vietnam Beer Association was held in City Legend Hotel of Ho Chi Minh in Vietnam.

与会嘉宾主要来自越南的优秀饮料企业，包括Chuong Duong Beverage Company, Habeco Joint Stock, Bach Dang Manufacturing & Trade, Asia Food Industry Co. and Vietnam Pepsi CO. 等公司。

The attendants are mainly from Vietnam outstanding beverage enterprise, including: Chuong Duong Beverage Company, Habeco Joint Stock, Bach Dang Manufacturing & Trade, Asia Food Industry Co. and Vietnam Pepsi CO. etc.

越南啤酒协会主席阮文越先生和达意隆董事长张颂明先生分别发表了开幕辞，与会嘉宾进一步了解了越南饮料行业的概况和达意隆的发展历程以及达意隆在越南市场的成功经验。同时，张颂明先生宣布达意隆正式成立越南分公司，以配合越南这一极具增长潜力的市场的业务拓展及为用户提供更快速周到的服务。

Chairman of Vietnam Beer Association Mr. Ruan Wenyue and Tech-Long Chairman Mr. Zhang Songming gave the opening speech respectively, and the attendants deeply realized the information of Vietnam beverage industry and development history

达意隆成功举办越南饮料热灌装全面解决方案研讨会，达意隆越南分公司正式成立

Tech-Long Vietnam branch was established at full scale in Vietnam Tech-long success fully held the seminar on hot fill solutions complete

of Tech-Long as well as the successful experience of Tech-Long in Vietnam market. Additionally, Mr. Zhang Songming also declared that Tech-Long was formally established Vietnam branch for the business development and considerate service for meeting the Vietnam market which has extremely high increase potential.

随后达意隆主要项目和技术负责人分别介绍了公司概况、前处理、注塑机、吹瓶、饮料热灌装和无菌冷灌装等设备的工艺，使与会嘉宾对达意隆坚实的生产、研发力量以及产品和工艺有了更深入的了解。

Later, the major project and technical chief of Tech-Long introduced the brief information of the company, the technique of processing machine, injection machine, blow moulding machine, beverage hotfill and aseptic cold filling machine, and the attendants have deeply realized the production, R&D strength and products and technique of Tech-Long.

成功举办此次饮料热灌装全面解决方案研讨会，为达意隆与越南饮料企业的进一步合作打下了良好的基础，达意隆期待能够在越南市场得到更多客户的认可，取得更好的成绩！

It has set an excellent foundation for the further cooperation between Tech-Long and Vietnam beverage enterprises to successfully hold the beverage hotfill complete solution seminar, and Tech-Long is expecting to win more clients with better achievements in the Vietnam market!

Text and pictures by :Tech-long Oscar.Feng

百事在中国 PepsiCo in China

放大的中国梦 Amplify PepsiCo's China Dream

卢英德：放大的中国梦

Indra Nooyi: Amplify PepsiCo's China Dream

当全球经济减速时，全世界的公司无论大小都勒紧腰带度过严冬期。然而，百事董事长兼首席执行官卢英德却宣布：“在进入中国市场以来，我们现在正在推进百事最大和最具雄心的发展计划。这不仅对东部沿海城市产生影响，而且也深入触及到了中国内陆和西部省份。”

At a time when the global economy is losing its speed, corporations around the world, big or small, are all tightening their belts to get through the harsh winter time. Whereas, Indra Nooyi, PepsiCo Chairman & CEO, announced that “We are now advancing the largest and most ambitious PepsiCo development initiative since entering the Chinese market. It will not only have an impact on the eastern coastal regions, but also reach out deep into China's interior and western provinces.”

她是在6月26日在重庆举行的百事新绿色工厂的开业仪式上做出宣布上述计划的。

She made this announcement on 26 June at the opening ceremony of PepsiCo's new green plant in Chongqing.

重庆工厂，绿色梦想

Chongqing Factory, The Green Dream

根据卢英德的讲话，重庆工厂仅是百事发展计划的一部分。在今后的两年里，百事将在昆明、郑州、泉州、兰州和南昌新开五家饮料瓶装厂。到2012年，百事有望新提供6000个直接就业机会。同时，百事也计划投资增强其本地研发能力并扩大其中国设计和开发产品的比例。”

According to Indra Nooyi, the Chongqing facility only constitutes a part of PepsiCo's development plan. In the next two years, PepsiCo will open five new beverage bottling plants in Kunming, Zhengzhou, Quanzhou, Lanzhou and Nanchang. By 2012, PepsiCo is expected

to provide an additional 6,000 direct job opportunities. In the meantime, PepsiCo also plans to invest to strengthen its local R&D capabilities and broaden its portfolios of Chinese-designed and developed products.

如果我们把卢英德去年11月份宣布百事将在今后4年里在中国投资10亿美元比作一个美好的憧憬，那么她本次的讲话为这个憧憬提供了一个路线图。10亿美元投资是百事在中国从事经营活动30年以来最大的一项单笔投资。

If we compare Indra Nooyi's announcement last November that PepsiCo will invest USD1 billion over the next four years in China as a wonderful vision, then her announcement this time offers the roadmap toward that vision. The US\$1 billion investment is PepsiCo's largest single investment in its 30 years of doing business in China.

鉴于在中国的外商投资已连续八个月下滑，百事的扎根中国的梦想现在比以往都更加闪耀光芒。

Given the fact that inward foreign investment has been declining for eight consecutive months in China, PepsiCo's solid-footed China dream now shines more brilliantly than ever before.

百事大中国区重庆绿色工厂（以下简称重庆绿色工厂）位于重庆渝北区国家农业科技园，是百事国际首家在海外市场中环境可持续发展的工厂。重庆绿色工厂拥有四条现代化生产线，占地总面积6万平方米，建造面积2万5千平方米。

Situated in Chongqing's Yubei National Agricultural Technology Park, PepsiCo Greater China Chongqing Green Plant (hereinafter referred to as the Chongqing Green Plant) is PepsiCo International's first plant for environmental sustainability in the overseas market. The Chongqing Green Plant, which features four modern production lines, covers a total area of 60,000m2 and provides a floor space of 25,000m2.



百事公司董事长兼首席执行官卢英德女士，具有与众不同的东方智慧与全球视野

Ms. Indra Nooyi, Chairman and Chief Executive Officer of PepsiCo, with distinctive oriental wisdom and global perspective

卢英德说：“重庆绿色工厂反映了我们对中国深度和长期的承诺。从经济上讲，我们将继续在中国投资扩大业务，创造更多的就业岗位。从环境上讲，它是我们绿色旅程的一个重要里程碑，在这个旅程中我们正在与中国政府、行业和其他方面合作产生巨大影响并促进地球的健康和长寿。”

“The Chongqing green plant reflects our deep and long-term commitment to China,” said Nwoyi. “Economically, we will continue to invest in China to expand business and create more jobs. Environmentally, it is an important milestone in our green journey, on which we are partnering with the Chinese government, industry and others to make a difference and promote the health and longevity of our planet.”

重庆绿色工厂将作为百事‘少即是多’理念的最佳实践案例，通过主动建设更环保的工厂，百事将能够使用“更少”的水和能源，为当地社区提供“更多”的支持，并鼓励“更多的人”加入到环保的行动中来。

This green plant will serve as a best-practice case of PepsiCo's “less is more” philosophy. By taking the initiative to build more environment-friendly facilities, PepsiCo will be able to use “less” water and energy, provide “more” support to local communities, and encourage “more” to join the campaign for environmental protection.

达意隆将与百事密切合作以加快发展步伐

Tech-long will accelerate development by cooperating with PepsiCo more closely

百事公司面向中国市场的战略，对于达意隆来说是个令人鼓舞的消息，作为领先的饮料设备供应商，

达意隆正与百事积极合作，并全力支持百事的战略。百事宣布在实现其长期环境可持续发展目标方面已取得重大进展，包括与2006相比，到2015年单位产品减少水耗20%，电耗20%和燃料耗25%，在可持续发展方面，达意隆现在也正致力于碳酸软饮料灌装线常温灌装，节水和节能计划也成为达意隆重要的研究课题。

“In the coming 4 years, PepsiCo is planning to invest USD1 billion to develop the beverage and foods business in China”, this China-oriented strategy of PepsiCo is an encouraged new to Tech-Long, as the leading beverage equipment suppliers, Tech-Long is actively cooperating with PepsiCo and powerfully supporting PepsiCo strategy. PepsiCo has obtained important development to achieve the target of long term and sustainable development, including: compared with 2006, the water consumption for unit product drops 20%, electricity consumption and fuel consumption to 2015, in terms of sustainable development, Tech-Long is also dedicated to the carbonated soft beverage filling line constant temperature filling, and the water and energy saving plan is also becoming the important research subject for Tech-Long

作为百事的供应商，达意隆将抓住此次机会和挑战，我们还将与百事密切合作加快我们的发展步伐。

As an supplier to Pepsi, Tech-long will take this opportunity as well as the challenge. We will also work closely with partners to accelerate our progress.

本文部分资料来源于2009年7月6日《国际商报》
Data is from "International Business Daily"
published on July 6th, 2009

THP集团

越南饮料市场的巨人

THP GROUP,
Giant in the Vietnam
beverage market



THP集团背景 Background of THP Group

THP集团位于越南胡志明市，注册资本1亿美元，是越南最大的啤酒、饮料生产企业之一，有着110,000平方米的厂房及在东盟中有最具规模和现代化的生产线，产品几乎涵盖了所有的液态产品，包括果汁、豆奶、茶、啤酒等。此外，THP还将陆续推出瓶装水及碳酸饮料产品。

THP Group is in Ho Chi Minh City with the registered capital reaching USD100 million as one of the biggest beer and beverage producers in Vietnam with 110,000m² workshop and biggest modern product lines in ASEAN, the products cover all liquid products, including fruit juice, soy milk, tea and beer. Additionally, THP will also promote bottled water and carbonated beverage products.



THP采用达意隆的第四条28000BPH整线生产现场
The production site of the fourth Tech-Long 28000BPH entire line of THP



达意隆董事长张颂明先生、销售总监孔祥捷先生与源泉博张学铭先生讨论越南饮料市场的发展以及双方合作远景
Tech-Long Chairman Mr. Zhang Songming, sales president Mr. Kong Xiangjie and Top Well Mr. Zhang Xueming are discussing the development of Vietnam beverage market and the cooperative prospect of both parties

达意隆，帮助越南THP集团取得成功的理想合作伙伴

Tech-long, the ideal partner for Vietnam THP Group to obtain success

达意隆与THP双方互相支持，稳健成长
Tech-Long and THP support each other with steady development

达意隆与THP集团从2004年便开始合作，5年间，在达意隆越南代理源泉博公司的大力支持下，达意隆与THP集团都得到稳健的成长，现在达意隆已成功上市，成为中国饮料行业设备供应商的龙头企业；而THP集团也已经成为越南最大的饮料生产企业，这些成绩都与双方的相互支持息息相关。

Tech-Long and THP Group have cooperated since 2004, for 5 years, with the powerful support of Top Well International Industry Technology & Service Ltd. which is the agency of Tech-Long in Vietnam, Tech-Long and THP Group have obtained steady development, currently, Tech-Long has successfully listed in the stock market as the leading supplier in Chinese beverage industry equipment market, and THP Group has also become the biggest beverage producer in Vietnam, which are closely related with the mutual support of both parties.

2007年12月，达意隆与THP公司成功签订了第

二条28000瓶/小时PET饮料热灌装整线设备合同，2008年1月，距合同签订仅过了1个月时间，这条热灌装线已经全线成功运转。达意隆整线设备的顺利投产，得到了THP方面的高度肯定。

In December 2007, Tech-Long and THP successfully signed the contract on the second 28000 bottles/hour PET beverage hotfill entire line, in January 2008, only 1 month after signing the contract, this hot bottling Line had been put successful production. Tech-Long entire line had earned high praise from THP due to smooth production.

达意隆帮助THP在饮料市场取得了巨大的成功
Tech-Long assists THP to obtain success in the beverage market

2008年3月7日，达意隆再次与THP集团牵手，签署了“4万瓶/小时玻璃瓶啤酒灌装整线设备”购销合同。这是达意隆经过数年研发后投入市场的第一条玻璃瓶啤酒灌装线，也是达意隆在2008年1月上市后推出的第一个重量级新产品，该线的产能为4万瓶/小时，标志着达

意隆正式进入了高端啤酒包装机械领域。08年11月份，THP集团在越南率先推出凉茶饮料Dr. Thanh，饮料一经推广，销售异常火爆，饮料总是供不应求，成为THP集团的又一重量级产品。

On March 7th, 2008, Tech-Long and THP Group signed the contract on “40,000 bottles/hour glass bottle beer filling entire line equipment“, which is the first Tech-Long glass bottle beer filling line after constant R&D for several years and also the first key new product promoted by Tech-Long after launching into the stock market in January 2008, the output capacity of this line is 40,000 bottles/hour, which symbolizes that Tech-Long has formally launched into the field of high grade beer packing machine. In November 2008, THP Group promoted the herbal tea beverage Dr. Thanh in Vietnam, after launching into the market, the product obtained hot sale with demand exceeding supply as another key product of THP Group.

达意隆多年来在包装设备行业积累的雄厚技术及丰富的市场资源，加上上市资本的引入，加速了达意隆在啤酒包装机械领域的发展，第一条啤酒灌装线的产能就达到4万瓶/小时，表明达意隆在该领域瞄准的是高端客户群体。同时，本次与THP的成功合作也坚定了达意隆进一步开拓啤酒包装机械市场的信心和决心。

With rich technical strengths and market resources, Tech-Long has accelerated the development in beer packing machine after listing into the stock market, the output capacity of the first beer filling line reaches 40,000 bottles/hour, which means that Tech-Long focuses on the high grade clients in this field. Additionally, the successful cooperation with THP has also confirmed the confidence and decision of Tech-Long to develop the market of beer packing machine market.

逆境腾飞
Flying in adversity

2009年是艰难的一年，在全球经济经济增长放缓乃至衰退的大环境下，达意隆迎难而上，09年3月份，第4条28000BPH热灌装整线顺利完成了能力验收，整线的效率达到93%。鉴于THP集团绿茶和凉茶的生产能力远远未能满足饮料市场的需求，THP集团董事长兼CEO，Dr. Thanh决定再度与达意隆携手合作，签订了3条28000BPH整线以及2条16吨前处理的项目，达意隆09年上半年与越南THP集团的合同项目已经达到5个！

It is a hard year in 2009, under the macro environment that the global economy increase slows down and declines, Tech-Long has braved the difficulties, in March, 2009, the fourth 28000BPH hotfill entire line was smoothly completed examination and acceptance with the efficiency reaching 93%. Since the output capacity of green tea and herbal tea of THP Group can't meet the market demands, THP Group Chairman and CEO, Dr. Thanh decided to cooperate with Tech-Long again and signed the contract to introduce three 28000BPH entire line and two 16 ton processing products, and Tech-Long has signed 5 projects with Vietnam THP Group in the first half year of 2009!

随着THP这个越南饮料市场崛起的巨人的稳健发展，达意隆也必将与THP在未来的日子里共创辉煌！

As the steady development of THP in the Vietnam beverage market, Tech-Long will also share the brilliance with THP in the future!

Text and pictures by :Tech-long Oscar.Feng



Pran Group, 致力于改善人民生活的多元化企业

Diversified Pran Group, dedicated to improve the life of people

PRAN GROUP背景

Background of Pran Group

PRAN GROUP 成立于1980年。PRAN是孟加拉最大的水果及蔬菜处理厂家，他们鼓励农民生产高质量的农作物，提高作物产量以将作物卖到一个好的价钱。PRAN GROUP的集团总部位于达卡，集团一共由10多个公司组成，遍布全国。

Pran Group was established in 1980 and is the biggest fruit and vegetable processing factory in Bangladesh, and encourages farmers to produce high quality products and increase the output for selling at a higher price. Pran Group, with the headquarter locating in Dhaka, has more than 10 branches throughout Bangladesh.

PRAN是含义是Programme for Rural Advancement Nationally. PRAN在孟加拉是家喻户晓的名字，产品包括饼干、薯片的零食，牛奶，各种饮料，胶桶胶盆

的日用品，还有各式各样的调味料等等。PRAN一直以帮助国家的农民提高生产力，为人民提供更多的工作岗位为己任，产品多元化，为全国人民供应优质价廉的产品。在饮料这一产品中，包括了水、果汁和汽水等等的品种，在孟加拉当地很受欢迎，有很大的市场占有率。

PRAN means Programme for Rural Advancement Nationally. PRAN is well known in Bangladesh with the products including biscuit, potato chips, milk, beverages, daily-used articles as plastic barrel and basin, and diversified flavorings etc. PRAN has assisted the farmers to improve productivity and provides more work posts with diversified products of high quality and substantial price. The beverage products include water, fruit juice and carbonated drinks which are very popular in Bangladesh with a high market share.



Pran Group的产品
Products of Pran Group



双方项目负责人在Rran Group总部合影留念
Project team members of both partners take photos at Pran Group headquarter

达意隆灌装设备助PRAN GROUP在饮料市场取得成功

Tech-Long filling equipments assist PRAN GROUP to obtain success in beverage market

Pran Group早在2004年9月就向达意隆购买了一条热灌装线和一条含汽灌装线，设备运行非常平稳，Pran Group在饮料市场取得了很大的成功，Pran Group也对达意隆的设备以及出色的售后服务给予了高度的认可；2008年8月，Pran Group再次向达意隆购买了一条24000BPH的热灌装线整线，用于满足不断增长的饮料市场需求。

时隔3个月，基于双方多次良好的合作，达意隆与PRAN GROUP再次牵手，于2008年11月份再次向达意隆购买了一条28000BPH的含汽线灌装整线，这标志着双方已经进入深层次合作阶段。

Pran Group purchased one Tech-Long Hot Bottling Line and one carbonated filling line as early as in September 2004, and the equipment works very smoothly, Pran Group obtained outstanding success in the beverage market, and Pran Group has also expressed highly praise to the outstanding products and after service of Tech-Long; in August 2008, Pran Group purchased one Tech-Long 24000BPH hot bottling line for meeting the demands of the increasing beverage market.

Three months later, basing on the excellent cooperation of both parties, Pran Group purchased one Tech-Long 28000BPH carbonated filling entire line in November 2008, which symbolizes that both parties have entered into the deep cooperation phase.

Text and pictures by: Tech-long Oscar.Feng



HSA瓶装水生产现场
HSA bottled water production site

也门HSA集团

再次订购达意隆高速整线设备

Yemen HSA Group

ordered Tech-Long high speed complete line again



HSA瓶装水生产现场
HSA bottled water production site



>>>>

也 门第一大集团HSA (Hayel Saeed Anam Group of Companies) 和达意隆的次合作开始于2008年3月, 当时引进了一条700ml水生产线, 这条水生产线位于也门的木卡拉市的HSA HICO工厂, 生产能力为18000BPH。

The cooperation between the first biggest group HSA (Hayel Saeed Anam Group of Companies) in Yemen and Tech-Long started from March 2008, and HAS introduced one 700ml water product line which was installed in the Mukalla HSA HICO Factory with the output capacity reaching 18000BPH.

这条水生产线已于近日安装调试完毕并交付使用, 安装调试工作进展得十分顺利, 生产效率完全达到HSA预期标准, 在此期间, HSA集团执行总监Mr. Khaled A. Hayel Speed曾亲临生产现场关注生产线的调试工作, 并对达意隆的设备效率表示认可。同时, HSA已购买的达意隆另外两条五加仑水生产线也将在近期投入。

This water product line has completed installation and test smooths in recent days, and the production efficiency completely reaches the expectation of HSA, during this period, the Executive Supervisor of

HSA Group Mr.Khaled A.Hayel Speed has emphasized in the test of this product line on site and expressed acceptance for the efficiency of Tech-Long equipment. Additionally, the other two Tech-Long 5-gallon water product lines will also be put into production recently.

HSA集团是一个涉及多行业的跨国集团, 在饮料市场的矿泉水、果汁饮料等领域有丰富的经验和强大的市场份额, 达意隆的高速灌装设备必定能帮助HSA在饮料市场取得进一步的成功。而达意隆作为国内领先的包装机械供应商, 一直致力于为客户提供更优质的产品、更全面的服。与HSA首次合作的成功, 为双方以及在达意隆在也门饮料市场的发展都提供了更加广阔的前景。

HSA Group is a multi-national Group with rich experience and high market share in such fields of mineral water and fruit juice, Tech-Long high speed filling equipment can assist HSA to obtain further success in the beverage market. Tech-Long, as the leading packing machine supplier in China, is dedicated to providing quality products and complete service for clients. The successful cooperation with HAS provides wider prospect for the development of Tech-Long in Yemen.

2009年5月, 达意隆销售总监Mr. Kong一行专程来到也门阿登, 拜访了HSA第一大工厂。在阿登的期间, Mr. Kong受到了HSA的热情邀请, 有幸参观了HSA的新面粉厂和新码头, 据悉该面粉厂将会成为全球最大型的现代化工厂, 新码头也会成为也门最大型的综合性多功能码头。

In May 2009, Tech-Long sales president Mr. Kong visited Yemen Ardennes and met the first biggest factory of HSA. When visiting Ardennes, Mr. Kong has earned warm invitation from HSA, and visited the new flour factory and new dock of HSA, it is known that the flour factory will become the biggest modern factory in the world, and the new dock will also become the biggest comprehensive and multi-functional dock in Yemen.

基于第一次良好的合作基础, HSA很早就有了再次合作的意向, 此次阿登之行, 双方也就项目进行了友好的商务洽谈, 这次会议由HAS集团副总监Khaled A. Hayel Saeed 先生主持, 由洽谈开始到签约只用了不到45分钟, 达意隆和HAS再次签订了两条产量分别为18000BPH和24000BPH的700ml瓶装水生产线。与HSA的再次合作, 充分体现了双方彼此的信任, 以及HSA对达意隆的设备和服务的认可。

Because of preferable geological environment and abundant mineral water resources in Aershan area, Inner Mongolia JinYe Group and Chinese JianXin Group jointly invested to establish Inner Mongolia Blue Sea Mineral Water Co., Ltd; developed the mineral water resources and produce high-quality mineral water. In initial phase of this project the investment is RMB0.2 billion. As planned, during this phase it have the annual yield capacity of will be 200,000t mineral water.

Text by: Tech-long Bruce.Chen / Alex.Xian
pictures by: Tech-long Bruce.Chen



青岛啤酒博物馆集啤酒的历史发展历程、深厚的文化底蕴、先进的工艺流程、品酒娱乐、购物为一体，是走进青岛啤酒、了解青岛啤酒的魅力舞台。Tsingtao Beer Museum is the stage to approach and realize the advantages of with the combination of the development history, profound culture and advanced technique of Tsingtao Beer and also provides beer, entertainment and shopping services.

中国最具影响力的啤酒品牌：青岛啤酒 The most influential beer brand in China: Tsingtao Beer

青 岛啤酒股份有限公司（以下简称“青岛啤酒”）的前身是1903年8月由德国商人和英国商人合资在青岛创建的日耳曼啤酒公司青岛股份公司，它是中国历史悠久的啤酒制造厂商。青岛啤酒为2008年北京奥运会官方赞助商。

Tsingtao Brewery Co., Ltd. (hereinafter referred to as "Tsingtao Beer") with the former of Germanic Beer Company Qingdao Co., Ltd. which was jointly established in Germany merchant and British merchant in August 1903, it is the beer producer with a long history in China. Tsingtao Beer is the official sponsor of 2008 Beijing Olympic Games.

1993年7月15日，青岛啤酒在香港交易所上市，是中国内地第一家在海外上市的企业。同年8月27日，青岛啤酒在上海证券交易所上市，成为中国首家在两地同时上市的公司。

On July 15th, 1993, Tsingtao Beer listed in the Hong Kong Stock Exchange as the first Chinese enterprise which listed in foreign stock exchange. On August 27th, Tsingtao Beer listed in the Shanghai Stock Exchange as the first enterprise which listed in Shanghai and Hong Kong.

上世纪90年代后期，运用兼并重组、破产收购、合资建厂等多种资本运作方式，青岛啤酒在中国18个省、市、自治区拥有50多家啤酒生产基地，基本完成了全国性的战略布局。

In late 1990s, Tsingtao Beer has developed more than 50 beer produce bases with national wide strategic

layout in 18 provinces and municipalities through merger and reorganization, bankruptcy purchasing and joint venture.

国家统计局的数据显示，2007年青岛啤酒实现啤酒销售量505万千升，在中国市场占有率达13%。2007年，世界品牌实验室 (World Brand Lab) 发布的数据显示，青岛啤酒品牌价值为258.27亿元，居中国啤酒行业首位。青岛啤酒远销美国、日本、德国、法国、英国、意大利、加拿大、巴西、墨西哥等世界62个国家和地区。全球啤酒行业权威报告 Barth Report依据2006年、2007年产量排名，青岛啤酒为世界第八大啤酒厂商。

It is shown from the data of National Bureau of Statistics of China, in 2007, the sales volume of Tsingtao Beer reached 505 million liters with the market share reaching 13% in China. In 2007, it is shown from the data published by World Brand Lab, the brand value of Tsingtao Beer reached 258.27 million, which ranked in the first in China beer industry. Tsingtao beer is exported to 62 countries and regions including USA, Japan, Germany, France, Britain, Italy, Canada, Brazil and Mexico. The global beer industry authoritative report --- Barth Report ranked Tsingtao Beer as the world 8th biggest beer producer in the world according to the output rank in 2006 and 2007.

青岛啤酒已经确立了“成为拥有全球影响力品牌的国际化大公司”的愿景。

Tsingtao Beer has confirmed the vision of “developing into the international company with the world's influential brand.”

百年青啤，百年辉煌 Centennial Tsingtao Beer A Century Resplendence



青岛啤酒包装技术考察团到访达意隆

Tsingtao Beer packaging technology delegation visited Tech-Long

3月4日下午，随着满载着青岛啤酒集团的包装技术考察团成员的大巴缓缓驶入达意隆，也意味着作为中国啤酒饮料装备行业的龙头企业的达意隆，正在被越来越多的啤酒企业所认识和认可。

In the afternoon of March 4th, with the bus carrying the members of Tsingtao Brewery packaging technology delegation is slowly entering Tech-long, Tech-long, as the leading enterprise of Chinese beer and beverage equipment industry, is being aware and recognized by more and more beer enterprises.

青啤包装技术考察团的成员是来自全国53间分厂的厂长、总酿酒师、包装经理等，他们代表着啤酒行业内最专业的人士和最专业的眼光。为了迎接规模如此庞大的啤酒企业考察团，公司专门成立了以中国区销售总经理张崇明带队的讲解团队，张崇明总监和王剑经理作为加工设备、检验中心和注塑、吹瓶、灌装、包装设备的主讲，力争做到让考察团的每一位成员都

能仔细了解达意隆的产品。

Tsingtao packaging technology delegation members are the factory directors, chief winemakers and packaging managers from 53 branches. They represented the most professional experts and professional views on the beer industry. In order to welcome this huge beer business delegation, the company established an explaining team led by China area sales general manager Zhang Chongming. Director general Zhang Zanming and manger Wang Jian as the chief speakers of processing equipment, testing center and various injection molding, blowing, filling, packaging equipments, answered every question proposed by the delegation to allow every member to have expressive understanding of Tech-long.

在工厂参观的时间里，考察团仔细考察了工厂的各个环节，对于达意隆的加工装备、检测中心、现场管理等方面给予了高度评价，希望达意隆能为啤酒行业提供更多更好的设备，与青岛啤酒开展更深入的合作。参观结束后，张颂

明董事长为考察团成员专门介绍了企业发展的历程和今后发展的方向。

During the period of factory tour, the delegation made a detailed survey on each tache of the factory and gave high appraisal on the processing equipment, test center and on-site management of Tech-long. The delegation anticipated that Tech-long could provide more and better equipments for the beer industry and carry out in-depth cooperation with Tsingtao Brewery. After the visit, Zhang Songming, chairman of the board, gave a special introduction on the enterprise development history and future development direction to the delegation members.

短短2个多小时，达意隆的风采与魅力也正随着“Runs for you!”的理念一次次的沁入了青啤人的心里，整个参观过程气氛非常融洽，考察团成员对达意隆充满了欣喜和期望。

Within the short period of more than two hours, the elegance and charm of Tech-long have been impressed with the concept of "Runs for you!". The whole process was under a harmonious atmosphere. The delegation members expressed full of joy and expectation on Tech-long.

上图：达意隆董事长张颂明先生热情为青岛啤酒考察团介绍公司和设备发展情况

Above Picture: Tech-Long Chairman Mr. Zhang Songming is warmly introducing the development of Tech-Long and products for Tsingtao Beer delegation

下图：达意隆销售总监张崇明先生在设备生产现场讲解设备制造工艺和流程

Lower Picture: Tech-Long sales president Mr. Zhang Chongming is introducing the manufacturing technique and procedures in the production site



青岛啤酒包装技术学院
Tsingtao Beer packaging
technology college

>>>

背景材料：

青岛啤酒包装技术学校是青岛啤酒集团为了提高工厂包装技术水平而设立专业学院，学员为集团下属工厂厂长、总酿酒师、包装经理等中层管理人员，意在互相交流经验，解决日常工作中发生的问题，以总部领导授课各工厂代表互相交流为主。是中国啤酒生产企业内第一所专业学院。

Background Information:

Qingdao Beer Packaging Technical School is a professional school established for improving the factory packaging technical level. Students are the factory directors, chief winemakers, packaging managers and other intermediate and senior management personnel subordinate to the Group. It aims to exchange experiences and solve daily questions occurred. The leaders of the headquarters give lessons and the factory representatives exchange ideas. It is the first professional college of Chinese beer production enterprises.





世界长寿之乡 广西巴马

Cradle of Longevity in the world Guangxi Bama

>>>

世界五大长寿之乡之首 First of 5 world home of longevity

地处桂西北山区的巴马瑶族自治县，自古以来就有生命超过百岁的老人存在，随着人类社会文明与进步，这种纯天然的人类生命极限逐步演绎为一种全新的概念——长寿现象，人称长寿之乡。中国第五次全国人口普查数据显示：巴马23.88万人中，90岁以上共有530人；其中100岁以上就有74人，是国际上“世界长寿之乡”标准的4.4倍，是包括新疆和田，巴基斯坦罕萨、厄瓜多尔比尔卡班巴、外高加索地区的格鲁吉亚地区的世界五大长寿之乡之首。

Since ancient times, old people of over 100 years old live in the Bama Yao Nationality County which is located in the mountainous area of at northwest of Guangxi, as the civilization and progress of human society, this kind of pure natural human life limit has gradually developed into a kind of new concept --- longevity phenomenon, and here is also praised as the "Hometown of Longevity". It is shown from the data of China's Fifth Census: among 238,800 people in Bama, 530 of them are over 90

years old, 74 of them are over 100 years old, which is 4.4 times compared with the international "World Home of Longevity" standard, and is the first of 5 world home of longevity including Xinjiang Hetian, Hansa in Pakistan, Vilcabamba in Ecuador, and Georgia in Caucasus region.

得天独厚的天然矿泉水源 Advantaged natural mineral water source

巴马有两处优质矿泉水。巴马镇赐福矿泉水，离县城10公里的赐福半山腰上；那桃民安矿泉水，又叫丽琅矿泉水，距县城13公里，泉口高出河面110米，被当地群众誉为能医治百病的“神仙水”：

Bama has two mineral water resources. Bama Town Cifu mineral water which is in the Cifu Mountain 10km to the county seat; Natao Min'an mineral water which is also named as Lilang mineral water 13km to the county seat with the spring outlet 110m higher than the river and praised as the "Fairy Water" which can cure various diseases by local people:

--水源地山青水秀、峰峦连绵、无任何环境污染、自然环境得天独厚，是全世界最好的几大水源之一。

There are beautiful mountains and clean waters, without any pollution. It is one of the best water sources in the world with advantaged natural environment.

--高态能量水。根据国际自然医学会多年来对该水源的研究证明：该水存在大量的负电，还原性极强，能清除人体百病之源-自由基，延缓人体细胞的衰老，是巴马人长寿的秘密之一。

High energy water. It is proven by the research on the water source by World Natural Medicine Foundation: the water contains a lot of negative charge with extremely strong revivification, and can remove the source of different diseases for human --- free radical, delay cells ageing, and is one of the secret for the longevity of Bama people.

--富含大量对人体有益的矿物质和微量元素。其中硒、锶、钙、镁、钾、锂、锌对人体骨骼的生长和提升免疫力以及改善多种慢性病有重要作用。另外，偏硅酸是人体皮肤、关节软骨中缔结组织的必需元素，长期饮用具有增加皮肤弹性、保持光泽、白皙、细嫩等功效。

Richly contains plenty of beneficial minerals and microelements, among which, Se, Sr, Ca, Mg, K, Li and Zn are important for human bone growth, immunity improvement and chronic diseases relieving. Additionally, metasilicate acid is necessary for connective tissue in human skin, and articular cartilage, it can strengthen skin firmness, keep skin luster, white and tender after persistent drinking this kind of water.

--结构化小分子团水。2006年4月，经清华大学核磁共振实验室检测表明：“巴马丽琅”矿泉水为世界罕见的纯天然小分子团水，具有高渗透性、高溶解性，更有利于人体吸收，能增强氧的活力，充分补充人体所需的多种矿物质和微量元素。

Structural micro molecule cluster water. In April, 2006, it is shown from the test of Tsing Hua University NMR Lab: "Bama Lilang" mineral water is the world rare pure natural micro molecule cluster water with high penetration and solubility, and is easy for human absorption, and can activate oxygen, replenish minerals and microelements for human body.

--天然弱碱性。据医学临床研究表明：100%的癌症患者都呈酸性体质，而健康的人的血液是呈弱碱性的，因此，如何使体质维持在弱碱性就是远离疾病的第一步。巴马丽琅矿泉水的PH值为7.38—7.53，呈弱碱性，有利于维持人体正常的渗透压和酸碱平衡，促进新陈代谢，能起到软化血管、降低心血管疾病和癌症的发病率的作用。

Natural weak alkali. It is shown from clinical medical research: 100% of cancer sufferers have acid constitution, and the blood of healthy people is weak alkali, therefore, it is the first step to protect human body from disease to keep body at weak alkali state. The PH value of Bama Lilang mineral water ranges 7.38-7.53 at weak alkali, and can benefit to maintain normal osmotic pressure and PH value, promote metabolism, soften blood vessels, drop the occurrence of cardiovascular diseases and cancer.

--千年长寿水。经中国地震局地质研究所地震动力学国家重点实验室检测，巴马丽琅矿泉水的盘阳泉水水龄距今年代为2000多年，作为目前国内发现的稀有的高水龄水源必定带给人健康、带给人长寿。

1000-year longevity water. It is tested by the Earthquake Dynamics national key lab of Institute of Geology, China Earthquake Administration, the age of Panyang spring for Bama Lilang mineral water has over 2000 years of history, as the rare water source of a long history discovered in China, it brings people health and longevity.

>>>

上图：巴马是著名的世界五大长寿之乡之首/Above Picture: Bama is the famous first of 5 world home of longevity

中图：巴马有着美丽怡人的自然风光和优质的水源/Middle Picture: Bama has beautiful natural scenery and quality water resource

下图：巴马丽琅矿泉水被誉为“神仙水”/Lower Picture: Bama Lilang mineral water is praised as the "Fairy Water"

统一企业 Uni-President Group



广西巴马统一的灌装和吹瓶生产现场
Guangxi Bama Uni-President filling and blow moulding production site

享受生命美好价值 Enjoy the value of life

统一集团于一九九二年开始在中国大陆营运，至今已发展成为中国领先饮料及方便面制造商之一。主要的饮料产品是果汁饮料与即饮茶。根据ACNielsen报告，在2007年前九个月中，统一是中国果汁饮料制造商第二名，占总市值的29.1%，并且是中国即饮茶的第二大制造商，占总市值的22.8%。统一亦生产及销售奶茶、咖啡、矿物质水、及酸奶产品等饮料。

Uni-President Group started to operate in mainland since 1992 and has developed into one of the leading beverage and instant noodles producers in China. The main beverage products are fruit juice beverage and RTD tea. In accordance with the AC Nielsen Report, in the first 9 months in 2007, Uni-President ranked the second in fruit juice beverage producers in China, occupied 29.1% of total market value, and is the second biggest producer of RTD tea in China, occupied 22.8% of total market value. Uni-President also produces milk tea, coffee, mineral water and yoghurt etc.

统一企业自从创业以来，即遵循企业创始人吴修齐先生所秉持之「三好一公道」的经营理念，以多角经营、宏观眼光、重视人才等方针，兢兢业业地塑造出「诚实苦干、创新求进」的立业精神。

Since the establishment, Uni-President follows the operation thought of "Three Excellences and One Equity" presented by the founder Mr. Wu Xiuqi, and has sculpted the business spirit of "sincerity, diligence, innovation and development" with the outline of multi-angle operation, macro vision and talents emphasis.

跨入廿一世纪之际，消费者的需求已由追求生存、追求生活的满足进步到重视生命的价值，统一企业更期许以「一首永为大家喜爱的食品交响乐」、「千禧之爱」及提升「企业心灵」的经营哲学，强调“享受生命美好价值”，提供能够满足消费者身、心、灵健康的产品和服务，集结团体共生之愿与力，实现为全球消费者开创健康快乐的明天的企业承诺！

In the 21st century, the consumer's demands has developed from pursuing survival and satisfied life to emphasizing the value of life, Uni-President is expecting to achieve the promise to develop a healthy and happy tomorrow for global consumers with the operation philosophy of "the favorable foods symphony", "Love of 1000 Years" and improving "the heart of enterprise" when emphasizing in "enjoying the life of value" and providing physically and mentally healthy products and services with the wish and strength of team work.

巴马统一、昆明统一 订购达意隆矿泉水、果汁生产线

Bama Uni-President, Kunming Uni-President ordered Tech-Long mineral water, fruit juice product line

>>>

广西巴马统一矿泉水 Guangxi Bama Uni-President mineral water

2008年9月，统一企业在广西巴马成立了新矿泉水厂，广西巴马统一矿泉水有限公司是统一企业在中国大陆的第一个自有的矿泉水厂。2008年12月，巴马统一矿泉水向达意隆订购了矿泉水生产线，主要用于生产巴马统一高档矿泉水，充分满足不同层次矿泉水的市场需要。

In September, 2008, Uni-President set up the new mineral water factory in Bama of Guangxi, Guangxi Bama Uni-President mineral water Co., Ltd. is the first mineral water factory of Uni-President in mainland China. In December 2008, Bama Uni-President mineral water ordered Tech-Long mineral water product line for producing Bama Uni-President high grade mineral water for meeting the market demands of different layers of mineral water.

昆明统一 Kunming Uni-President

昆明统一企业食品有限公司于2008年10月在昆明奠基，需要引进两条饮料生产线，用于生产

500ml和2000ml的茶饮料和果汁饮料。

Kunming Uni-President Foods Co., Ltd. laid the foundation in October 2008 in Kunming and requires introducing two beverage product line for producing 500ml and 2000ml tea beverage and fruit juice.

通过多年对达意隆关注和多方位认证，统一企业在昆明全新的生产基地选用达意隆的设备，充分证明了统一企业对达意隆的高度认可。昆明统一前期购进一条24000BPH的热灌装生产线，将于明年年初正式投产。

After constant attention and complete certification to Tech-Long, Uni-President new produce base in Kunming selected Tech-Long equipment, which has proven the highly recognition of Uni-President to Tech-Long. The 24000BPH hotfill product line of Kunming Uni-President will be put into production in early 2010.

Text and Pictures by :Tech-long Zou.Shizhen / Mukee



左图：厂区外景
Left Picture:
External Scenery of the Factory

右图：无菌生产线现场
Right Picture:
Aseptic Product Line Site



天喔茶庄的茶饮料产品
Tea beverage products of Tenwow Co., Ltd



上海天喔食品有限公司总部
Shanghai Tenwow Foods Co.,Ltd headquarter

上海天喔茶庄采用达意隆灌装生产整线

Shanghai Tenwow Foods Co., Ltd. applies Tech-Long filling production entire line

上海天喔食品有限公司地处上海市松江区泗泾开发区，始建于1999年，总投资3500万元，注册资本2000万元。生产车间总面积为6500平方米，有约2000平米的低温冷藏库和4000多平米的常温库。其生产车间完全参照标准药品洁净厂房设计要求修建，生产环境和设施一流。天喔现在主要生产以下几类产品：南北货、休闲食品、炒货、蜜饯、麦片等。公司在职工约450人，年销售额超过3亿元人民币。公司于2002年先后通过了ISO9001及HACCP体系认证，并在2002年获得“上海市著名商标”称号。天喔一贯坚持“诚信经营、互惠互利”原则，为社会提供“高品质、好口味”的健康食品，2006年，天喔整合现有资源，集中优势力量，以成立天喔食品（集团）公司，为天喔公司更快更好的发展提供良好的机遇和健康的环境。

Shanghai Tenwow Foods Co., Ltd. was established in 1999 located in Sijing Development Zone, Songjiang District of Shanghai with total investment reaching 35 million and registered capital RMB20 million. The total area of the production workshop reaches 6,500m² with about 2,000m² low temperature refrigerating warehouse and over 4,000m² constant temperature warehouse. The workshop is constructed completely according to the standard medicine clean workshop with top environment and facilities. Tenwow is mainly producing the following products: sundry merchandises, leisure foods, fried foods, glazed fruit and cornmeal etc. Currently, the company has about 450 staffs with the annual sales volume exceeding RMB300 million. The company passed the ISO9001 and HACCP system certifications in 2002, and was entitled as "Shanghai Famous Trade Mark" in 2002. Tenwow insists in the principle of "sincere operation, mutual benefit" and is dedicated to providing "quality and delicious" healthy foods. In 2006, Tenwow integrated the current resources and established Tenwow foods (Group) Co., Ltd., which has provided an excellent opportunity and healthy environment for the fast development of Tenwow.

>>>

上海天喔茶庄饮料有限公司是上海天喔食品（集团）有限公司旗下的子公司，成立于2008年，主要生产茶，果汁等饮料产品，天喔集团开始正式进军饮料市场。

Shanghai Tenwow Foods Co., Ltd. Beverage Co., Ltd. is the subsidiary of Shanghai Tenwow foods (Group) Co., Ltd. established in 2008, and is specialized in producing tea and fruit juice, and started to launch the beverage market.

一年间，经过双方多次的洽谈和沟通，天喔茶庄对达意隆有了深入的了解，达意隆设备良好

的性价比、及时周到的售后服务，给了天喔茶庄极大的信心。2008年7月，天喔茶向达意隆订购了一条24000BPH的500ml热灌装生产线整线，这条生产线已于近期正式投产。

Within 1 year, after friendly negotiation and communication of both parties, Tenwow Co., Ltd. has obtained deep realization to Tech-Long products, which has also powerfully improved the confidence of Tenwow Co., Ltd. due to high cost performance and considerate after sale service. In July 2008, Tenwow tea ordered one Tech-Long 24000BPH 500ml hotfill product line, which has put into production recently.



上海碧纯

订购达意隆20000BPH两用生产线 Shanghai Pure ordered Tech-Long 20000BPH dual purpose product line

上海碧纯饮用水有限公司是上海最早专业生产饮用水的沪港合资企业。公司建有现代化厂房，拥有先进的生产设备，形成了从瓶、盖、桶的生产到制水、灌装全部自制的规模化生产，主要产品包括蒸馏水、纯净水、矿泉水、盐汽水、纯动力、果粒橙汁等。公司技术力量雄厚，生产技术先进，生产工艺标准，具备健全的质量管理和质量保证体系。向市场提供安全、卫生、健康的优质碧纯产品是本公司的一贯宗旨。“碧纯”是上海家喻户晓的知名品牌，历年来在很多重大场合被指定为专用饮用水。

Shanghai Pure Drink Water Co., Ltd. is the earliest Shanghai-HK joint venture specialized in producing in Shanghai. The company has constructed modern workshop with advanced production equipments, and formed the mass production from bottle, cap and barrel as well as water producing and filling, the main products of the company include: distilled water, purified water, mineral water, salt soda water, pure Dongli and orange grains juice. The company boasts strong technical strength, advanced technology and standard technique standard with complete quality management and assurance system and insists on the principle of providing safe, sanitary, healthy, quality and pure products to consumers. "Pure" is the well known brand in Shanghai and has been specified as special drink water for many important occasions.

>>>

2008年1月，上海碧纯董事长毛伟平先生应邀到达意隆广州总部参观，达意隆中国区销售总经理张崇明先生热情的带领毛总参观了厂区和设备制造现场，毛总对达意隆规模、现代化的工厂、领先的机加工能力和科技研发力量表示赞赏，并对达意隆行业龙头的地位给予了充分的肯定。

In January 2008, Shanghai Pure Chairman Mr. Mao Weiping visited Tech-Long Guangzhou headquarter with invitation, and Tech-Long China Area sales general manager Mr. Zhang Chongming lead Mr. Mao to visit the factory and equipment manufacturing site, Mr. Mao expressed praise to the size, modern factory, leading mechanical processing ability and technical R&D strength of Tech-Long and affirmed the leading status of Tech-Long in the industry.

2008年3月，上海碧纯向达意隆订购了一条20000BPH的含汽和纯净水两用生产线，主要用来生产盐汽水和纯净水产品，达意隆与上海碧纯的全面合作就此展开。

In march 2008, Shanghai Pure ordered one Tech-Long 20000BPH carbonated and purified water dual purpose product line for producing salt soda water and purified water products, and the complete cooperation between Tech-Long and Shanghai Pure was extended from then.

Text and Pictures by :Tech-Long Zou.Shizhen / Mukee

上海碧纯厂区和生产现场
Shanghai Pure Factory and Production Site



蓝月亮

质臻品质，简约生活

Blue Moon

Top quality, concise life

蓝月亮品牌 BLUEMOON 创立于1994年，深谙于洗涤之道的蓝月亮秉承“一心一意做洗涤”的宗旨，将国际尖端技术融入了中国人的生活，成为洗涤行业的潮流代表，赢得了广大消费者的信赖。截至2007年品牌资产价值已达28.84亿元，所经营的30多个产品畅销全国250多个城市。

Bluemoon brand was established in 1994, and insists on the principle of "being dedicated to washing", and has integrated the world top technologies into the life of Chinese people as the typical representative in the washing industry and has earned high trust from consumers. Till 2007, the brand value reached RMB28.8400 million, and over 30 products are sold well in more than 250 cities in China.

蓝月亮产品的优秀品质，源于不断创新的领先技术。公司的研究发展部门由一批高素质的化学专家组成。化工精英用智慧和信念，倡导洗涤自动化、高效化，开发出在国际同行中卓然领先的产品，使繁重的劳动变成了轻松享受。蓝月亮的产品开发立足于市场需求，把产品的更新换代和技术的至臻完善直接指向消费者，实现了从产品意识到服务意识的二次飞跃。

The outstanding quality of Bluemoon products is originated from the constantly innovating and leading technologies. The R&D Department of company composes of a team of professional chemistry experts who has developed the leading products with wisdom and belief when advocating automatic and effective washing, and changed the heavy labor into the easy enjoyment. The development of Bluemoon products is market-oriented, directly focuses on consumers for products upgrading and technologies developing, and has achieved the second leap from products consciousness to service consciousness.

十多年来，蓝月亮产品广泛地进入中国人的家庭，赢得了大众的真诚信赖。与国际洗涤业发展同步，蓝月亮人持续追求不息的精神，投入全部的专注和热情，打造创新品牌，以完美的品质积极倡导人类简约、美好的生活。

For over 10 years, Bluemoon products have widely entered into the Chinese families and earned trust from users. Keeping pace with the development of international laundry industry, Bluemoon staffs are constantly developing the brand with dedication and enthusiasm, and actively advocating the concise and environment-friendly life for human with top quality.

达意隆为蓝月亮提供洗衣液灌装设备

Tech-Long provides laundry detergent filling equipments for Bluemoon

蓝月亮洗衣液，开创洗衣新时代
Bluemoon laundry detergent develops the new era of laundry

2008年蓝月亮携手跳水女皇郭晶晶，高调推出“友好型”的深层洁净护理洗衣液，大力倡导洗衣新时代。蓝月亮在衣物洗涤剂的大举进军，给国内洗衣剂市场带来了新的竞争活力。尼尔森的报告显示：2008年全国洗衣液销售额增长迅猛，较2007年同比增长了65%；相反洗衣粉在洗衣剂整体销售份额同比则出现了负增长，为-6.1%；2009年头两个月，蓝月亮洗衣液分别以30.5%与32.7%的市场份额称冠全国洗衣液市场。中国洗衣剂洗涤市场正在被重新洗牌，新的产业升级正在进行。

In 2008, Bluemoon cooperated with the Diving Queen Guo Jingjing, and promoted the "Friendly-Type" powerful cleaning and treatment laundry detergent for powerfully advocating the new era of laundry. Bluemoon focuses on clothing detergent and has brought new competitive vigor for the domestic laundry detergent market. It is shown from AC Nielsen Report: in 2008, the Chinese laundry detergent sales volume increased fast with an increment of 65% compared with 2007; contrarily, the general sales volume of washing powder shown the negative increase, and was -6.1%;



in the first two months in 2009, Bluemoon laundry detergent ranked first in the national laundry detergent market with the market share reaching 30.5% and 32.7% respectively. The Chinese laundry detergent washing market is ruffling and the new industry upgrading is under promoting.

蓝月亮选择达意隆，先进的计量灌装技术
Bluemoon selects Tech-Long advanced measure filling technology

蓝月亮为了实现其更宏伟的战略，目前正在建造科研中心和日化产品生产基地的三期工程项目。为了配合其产业升级和使生产设备更加完善，蓝月亮自2008年下半年起就开始对国内外知名的设备供应商进行考察、比较和评估。经过多次不同级别的考察和评估，达意隆凭借雄厚的技术研发实力、先进的加工中心、成熟稳定的设备赢得了蓝月亮公司的认可，蓝月亮最终选择了达意隆作为其灌装设备的合作伙伴。种设备采用流量计计量灌装，代表了目前业界最先进的技术和未来发展趋势

In order to achieve the grand strategy, currently, Bluemoon is constructing the Phase II project with the combination of scientific research center and daily chemical products base. In order to support the industry upgrading and improving the production equipments, Bluemoon started to investigate and assess the domestic and foreign famous equipment suppliers since the second half year of 2008. After repeated evaluation, Tech-Long earned the recognition from Bluemoon due to strong technology R&D strength, advanced process center, mature and stable equipments, and Bluemoon selected Tech-Long as the partner in filling equipment. This equipment applies flowmeter for measuring filling, and shows the most advanced technology and development trend in the industry.

Text and pictures by: Tech-long Wang Hongshuo



达意隆在粮油行业的良好发展远景

The bright development prospect of Tech-Long in grain and oil industry

益海嘉里粮油：与达意隆的合作前景广阔

Yihai Kerry Oils & Grains:
broad prospect to cooperate with Tech-Long

益海嘉里是新加坡丰益国际有限公司在华投资的以粮油加工、油脂化工、仓储物流、内外贸易为主的多元化企业集团，也是国内最大的粮油加工集团，嘉里粮油的标志产品“金龙鱼”系列食用油已成为中国食用油行业的知名品牌，同时又发展了包括“鲤鱼”、“元宝”、“胡姬花”、等16个国内小包装油知名品牌，涵盖调和油、色拉油、花生油、葵花油、粟米油、芝麻油、山茶油等多油种系列产品。

Yihai Kerry is the group invested by Singapore Wilmar International Limited specialized in grain and oil processing, oil chemicals, warehousing logistics, domestic and foreign trade as the biggest grain and oil processing group in China, the key product of Kerry Oils & Grains "Arawana" series edible oil has become the famous brand in China, additionally, the group has also developed 16 famous brands in small package such as "Liyu", "Yuanbao" and "Hujihua" covering mixed oil, salad oil, peanut oil, sunflower seed oil, corn oil, sesame oil and camellia oil etc.

2009年4月30日，益海嘉里投资有限公司Michael Dean Lively在益海粮油广州分公司的盛总、段经理的陪同下来达意隆进行访问，达意隆销售部中国区总监张崇明先生热情接待了Michael Dean Lively一行并带领其参观了生产工厂。Michael Dean Lively对达意隆的技术能力、生产能力表示认可，双方在愉悦的气氛中畅谈了未来合作领域和方向。接下来的两个月里，达意隆高级销售经理吴海舟小姐、销售经理王洪朔与盛总和段经理就称重灌装机的特点和生产注意事项进行了多次沟通和技术交流，2009年6月，益海嘉里向达意隆订购了首台国产灌装设备，为益海粮油和达意隆的良好合作奠定了坚实基础。

On April 30th, 2009, Yihai Kerry investment Co., Ltd. Michael Dean Lively, accompanied with President Sheng and Manager Duan of Yihai Oils & Grains Guangzhou branch, visited Tech-Long, and Tech-Long Sales Department China Area general sales manager Mr. Zhang Chongming warmly received the Michael Dean Lively and lead them to visit the manufacturing factory. Michael Dean Lively expressed recognition to the technical strength and production capacity of Tech-Long, and both parties discussed the cooperative fields and directions in the pleased atmosphere. In the coming two months, Tech-Long senior sales manager Miss Wu Haizhou, sales manager Wang Hongshuo, President Sheng and Manager Duan held several technical communications on the features and production cautions of weighing and filling machine, in June 2009, Yihai Kerry ordered the first Tech-Long homemade filling equipment, which has set a solid foundation for the excellent cooperation of Yihai Oils & Grains and Tech-Long.

Text and pictures by: Tech-long Wang Hongshuo



海天味业：与达意隆携手，充分提高生产效率

Haday Foods: cooperate with Tech-Long to completely improve the production efficiency

佛山市海天调味食品有限公司肇始于200多年前的清代中叶乾隆年间。1955年，25家美味悠远、香誉港澳的佛山古酱园合并重组，取名为海天酱油厂，天时、地利、人和，佛山制酱业的“原始积累”为海天提供了高起点的发展平台。1994年，海天成功转制成为佛山市海天调味食品有限公司。

Foshan Haday Flavoring Foods Co., Ltd. was originated from the Qianlong years in middle Qing Dynasty about over 200 years ago. In 1955, 25 Foshan Soy Sauce Park which has earned high reputation in Hong Kong and Macau was reconstructed and was named as Haday Soy Sauce Factory, with good timing, geographical convenience and good human relations, the original accumulation of Foshan Soy Sauce provides the development platform of high start for Haday. In 1994, Haday was successfully reformed to Foshan Haday Flavoring Foods Co., Ltd.

今天的海天，已发展成为全国最大的专业调味品生产基地，生产以酱油为龙头，包括蚝油、醋、调味酱、味精、鸡精、调味汁、调味粉等八大系列200余个品种的产品，成功构筑了一个日益完整的“中国味”体系。海天酱油目前已成为中国酱油业的第一品牌，不仅遍及全国30多个省、市、自治区，还远销全球近100多个国家和地区，真正享有“中国味道、世界品质”的美誉。

Today, Haday has developed into the biggest and professional flavoring produce base in China, and is specialized in producing soy sauce, oyster sauce, vinegar, flavoring sauce, monosodium glutamate, chicken gourmet, flavoring juice and flavoring powder, altogether 8 series and 200 varieties, and successfully constructed the complete “Chinese Taste” system. Haday Soy Sauce currently has developed into the first brand in China soy sauce industry, and the products are not only sold well in more than 30 provinces and municipalities in China but also exported to nearly 100 countries and regions, and enjoys the praise of “Chinese Taste and World Quality”.

>>>

2008年起，达意隆已为海天味业提供了多套臭氧水洗瓶设备和特种盖旋盖设备，满足了海天味业在洗瓶和旋盖过程中的高要求；2009年5月，为提高灌装速度和酱油行业一直存在的起泡问题，在深入了解了酱油的特性后，达意隆制定了针对灌装阀的解决方案，调整了灌装阀的灌装量和回流的比例，使灌装和消泡速度更快，充分提高了设备的生产效率，该项目已经得到海天味业的认可。

Since 2008, Tech-Long has provided several ozone water bottle washing equipment and special capping equipments which have met the high requirements of Haday Foods in bottle washing and capping process; in May 2009, in order to solve the foaming problem for filling speed and soy sauce industry, after deeply realized the properties of soy sauce, Tech-Long constituted the solution for filling valve, adjusted the proportion of filling volume and reversed flow, and assured faster filling and defoaming, which has completely improved the production efficiency, and this project has earned recognition from Haday Foods.

Text and pictures by: Tech-long Wang Hongshuo



达意隆销售总监张崇明先生（左二）、销售经理郑琼球先生（左四）接受蓝海解部长（左一）、李部长（左三）赠予的感谢信。

Tech-Long sales president Mr. Zhang Chongming (second in the left), sales manager Mr. Zheng Qiongqiu (fourth in the left) are accepting the Letter of Gratefulness provided by minister Xie (first in the left) and minister Li (third in the left) of Lanhai.

蓝海李部长在达意隆设备安装调试现场
Lanhai minister Li is at the Tech-Long equipment installation and test site

“蓝海是风帆，达意隆就是船桨”

内蒙古蓝海感谢达意隆在项目合作中的帮助

“Lanhai is the sail and Tech-Long is the quant”

Inner Mongolia Blue sea Mineral water is extending gratefulness to Tech-Long for the assistance in project cooperation

感谢信

Letter of Gratefulness

广州达意隆包装机械股份有限公司：
Guangzhou Tech-Long Packing Machine Co., Ltd.:

内蒙古蓝海矿泉水有限公司（以下简称“蓝海”）于08年6月正式成立，蓝海作为一个新建的大型矿泉品生产、销售厂商，地处内蒙古阿爾市，属高寒低温地区，交通闭塞，专业技术及人才均较为匮乏，自与达意隆公司达成合作关系后，贵公司给予了蓝海大力的帮助和支持，在此蓝海人不胜感激！

Inner Mongolia Blue Sea Mineral Water Co., Ltd. (hereinafter referred to as “Blue Sea”) was formally established in June 2008, as a newly established mineral spring producer, Blue Sea is located in A'er City of Neimenggu where is the chilly area with undeveloped

traffic, and is lack of professional technology and talents, after reaching cooperative relation with Tech-Long, you have provided powerful assistance and support to Blue Sea, and here we are extending our gratefulness to you.

2008年底，蓝海先后派送10名员工组成学习小组到达意隆公司进行水处理系统、吹瓶机、灌装机及后段包装设备等专业知识的理论、技术培训，由于蓝海人员专业技术水平不平均，有些技术人员起点较低，达意隆公司积极配合蓝海现状，分别指派各个生产车间的优秀技师和工程师悉心教导，使蓝海技术人员充分掌握了设备的操作及技术要领。

In late 2008, Blue Sea assigned 10 staffs to Tech-Long for receiving the theoretical and technical training as water treatment system, blow moulding machine, filling machine and post packing equipment, due to uneven technical skill, some Lanhai technicians have low start point, but Tech-Long assigned the outstanding experts and engineers of different production workshop according to the actual situation of Blue Sea, which has promoted Blue Sea technicians completely mastered the operation and technical outlines of the equipments.

达意隆公司张颂明董事长非常关心蓝海的发展，而中国区销售总经理张崇明先生更是在生活上给予了培训人员极大的关心和帮助，常常在百忙之中指导蓝海的培训工作，还安排蓝海培训人员到达意隆优秀的客户工厂参观和学习，使蓝海人更直观的深入了解了整线工艺。在达意隆公司学习和生活的日子里，蓝海人完全没有了后顾之忧，感觉和达意隆像是一家人。

Tech-Long Chairman Zhang Songming has cared a lot for the development of Blue Sea, and the China Area sales general manager Mr. Zhang Chongming also provided high care and powerful assistance to the Blue Sea technicians in daily life, instructed the training, arranged the Blue Sea technicians to the factories of outstanding clients for visitation, which has promoted Lanhai technicians directly and deeply realized the technique of the entire line. During the period when learning and living in Tech-Long, Blue Sea technicians don't have any worries and feel like a whole family with Tech-Long.

此外，达意隆公司和蓝海分享自己成功上市的经验，为蓝海今年正式投产以及上市工作提供了宝贵的意见和建议，使蓝海受益匪浅，也使蓝海人深深感受到：若把蓝海比做矿泉水市场上即将起航的风帆，达意隆就如提供前进动力的船桨，有达意隆公司的把舵护航，蓝海必将能乘风破浪！

Additionally, Tech-Long shared the experience of successfully listing in the stock market with Blue Sea, and provided precious opinions and suggestions for the production and listing of Blue Sea, which has powerfully benefited Lanhai, and Blue Sea staffs have deeply felt: if Blue Sea is the starting sail in the mineral water market, Tech-Long shall be the quant for providing the force of advancing forward, and Blue Sea can beak the waves in the wind with the convoying of Tech-Long!

此上种种感激之情，无以言衷，在此向达意隆致以诚挚的谢意！

It is not enough to describe in words, here, we are extending our gratefulness to Tech-Long.

内蒙古蓝海矿泉水有限责任公司
Inner Mongolia Blue Sea Mineral Water Co., Ltd
2009年6月10日
June 10th, 2009

2009年迪拜海湾包装展

达意隆强势回归

Tech-Long powerfully returns

2009 Dubai Gulf Packaging Exhibition



迪拜海湾包装展是中东地区最大型的行业盛会，由Fairs and Exhibitions主办，从上一届展会开始，展出面积就以51%的比率增长，参观人数也同比增长44%。海湾包装展是包装机械制造商进军中东市场的绝佳机会。

Dubai Gulf Packaging Exhibition is the biggest industry pageant in Middle East and is sponsored by Fairs and Exhibitions, since the previous exhibition, the exhibition area increased at the rate of 51%, and the number of visitors also increased by 44%. Gulf Packaging Exhibition is the excellent opportunity for packing machine producers to launch into the Middle East market.



达意隆展位和吹灌旋一体机受到观众和媒体的广泛关注
Tech-Long exhibition booth and Blow-Fill-Cap Monobloc earned wide attention from visitors and media

两年一度的海湾包装展，暨迪拜国际包装、印刷机械展，于4月6号至9号在阿联酋迪拜航空会展中心举行。

The biyearly Gulf Packaging Exhibition and Dubai International Packing and Printing Machine Exhibition was held in UAE Dubai Airport Expo during April 6th-9th.

达意隆和迪拜合作伙伴Sure International联合参加展览，展台占地247.5平方米，为达意隆参加该展历届面积之最，本届展会是继2007年4月初之后，达意隆在该展览上的再次强势回归。上届展会达意隆展示的是全自动旋转式高速PET瓶吹瓶机，而这一次成功进行现场吹瓶、旋盖演示的设备是PET瓶吹灌旋一体机，设计单机生产瓶装水速度达到24000瓶/小时，受到行业，媒体和观众的广泛关注。

Tech-Long and Dubai partner Sure International jointly attended the exhibition with the booth occupying an area of 247.5m² which is the biggest for Tech-Long to attend this exhibition. This exhibition is the powerful return of Tech-Long after attended in early April in 2007. In the previous exhibition, Tech-Long exhibited fully automatic rotary high speed PET bottle blow moulding machine, in this exhibiting, Tech-Long exhibited the PET bottle Blow-Fill-Cap Monobloc for on site blow moulding and capping demonstration, whose designed single machine production bottled water speed reaches 24000 bottles/hour, and has highly earned wide attention from professional gentries, media and visitors.

吹灌旋一体机将传统的吹瓶单机，洗灌旋单机技术结合起来，完成了在一台单机上进行吹瓶，灌装和旋盖，从而节省了厂房投资、整体

设备投资、设备稳定性增加、降低了能耗，代表了一种先进的生产力，能够给投资者带来更高的投资回报。作为中国食品包装机械行业领先者，吹灌旋一体机是达意隆对中国PET吹瓶和灌装技术一次革命性的创举，填补了国内该项技术的空白，在国际上处于领先地位。

Blow-Fill-Cap Monobloc combines the traditional blow moulding single machine, washing, filling and capping single machine technology and can complete blow moulding, filling and capping in one machine, which can save the investment in workshop and equipments with higher stability and lower energy consumption, and shows a kind of advanced productivity, and can bring higher return for investors. As the leading role in foods packing machine industry in China, Blow-Fill-Cap Monobloc is the revolutionary product to Chinese PET blow moulding and filling technology, filled the black of this technology at home, and keeps leading in the world.

这次展会吸引了许多新老客户的参观和评点，包括沙特Fayha、也门HSA、迪拜Hassani等负有盛名的行业巨头，也有许多来自海湾其他阿拉伯国家的重要潜在客户。这是展会是中国创造在国际上又一次绽放其独特的光彩和魅力！

This exhibition has attracted many new and old clients, including Saudi Arabia Fayha, Yemen HSA, Dubai Hassani, and potential clients from other Arabia countries. This exhibition shows the unique luster and attraction of "Made By China" in the world.

Text and pictures by: Tech-long Chorima.Xiao



PROPAK ASIA, 亚太地区享誉盛名的专业展会
达意隆成功亮相PROPAK ASIA 2009

PROPAK ASIA,
well-reputed and professional
exhibition in Asia-Pacific

Tech-Long successfully launches
in PROPAK ASIA 2009

OPENING CEREMONY



大会主办方致开幕词
The sponsor gives opening speech

达意隆销售总监孔祥捷先生（左二）热情接待主办方负责人
Tech-Long sales president Mr. Kong Xiangjie (second in the left) is warmly receiving the chief of sponsor



达意隆展位受到来自多个国家和地区的专业用户关注



达意隆和泰国代理TOPWELL公司的参展人员
Tech-Long and Thailand Agency TOPWELL exhibition staffs

泰国市场分析:

Analysis on Thailand market:

泰国经济结构随着经济的高速发展出现了明显的变化。虽然农业在国民经济中仍然占有重要的地位，但制造业已成为比重最大的产业。泰国工业化进程的一大特征是充分利用其丰富的农产品资源发展食品加工及其相关的制造业。

The economic structure of Thailand occurs obvious changes as the high speed of economy. Although agriculture still occupies an important status in the national economy, manufacturing industry has become the one with highest proportion. One of the characteristics of Thailand industrialization process is to develop foods processing and related manufacturing industries with abundant agricultural resources.



展会概况:

Brief information on the exhibition:

Propak Asia-亚洲包装展是已有近20多年历史的专业包装展览会，在亚太地区已享誉盛名。2008年泰国包装展荟萃了来自37个国家的766家参展商，迎来了27,003位专业参观商，其中有53%的专一观众受到了来自澳大利亚、中国、法国、韩国、日本、新加坡、台湾和英国等国家的展商吸引。Propak展会总是从专业角度出发，展会中不但展出了国际上最先进的产品及技术，而主办对专业买家的邀请参观这一大优势也为展商提供了一个绝佳交流和销售的平台。

Propak Asia is a professional packing exhibition with high reputation in Asia-Pacific with the history exceeding 20 years. 2008 Thailand Packing Exhibition attracted 766 exhibitors from 37 countries and 27,003 professional visitors, among which, 53% professional visitors are attracted by the exhibitors from Australia, China, France, South Korea, Japan, Singapore, Taiwan and Britain.

Propak Exhibition starts from the professional angle, and exhibits the world most advanced products and technology, and the sponsor also invites professional buyers, which also provides the excellent platform for the communication and sales for exhibitors.

泰国常年温热，平均温度在28度以上，消费者对饮料需求较大，当地拥有众多大、中型饮料生产商，市场潜力巨大。

Thailand is warm during the entire year with the average temperature exceeding 28°C, consumers have a higher demand on beverage, and there're a lot of big and middle beverage producers with abundant market potential.

2009年6月17日-20日，东南亚最负盛名的Propack Asia在泰国曼谷隆重开幕，达意隆携泰国代理TOPWELL联手参展，旨在进一步加大拓展泰国市场的力度。

During June 17th-20th, 2009, the most famous Propack Asia was held in Bangkok of Thailand, Tech-Long and Thailand Agency TOPWELL attended the exhibition jointly for expanding the strength to develop the Thailand market.

本届展会吸引了全球众多知名饮料包装设备厂商参展，达意隆以清新、时代感突出的形象出现在本届展会，展台面积达128平方米，

为中国代表团中面积最大的、整体效果最突出的展位。展会期间，越南THP集团Dr. Tuan Qui Than莅临达意隆展位，对达意隆表示了关注；还吸引了来自新加坡、马来西亚、柬埔寨、菲律宾、日本、澳大利亚、美国、加拿大等多个国家和地区的专业观众，本届展会是达意隆扩大东南亚以及全球市场的一个良好平台。

This exhibition attracted the global famous beverage packing equipments manufacturers, and Tech-Long appeared in this exhibition with the refreshing image, and the exhibition booth reached 128m2 which was the biggest among the Chinese delegation with eye-catching effect. During the exhibition, Vietnam THP Group Dr. Tuan Qui Than visited the Tech-Long booth and expressed attention to Tech-Long; additionally, Tech-Long booth has also attracted the professional visitors from Singapore, Malaysia, Cambodia, Philippines, Japan, Australia, USA and Canada. This exhibition is the perfect platform for Tech-Long to expand the Southeast Asian and global market.

Text and pictures by: Tech-long Mukee.Wei



坚持以质量为中心，
塑造完美产品
Focus on quality
manufacture perfect products

值得信赖的科技合作伙伴

达意隆为用户提供完美的品质信心保证

The reliable technical partner

Tech-Long provides confidence Guarantee
bby top quality

十年来，达意隆严格遵循ISO9000质量管理体系，时刻为客户着想，更在2008年底创立质量检测中心，利用先进的设备和一流的技术，对零部件进行严格检验，保证产品质量的可靠性，使达意隆产品在同行业中树立起了“最精密、最稳定、最完美”的形象。

For 10 years, Tech-Long strictly follows the ISO9000 quality management system, and considers the clients all the time. In 2008, Tech-Long established the quality test center, for strict test for parts with advanced equipment and top technology, thus assuring high reliability of all products, which has promoted Tech-Long products to establish the image of "most precise, most stable and most perfect" in the industry.



质量是企业生命的源头，这个质量控制方针贯穿了达意隆的整个发展过程，2008年12月，达意隆总投资额超过一千万人民币的检测中心正式投入使用。

Quality is the source for the enterprise life, this quality control outline extends in the entire development process of Tech-Long. In December, 2008, Tech-Long test center with the total investment exceeding RMB10 million was put into use.

加工精良的零部件是生产高品质产品的重要前提。达意隆拥有两台测量精度可达1.5微米的海克斯康三坐标测量仪，可实现工件几何特征量的直接测量，完成几何关系计算，在为技术人员提供参考数据的同时，更有效控制了零部件的加工质量，保证产品设计的制造精度。

It is the important precondition for quality products to process precise parts. Tech-Long possesses two

达意隆已经投入使用的
质量检测中心
Tech-Long quality test center
which has been put into use



压力测试仪
Pressure tester



专业的质量管理团队
Professional quality management team



瓶分段切割仪
Bottle Section Cutter



金属分析光谱仪
Spectrometric Analyzer

HEXAGON Frilinear coordinates Measure Instruments whose measurement precision reach 1.5 micron, and can directly measure the geometric properties of work piece, calculate the geometrical relations, effectively control the processing quality of parts when providing reference data for technicians, and assure the manufacturing precision of products.

基于饮料包装机械在安全卫生上的特殊性，为更好服务客户，达意隆引入德国SPECTROMAXx直读式光谱分析仪，可快速、精确的分析出25种金属元素的含量，确保灌装设备上所使用不锈钢的材质符合卫生要求，从生产源头上切实保证饮料食品卫生安全。

Beverage packing machine has special requirements on safety and sanitation, in order to serve clients better, Tech-Long has introduced the Germany SPECTROMAXx direct read optical spectrum analyzer which can quickly and precisely analyze the contents of 25 metal elements, assure that the stainless steel used for filling equipment completely meet the sanitary requirements, and powerfully assure the sanitation and safety of beverage foods from the source.

“工欲善其事，必先利其器。”2008年10月，达意隆斥巨资构建了可与可口可乐、百事可乐等国际大公司相媲美的PET瓶检测中心，引进美国AGR公司全套PET瓶检测仪器，针对塑料容器和瓶坯的尺寸、压力和容量等最关键特性，进行非接触式的、非破坏性的高精度检测，能及早发现吹瓶机运行过程中存在的问题，并形成即时的SPC报告，及时调整运

行参数，为客户提供品质完美、运行稳定的高速吹瓶机。

“A perfect tool is a must for a superb job.” In October, 2008, Tech-Long constructed the Inspection Center which can compare with Coca Cola and Pepsi Cola with high investment, and introduced the entire set of PET bottle test instrument from USA AGR Company. It can find out the problems of Blow Moulding Machine to perform the non contact and non destroy precise test for the key properties of plastic container and preform in size, pressure and capacity, and form instant SPC report, timely adjust the working parameters, and provide high speed blow moulding machine with high quality and stable operation for clients.

同时，达意隆还配备了：能精准测量各种复杂零件的轮廓和表面形状，准确获得测量数据的数字式投影仪和视频投影仪；能检测零部件在加工过程中热处理、表面处理质量的粗糙度仪、覆涂层测厚仪、涡流测厚仪；能及早发现焊接、铸造过程中存在缺陷的数字式超声探伤仪。

Additionally, Tech-Long has also equipped with Digital Projector and Video Projector which can precisely measure the shape and surface of diversified complicated parts and accurately obtain the measure data; Rough meter, Coating Thickness Gauge and Eddy Flow Thickness Gauge which can test the hot treatment and surface treatment quality of parts; Digital Ultrasonic Defect Detector which can find the welding and casting defects.



三坐标检测仪
Trilinear Coordinates Measuring Instruments

作为专业饮料包装机械的缔造者，达意隆还拥有一支蓬勃向上的、锐意进取的专业化质量管理团队，具备较高的专业知识和丰富的质量管理经验，始终以客户为关注焦点，致力于品质革新，为提升达意隆产品高品质形象和企业信赖度而不懈努力，带给全球用户更先进、更稳定、品质更高的信心保证。

As the manufacturer of professional beverage packing machine, Tech-Long also possesses a striving and professional quality management team who boasts professional knowledge and rich quality management experience, focuses on clients, and is dedicated to quality innovation with constant effort for improving the quality image and enterprise reputation of Tech-Long, and bring confident assurance with advanced, stable and top products for global users.

Text by: Tech-long Meng Lei
Pictures by: Tech-long Rainmy.Chen



浅谈啤酒灌装技术的关键点控制

About the control of beer filling technical key points

啤酒灌装是指将发酵完的啤酒，用专用的设备装进合适的包装容器中，以适合市场出售、方便消费者饮用的一种包装方法。啤酒灌装要尽可能保持啤酒原有的风味，并使其具有一定的保质期。由于CO₂是保证啤酒独特口味和泡沫性能的关键，并且啤酒与空气和阳光接触容易发生氧化，从而影响啤酒的风味稳定和保质期，啤酒灌装时应注意问题本文中有所阐述。

Beer filling means to filling the fermented beer into packing container with special equipment for convenient sale and drink as the packing method. Beer filling requires keeping the original taste of beer with certain period of validity. Since CO₂ is the key for assuring the unique taste and foaming ability of beer, additionally, beer may easily oxidize after contacting with air and sunlight which may influence the taste and period of validity of beer, therefore, this text is composed for describing the cautions for beer filling.

首先，啤酒的包装材料，常用的有玻璃瓶、易拉罐和PET瓶等，它们的共同要求是必须具有特优阻隔性，能阻隔空气渗入和阳光照射；其次，灌装过程中灌装设备对啤酒中CO₂含量的影响，以及灌装过程中啤酒的增氧量；另外，灌装时的卫生性、灌装压盖过程的平稳性和灌装后每个瓶子的液位稳定性等，也是影响啤酒质量的因素。

First, the common materials for packing beer are glass bottle, pop can and PET bottle whose common requirement is the ultra high barrier nature and can insulate penetration and sunlight; second, influence of filling equipment to CO₂ and oxygen increment amount in beer during filling; thirdly, sanitation when filling, the stability of filling cap pressing process and the liquid level stability of every bottle after filling are also the factors which may influence the quality of beer.

灌装过程中CO₂含量的影响因素及控制方法 Factors which influence CO₂ content and control method during filling

灌装过程中CO₂含量的影响因素及控制方法CO₂是保证啤酒独特口味和泡沫性能的关键，而温度和压力则是影响啤酒中CO₂溶解量的主要因素。实践表明，啤酒温度越低，灌装背压越高，CO₂越不容易溢出。因此，为尽量减少啤酒中CO₂的损失，灌装时应严格控制啤酒温度和背压气体的压力。其中，压力控制是灌装机能否正常工作的关键，压力过高或过低都会影响灌装效果，高压会使瓶子在卸压时反泡，而低压容易使CO₂溢出，造成酒缸内泡沫过多。

Factors which influence CO₂ content and control method. CO₂ is the key for assuring the unique taste and foaming ability of beer, temperature and pressure are the major factors which influence the dissolution of CO₂ in beer. It is shown from practice that the lower the beer temperature is, the higher the filling back pressure is, the more difficult the CO₂ overflows. Therefore, in order to drop the loss of CO₂ in beer, strictly control the beer temperature and back pressure when filling. Among which, pressure control is the key for the normal work of filling machine, low or high pressure will influence the filling effect, high pressure may cause reversed foam in the bottle under pressure relief, low pressure may easily cause CO₂ overflow and cause too much foam in the beer tank.

灌装时，通常采用一定浓度的CO₂做为啤酒灌装的背压气体，以有效防止啤酒中CO₂的溢出。但是，对于具有抽真空功能的灌装机，随着灌装的进行，背压气体CO₂会有一定损耗，同时由于灌装时瓶子中的气体会被置换到贮液缸中，CO₂浓度会逐渐降低，因此通常用CO₂附加量来保证背压气体CO₂的浓度及压力，并且CO₂附加量随贮液缸内所要求的CO₂浓度的不同而变化，只要及时补充CO₂，就能较好地解决浓度降低的问题。

When filling, apply CO₂ of certain concentration as the back pressure gas for beer filling to effectively avoid CO₂ overflow in the beer. However, for the filling machine which has



短管内置机械阀
Built-in mechanical valve in the short pipe

vacuumizing function, as the filling, back pressure gas CO₂ will be consumed, since gas in the bottle will be replaced in the liquid tank when filling, the CO₂ concentration drops gradually, therefore, it assures the concentration and pressure of back pressure gas CO₂ by adding into CO₂, moreover, the amount of additional CO₂ changes along the CO₂ concentration in the liquid tank, it can perfectly prevent concentration drop to timely replenishing CO₂.

为节约成本，有的厂家要求在10-12℃灌装啤酒，即中温灌装，这就对传统的灌装机提出了挑战。温度升高后，CO₂容易溢出，所以必须增加灌装时的背压来弥补温度升高造成的后果；而增大压力后如何保证灌装过程的平稳性就成了中温灌装的关键。广州达意隆公司正在研发相关技术，采用两次卸压使瓶内压力变为常压，目前这项技术已应用于可乐的灌装。

In order to save cost, some producers require to fill into beer when temperature ranges 10-12℃ which means middle temperature filling, which presents the challenge to the traditional filling machine. After the temperature rises, CO₂ may easily overflow, therefore, it must increase the back pressure when filling for compensating the aftereffect caused by temperature rise; but it has become the key for middle temperature filling to assure the stability of filling process after increasing pressure. Guangzhou Tech-Long is researching related technologies by applying twice pressure relief to achieve constant pressure in the bottle, currently, this technology has been applied for filling cola.

灌装过程中氧气的来源及增氧量控制 Source of oxygen and oxygen increment amount control during filling process

首先，啤酒进入灌装机之前流经的管路、清酒罐等，可以通过氮气或CO₂气体置换法，先将管路、清酒罐中的空气置换至含氧量达到安全值后再通啤酒。



高压激泡减少
瓶颈空气含量
Drop air content in
the bottle neck with
high pressure foam

First, beer shall flows in the pipes and beer purifying tank before entering into the filling machine, replace the oxygen content in the pipes and beer purifying tank to safe value with nitrogen or CO₂ gas replacement method before feeding beer.

其次，灌装过程造成的含氧量增加，包括抽真空后（特别是未经抽真空或只经一次抽真空的瓶子）瓶中的部分残留氧、灌装机贮液缸中的氧及灌装完成并卸压后瓶子离开灌装机进入压盖机的过程中瓶颈空气的含量。一般对于玻璃瓶可采取增加二次抽真空功能来降低瓶中氧气的含量；酒缸中的氧可通过CO₂附加量保证酒缸中的CO₂的浓度，使置换回贮液缸中的气体对背压气体CO₂的影响降到最低。经过上述措施，可使灌装过程中的增氧量控制在较低值（<0.04mg/L）。而由于易拉罐和PET瓶不能进行抽真空，通常采用长管机械阀灌装：灌装时先向瓶或罐内喷吹CO₂排走空气，后继续注入CO₂，压力相等时开始注酒。在瓶子离开灌装机而到达压盖机之前，瓶颈顶端的CO₂与空气完全接触，运输过程中氧气会与瓶内啤酒充分接触，从而影响啤酒质量。可通过增加高压激泡工序，即将高压纯净水或脱氧水以微小的水流高压注入瓶中，使啤酒中的CO₂以泡沫形式上升至瓶口，排走瓶颈的气体，达到减少瓶颈气体含氧量的目的。

Second, filling process caused increase of oxygen content, including the remained oxygen after vacuumizing (particularly for the bottle without vacuumizing or only with once vacuumizing), oxygen in the filling machine liquid tank and air content in the bottle neck after completing filling and pressure relieving and bottle has leaf the filling machine and entered into the capper. For glass bottle, drop the oxygen content in the bottle by secondary vacuumizing; assure the concentration of CO₂ in the beer tank by feeding CO₂, thus drop the influence of gas to the back pressure gas CO₂ in the liquid tank. With above measures, the oxygen increment amount will be controlled at a lower value during filling (<0.04mg/L). However, the pop can and PET bottle can't be vacuumized, and shall apply long pipe mechanical valve filling: when filling, blow CO₂ into the bottle to tin for removing air, then continue feeding CO₂, and start filling beer when the pressure is equal. Before the bottle reaches the capper after leaving the filling machine, the CO₂ at the top of bottle neck completely contact with air, during transportation,

oxygen will completely contact beer in the bottle and influence the beer quality. Apply the high pressure foam generating procedure, which means to feed high pressure purified water or deoxygenized water into the bottle with small flow under high pressure, ascend CO₂ in the beer to the bottle neck as foam to remove gas from the bottle neck, thus dropping the oxygen content in the bottle neck.

另外，封盖时密封效果不好也会引起瓶中含氧量的变化，只要选择压盖质量较好的压盖机和合格的盖子就可有效解决这一问题。

Additionally, poor sealing effect will also change the oxygen content in the bottle, it can effectively solve this problem to select capper and qualified cap which has excellent cap pressure quality.

灌装过程中的卫生问题 Sanitation during filling process

为了使包装后的啤酒符合卫生标准，必须保证灌装设备与啤酒接触部分无菌及周边环境干净卫生。设计灌装设备时，要尽量避免卫生死角，方便冲洗；酒缸采用三室设计（即酒室、真空室、回流室），将卸压后的残液集中排放，以减少其对周围环境的影响。

In order to meet the sanitary standard after beer packing, it must assure aseptic part for filling equipment and beer and sanitary and clean surrounding environment. Avoid sanitary dead corner and assure convenient cleaning when designing; beer tank is designed with 3 chambers (beer chamber, vacuum chamber, reversed flow chamber), discharge the remained liquid after pressure relief to drop influence to the surrounding environment.

目前市场上的啤酒一般包括熟啤、鲜啤和纯生啤酒，由于灌装工艺不同，因此对灌装设备的卫生要求不同。灌装阀是灌装机的关键部件，是灌装系统的核心部分，它不但决定生产能力，而且能影响啤酒质量和物料损耗。针对不同的灌装工艺和包装材料，应选择不同的灌装设备，即选择具有不同灌装阀的灌装设备。

Currently, beer in the market includes pasteurized beer, fresh beer and draft beer, as a result of different filling techniques, it has different requirements to the sanitation of filling equipment. Filling valve is the key part for filling machine and filling system, it determines the output capacity but also influence the beer quality and materials consumption. Select different filling equipments for different filling technique and packing materials, which means to select the filling equipment with different filling valves.

由于纯生啤酒采用无菌膜过滤处理，不经加热杀菌，因此对灌装设备及灌装环境的卫生要求较高，应优先选用装有电子阀的无菌灌装机，避免灌装过程中有害菌的污染。传统的短管内置阀完全浸泡在酒缸的啤酒中，里面有弹簧等零件，不易清洗，较难满足无菌灌装的要求，一般不用于纯生啤酒的灌装。目前国内也出现了用外置机械阀代替电子阀灌装纯生啤酒的设备，外置式机械阀安装在酒缸外部，减少了与啤酒的接触，对于要求不太严格的场合，基本可以满足纯生啤酒的灌装要求。

Since draft beer is filtered with aseptic film without sterilizing and heating, therefore, it has higher requirement to the sanitation of filling equipment and filling environment, select aseptic filling machine with electronic valve as a privilege for avoiding pollution during filling process. Traditional short pipe built-in valve completely immerses in the beer, such parts as spring in it are difficult for cleaning, therefore, it is difficult to meet the requirements of aseptic filling, generally speaking, it is not used for filling draft beer. Currently, the equipment which is used to substitute electronic valve with external mechanical valve for filling draft beer in China, external mechanical valve is installed outside of the beer tank, which can drop the contact with beer, therefore, it can basically meet the qualification for filling draft beer for the environment which hasn't strict requirements.

而熟啤酒灌装后要经过巴氏杀菌，所以对包装设备的卫生要求没有纯生啤酒那么严格，一般采用机械阀灌装：当包材为玻璃瓶时，用短管机械阀灌装；当包材为易拉罐或PET瓶时，用长管阀灌装。

After filling, pasteurized beer shall be sterilized, therefore, it doesn't have so strict requirements on sanitation for packing equipment, generally speaking, mechanical valve filling is applied: when the packing material is glass bottle, fill with short pipe mechanical valve; when the packing material is pop can or PET bottle, fill with long pipe valve.

灌装及压盖过程中贮液缸液位的平稳性 Stable liquid level in liquid tank during filling and cap pressing process

贮液缸内液位的稳定是进行正常灌装的关键，因此贮液缸内均设置液位控制装置，它可以自动调节液位，保证稳定灌装。现在常用电极探针式液面控制装置，探针根据贮液缸内的液面变化，经电子传感器输出电讯号（4-20mA），并经电气转换器转换为0-0.1Mpa的气讯号后通往气动薄膜阀，控制薄膜阀的开度大小。若贮液缸液位太低，则薄膜阀的开度较大，液料流入量增加；若贮液缸液位太高，薄膜阀的开度则减小，必要时完全关闭。在一定开度下，液料流入量与液体压力跟贮液缸背压的压差成正比，对于正压等压灌装机，还要排气卸压，以增大压差，迅速进液。

Stable liquid level in the liquid tank is the key for normal filling, therefore, liquid level control device is set in the liquid tank which can automatically adjust the liquid level and assure stable filling. Currently, the electrode probe type liquid level control device is used commonly, probe can output electric signal (4-

20mA) through the electronic sensor according to the change of liquid level in the liquid tank, and the signal is switched into the 0-0.1Mpa air signal with electric converter, and then sent to the pneumatic diaphragm valve to control the openness of diaphragm valve. If the liquid level is too low, the openness of diaphragm valve is big to feed more liquid materials; if the liquid level is too high, the openness of diaphragm valve is dropped or closed if necessary. Under certain openness, the flow amount of liquid materials and liquid pressure are in direct ratio to back pressure in the liquid tank, for the positive pressure and equal pressure filling machine, it also shall exhaust the air for dropping pressure, increasing the pressure difference and quickly feeding liquid.

灌装后瓶子的液位稳定性 Liquid level stability of bottle after filling

灌装后每个瓶子的液位必须稳定在一定范围内，通常出现半瓶或满瓶的主要原因是开始灌装后或关闭静置期间缸内压力出现较大变化，灌装阀的密封件损坏造成瓶内压力降低，瓶口破损造成瓶内气体泄漏等，从而造成瓶内压力与酒缸内压力不同步；还有个别回气管弯曲、击泡压力过大造成泡沫过多外溢等，也会造成瓶内液位出现偏差。因此，灌装过程中要仔细分析原因，避免上述因素影响瓶内液位，同时，在设计阀端结构时，出液口截面不能过大，以便液料能很快被截流，保证液位稳定。

After filling, the liquid level of every bottle must keep in certain range, the reason for half or full bottle is the change of pressure in the tank after starting filling or closing the valve, the damage of sealing parts of filling valve may drop the pressure in the bottle, the damages of bottle neck may cause gas leakage in the bottle, thus causing unequal pressure in the bottle and beer tank; some are caused by bending return air pipe, high foaming pressure which causes too much foam and overflow, and result in liquid level deviation. Therefore, when filling, carefully analyze the reason, and avoid to influence the liquid level in the bottle by above factors, additionally, when designing the structure of valve end, the section of liquid outlet shall not be too big, then the liquid can be quickly stopped for assuring stable liquid level.

以上简单分析了灌装过程对设备的要求及一般的解决方案，对于不同类型的灌装机，应采用不同的灌装解决方案。总之，选择合格的瓶子、盖子及适宜的灌装设备，并严格控制灌装过程的每一环节，就能灌装出让人满意的啤酒。

Above has simply analyzed the requirements to equipments and common solutions during filling process, apply different solutions for different filling machines. Generally speaking, select qualified bottle, cap and suitable filling equipment, strictly control every filling procedure to fill satisfied beer.

Text and pictures by: Tech-long Wu Maoshi



德国慕尼黑

古老而瑰丽的
魅力之都

Munich

The ancient city with
splendid charm



华丽宏伟的城堡是慕尼黑的象征。宁芬堡宫，从前是维特斯巴赫家族的府邸，现在是市内全年观光线路中的高潮部分。值得注意的是，城堡设计结构主要是以宽阔的、带有水道的城堡花园，小湖和隐秘的花园建筑组成。

Splendid and grand castles are the symbols of Munich. Nymphenburg Palace was the mansion of Wittelsbacher family and now is the peak for the urban sight-seeing. What shall be paid attention is that the design structure of the castle composes of castle garden with watercourse, small lake and hidden garden.

中图：宝马总部大厦和宝马博物馆
BMW Headquarter Building and BMW Museum

右图：巴伐利亚（右）和慕尼黑（左）旗帜，以及慕尼黑圣母教堂

Right Picture: Flags of Bavaria (right) and Munich (left), and Cathedral Church of Our Lady



Munich



慕尼黑市徽
Munich city badge

极富传统和生命力的德国第三大城市

The third biggest city in Germany with outstanding tradition and vigor

慕尼黑（München）是德国最大的州——巴伐利亚州的首府，位于德国南部阿尔卑斯山北麓的伊萨尔河畔，是德国南部最重要的经济文化中心、交通航空枢纽，也是欧洲最繁荣的城市之一。这个充满魅力的城市是巴伐利亚人的骄傲，也是德国三大城市中最美的一个。巴伐利亚的文化民俗被看作为极富传统和生命力，慕尼黑同时又保留着原巴伐利亚王国都城的古朴风情，因此被人们称作“百万人的村庄”。

Munich (München) is the capital of the biggest state of Germany – Bavaria located besides the Isar River at the north root of Alps Mountain in South Germany as the most important economic and cultural center, traffic and space hub in South Germany as well as one of the most flourishing cities in Europe. The charming city is the pride of Bavaria people and is also the most beautiful one among three biggest cities in Germany. The culture and folks of Bavaria has outstanding tradition and vigor, additionally, Munich also preserves the ancient style of original Bavaria kingdom and is praised as the "Village of Millions of People."

慕尼黑这个名称的本义是僧侣之地。因此，该市的市徽上表现的就是一位修道士，称为“慕尼黑之子”（Münchner Kindl）。自从路易四世时代以来，神圣罗马帝国的颜色——黑色和金色一直是该市的官方色彩。

Munich means the land for monks. Therefore, the city badge of Munich shows a cenobite named as "Münchner Kindl". Since Louis IV, the color of the Holy Roma Empire--- black and gold have been the official color of Munich.

繁荣的经济、文化之都 Flourishing economy, the capital of culture

多面性的经济结构 Diversified economic structure

慕尼黑的经济实力及其经济状况取决于经济结构的多面性，它是一个景象万千的大舞台、一个拥有丰富的专业劳动力资源及卓越的基层设施的城市，亦是全球著名竞争者及活跃的中间商的聚集地。

The economic strength and situation of Munich depends on the diversified economic structure which is a big stage with different sceneries and the city which possesses abundant professional labor resources and outstanding infrastructures as well as the base for global famous competitors and active middle men.

慕尼黑在所有德国城市中经济实力最为强大，在德国的3个百万以上人口城市中失业率最低。慕尼黑还是生物工程学、软件及服务业务的中心，是世界的主要高技术区和无数全球性竞争企业总公司的大本营，拥有宝马、西门子、MAN AG（卡车制造）、MTU Aero Engines（飞机引擎制造）、Krauss-Maffei（注模机制

造）、Arri（照相机和照明设备）、英飞凌（半导体，总部位于郊区的Neubiberg）等大公司的总部。此外，麦当劳、微软、思科、雅培（Precision Plus）等许多跨国公司的欧洲总部也设在慕尼黑。2007年，在德国50万以上人口的城市中，慕尼黑的人均购买力达26648欧元，排名第一。

Munich has most powerful economic strength among all cities of Germany with lowest unemployment rate in three cities whose population exceeds million in Germany. Munich is also the center for biological engineering, software and service as the he world major hi-tech area and base camp for numerous global competitive enterprises, and the headquarters of such companies as BMW, Siemens, MAN AG (truck), MTU Aero Engines (airplane engine), Krauss-Maffei(mould injection machine), Arri(camera and lightings equipment), Infineon (semiconductor, headquarter is located in Neubiberg) settle here. Additionally, the headquarters of such multi-national companies as Mcdonald's, Microsoft, Cisco and Abbott (Precision Plus) also set



慕尼黑国家大剧院
Munich National Grand Theatre



国王广场的古代雕塑博物馆
Liebieghaus in the Königsplatz

in Munich. In 2007, the average purchasing power of Munich people reached 26648EU and ranked the first among the cities whose population exceeding 500,000 people in Germany.

出色的城市银行和保险系统 Outstanding city bank and insurance system

慕尼黑是德国仅次于法兰克福的第二大金融中心，拥有裕宝联合银行（HypoVereinsbank）、巴伐利亚州银行（Bayerische Landesbank）；而在保险业领域，慕尼黑则胜过法兰克福，安联保险公司和慕尼黑再保险集团（Munich Re）的总部都设在这里。

Munich is the second biggest finance center following Frankfurt in Germany, and possesses HypoVereins Bank, Bayerische Landesbank; in insurance field, Munich has surpassed Frankfurt with the headquarters of Allianz and Munich Re settling here.

瑰丽的艺术和文化 Magnificent art and culture

慕尼黑也是德国瑰丽的宫廷文化中心。这里四处洋溢传统的欢乐气息，城内有众多的博物馆和各种音乐、戏剧盛会，还有公园、喷泉，雕塑。慕尼黑是德国人心目中最适合居住的地区，因为这里除了有都会的文化生活与方便的

交通，还有相当高比例的绿地、公园，加上附近的山岳、湖泊，使居民拥有轻松舒适的生活品质。

Munich is also the palace culture center of Germany with traditional happy atmosphere spreading everywhere. There're a lot of museums, diversified music and drama pageants with parks, fountains and sculptures. Munich is the place most suitable for residence in the heart of German since here is the cultural life and convenient traffic of city and also the green land and park as well as nearby mountains and lakes, therefore, residents here can easily possess cozy and comfortable life.

慕尼黑是欧洲主要的文化中心之一，也是理查德·施特劳斯、卡尔·奥尔夫等许多杰出作曲家活动的领地。全市有20多座歌剧院、剧院，是世界著名的音乐之城。建于19世纪初的巴伐利亚国家歌剧院是世界一流的歌剧院。

Munich is one of the major cultural centers in Europe and the base camp of such outstanding composers as Richard Strauss and Carl Orff. Munich has more than 20 opera houses and theatre and is the world famous city of music. The Bavaria Opera House which was constructed in early 19th century is the world top opera house.

和欧洲的其他城市一样，博物馆也是慕尼黑城

市中不可或缺的部分，穿行于各个博物馆之间，颇有点行走在历史和现代间的意味，悠长而又耐人寻味。德意志博物馆位于伊萨尔河的博物馆岛上，是世界上最大、最古老的科学博物馆之一，另有分馆航空航天博物馆和交通博物馆。

The same as other European cities, museum is the necessary part of Munich, it feels like between history and modern when walking among museums, which affords for thought. Deutsches Museum is on the Museum Island in Isar River and is one of the biggest and most ancient museums in the world with aerospace museum and transport museum.

慕尼黑拥有几个重要的美术馆，大部分集中在艺术区，其中包括特雷吉因路的老绘画陈列馆、新绘画陈列馆、现代艺术陈列馆等。

Munich possesses several important art museums and most of them gather in the art area, including Alte Pinakothek, Neue Pinakothek and Pinakothek der Moderne.

慕尼黑是欧洲最大的出版中心，拥有德国最大的日报之一南德意志报；巴伐利亚电影厂位于Grünwald的郊外，是欧洲最大最著名的电影制片厂之一。

Munich is the biggest publication center in Europe with

one of the biggest daily in Germany --- Sueddeutsche Zeitung Daily; Bavaria Film Studios is located at the suburb of Grünwald and is one of the biggest and most famous film studios in Europe.

神秘古老的建筑 Mysterious and ancient building

作为历史文化名城，16世纪的哥特式、古罗马式、巴洛克式古建筑以及各式现代化的建筑，一座连一座，仿佛走进了建筑历史的长廊，新市政厅、圣母大教堂、老彼得教堂和圣马可大教堂，它们是欧洲文艺复兴时期的典型代表。慕尼黑是德国最热门的旅游胜地之一，号称“德国的秘密首都”。

As the historic city, Gothic, ancient Rome and baroque ancient buildings of the 16th century and different modern buildings provide the feeling as walking in the history corridor of buildings, the New City Hall, Notre-Dame Church, Church of St. Peter and St. Mark's Basilica are the typical of Europe Revival of Learning period. Munich is one of the most popular tourist resorts in Germany and is praised as the "Secret Capital of Germany".

便捷的交通系统 Convenient traffic system

慕尼黑弗朗茨·约瑟夫·施特劳斯国际机场是



慕尼黑约三百所教堂建筑都极具特色，阿萨姆教堂是巴伐利亚的洛可可建筑中的经典名著。
Munich has about three hundred churches of outstanding characteristics, Assam Church is the classical product of Rococo building in Bavaria.

中图：玛利亚广场附近的街道
Street near Marienplatz



下图：繁忙的慕尼黑火车站
Busy Munich Railway Station





慕尼黑啤酒节的盛大场面
The grand scene of Munich Beer Festival



慕尼黑奥林匹克公园占地总面积3平方千米，大胆的帐篷形屋顶设计使该馆与高达290米的电视塔同时成为这座极富现代感城市的标志性建筑。

Munich Olympic Park occupies an area of 3 square kilometers and is the symbolic building of the modern city together with the 290m high TV tower with brave tent-shaped roof.

慕尼黑安联体育场
Allianz Stadium, Munich



德国仅次于法兰克福国际机场的第二大机场，每年运送3400万乘客。

Munich Franz Joseph Strauss Airport is the second biggest airport following Frankfurt international airport in Germany with the annual throughput reaching 34 million passengers.

慕尼黑拥有世界上规模最大的市内公共交通系统之一，包括地铁（U-Bahn）、慕尼黑区域铁路（S-Bahn）、有轨电车（Trambahn）和公共汽车；慕尼黑火车总站位于市中心，此外还有两座较小的火车站：位于城市西区的Pasing车站，和慕尼黑火车东站。这三座火车站由公交系统连接起来，形成运输枢纽；2006年5月28日，慕尼黑经因戈尔施塔特到达纽伦堡的高速铁路通车，时速300千米。

Munich has world biggest public urban traffic system including U-Bahn, Munich S-Bahn, Trambahn and bus; Munich Railway Station is located in the center of urban area, there're also two small railway stations: Pasing Railway Station in west area and Munich Easter Railway Station which are connected with bus system to form a transportation hub; on May 28th, 2006, the high speed railway from Munich and Ingolstadt to Nuremberg was put into operation with the hourly speed reaching 300km.

慕尼黑啤酒节 Munich Beer Festival

慕尼黑盛产啤酒，饮用量为世界第一，因此慕尼黑有“啤酒之都”的称号。慕尼黑啤酒节是全世界最大的民间狂欢节，每年都有超过六百万游客从各处涌来参加庆祝活动。

Munich abound in beer with beer consumption ranking first in the world, therefore, Munich is entitled as the “Capital of Beer”. Munich Beer Festival is the world biggest folk carnival and more than 6 millions of visitors attend the activity from all over the world each year.

慕尼黑啤酒节首次举办于1810年10月12日，当时是为了庆祝巴伐利亚王太子路德维希一世和萨克森-希德伯格豪森公主特雷莎的婚礼，后来发展成慕尼黑啤酒节。位于慕尼黑市中心的宫廷酿酒屋是该市最知名的啤酒馆，也是啤酒节期间慕尼黑的第二大帐篷。

The first Munich Beer Festival was held on October 12th, 1810 for celebrating the wedding of Bavaria prince Ludwig I and Sachsen-Hildburghausen princess Teresa, later, it was developed into the Munich Beer Festival. Hofbräuhaus in the center of Munich is the most famous beer bar and the second biggest tent in Munich during the Beer Festival.

一年一度的啤酒节让整个城市都沉浸在欢乐的

气氛中，活泼的巴伐利亚人脸上总是洋溢着笑容，并且这种欢乐和自由的氛围已经成为吸引世界各地旅游者的一个重要因素。

The yearly Beer Festival makes the entire city enjoy the happy atmosphere, and the active Bavaria smile happily, and the happy and free atmosphere has also become an important factor for attracting tourists from all over the world.

一百多年来每逢9、10月间，全城街头一派“啤酒气氛”，街上啤酒小吃摊林立，人们坐在长条木板椅上，手捧能装一公升啤酒的陶瓷大杯，尽情畅饮，整个城市一片欢腾，几百万升啤酒，几十万支香蕉被一扫而光。慕尼黑人的“啤酒肚”也向人们展示他们的能喝善饮。

For more than 100 years, during September and October, the entire city shows the “Beer Atmosphere”, and beer booths are everywhere in the street, and people enjoy beer with the ceramic big cup on the long wood bench, and then entire city is in the sea of happiness, several millions of liters of beer and several thousands of bananas are consumed. The “Beer Belly” of Munich people also represents their love and ability for drinking

慕尼黑的体育运动 Sports in Munich

1972年的足球运动决赛在慕尼黑主办的奥运会

上举行，从此巴伐利亚的首府就成为欧洲最重要的体育大都会。

The football final in 1972 was held in the Munich Olympic Games, from then on, the capital of Bavaria has become the most important metropolis for sports in Europe.

奥林匹克公园及体育场是为1972年夏季奥林匹克运动会而建，该建筑的设计相当独特，从蜘蛛网得到灵感。游客可以在奥林匹克塔顶观看慕尼黑和阿尔卑斯山的全景（Olympiaturm），该塔也用作广播电视塔。2006年，第18届世界杯足球赛在慕尼黑的专业足球场安联球场开幕。

Olympic Park and Stadium was constructed for the 1972 Summer Olympic Games with very unique design with originality from spider web. Visitors may view Munich and the entire scene of Alps (Olympiaturm) at the roof of the tower which is also used as the broadcasting and



慕尼黑的环境优美、场馆设计人性化、交通便利的现代化国际贸易中心。

Munich has modern international trade center with beautiful environment, people-oriented hall design and convenient traffic.

TV tower. In 2006, the 18th World Cup was opened in Allianz Arena of Munich.

慕尼黑拥有数支职业足球队，包括德国最受欢迎的球队拜仁慕尼黑足球俱乐部和1860慕尼黑。

Munich possesses several vocational football teams including the most popular FC Bayern Munich AG and 1860 Munich.

著名的博览会城

The famous city for exposition

慕尼黑是德国著名的博览会城市，每年举办二十多个博览会，如：国际建筑机械博览会、国际手工业博览会、国际体育用品博览会及电子计算机及电子元件专业博览会。

Munich is the famous city for exposition in Germany, and over 20 expositions are held here each year, including: international building machine exposition, international handicraft industry exposition, international sports articles exposition, computer and electronic elements professional exposition and so on.

慕尼黑贸易展览中心

Munich trade exhibition center

慕尼黑贸易展览中心于1998年2月12日正式对外开放，展览中心的设计思路非常清晰并富有逻辑性，使之能发挥出最大的功能效用。

Munich trade exhibition center was opened on February 12th, 1998 with very clear and logistic design thought for maximizing its functions.

新慕尼黑博览中心拥有超大面积的展示空间，其中室内部分为160,000平方米，室外部分为280,000平方米，是世界上最先进的展览中心之一。作为一个以国际最高水准建立的巨型展馆，新慕尼黑博览中心具有许多领先优势：

The new Munich Exposition Center possesses ultra big exhibiting space with the interior space reaching 160,000m² and exterior space reaching 280,000m² as one of the most advanced exhibition centers in

the world. As the giant exhibition hall constructed according to world top standard, the new Munich Exposition Center boasts leading advantages in diversified aspects:

现代化的交通网络，使展商和观众都能享受到最为方便高效的交通便利；展馆无障碍的人性化设计，使布展和参观变得更为轻松方便；完备的通讯设施，无论在室内还是室外展区都配备了最先进的通讯接口和宽带电缆，使各项展会都能得到最好的技术支持；广泛而周到的服务（如旅行社、商务中心、外汇兑换、饭店服务等），为展商和观众提供了一个轻松的商务环境。

Modern traffic network promotes the exhibitors and visitors to enjoy most convenient and effective traffic; obstacle free people-oriented design of the exhibition hall make visitation easy and convenient; complete communication facilities provide most advanced communication access and broadband cables both interior and exterior exhibiting areas with best technical support for diversified exhibitions; the wide and considerate service (such as travel service, business center, foreign exchange and restaurant) provides a comfortable business environment for exhibitors and visitors.

由于新慕尼黑博览中心构造的合理性和功能的完备性，自展馆建成以来，已经成功的举办了包括Bauma、Electronica、ISPO等在内的大量国际性大型博览会。

Since the construction, the new Munich Exposition Center has successfully held a lot of international and big exhibitions including Bauma, Electronica and ISPO due to reasonable structure and complete functions.

随着贸易中心的建立，慕尼黑市抓住了这个重要的机遇，保证了中心对当地和国际贸易发挥出最大的作用。在世界各地的专业人士眼中，新慕尼黑博览中心已成了展示先进技术、交流最新成果的最理想选择之一。

As the establishment of trade center, Munich assures to maximize the functions of the center to local and international trade. In the eyes of world wild professional gentries, the new Munich Exposition Center has become one of the most ideal selections for exhibiting advanced technologies and exchanging latest achievements.

Text and pictures by: Tech-long Mukee.Wei