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THE DIPLOMATS'

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服务外交 共创来来

—— 北京外交人员服务局局长袁卫民专访

- → 2017 年 9 月 7 日,"外交官之夜"在钓鱼台国宾馆芳菲苑隆重举行。《外交 e 家》编委会专访了外交人员服务局局长袁卫民。
- Q: 今天在这里举办"外支官之夜",做为"配合外支、 服务使团、 僧进友谊、展示风貌"的主题活动之一,请问袁局名,此时此 刘您有何感受和体会?
- A: 今夜恰逢中国农历二十四节气中的白露,秋高气爽,夜色迷人, 非常高兴能与大家欢聚一堂,共同参与第四届"外交官之夜" 联谊活动。首先,请允许我代表北京外交人员服务局对各位嘉 宾的莅临表示热烈的欢迎!

"露从今夜白,月是故乡明"。在中国传统文化里,秋天是一个思念家乡的季节。各位外交使团朋友们来自天南海北不同的地方,有的不远万里来到北京。北京外交人员服务局的宗旨就是为大家在北京的工作和生活提供便利和服务,希望我们的真诚服务能让每一位使团朋友感受到家的温暖,把服务局当作你

们可以信赖、依靠的朋友,把北京当作你们可以快乐工作、快 乐生活的第二故乡。

秋天也是一个收获的季节。服务局最珍贵的收获就是与使团朋友们不断深化的传统友谊和合作关系。当前,以"一带一路"为引领,中国对外交流合作持续深入,我局愿意继续作为驻华使团与中国社会进行文化交流的纽带和窗口,与大家共叙传统友谊,共同聆听中国故事,品鉴中国传统文化魅力,并共同见证中国改革开放的创新与发展。

在此,我要再次感谢外交使团朋友们长期以来对北京外交人员 服务局的关心、支持和信赖,让我们携起手来,共创合作共赢 的美好未来。预祝大家度过一个愉快的夜晚。 Q: 在习近平急者记外支思想指导下,中国外支开拓进取,砥砺奋进,走出了一条中国特色大国外支之路,为实现"两个一百年"奋斗目标和中华民族伟大复兴的中国梦程供了有力保障。外支人员服务局作为外支部的部属单位,如何做好外支服务工作,履行好国家赋予的责任和使命,开创更加美好的未来?

A: 北京外交人员服务局坚持以"配合外交,服务使团,增进友谊,展示风貌"为工作宗旨,努力践行"尊重、责任、创新"的核心价值观,忠实履行国家赋予的责任和使命,竭诚服务于 400 余家外国驻华使馆、国际组织驻华代表机构和外国新闻驻京代表处。

服务局历经 55 年的发展,也收获了丰硕的成果。作为产业覆盖房屋租赁、人力资源、文化交流、商品贸易、饭店餐饮、工程建筑、物业管理、汽车租赁等诸多领域的综合性外事服务集团,近年来,我们不断拓展外事服务的深度和广度。今年,语言文化中心项目即将建成,齐家园外交公寓、国际俱乐部改扩建工程和第四使馆区开发建设工程正在稳步推进,将为外交使团提供高端优质的办公、居住体验;DRC 商户联盟、中银 E 社区以及更符合使团需求的人力资源服务等,将为外交使团带来更加周到、便捷和全新的感受。服务局以优质、高效、全方位、高品质的服务,在外交使团中树立了良好口碑与声望。

为履行好国家赋予我局的责任和使命, 我们面对现有的成绩,

不能骄傲自满,故步自封。发展才是硬道理,发展更是硬任务。

一、始终服务于外交大局

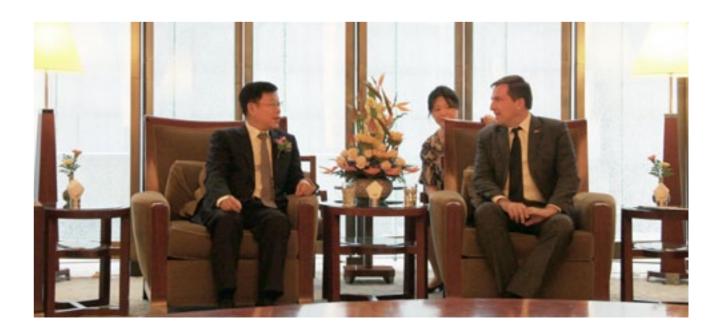
作为外交部部属单位,我局始终坚持以为外交大局服务为出 发点谋划发展,实现资源优化配置,进一步提升管理能力和 效率。充分利用优势,以外事房地产和人力资源服务为依托, 努力拓展外交服务新领域,为外交中心工作提供更加优质高 效的服务和保障。

二、坚持立足于外交使团

在为外交使团提供细致、周到的工作、生活服务的同时,我们还搭桥梁,结纽带,通过举办使团文化之旅、使团金秋联谊、外交官之夜、中外文化秀等系列活动,增进我局与外交使团的友谊,助力公共外交。近年来,我局重点打造的"BDS外交服务"、"DRC外交公寓"、"瑞吉酒店"、"使节"、"使者"等外交服务品牌,在高品质、高附加值服务的支撑下,不断刷新品牌形象,扩大知名度和美誉度。

三、持续创新于外交服务

在飞速发展的信息时代,我局已开始逐步实施"外交服务 + 互联网"战略,以外交服务网为核心,建立外交服务微信公众号、外交服务 APP、中银 E 社区 APP、企业微博、电商服务平台、短信服务平台等,打破传统思维观念,紧跟时代步伐,整合传统的外交服务资源,努力创造外交服务的新价值,加快外交服务供给侧改革,为外交使团服好务,不辜负国家赋予我局的责任和使命。





Serving Diplomacy for a Shared Future

— interview with Yuan Weimin, DirectorGeneral of Beijing Diplomatic Service

- On September 7, 2017, the grand event of A Night of Diplomats was held in Building NO.17, Diaoyutai State Guesthouse. This editor of The Diplomats' interviewed Yuan Weimin, Director General of Beijing Diplomatic Service.
- Q: Today we have the event of A Night of Diplomats held here. As one of the activities on the theme of Supporting Diplomacy, Serving Diplomats, Enhancing Friendship and Displaying Professionalism, I would like to ask how you feel at this moment.
- A: Today coincides with the "White Dew", one of the 24 solar terms on Chinese Lunar calendar. In such a refreshing autumn season and at such a splendid night, it's such a pleasure to get together with everybody here in this thematic activity the Fourth Diplomats Night. To begin with, I would like to extend a warm welcome to our guests on behalf of Beijing Diplomatic Service!

As the Chinese verse goes, "From tonight, the dew will be white. It's a hometown where the moon is bright." In the

traditional Chinese culture, autumn is a season of nostalgia. Members of the diplomatic missions from different countries traveled all the way to Beijing. The responsibilities of Beijing Diplomatic Service are to provide convenience and assistance for your work and life in Beijing. We hope that our sincere services will make every friend of the diplomatic missions feel the warmth of home. I also hope that they can take Beijing Diplomatic Service as their trusted and reliable friend, and Beijing their second hometown where you can work and live happily.

Autumn is also the season of harvest. The most valuable harvest of Beijing Diplomatic Service is the deepened friendship and cooperation with our diplomat friends. At present, guided by the Belt and Road Initiative, China's exchanges and cooperation with foreign countries continue

to deepen. Beijing Diplomatic Service is willing to go on serving as a bond and window of cultural exchange between foreign embassies and the Chinese society so as to continue our traditional friendship, share Chinese stories, appreciate the charm of Chinese culture, and witness together the innovation and development in China's reform and opening up.

Here, I would like to thank our friends from various diplomatic missions for their long-term support and trust, and I hope we can join hands to create a better future through our win-win cooperation. I wish all our guests a pleasant evening.

- Q: Today we have the event of A Night of Diplomats held here. As one of the activities on the theme of Supporting Diplomacy, Serving Diplomats, Enhancing Friendship and Displaying Professionalism, I would like to ask how you feel at this moment.
- A: Beijing Diplomatic Service adheres to the philosophy of Supporting Diplomacy, Serving Diplomats, Enhancing Friendship and Displaying Professionalism, trying to practice the core values of Respect, Responsibility and Innovation"

and fulfill faithfully its responsibilities and mission. It provides services for more than 400 embassies, international organizations in China and representative offices of foreign news agencies in Beijing.

After 55 years of development, Beijing Diplomatic Service has reaped fruitful results. As a comprehensive diplomatic service provider, we render all-around services such as property rental, human resources, cultural exchange, trade, hospitality services, construction, property management and car rental. In recent years, we continue to deepen and widen our diplomatic services. This year, the Beijing Language and Cultural Center for Diplomatic Missions project will soon be completed. Renovation and expansion projects for Qijjayuan Diplomatic Residence Compound and the International Club and the Fourth Embassy Zone development project are proceeding steadily. These will help us provide our diplomat clients with upscale and quality housing services. DRC Merchant Union, BOC e-Community and the human resources services which better cater to the demands of diplomatic missions will meet higher requirements of diplomatic missions and provide more thoughtful assistance and convenience to them. Beijing Diplomatic Service has won reputation from and popularity among diplomats with our efficient and all-round quality services.





服务外交 共创未来 | Serving Diplomacy for a Shared Future

In order to fulfill the responsibilities and mission entrusted to us by our country, we shall not be complacent. Instead, we shall move forward continuously. Development is the absolute principle, but also an arduous task.

I. Supporting Diplomacy at All Times

As an agency affiliated to the Ministry of Foreign Affairs of China, Beijing Diplomatic Service insists that serving diplomacy is its starting point and political benefits should be put in the first place. Serving China's diplomacy is the heart of the matter and also the essential prerequisite for the overall BDS development planning. We should realize the optimal allocation of resources, lay solid foundation for our future development, further enhance our management and efficiency and well use BDS resources. We will make active explorations in training, travel service, visa facilitation and cultural services based on our property services and human resources services. We will endeavor to further expand diplomatic service areas and markets so as to provide more comprehensive and premium services for diplomatic missions. In short, we will use our special advantages in diplomatic services to support China's diplomacy.

II. Serving Diplomatic Missions with Firm Determination

While we are providing meticulous and thoughtful services for the work and life of the diplomats, we also build bridges

and bonds through organizing activities such as Cultural Tour, Autumn Get-Together, Diplomat Night and Cultural Show for the diplomatic missions, to enhance our friendship with the diplomatic missions and boost China's development of public diplomacy. In recent years, Beijing Diplomatic Service has been focusing on our service brands such as BDS Beijing Diplomatic Service, DRC Diplomatic Residence Compound, St. Regis Hotel, Envoy and Messenger wine and liquor and the publication of the Diplomats'. We refresh our brands constantly and have won wide visibility and reputation with our high standard and value-added services.

III. Innovating Services in a Sustained Manner

In the era of information explosion, we have initiated our Diplomatic Services + Internet Strategy. Based on our website, we also provide services via our WeChat public account, diplomatic service app, BOC e Community app, corporate microblogging account, e-commerce platform, SMS service platform etc. We try to think out of the box, keep up with the times, integrate traditional resources, create new value, speed up supply-side reform in diplomatic services, provide quality services for diplomatic missions and live up to the responsibilities and mission entrusted to us by the country.





"中国品牌"这个概念,这几年很受关注,特别是今年5月10日,首个"中国品牌日"的设立,将品牌上升到了前所未有的高度,这显示了国家振兴实体经济的决心。对于正处于伟大复兴阶段的中华民族来说,中国品牌的崛起意味着文化自信的一种再造,也有利于我们进一步开发文化价值,从而提高中华文化的感染力和全球影响力。我们可以断定: "中国品牌"的全面崛起将是"中国制造 2025"的最佳注脚。

但品牌不可能从天上掉下来,它是很实在的一种价值体现。品牌的本质 是消费者的认可度、喜好度,更是产品技术、产品质量、产品服务和用 户体验的认可。一个有影响力的品牌可以引领不同的时代消费潮流,要 使中国品牌真正受人尊重,依然任重而道远。

以中国汽车品牌为例,过去给人的印象还是价格相对便宜、技术相对落后,甚至依然有抄袭的烙印。几年前,我曾经说过,中国汽车品牌与国际领先品牌相比,还有很大差距。但我今天可以说在党中央国务院的高度重视下,在中国消费者的支持下,在企业的奋发努力下,这个差距正在迅速缩小,并且已经有一些优秀的中国品牌,已经完全可以媲美外国品牌。我相信有一天我们可以赶超世界领先品牌,这种趋势,不仅局限在汽车行业,中国的制造业整体都会朝着这个方向发展。



李书福

白手起家,创办吉利集团。现任全国政协委员、浙江吉利控股集团董事长、 沃尔沃汽车公司董事长等职务。曾先后荣获十大民营企业家、中国十大 慈善家、中国汽车界风云人物、中国汽车工业(50年)杰出人物等荣誉。

吉利同样经历了从无到有、从小到大、从大到强的历程,在 实践中我们深刻理解了品牌建设对企业持续发展的重要意 义。

十年前,我们启动了从"低价战略"向"技术领先、质量可靠、服务满意、全面领先"战略转型。从这个阶段开始,吉利在持续推进自主研发、科技创新的同时,也并购了沃尔沃汽车公司、伦敦电动汽车公司、宝腾汽车、路特斯这些有着深厚技术和品牌沉淀的汽车企业,从而不断提升自身的研发能力、创新能力、技术实力、质量管控能力、内生性人才培养能力及企业的综合竞争能力。

现在,我们与沃尔沃汽车、伦敦电动汽车取得了强大的协同效应,吉利汽车集团与沃尔沃汽车集团共同开发了世界领先的 CMA 基础模块化架构,并且基于 CMA 打造了全新的国际化高端汽车品牌领克。与此同时,吉利汽车集团集团还正式发布了全新技术品牌 iNTEC(人性化智驾科技)。吉利的 3.0 代精品车在市场上持续热销甚至供不应求,我们的产品设计大量采用中国元素,并且具备了高品质、高技术,既让国人感到亲切,找到自己的文化共鸣,又让世界各国的用户切身感受到中国文化的魅力。

我坚信,"品牌"是一个国家竞争力和国际地位的核心体现。 中国品牌的强大不仅能优化经济质量,更是"中国制造"走 出去的必经之路。中国品牌只有集中打造软实力,发挥品牌 在社会和商业经济活动中的引领作用,才能把握全球大势、 带动国民经济发展、积累中国在国际舞台上的话语权。打造 更多能够代表中国的优质品牌,乃至拥有世界级的品牌,不 仅是企业的诉求,更是最务实的国家战略。

当然,成就一个品牌是长期艰辛的过程,需要耐得住寂寞, 经得起诱惑,脚踏实地、专心致志;需要大力加强技术标准 建设,提高产品认可度、知名度和美誉度;需要不断创造高 品质产品,满足多样化、个性化需求;需要加强诚信建设, 打牢品牌信誉的基石;需要加强法治建设,提高市场监管水 平。相信在供给侧结构性改革的背景下,在政府的推动下, 企业的努力下,品牌的提升将促进中国消费者重塑对中国品 牌的信心,从而挖掘消费潜力,引领实质性消费升级,最终 提振实体经济的发展。

北京外交人员服务局多年来在外事礼宾用车和公务车改革上,率先响应国家号召,大力支持自主品牌汽车发展,为自主品牌汽车提供了重要的展示平台,并且积极推动了自主品牌影响力和认知度的全面提升。我们非常荣幸,连续三年为外交人员服务局提供吉利 3.0 代精品车作为外事礼宾用车。我们非常感谢外交人员服务局以及各位外宾对吉利汽车产品和品牌的认可,这对吉利汽车甚至中国品牌汽车都是莫大的鼓舞。面向未来,吉利将整合全球优势资源,打造具有国际竞争力的汽车品牌,让海外消费者全方位体验中国汽车品牌的创新科技和精湛工艺。







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- Q:据了解,2014年10月吉利集团与北京外交人员服务局签订了全面战略合作协议,并由运道中心负责推广实施。您如何看待这几年双方间的合作?对未来的合作吉利有何计划?
- A 首先,吉利集团很荣幸能够有机会和北京外交人员服务局合作,在过去三年里为外事礼宾及驻华使节提供用车支持。双方在密切合作中实现了高水平的互利共赢,作为国家的外事服务窗口,共同向世界展示了中国的实力和魅力,我们都感到非常自豪,希望将这种合作关系延续下去并进一步深化。
- Q: 去年6月,北京外交人员服务局与吉利在钓鱼台联合举办"外交官之夜"暨吉利帝豪 EV 外事礼宾交车仪式活动。那次活动给您留下最深的印象是什么?能否分享下您当时的感受?
- A. 去年的活动给我留下的最深的印象是外交官们对于吉利 帝豪 EV 车型和吉利这个品牌的认可。一方面,我感到 由衷的自豪和欣慰,因为这对吉利汽车甚至中国品牌汽 车都是莫大的鼓舞。另一方面,我还感到一种前所未有

- 的使命感。吉利控股集团将持续践行供给侧结构性改革,扎扎实实发展民族工业,为提升中国制造的品质贡献自己的力量。
- Q:《外交 E 家》是北京外交人员服务局自 2012 年创办的一份电子与纸质版结合的刊物,面向 400 多家驻京外交及外国新闻机构等中外客户发行。作为本刊特别报道内容 "外交官之夜"活动的举办方之一,借此机会,您想对驻华外交官们说些什么?
- A. 首先,我想表达对各位外交官的敬意和感谢。驻华外交官们是联结我国和世界的桥梁和纽带,对于促进我国和世界其他国家在政治、经济和文化方面的交流和互利互惠,做出了巨大的贡献。我也想让驻华外交官们了解,在我国"一带一路"伟大倡议下,吉利控股集团正在不断加大对海外市场的投入,推进产品研发的国际水平,希望让海外消费者全方位体验中国汽车品牌的创新科技和精湛工艺。我们很期待和驻华外交官们建立持续的对话通道,共同探索合作的机会。



Li Shufu starting from scratch, founded the Geely Group. He is presently a CPPCC member and chairman of Zhejiang Geely Group (Holding) and also chairman of the board of directors of Volvo Car Corporation. Li Shufu has been listed successively as one of the Ten Top Private Business Entrepreneurs, one of the Ten Top Philanthropists of China and the Most Influential Man of China's Auto Industry. Besides, he has also been honored as an Outstanding Figure in China's Auto Industry having a history of 50 years.

Build "Chinese Brands" and Strengthen "Made in China"

By Li Shufu

The concept of "Chinese Brands" has become a focus of our attention over the last few years. Particularly the establishment of "Chinese Brand Day" on May 10th, this year has uplifted the brand concept to an unprecedented height, which shows the determination of our state to revitalize the real economy. To the Chinese nation which is just in the stage of the Great Rejuvenation, the rise of Chinese brands means a sort of reconstruction of China's cultural confidence, and it is also beneficial to the further development of our cultural value, thus enhancing the appeal and the global impact of the Chinese culture. We can be sure that the comprehensive rise of "Chinese Brands" will be the best footnote for "Made in China 2025".

However, a brand might not fall down from the sky, but rather it is a faithful embodiment of value. Brand itself reflects the degree of acceptance and popularity on the part of customers. It is all the more the approval of product technology, product quality, product service and users' experience. A highly influential brand could lead the consumer trends of different times. Nevertheless, there is still a long way to go before Chinese brands could really win the respect of world's people.

Take Chinese auto brands as an example, our past impression was poor: Chinese cars were relative cheap with their technologies relative backward and even with the models copied from abroad. I said a few years ago that there was a big gap between Chinese car brands and advanced foreign auto brands. But I can say today that under the great attention of CPC central committee and the State Council and with the support of Chinese customers and the great efforts of manufacturing enterprises, this gap is rapidly narrowing. Moreover a few distinguished Chinese auto brands have emerged which can be fully compared with foreign brands. I am convinced that some day we would be able to catch up with and even surpass foreign leading brands. This trend is not limited to the auto industry. As a matter of fact, the Chinese manufacturing industry as a whole will move towards this goal.

Likewise Geely has gone through the same experience of starting from the scratch and proceeding from small to big, from weak to strong. Through this practice we have gained deep understanding of the great significance of the brand construction for the sustained development of an enterprise

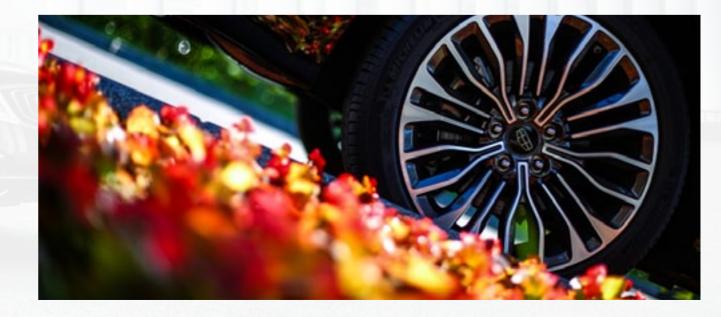
Ten years ago, we kicked off our strategic transformation from "Low Price Strategy" to "Advanced Technology", "Reliable Quality", "Service Satisfaction" and "Comprehensive Leading". From this stage on, while pushing forward independent research and development and technical innovation in a sustained manner, Geely has also completed acquisition of some auto enterprises with profound technological accumulation and brand background such as Volvo Car Corporation, LEVC, London Electronic Vehicle Company, Proton and Lotus. In so doing, we have constantly raised our own capabilities of research and development, innovation and our technical strength. We have also enhanced our quality control, inhouse talents training and the comprehensive competitive strength of the enterprise.

At present, we have achieved great coordination effects with Volvo and LEVC, London Electronic Vehicle Company. Geely has developed jointly with Volvo world-leading CMA basic modular structure. And based on CMA we have built brand-new Lynk, a high-end international auto brand. Meanwhile, Geely has officially released a completely new technology brand iNTEC (user-friendly intelligent driving science and technology). Geely's 3.0 generation luxury cars have been so hot on sale at markets that our supply

even falls short of demands. In the product design, we have introduced large amount of Chinese elements, and the designing has also incorporated high quality and high technology. This can make our people feel close because we can find our cultural resonance. Further more, this design will enable our end-users throughout the world to feel practically the fascination of the Chinese culture.

I have no doubt that "brand" is the core reflection of the competitiveness and international standing of a country. Construction of powerful Chinese brands can not only optimize economic quality, but is also the only road for "Made in China" to go global. Only by building the soft power in a concentrated way and displaying the leading role of brand products in social, economic and commercial activities, can Chinese brands grasp the general trend of the whole world, stimulate the development of our national economy and build up China's voice in the international arena. Create more quality brands representative of China and even own world-class brands. This is not only the demand of enterprises, but also the most pragmatic state strategy.

Naturally, the success of a brand is a long and hard process. We need to be able to stand loneliness and



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resist temptations for it requires down-to-earth and devoted efforts; requires great efforts to beef up construction of technical standards and heighten the acceptance, popularity and prestige of our products; requires meeting the demands on both diversification and individuality; requires redoubled efforts in enterprise integrity construction and solidification of the foundation of the brand's credibility; requires strengthening of the construction of the rule of law and raising the market supervision level. We trust that in the backdrop of the structural reform of the supply side and with both the government promotion and enterprise efforts, the enhancing of brands will stimulate Chinese customers to reshape their confidence in Chinese brands, thus tapping up the consumer potentials, leading the substantial consumer upgrading and reinvigorating the development of the real economy in the end.

Beijing Service Bureau for Diplomatic Missions has for years

taken the lead in answering the state call and making great efforts to support the development of Chinese owned car brands in terms of public service car reform. It has provided an important platform to showcase Chinese self-owned brand cars. Moreover, the bureau has actively promoted the all-round uplifting of the influence and awareness of Chinese brands. It is a great honour for us to provide for three years in a row our 3.0 generation luxury cars for BSBDM to use as protocol cars for diplomatic missions. We are very much grateful to BSBDM and various diplomatic missions for their approval of Geely car products and brands as well. This is an extremely huge inspiration for Geely cars and even the Chinese brand cars as a whole. Facing the future, Geely will integrate the global superior resources and build car brands that are highly competitive in the world so that our overseas customers can experience the full range of the innovative science and exquisite technology of Chinese car brands.





- In order to further understand the cooperation between Beijing Diplomatic Service and Geely Group, this editor interviewed Li Shufu, Chairman of Geely Group.
- Q: We know that, in October 2014, Geely Group and Beijing Diplomatic Service signed an agreement on comprehensive strategic cooperation. The Ring-Do Car Renting Centre is responsible for the promotion and implementation of this collaboration. How do you view the cooperation between the two sides in the past few years? What is Geely's plan for future cooperation?
- A: First of all, Geely Group is honored to have the opportunity to work with Beijing Diplomatic Service to provide car services for diplomats in China in the past three years. The two sides have achieved high-level mutual benefits and win-win development in our close cooperation.

As China's diplomatic service provider, we show the world the strength and charm of China through our cooperation. We are very proud of it and hope to further our collaboration.

- Q: In June last year, Beijing Diplomatic Service and Geely jointly held the event of A Night of Diplomats - Geely Emgrand EV Delivery Ceremony at Diaoyutai. What is your deepest impression of that event? Can you share with us your feelings at that time?
- A: The deepest impression of the event last year is the diplomats' recognition of Geely Emgrand EV model and the Geely brand. On one hand I feel proud and pleased deep in my heart because it's a great encouragement for Geely and even the Chinese car industry as a whole; on the other hand, I feel an unprecedented sense of mission. Geely Holding Group will continue to implement the supplyside reform, develop China's car industry

- in a down-to-earth manner, and make our due contribution to enhance the quality of China's manufacturing sector.
- Q: The Diplomats' is a publication launched by Beijing Diplomatic Service in 2012. It has both electronic and paper versions. It's issued to over 400 Chinese and foreign clients such as embassies and foreign news agencies in Beijing. As one of the organizers of A Night of Diplomats which is the theme of this edition, what would you like to say to foreign diplomats in China given this opportunity?
- A: First of all, I would like to express my respect and gratitude to each and every diplomat. Foreign diplomats in China serve as the bridge and linking China and the rest of the world. They have made great contribution to the promotion of political, economic and cultural exchanges and mutual benefits between China and the rest of the world. also want the foreign diplomats in China to understand that, under the Belt and Road Initiative of China, Geely Holding Group is constantly increasing investment in overseas markets and promoting its R&D to international standards. We hope to let overseas consumers experience a full range of innovative technologies and superb workmanship of Chinese cars. We are looking forward to establishing a sustained dialogue channel with foreign diplomats in China to explore opportunities of further cooperation.

话友谊共新进

——北京外交人员服务局陈闯副局长专访

9月7日,钓鱼台芳菲苑草坪,《外交 e 家》编委会对北京外交人员服务局陈闯副局长进行了专访。 提到服务局、说起外交官之夜,陈闯副局长神采奕奕,言谈话语间充满了对外交服务工作的热爱与 自豪。下面,就让小编带着各位读者,走入陈副局长心中的服务局与外交服务事业。



Q: 北京外支人员服务局已连续举办了多届"外支官之夜", 请您尚我们介绍一下这个活动。

A: "外交官之夜"是北京外交人员服务局精心打造的文化品牌系列活动之一,已经举办了三届。今年第四届"外交官之夜"活动继续由服务局主办,运道文化公司承办,吉利控股集团合办。通过举办"外交官之夜"活动,为我局与使团之间、使团朋友们之间的沟通与合作搭建了一个全新的交流平台,增进了相互了解,加深了传统友谊,切实践行了杨洁篪国务委员"配合外交、服务使团、增进友谊、展示风貌"的题词精神。

今年活动当晚恰逢中国传统农历二十四节气中的白露, 我们为此特别设计了二十四节气文化展示环节,希望 大家能够欢聚一堂,共同感受中国传统文化的魅力, 并继续共叙友谊,见证外交服务事业的创新与发展。 Q:北京外交人员服务局近年来不断拓展各项业务,在各 宫街边、三里屯、亮马桥等他区都可以看到闪烁着 DRC 标志的大稳,在各驻华使馆也都活跃着服务局员工的 身影,请您为我们讲讲服务局的历史与现在。

A: 北京外交人员服务局隶属于外交部,成立于 1962 年。在五十五年的发展历程中,我们始终以"态度、质量、效益"为经营理念,在衣、食、住、行等领域竭诚为各驻华使团提供优质服务。现已成为涵盖房屋租赁、人力资源、汽车租赁、工程建筑、饭店餐饮、物业管理、对外汉语教学等诸多行业的综合性外事服务集团。近年来,我局不断拓宽业务领域,提升服务品质,精心打造的亮马桥 5A 级外交办公大楼和建外多功能媒体中心已经建成并投入使用,满足了驻华使团对于办公、居住的多样化、高品质需求;同时我们还打造了BDS 外交服务、DRC 外交公寓、St.Regis 北京瑞吉酒店、使节、使者酒等服务品牌,赢得了广泛的市场美誉度,扩大了对外影响力。

Q:在未来,北京外支人员服务局又将为我们带来哪些惊喜呢?

A: 我局目前正在努力打造国际俱乐部 5A 写字楼项目,积极推进齐家园外交公寓改扩建工程,同时加快第四使馆区开发建设步伐。此外,我局也将为驻华外交官及其家人提供更多丰富多彩的文化活动,为他们在北京的工作与生活创造一个更加现代、舒适、便利的环境,留下美好的回忆。



Q: 北京外支人员服务局此次为什么选择吉利集团作为合作方?

A: 我局选择吉利旗下的博瑞作为外事礼宾用车,既是从 外事服务层面对国家推广"中国制造"战略的积极响 应,也表明了我们对吉利汽车产品和品牌的认可。吉 利集团连续五年进入世界500强,旗下拥有吉利汽车、 沃尔沃汽车、伦敦出租车等品牌,是一个具有国际影 响力和全球竞争力的自主品牌。我局希望通过双方的 合作,将吉利这一具有中国自主知识品牌的产品推广 到驻华使团,从而让世界更加了解中国的工业化发展 水平,为我国汽车工业做强中国品牌做出应有的贡献。

Q: 未来,我局是否还有选择自主品牌作为外事用车的计划? 您对中国的自主品牌车辆有哪些期待和建议?

A:服务局提供的外事礼宾用车不仅要满足外事服务需求,更是展示国家形象的窗口,因此我局对其有严格要求和标准,需经认真考察、实地验证、深入研究后,才能做出最终决定。我局选择吉利集团 GC9 这一中国自主品牌车辆,不仅可以对外展示我国的经济发展实力和汽车工业水平,也是民族自信心与自豪感的体现。

我认为中国的自主车辆品牌的前景是光明的。希望自 主品牌通过技术创新和优化,在品质、驾驶质感方面 能有进一步提升,向国际高端品牌看齐,用更加优质 的产品向世界展示中国制造的魅力。

Forging Friendship for Common Development

— Interview with Mr. Chen Chuang, Deputy Director General of **Beijing Diplomat Service**

> September 7, on the lawn in front of Fangfeivuan of the Diaoyutai State Guesthouse, this editor of The Diplomats' interviewed Mr. Chen Chuang, Deputy **Director General of Beijing Diplomatic Service.**

> Speaking of Beijing Diplomatic Service and the







Q:Beijing Diplomatic Service has held a number of A Night of Diplomats activities. Please tell us something about this event.

A: A Night of Diplomats is one of the cultural activities designed and organized by Beijing Diplomatic Service. It has been held previously for three times. The Fourth Night of Diplomats falls upon this year and it is still staged by Beijing Diplomatic Service with BDS Ring-Do Car Renting Center and Geely Holding Group serving as the coorganizers. Through the event, we have set up a brandnew communication platform for communication and cooperation between the BDS and various diplomatic missions. It has enhanced mutual understanding, deepened our traditional friendship, and implemented the guidelines of Supporting Diplomacy, Serving Diplomats, Enhancing Friendship and Displaying Professionalism as indicated by the inscription of the State Councilor Yang Jiechi for BDS.

This year's event coincides with the "White Dew", one of the 24 solar terms on Chinese Lunar calendar. So we designed some cultural shows to introduce the twenty-four solar terms to the diplomats in this event. We trust that we can get together joyfully and feel the charm of traditional Chinese culture to deepen our friendship and witness the innovation and development of diplomatic services.

Q: Recent years, Beijing Diplomatic Service keeps expanding its services. Along the Chang'an Avenue, in Sanlitun, Liangmaqiao and other areas of Beijing, we can see many buildings flashing with the DRC logo. We can also see more employees working hard for foreign embassies in China. Please tell us a few things about the history and the current development of Beijing Diplomatic Service.

A: Established in 1962, Beijing Diplomatic Service is affiliated to the Chinese Ministry of Foreign Affairs. In the course of its fifty-five years of development, we have always been adhering to the philosophy of Attitude, Quality and Efficiency to provide quality services to the diplomatic missions in China to facilitate their life and work.

As a comprehensive diplomatic service provider, Beijing

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Diplomatic Service provides all-around services such as house rental, human resources, car rental, construction, hospitality services, property management and teaching of the Chinese language and so on.

In recent years, Beijing Diplomatic Service continues to expand its business and raise its service quality. With its great efforts, the 5A Liangmaqiao Diplomatic Office Building and the multi-functional Jianguomenwai Media Center have been put into use to meet the needs of diversified services and facilitate the work and life of the diplomatic missions in

China. Meanwhile, we also created service brands such as BDS Beijing Diplomatic Service, DRC Diplomatic Residence Compound, Beijing St. Regis Hotel, Envoy and Messenger wine and liquor brands, winning a wide range of market reputation and external influence.

Q: In the future, what surprises will Beijing Diplomatic Service bring us?

A: Currently, we are working hard to build the 5A International Club Office Building, proceed with the renovation and expansion of Qijiayuan Diplomatic Residence Compound and speed up the construction of the Fourth Embassy Zone.

In addition, we will also provide more colorful cultural activities for diplomats and their families in China and will create a more modern, comfortable and convenient environment for their work and life in Beijing so that they will have unforgettable memories here.



Q: Why did Beijing Diplomatic Service choose Geely Group as its partner this time?

A: We chose Geely GC9 as our diplomatic cars. This is our active response to the Made in China Strategy promoted by the country. It also shows our recognition of the brand and cars of Geely. Geely Group, ranking among the world's top 500 for five consecutive years, owns many subsidiaries such as Geely Automobile, Volvo Car Corporation and London Electric Vehicle Company. It's a Chinese brand with international influence and global competitiveness. Through the cooperation of our two sides, the BDS promotes the products of the Chinese brand Geely to the diplomatic missions in China so as to let the world have a better understanding of the level of China's industrial development and make our due contribution to the strengthening of China's auto industry.

Q: In the future, will the BDS go on to choose Chinese brands in its planning of diplomatic car services? What are your expectations and suggestions for Chinese brand vehicles?

A: The diplomatic cars provided by the BDS should not only meet the needs of diplomatic services, but also showcase the image of the country. Therefore, the BDS adopts very strict standards and conducts serious onthe-spot inspection to screen our partners. The choice will only be made after careful investigation, field verification and in-depth research. The BDS chose Geely GC9 this time. This not only displays the strength of China's economic development and the development level of the auto industry, but also manifests our national confidence and pride.





I think the future of Chinese car brands is very bright. I hope that Chinese brands will be able to further improve their quality so as to offer superb driving experiences through technological innovation & optimization, aim high to catch up with international leading carmakers and show the world the charm of Made in China with quality products.

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从五湖四海到英同的家



9月7日,傍晚,天气微凉,钓鱼台国宾馆院内,红叶轻舞,水波流转,初秋的气息扑面而来。然而曲径通幽处,却见芳菲苑内灯火通明,耳闻笑语欢声。对,就是这里,由北京外交人员服务局举办、北京运道文化有限公司承办的第四届"外交官之夜"。二十余个国家的大使,近二百位驻华外交官翩翩而来,齐聚在这流光溢彩的小世界里。

步入厅内,传来一阵阵时而悠扬、时而激情的乐曲, 北京外交人员服务局的领导们正在与外交官谈笑。大 家或赞叹连连,互致谢意;或畅叙友谊,共话发展。 外交官们感谢服务局提供了舒适、便利的工作环境, 更兴致勃勃的谈起了服务局带给他们的美好生活。在 万物勃发的春日,新春招待会带来了新的希望;烈日 炎炎的夏天,相聚在滨海之城;硕果累累的秋季,又 踏上了采摘秋游的美好旅程;到了白雪皑皑的冬天, 圣诞聚会又带来了家的温暖。一路上欢歌笑语,友谊 相随。

突然,鼓声隆隆,乐曲激昂,快步走进芳菲苑干人厅, 晚宴已经开始。袁卫民局长首先致辞。一句"露从今 夜白,月是故乡明"道出了所有外交官对家乡的思念。 而服务局,则把北京变成了外交官的第二个家。在服务局,我们有温馨舒适的公寓,高档优雅的餐厅,琳琅满目的超市,方便快捷的车辆租赁,而最多的,则是每一位服务局人的笑容。这笑容让我们收获了使团朋友们的友谊与赞赏,也让我们有了砥砺前行的勇气与骄傲。即将建成的语言文化中心项目,稳步推进的齐家园外交公寓、国际俱乐部改扩建工程和第四使馆区开发建设工程,都为使团朋友们提供了更加高端优质的工作、生活环境;而 DRC商户联盟、中银 E 社区等创新型服务,则将为外交使团带来更加周到、全新的感受。

在乍得驻华大使的致辞中,服务局是温暖的家、是文化交流的窗口,也是友谊与沟通的桥梁。确实,服务局为外交官们解决衣食住行,带他们遍访名山大川,更为国家间的投资合作牵线搭桥。北京的发展、中国的变化好似一幅幅画卷,由服务局缓缓铺开,展示在外交官眼前。而历经五十余年发展的服务局,也为这幅画卷添上了浓墨重彩的一笔。







From Every Corner of the World to Our Shared Home

It was the evening of September 7,2017. In the compound of Tiaoyutai State Guest House permeated with an early autumn air, red leaves were dancing gently in the breeze and ripples in the clear pond flowing merrily. Further winding down the paths one found the brightly lit Fangfeiyuan (Building NO.17) amid rounds of laughter coming to the ears. Right, this was where the Fourth Night of Diplomats was staged. The event

was sponsored by Beijing Diplomatic Service and organized by its affiliated Ring-Do Cultural Co. ltd. Nearly 200 diplomatic officers from various missions including more than 20 ambassadors came to the grand gathering in this beautiful evening.

Stepping into the hall, one could hear rounds of instrumental

music, sometimes rendered melodious and sometimes passionate. BDS leading members were greeting their guests. The hosts and guests were talking about their friendship and the great cause of common development. Foreign diplomats expressed their thanks to BDS for providing them with convenient and comfortable working environment, and they also appreciated all its efforts to make their life in Beijing better and better. In spring times, BDS gives reception to usher in the spring with new hopes; in hot summer, BDS invites them to escape from city hustle and bustle at the seaside resort; in golden autumn BDS takes them to the outskirts to get a feeling of bumper harvest; towards the end of the year, BDS organizes Christmas parties to bring them the warmth of home. Over the years, friendship has never been lacking between them.

Oh, there sounded drums and exciting music in Fangfeiyuan's Grand Hall— the dinner had started. BDS Director General Yuan Weimin first took the floor. He guoted an ancient Chinese verse in his speech: "From tonight, the dew will be white. It is a hometown where the moon is bright." This line speaks for all who keeps nostalgia for their homeland, whereas BDS has turned Beijing into the second home for all foreign diplomats and their family members. BDS is equipped with warm and cozy apartments, high-grade and elegant dining halls, supermarkets with great varieties of daily necessities, convenient and efficient rental cars, and above all, the smiling faces of all BDS people. BDS smiles have won for it appreciation and friendship from various diplomatic missions and added to BDS staff's courage and pride to forging ahead in diplomatic services. The new project of the Beijing Language and Cultural Center for Diplomatic Missions to be completed soon, the renovation and expansion projects for Qijiayuan Diplomatic Residence Compound and the International Club which are all in steady progress and projects of development of the Fourth Embassy Zone will help BDS render further upscale and quality working



and living environments for diplomatic missions. And innovative types of services such as DRC Merchant Union and Bank of China's BOC e-Community will offer all our friends in diplomatic missions more considerate and brandnew experiences.

In his address, the ambassador of Chad referred to BDS as a warm home, a window for cultural exchanges and a bridge for communication and friendship as well. In deed, BDS has exerted itself to make life in China much easier for foreign diplomats and their families. BDS has not only organized trips for them to enjoy the landscapes of China, but also and more importantly, served as a bridge for investment and cooperation between China and various foreign countries. The changes and development of Beijing and China as a whole are just like scrolls of painting. It is BDS that has facilitated the steady unfolding of these scrolls in front of the eyes of foreign diplomats. Moreover, BDS which has gone through 50 odd years of development has also added a colorful stroke to these beautiful paintings.



波黑驻华大使 安东·里尔阁下专访

④ 9月7日,钓鱼台芳菲苑。在隆重的驻华使馆交车仪式结束后,小编对波黑驻华大使安东·里尔阁下进行了专访。

- Q: 北京外交人员服务局每年都会举办"外交官之夜"活动,这 是您第一次参加吗? 您对活动印象如何?
- A. 这是我第一次参加这样的活动,很荣幸能够收到你们的邀请。 我还要对贵方为我们提供的车辆服务表示感谢。像波斯尼亚和 黑塞哥维那这样的小国通常预算有限,我们非常感谢你们的服 务。我认为这是一个很好的机会,可以让我与来自其它国家的 外交官同事和服务局代表对当前流行的话题交流意见。



- Q: 北京外支人员服务局每年都会的各国驻华使节及家人举办丰富多彩的中国传统文化体验活动,比如一起做中国美食、感受中医的神奇功效等等。您和家人是否参加过此类活动? 对此有什么感受? 还希望我们举办哪方面、哪种类型的文化活动?
- A 中国是一个具有悠久历史和文化传统的国家,每一次你们组织的旅行等活动,我都会积极参加以便更多地了解你们美丽的国家。之前我独自一人在北京,但是今年我 17 岁的儿子也来到了中国,所以在未来我们可能会一起参与一些活动。我年轻时是一名专业滑雪者,因此任何参观体育设施或有关体育的活动我都会很感兴趣。在 1984 年,我的家乡 萨拉热窝,是冬季奥运会的举办地,我很乐意分享有关奥运会的相关信息、经验和想法。
- Q: 北京外支人员服务局一直致力于为使团提供高品质的服务。我局运道汽车服务中心也为使团零户提供了车辆各短租、接机等多样化的服务项目,并给予优惠价格。您在用车方面还有什么需求?
- A: 对于我们而言,运道提供的这辆车是非常重要的,因为 很多来自波黑的政要访问中国时,需要使用使馆的车辆。 此外,目前我们只有一辆车,对大使馆而言,你们提供 的车辆租赁服务将是一个非常棒的礼物。北京的面积非 常大,使用公共交通将降低我们的工作效率。
- Q:您对于中国的汽车工业是否有所了解?这次为什么需选择"最美中国车"——吉利博瑞作为使馆的外事公务用车?它有哪些特点吸引了您?
- A. 我们很高兴看到中国生产的汽车质量令人印象深刻,并与世界上其他的汽车制造商并驾齐驱,非常有竞争力,我们对提供给使馆的吉利博瑞这辆车感到很满意。我再次表达我们的赞赏,我将很高兴地促进和宣传中国汽车工业的发展。

- Q: 感谢大使选择我局路园外支办公大榜作为贵国驻华使 馆办公他点,并租用了外支公寓作为任宅,您对我们 提供的房屋和服务星否满意?
- A. 我选择了塔园外交公寓,因为它对我来说非常方便,非常接近我们的使馆。我对你们的服务很满意。任何时候我遇到问题,你们的员工都会帮助我,我们之间没有语言障碍。此外,外交官邸的安全是最高级别的。所有的外交官都非常欣赏这一点。
- Q: 您对于今后在京的生活还有哪些需求? 还期待我局为您 提供哪些方面的服务? 您认为我们还需需新增或改进哪 些服务项目?
- A. 我已经说过,我们和服务局、和外交公寓有很好的合作, 我们的大使馆从一开始就建立在这里。希望在今后,我 们的合作能够以同样的方式长久继续下去。





Interview with H.E. Anton Rill, Ambassador of Bosnia and Herzegovina to China



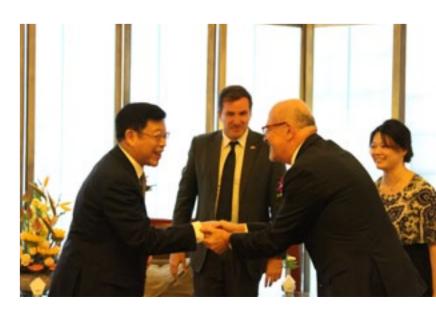
- September 7, at Building No.17 (Fangfeiyuan) of the Diaoyutai State Guesthouse, after the grand car delivery ceremony, this editor interviewed His Excellency Anton Rill, Ambassador of Bosnia and Herzegovina to China.
- Q: Beijing Diplomatic Service hosts A Night of Diplomats every year. Is this the first time for you to participate in such an event? What is your impression of it?
- A: This is the first time for me to participate in such an event. I feel honored to receive your invitation. I would like to express my thanks to you for the car services provided. Bosnia and Herzegovina is a small country, so usually we have limited budget. We are very thankful for your services. I think the event is a great opportunity for me to exchange views on current affairs with diplomats from other countries and the

representatives of Beijing Diplomatic Service.

Q: Beijing Diplomatic Service holds a variety of activities every year for diplomatic envoys and their families so that they can experience the traditional Chinese culture. The activities include cooking Chinese food and feeling the magic of TCM. Have you and your family participated in these activities? How do you feel about them? What other cultural activities do you want us to hold in the future?

- A: China is a country with a long history and old traditions. Each time you organize travel and other activities, I take active participation in so as to learn more about your beautiful country. Previously, I stayed in Beijing alone, but this year my 17-year-old son has also come to China. Therefore, we may take part in some of these activities together in the future. I used to be a professional skier when I was young, so I am interested in sports facilities or sports activities. In 1984, my hometown Sarajevo, hosted the Winter Olympics, and I would be happy to share information, experience and ideas about the Olympics.
- Q: Beijing Diplomatic Service is committed to providing diplomatic missions with quality services. Its Ring-Do Car Renting Centre provides diversified car services, such as long-term and short-term car rentals and airport transfer services for our diplomat customers at preferential prices. What are your needs in terms of car services?
- A: For us, the car services provided by Ring-do Center are very important, because many of the politicians from Bosnia and Herzegovina need to use the vehicles of the embassy when they visit China. However, we only have one car at present. Thus, for our embassy, the car rental service you provide is a great gift. Beijing is very big. If we use public transport system otherwise, our work efficiency will be significantly reduced.
- Q: What do you know about China's auto industry? Why did you choose Geely Brilliant GC9, "the most beautiful Chinese car", this time as your embassy's business car? What are the features that attract you?
- A: We are happy to see that the quality of this Chinese car is impressive and this Chinese carmaker is very competitive in the global market. We are very satisfied with Geely GC9 provided to our embassy. I would like to express our

- appreciation once again. I will be happy to promote and publicize the development of China's auto industry.
- Q: Thank you, ambassador, since you have chosen Tayuan Diplomatic Office Building as the office venue of your embassy in China and also rented an apartment in one of our diplomatic residence compounds as your residency, are you satisfied with them and the services provided?
- A: I chose the apartment in Tayuan Diplomatic Residence
 Compound because it is very convenient for me, very close
 to our embassy. I am extremely satisfied with your services.
 Whenever I have any problem, your employees will help
 me out and there is no language barrier between us. In
 addition, the security of the diplomatic residence compound
 is maintained at the highest level. In fact, all diplomats
 appreciate this very much.
- Q: What do you need for your future life in Beijing? What else services do you want the BDS to provide to you? What services do you think we need to add or improve?
- A: As I said just now, we have very good cooperation with the BDS. Our embassy has been here since the very beginning. We hope our cooperation can go on like this for a long time to come.





北京外交人员服务局运道汽车服务中心成立于 1993 年,是北京成立最早的外事汽车租赁服务公司之一。在多年的经营活动中,通过为各国驻华使馆、驻京新闻机构、驻京外商投资企业、北京各大高端酒店以及钓鱼台国宾馆提供长、短期汽车租赁服务,与客户建立了良好的业务合作关系。凭借先进的管理理念,优质的品牌形象,热情周到的全天候服务赢得了客户的赞许,多次被评为北京市汽车租赁守信企业。我中心连续多年获得了北京市交通委员会运输管理局颁发的经营服务考核优秀企业。并在2014 年成为北京市市级行政事业单位车辆租赁定点服务单位;中央国家机关公务车辆租赁采购供应商。中共中央直属机关车辆租赁服务采购供应商。我中心一直秉持"创一流品牌,提供优质服务"的宗旨,不断开拓进取,致力于打造汽车租赁服务行业的"精品专卖店",竭诚为中外客户提供更加优质、便捷、智能化的汽车租赁服务。

运道中心目前拥有:奔驰、宝马、奥迪、别克、大众、丰田、吉利博瑞等十余种主流品牌车型 500 余辆。除上述品牌车型外也可根据客户的自身需求定向购车租

主要经营范围:

长期租赁(3个月以上)、短期租赁、机场迎送服务、商务考察、会议会展、大型活动等多种租赁方式可供选择。



北京运道文化有限公司简介

北京运道文化有限公司作为北京外交人员服务局全资子公司,始终坚持以创新外交服务理念、拓宽外交服务品牌为目标。多次为各大部委、各国驻华使馆、国际组织驻华代表机构、各国新闻机构驻京代表处等文化交流活动提供服务。

近年来,运道文化凭借着优质的客户资源,坚持将企业产品与中华传统文化宣传相结合,与中国公共 外交相结合,与企业、地方政府的要求相结合,与驻华使团、地方省市外办等保持密切、友好合作, 已成为外交服务中不可或缺的一支重要力量。

迄今,北京运道文化有限公司已成功为驻华使团、各级政府机关、各地企事业单位等举办联谊酒会、 培训讲座、主题论坛、品牌推广、会展会议等多项活动,为中外沟通、政商交流搭建了广阔平台,在 推动文化产业发展的过程中发挥了积极的作用,赢得了社会的广泛赞誉。







Company Profile of BDS Ring-Do Car Renting Center

BDS Ring-Do Car Renting Center founded in 1993 is one of the earliest car renting service companies for foreigners in Beijing. In its business operation for so many years, it has established excellent ties of business cooperation with its clients through providing both long-term and short-term car rental services for various diplomatic missions, resident offices of various foreign news agencies, foreign-invested enterprises and different high-grade hotels in Beijing and Diaoyutai the State Guest House as well.

The Ring-Do Car Renting Center has won appreciation from its clients on the strength of its advanced managerial concepts, premium brand image, warm-hearted and 24 hours services throughout the year. It has for many times been cited as one of the good-faith car renting companies in Beijing and passed the examination and appraisal of the Beijing Municipal Transport Administrative Bureau with excellent results as it is so certified. In 2014, it was designated as one of car renting companies for

Beijing municipal level government administrative agencies and institutions. It is also a service provider of business car renting and acquisition for the central government offices and also agencies affiliated to the CPC headquarters.

The Ring-Do Car Renting Center has all along abided by its motto of "Creating First Class Brand and Rendering Quality Service." It has constantly expanded its services and gained new ground. It is fully committed to building a "Boutique Shop with Premium Products Only", providing in real earnest top-quality, convenient, prompt and intelligent car renting services for both Chinese and foreign clients.

The Ring-Do Car Renting Center boasts at present a

fleet of over 500 cars with such brands as Mercedes, BMW, Audi, Buick, Toyota and Geely Brilliant in more than 10 mainstream models. Apart form the above, the Ring-Do Center can also make customized special offer of purchasing cars for renting according to the specific needs of individual clients.

Main Business Scope:

Multiple-choice car renting options are available such as long-term (3 months and above) rental; short-term rental; airport transfer; and car renting for business investigation, conferences, symposiums and other large-scaled activities.



Beijing Ring-Do Cultural Co. Ltd Introduction

Beijing Ring-Do Cultural Co. Ltd is a subsidiary wholly owned by Beijing Diplomatic Service. It aims at all times to abide by innovative diplomatic service concepts, build on and expand BDS brand of diplomatic services. On many an occasion, it has provided services of cultural exchanges for various Chinese ministries and government commissions on one hand and various diplomatic missions, representative offices of international organizations and different foreign news agencies on the other.

In recent years, on the strength of its own upscale client resources, Ring-Do Cultural Co. has consistently combined enterprise products with the publicity of the traditional Chinese culture, China's public diplomacy and also the demands of enterprises and local governments. In so doing, it has kept close ties and friendly cooperation with various diplomatic missions and also foreign affairs offices of various Chinese provincial and municipal governments. It has already become an important and indispensable force in diplomatic services.

Up to now, Beijing Ring-Do Cultural Co. has successfully staged a great number of large-scale events such as get-together cocktail parties, training lectures, themed symposiums, brand promotion, conferences and exhibitions. By so doing, it has built a broad platform for the communication and contacts between Chinese organizations and their foreign counterparts and also between government agencies and commercial circles. In short, it has won wide acclaim from various social circles thanks to its proactive role in promoting the development of the cultural industry.



改变突破变革



—— 专访浙江吉利汽车集团副总裁杨学良

北京外交人员服务局已连续两年携手浙江吉利控股集团,共同举办"外交官之夜"活动。而吉利集团多年的良好口碑、不断的锐意创新也为双方合作打下了坚实的基础。在刚刚过去的8月,浙江吉利控股集团、吉利汽车控股有限公司、沃尔沃汽车集团正式签署协议,成立领克(Lynk&Co)汽车合资公司,共同打造欧洲技术、欧洲设计、全球制造、全球销售的高端合资品牌——领克汽车。下面就让小编带各位读者走进吉利集团,听听浙江吉利汽车集团副总裁、销售公司副总经理杨学良心中的领克……

Q: 多今的汽车行业处在一个风云变约的年代,吉利集团为何惠新创一个领克汽车品牌?

A:汽车是工业文明的象征,更是全球化潮流的标志。 伴随着技术进步,市场保有量提升,中国汽车需要向高端化发展;同时,全球经济格局正在发生 着深刻调整,正在孕育兴起新一轮世界科技革命和产业变革,中国汽车企业需要把握这样的机会, 在开放合作协同创新中提升。

从整个集团层面考虑,吉利汽车品牌定位于主流汽车

品牌,沃尔沃汽车的定位是全球豪华汽车品牌,在两个品牌的中间市场,需要领克这样一个高端汽车品牌,填补市场空白。

Q:"领克"这个名字有什么含义?

A: 领:即领先与引领,以开放的思维、潮流的设计、 前沿的技术始终领时代之先。克:即改变与突破, 通过创新科技连接人与人、人与世界,持续改变 出行方式。

O: 清您为我们介绍一下"领克"车辆的特点。

A: 领克车辆拥有极为先进的车身结构,可达到中国及欧美地区的最高碰撞标准,更配备 AEB 紧急自动刹车系统、行人识别系统、带排队功能的 ACC 自适应巡航系统、FCW前方碰撞预警系统、盲点监测系统、RCTA 后方交通预警系统、LKA 车道保持辅助系统、智能远近光控制、交通限速标识识别、360°全景泊车影像等诸多主动安全配置及智能驾驶技术,在令驾驶者行车安全无忧的同时,也为未来自动驾驶的实现提供有力保障。

Q: 领克车辆将于何时上市?

A: 第一批领克车辆将于 2017 年第四季度首先在国内上市, 2019 年进入欧美市场。 各位读者如果想了解更多"领克"车辆信息,请与北京外交人员服务局运道汽车服务中心联系。

联系人: 运道汽车服务中心业务部经理 刘娜 联系方式: 010-85323815 yundao_In@sina.com







Change, Breakthrough and Reform

— Interview with Yang Xueliang, Vice President of Zhejiang Geely **Holding Group**

Beijing Diplomatic Service (BDS) has been joining hands with Zhejiang Geely Holding Group to organize the "Diplomat Night" for two consecutive years. Geely Group's long-term reputation and constant innovation have laid a solid foundation for the cooperation. This August, Zhejiang Geely Holding Group, Geely Automobile Holdings Limited and Volvo Group signed an agreement to set up Lynk & Co, a joint venture carmaker which will build upscale cars featured with European technology & design and global manufacturing and sales. In the following, please let the editor guide you into the Geely Group and listen to the description of Lynk & Co by Yang Xueliang, Vice President of Zhejiang

Geely Holding Group and Deputy General Manager of Geely Automobile Sales Company.

Q: Today's auto industry is experiencing constant changes. Why did Geely Group create a new car brand?

A: Automobile is a symbol of industrial civilization, and more importantly, a symbol of the globalization trend. With further technological advancement and market penetration, Chinese cars need to march to upscale development. Meanwhile, the global economic landscape is undergoing profound changes and it's breeding a new round of technological revolution and industrial transformation in the world. Chinese automakers need to grasp this opportunity of development in open cooperation and collaborative innovation.

Geely Group differentiates the positioning of our brands, namely Geely cars are positioned as mainstream cars,

and Volvo cars global luxury brand. In between, Lynk & Co is expected to fill in the market gap.

Q: What does it mean by Lingke, the Chinese name of Lynk & Co?

A: The Chinese character Ling means to lead. We hope to lead the era of open thought, trendy design and cutting-edge technology. The Chinese character Ke means to overcome difficulties and make changes and breakthroughs. We hope to change the way of traveling through innovative technologies.

Q: Please tell us about the characteristics of Lynk & Co

A: Lynk & Co cars are characterised by advanced structure which meets the highest collision standards in China,

Europe and the United States. They are also equipped with Automatic Emergency Braking (AEB), Pedestrian Identification, Adaptive Cruise Control (ACC) with queuing feature, Front Collision Warning (FCW), Blind Spot Monitoring, Rear Cross Traffic Alert (RCTA), Lane Keeping Assistance(LKA), Intelligent Remote and Near Light Control, Speed Limit Sign Identification, 360 ° Panoramic Parking Image and other active safety configurations and intelligent driving technologies to ensure driver's safety and realize self-driving in the future.

Q: When will Lynk & Co cars be launched?

A: The first batch of Lvnk & Co cars will be launched to the Chinese market in Q4, 2017, and then available on the European and American markets in 2019.







36 外支官之夜 A Night of Diplomats A Night of Diplomats 外支官之夜 37



New Geely GC9



整车长度 the whole car length: $4956 \times 1861 \times 1513$ mm

轴距 wheelbase: 2850mm

独特的快背式轮廓赋予整车优雅且稳健的姿态,整体设计风格接近轿跑之感。

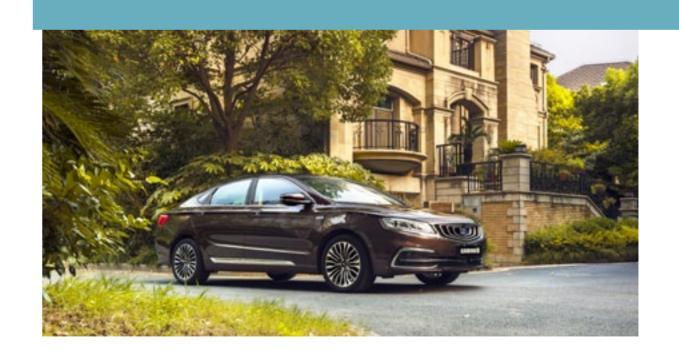
Its unique fastback vehicle contour provides the whole car with an elegant and steady posture. Its overall designing style is close to that of a sports limousine.





- → 360 度全景影像
- 泊车辅助
- → 4G 车载通讯和车载 Wifi
- ☆ 行车记录仪
- ACC 自适应巡航
- 车道偏离警示
- 城市预碰撞安全系统
- → PM2.5 空气净化系统
- 💮 语音控制

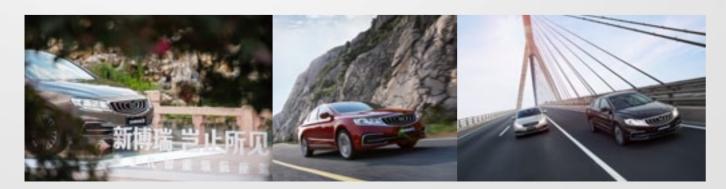
- 360 Degree Panorama
- Parking Assist(PA)
- 4G Automotive Network Communication and Automotive Network Wifi
- Tachograph, i.e. Car Driving Recorder
- ACC Adaptive Cruise Control
- Lane Departure Warning System (LDW)
- Urban Pre-Collision Safety System
- PM2.5 Air Purification System
- Voice Control



吉利新博瑞 全新升级 | New Geely GC9 Newly updated



- 2015年,"首届中国 中东欧国家投资博览会官方指定用车"。
- 2016年, 杭州 G20 峰会官方指定用车。
- 2017年6月,古井贡酒集团公务用车。
- In 2015, "designated as an official car for the First China Central and Eastern European Countries Investment Fair".
- In 2016, designated as an official car for Hangzhou G20 Summit .
- In 2017 June designated as a business car for Gujing Distillery Group



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