

CPM - A Reliable Partner in Chinese Technical Transformation and Economic and Trade Cooperation with China

CPM—中国技术改造和经贸合作的可靠伙伴

—— Interview with Ms. Cheng SiuLing, Jeannie, Managing Director of CPM Trading Company Ltd. Hong Kong and the Vice President of the BC-Guangdong Business Council

Kong and EAA Enterprises Ltd. Canada, the former Vice President of Chinese Entrepreneurs Society of

—— 访香港 CPM 贸易有限公司、加拿大 EAA 企业有限公司董事总经理，加拿大中华总

商会前副会长，卑诗省—广东省商业友好协会副会长郑小玲女士

口 本刊记者：陈海燕

2001年中国加入世界贸易组织，这是中国改革开放进程中的一件大事，标志着中国对外开放进入了一个历史新阶段。转眼十载已过，2011年中国加入世贸组织10周年，中国已成为全球最开放的市场，已成为全球经济复苏和发展的重要引擎。

改革开放初期，第一批进入中国内地市场的香港 CPM 贸易有限公司，在近 30 年里，在促进中国与德国、英国、加拿大、意大利等世界先进国家经贸合作中发挥了重要作用，深受国内外合作厂商一致好评，成为中国进行技术改造，发展经济的可靠合作伙伴。CPM 架起了中外市场桥梁，为中国经济的繁荣和社会的发展做出了重要贡献。

CPM 作为全球高端技术和高品质设备制造商的独家代理，业务涉及电池、钞票纸、玻璃、在线检测、新能源等多个行业。多年来 CPM 一直致力于向中国引进当今世界上最先进的技术和设备，至今已在多个行业和特殊领域里为中国引进了 200 多台设备和 10 多条生产线，80 年代就已成功办理了多个交钥匙工程。同时，CPM 还帮助中国企业实施跨国经营战略、积极开拓国际市场。这些推向国际市场的企业都是高科技产品的供应商，譬如成功地将中国优质电池极片出口到欧洲装配为高品质的航空电池，在多个领域都取得了可喜成就。



CEO 郑小玲，珍妮女士接受本刊访问，2012 年于北京
CEO Jeannie Cheng at interview in Beijing, 2012



CPM 两位创始人于 1987 年在德国汉堡办公室
Two founders of CPM GmbH at Hamburg office of Germany in 1987

本刊继建国 50 周年和 60 周年后，正值中国入世 10 周年之际再次采访了香港 CPM 贸易有限公司总经理郑小玲女士。郑总最近很忙，每天忙于推动中外企业国际经贸合作和共同发展的神圣事业，大量的贸易合同需要签订，大量的社会活动需要参加，但她乐此不疲。记者如约在北京中国大饭店见到了充满活力、精力充沛的郑总，倍感亲切，在一个多小时的采访中不断传出她爽朗的笑声。

中国加入世贸是中国改革开放的重要里程碑。中国在平等的条件下参与国际竞争，获得了一个广阔的国际舞台和公平的竞争环境。郑总颇有感触地说：“我有一个体会，中国加入世贸增加了公平竞争的机会，大家必须根据世贸的游戏规则来做，这无形中就给中国企业的出口提供了公平的机会。但是在公平的同时，质量也一定要保持水准。我们是做高端产品出口的。我们合作伙伴的素质也在不断提高，更加注重产品质量。中国加入世贸后，我们不仅严抓极板出口的验货规范，还对生产过程进行跟踪，使得德国航天当局每次的技术审计都圆满通过。这种诚信带来了意想不到的收获：近年来，有不少来自世界各地受日本地震影响而减少货源的采购商，都慕名上门主动向我们的合作伙伴订购，使得他们的产品出口在目前市场低迷的情况下仍供不应求。

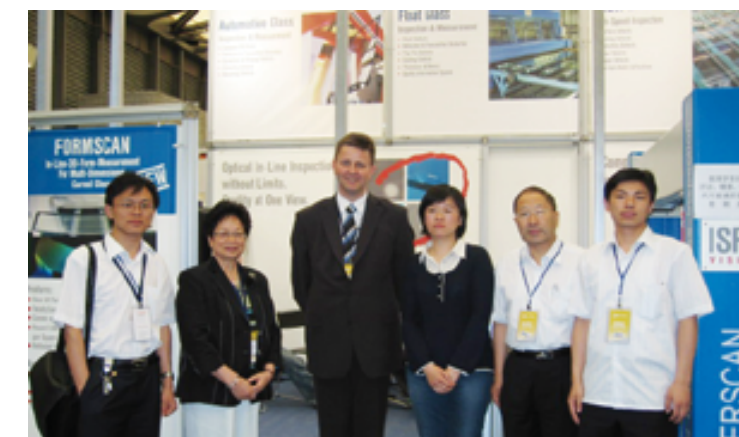


和加拿大大不列颠省省长相见，2011 年
With BC Premier in an event in Canada, 2011

这不仅进一步提高了他们对搞好产品质量的自觉性，同时也提高了我们的出口产品和我司在欧美市场的信誉。我们的出口合作形成了互利共赢的局面。

在科技和经济快速发展的今天，知识产权已成为企业发展的核心竞争力之一。随着中国融入 WTO 进程的加快，中国企业逐步认识到知识产权的意义和价值。国外先进技术也向中国企业敞开了许可证转让的大门。中国的高科技企业也已具备了向国际市场转让技术的条件。知识产权贸易在国际贸易中所占的比重日益增大，作用日益显著。郑总感慨地说：“公司已经抓住了这个机遇，乘上了这趟列车，今年第一季度已成功促成了德国对中国企业有关高端防伪技术的知识产权转让。这是两个企业间 20 多年技术改造合作的突破性进展。在此基础上，我们也挖掘了中国企业的新技术创新潜力，争取在不久的将来实现双向转让的可能性。由此，战略合作的局面就形成了，不但大大增强了两个企业的竞争能力，同时也为我们公司续写了发展的新篇章。”

目前，全球环境污染严重，全球气候变暖，给全世界提出了严重的挑战。低碳，新能源，清洁生产，环境保护，可持续发展已成



CPM 玻璃团队在中国国际玻璃展，2000 年
CPM Glass team at China International Glass Exhibition in 2000's

为各国政界、学术界和企业界所关注的议题。发展低碳经济，加快转变经济发展方式，既是挑战，又是机遇。CPM 以长远的战略眼光，正在新能源领域进行探索，低碳产业将成为 CPM 公司的重要战略选择。郑总强调说：“近年太阳能光伏企业在中国发展突飞猛进，已超过欧、美、日、韩等最早进入这领域的企业。但最近的发展又遇到了低潮，我们正和有关企业和行会探讨有关发展的规律和方向。另外我们对绿色建筑材料、企业绿色能源管理、绿色建筑计等专项也非常关注，将继续积极参加对这些专项的国际交流，并组织国际间的探讨和技术交流。”

郑总豁达开朗，热爱生活，和她在一起，你会在不知不觉中感受到她的那份快乐。她说：“做事情贵在坚持，我是活到老，学到老，乐在其中。”最后，她意味深长地说：“改革开放 30 多年来，



受到加拿大总理哈帕先生接见，2011 年
Received by Canadian Prime Minister Mr Harper, 2011

我亲历中国经济迅猛发展，特别是亲眼目睹了中国技术创新和机电制造业的崛起。与此同时，新一代企业家已成长起来，他们更加睿智和前瞻，更具胆识和魄力，他们已迈开大步走向世界。我在加拿大亲身感受到这种新气象，新一代华商开始成功跻身世界经济主流，这给中国驻外使领馆商务工作带来了新的挑战。温哥华总领馆商务处在做好传统的商务工作的同时，还在帮助华商在加拿大投资方面做了大量深入细致的工作，使中加贸易近年平均年增长 20% 以上。更重要的是我们华商的新面貌让世界进一步了解了入世以后的中国，也将促进中国在 WTO 规则下的快速发展。我深深体会到这一点。”

回顾过去，成绩斐然；展望未来，前景灿烂。CPM 公司在 80 年代的《中国贸促报》就曾被誉“中国技术改造的可靠合作伙伴”。30 年来的实践证明，CPM 公司对这一美誉是当之无愧的。

China's accession to the WTO in 2001 was a milestone in China's reform and opening up to the modern world. It's acceptance into this organization marked a historic stage in it's development from a struggling economy to a full member of the international community. Over 10 years have since passed and in that time, China has become the most open market in the world and an important engine of the global economic recovery and development.

CPM trading Co., Ltd. HongKong was one of the first

companies to enter the inland market during the early stages of the Reform and Opening of China. For almost 30 years, it has played a vital role in the promotion of economic and trade cooperation between China and many advanced countries such as Germany, UK, Canada and Italy. CPM has worked hard to earn its good reputation from cooperative manufacturers at home and abroad. In the process, it has become a reliable partner in technical transformation and economic development with China. CPM has set up a market bridge between China



和中国印钞造币总公司就纸机改造签约，2011 年
Contract signing in CBPM for BN Paper Machine Modernization, 2011



加拿大 BC- 广东商业议会参与广东中山和加拿大本拿比市结成姐妹市，2009 年
BC-Guangdong business council for sister city between Zhongshan and Burnaby, 2009



和世界顶尖可充电电池专家在德国哈尔根市交流，2000 年
With world top level rechargeable battery experts in Hagen, Germany, 2000

and foreign countries and made important contributions to the economic prosperity and social development of China.

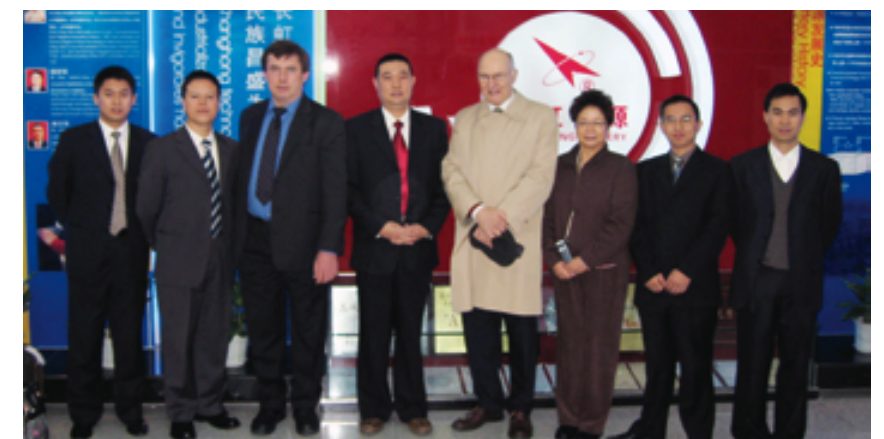
As the sole agent of global high-end technology and high quality equipment manufacturers, CPM has represented companies in such industries as rechargeable batteries, bank note paper, glass, online inspection, new energy, etc. Over the years CPM has been engaged in introducing globally advanced technology and equipment into China, introducing more than 200 pieces of equipment and more than 10 production lines in many industries and specialty fields in China as well as managing a number of successful turnkey projects in the 1980s. Meanwhile, CPM also helped Chinese enterprises to develop their export business strategies and expand into the international market. For example, they have worked with high-end technical suppliers. These companies manufactured high-tech products such as high-grade electrodes for rechargeable batteries. The electrodes were then exported to Europe for assembly in high-grade aircraft battery cells. These exporters have since gone on to other remarkable achievements in many fields.

After the interviews at the 50th and 60th anniversaries of New China and now during the 10th anniversary of China's accession to the WTO, Chinese multinationals held additional interviews with Ms. Cheng Siu Ling, Jeannie, the Managing Director of CPM Trading Company Ltd. Hong Kong. Ms Cheng is currently very busy, promoting economic and trade cooperation and joint development between domestic and foreign enterprises. There have been many trade contracts to sign and many social activities to attend, but she is never bored with them. According to those that know her, Ms Cheng is energetic, fresh and very friendly. Our interview was often punctuated by bursts of her hearty laughter and good humor.

By joining the WTO, China became a full fledged member of the international community. It prepared

the world community to accept China's exports and opened up China to receive world imports and investment on an even playing field. Ms Cheng says with deep emotion, "I have one comment: due to China's accession to WTO, opportunities for fair competition have been increased - everybody shall act according to rules of the WTO. This provides fair export opportunities for Chinese enterprises. However in the spirit of fairness, the quality of exports must also be kept at a certain level. We are involved in the export of high-end products. Our suppliers in China have higher sense of responsibility of quality now and we set up together more strict quality control regulations. In our inspection of electrodes exported to Europe, we are involved with the control of the production process from beginning to end and have successfully passed the technical audits of the German Aerospace Authority every time. This integrity has brought unexpected benefits. In recent years: manufacturers who normally bought their supplies from the Japanese, turned to our partner after the earthquake and Tsunami in 2011. The quality of the product and integrity of our partner caused demand to exceed supply during the past year despite the downturn in international markets. This encourages our chinese suppliers' determination to continue to focus on product quality which at the same time improves the reputation of our export products and our company in European and American markets. Through our export cooperation we have achieved mutual benefits and a win-win situation."

In line with the rapid development in science, technology and the economy today, intellectual property rights have become one of the core competences the development of Chinese enterprises. With the speeding up to China's integration into WTO, Chinese enterprises have come to realize the meaning and value of intellectual property rights, Overseas advanced technology also opened the door of license transfers to Chinese enterprises. Chinese high-tech enterprises have also been equipped with the capacity to transfer the technology to international markets. The ratio of the trade of intellectual



参加德国有关当局对电池极片出口德国的技术审计，2000 年
Technical audit of Electrodes exported to Germany, in 2000

property rights in international trade has become increasingly important and Chinese firms have played more and more remarkable roles in it. Ms Cheng expresses with emotions, "our company has already seized the opportunity, got on this train, and successfully facilitated the intellectual property rights transfer of high-end anti-counterfeit technology from Germany to Chinese enterprises. This is a breakthrough in the transformation of technical cooperation between two enterprises that have been working together for more than 20 years. On this basis, we have also identified opportunities for Chinese enterprises to export their technology to international companies in the near future. It is in this way that a strategic cooperative situation has been formed. This not only strengthens the competitive capacity of the two enterprises but also writes a new chapter in the development of our company.



加拿大中華總商會 2006-2008 理事就職典禮
CESC Board Ceremony 2006-2008

At present, environmental pollution has become very severe and the global climate is warming up bringing about new challenges to the whole world. Low-carbon, new energies, cleaner production, environment protection and sustainable development have become topics for discussion in political circles, academic circles and business circles all over the world. The development of a low-carbon economy and the speeding up of the development and integration of these new alternatives are a challenge as well as an opportunity. As part of her long-term strategic vision, CPM is exploring the field of new energies and sees the low-carbon industry as a significant strategic player. Ms Cheng emphasizes, "solar PV enterprises have been advancing rapidly in China in recent years and have surpassed the early entrants from Europe, USA, Japan and South Korea etc. However, the industry has experienced hard times recently,

so we are discussing with relative associations and authorities in this industry on the regular patterns and orientations in the industry's development. In addition, we have also focused on other special projects such as green building material, green energy management of enterprises and green building design. CPM, continues to participate in the advancement of these special projects by organizing international discussions and technical exchanges."

Ms Cheng is so open, clear and enthusiastic about life that you cannot help but be caught up in her enjoyment. She said, "perseverance is very important and one is never too old to learn. Moreover, I also enjoy it." Finally she expressed meaningfully, "For over 30 years, since the Reform and Opening up, I have experienced the rapid growth of Chinese economy myself. In particular, I have witnessed the rise of Chinese technological innovation, the electrical and mechanical manufacturing industry with my own eyes. Meanwhile, a new generation of entrepreneurs has grown up, who are sharper, more courageous and who have greater insight into this competitive world. I have also experienced this fresh air in Canada myself. Chinese entrepreneurs are now part of the global economic main stream, bringing about new challenges to the commercial work of Chinese embassies and consulates in foreign countries. Besides the traditional commercial work, the Commercial Counselor's Office of the Chinese Consulate General in Vancouver has also done a lot of work encouraging investment between China and Canada in a meticulous and thorough way. As a result, Sino-Canadian trade has climbed 20% on average annually in recent years. More importantly, the new face of Chinese merchants has shown the world more about China since China's accession into WTO and by doing this they will continue to promote the rapid growth of China under the WTO rules. I have realized this deeply."

In retrospect, the achievements are striking. Mrs Cheng looks forward to the future as the prospects are splendid. In China Trade Promotion News by the CCPIT in 1980s, CPM Company was even honored as "A Reliable Partner of Chinese Technical Transformation." As the practice of more than 30 years proves, CPM Company fully deserves its good reputation.

As the practice of more than 30 years proves, CPM Company fully deserves its good reputation.



和英國陶瓷代表團參加中國國際陶瓷展，1990年
With British ceramic delegation at China International Ceramic Exhibition in 1990's

CPM

中國技術改造的可靠合作夥伴

香港 CPM 貿易有限公司早在上世紀八十年代，就被中國貿促報譽為“中國技術改造的可靠合作夥伴”。

CPM 作為中國改革開放以來第一批進入內地市場的先行者，一直與中國客戶互相學習，互相支持，共同成長，彼此成為可信賴的朋友和可靠的合作夥伴。

CPM 也是中國企業了解國際技術發展趨勢和引進國外先進的技術設備的重要橋梁。

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