

## 业务创新 Business Innovation

2011年，中国进出口银行紧密围绕“十二五”规划纲要和全行战略转型目标，大力加强市场开发，不断丰富和完善金融产品和服务体系，扎实推进业务创新，开展以实体经济为基础的金融创新。

### 大力支持文化产业大发展

自2007年在国内金融机构中第一个与文化部等部门签署合作协议以来，重点扶持了一批具有竞争力的外向型文化企业和知名文化品牌。2011年，重点支持了国际非物质文化遗产博览园、长影世界城等一批项目，有效提升了中华文化的国际影响力。

### 积极助推小微企业发展

在小微企业发展遇到困难的情况下，没有收缩贷款，没有提高准入门槛，没有增加担保条件，而是积极主动提供金融支持和服务。召开了全行小微企业信贷工作会议，研究制定了支持意见，完善了工作机制。在新增贷款规模有限的情况下，创新推出了多种适合小企业特点的融资方式。

### 加大对“三农”和扶贫的支持力度

支持了新希望集团、安琪酵母等一批农业产业化龙头企业，为扩大优势农产品出口，提高农业国际竞争力发挥了积极作用。扶贫金融合作方面，启动了四川地区旅游发展项目，支持了新疆棉花加工等一批扶贫带动效应大的项目。加大了对甘肃岷县的帮扶力度，当归示范项目取得了阶段性成果。在与国务院扶贫办开展金融扶贫合作的银行中，中国进出口银行支持的项目最多、金额最大、成效最显著。

### 着力推动区域协调发展

出台支持云南加快建设面向西南开放重要桥头堡的指导意见，支持了仕明工业园区等项目。加大对中国一重、一汽轿车等重点企业，以及丹东港、营口港和中俄边贸区建设的支持力度，促进东北等老工业基地全面振兴。支持上海“两个中心”建设，向上港集团提供了60亿元开放型产业整合贷款。新设了新疆、厦门、天津三家分行，支持边疆地区、海西地区、滨海地区的发展。为福建、重庆等地的台湾农业园建设提供了融资，促进了两岸交流。



Bearing in mind the outline of the 12th Five-Year Plan and its strategic transformation goals, the Bank made great effort to explore the market, continuously enrich and improve its products and services, push forward down-to-earth innovations, and developed new financial instruments based on the situations of real economy.

## Vigorously supporting the cultural industry

In 2007, the Bank was the first financial institution in China to sign cooperation agreements with the Ministry of Culture and other relevant authorities. Since then, it has supported a number of competitive export-oriented cultural companies and renowned cultural brands. The key projects in 2011 include the International Intangible Cultural Heritage Park and Changchun Movie Wonderland, which effectively intensified the international influence of the Chinese culture.

## Actively promoting the development of small and micro businesses

At a time when small and micro businesses ran into difficulties in their development, the Bank did not shrink its loans, raise loan threshold or demand more guarantees. Rather, it took the initiative to provide its support and services. The Bank organized a conference on “loans to small and micro business” in which relevant plans and a work mechanism were formed. Though restricted by scale of new loans, the Bank innovatively put forward a number of financing schemes that suited small businesses.

## Increasing support to rural development, agriculture and farmers, as well as to poverty reduction

The Bank supported the business of a number of leading agricultural companies, such as the New Hope Group and Angel Yeast. By doing so, it played a positive role to expand the export of competitive agricultural produces and improve the competitiveness of the agriculture sector in the international market. In order to reduce poverty through financial support, the Bank launched a batch of poverty reduction projects, such as Tourism Development project in Sichuan and Cotton Processing project in Xinjiang. It also increased support to Minxian County, Guansu Province. Thus the Angelica project, a pilot poverty-reduction project in Minxian, achieved desired results. Among all the banks that work together with the State Council Poverty Alleviation Leading Group Office, the Export-Import Bank of China has supported the biggest number of projects, with the largest amount of funds and the most outstanding results.

## Making special efforts to promote coordinated regional development

The Bank came up with a guideline to help build Yunnan Province into a gateway in China's opening up to the Southwest. Projects such as the Shiming Industrial Park were therefore supported. It also gave stronger support to key companies such as China First Heavy Industries and FAW Car and key constructions such as Dandong Port, Yingkou Port and China-Russia Border Trade Zone so as to promote the rejuvenation of the old industrial bases in northeast China. The Bank supported Shanghai's effort to become an international financial and shipping centre by providing RMB6 billion to the Shanghai International Port (Group) for industry consolidations. Three new branches were set up in Xinjiang, Xiamen and Tianjin respectively to support the development of border area, west coast of the Taiwan Straits and Tianjin Binhai New Area. In addition, the Bank approved loans for the construction of Taiwan agricultural parks in Fujian and Chongqing, thereby contributing to Cross-Straits exchanges.