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# 时评

怎样才能安全地"走出去"

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# 建材行业工程勘察设计企业"走出去"战略研究

在国内工程勘察设计市场竞争日渐白热化的情况下,一些工程勘察设计企业正积极实施"走出去"战略。但国际市场风云变幻,高手如云,中国企业如何才能在国际市场站稳脚跟?中国建材国际工程集团有限公司董事长兼总经理彭寿结合公司多年来"走出去"的实践,提出BPSM战略模型,并对该模型进行了适用性和有效性验证,对正在和即将"走出去"的企业具有较高参考价值。

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# 中国建筑打造行业引领者

中国建筑工程总公司作为行业排头兵,在进行企业的"十二五" 规划时,站在"央企一流、行业排头"的创先争优的高度,在"做强做优"中注入"品质保障,价值创造"的科学发展内涵。

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长寿命节能型3.5K镝灯具,是本公司研发的专利产品,它适用 于建筑施工及高空作业的场合,投放上海市场一年多的时间里,客 户反映良好,本公司新产品与老产品相比具有如下优点(见数据):

- 1. 施工方便: 采用一体化设计将镝灯、启动器、限流器、灯具 主要部件构成一体,并预留电源输入接线端,不仅方便用户接 线安装,同时还提高了工程施工效率。
- 2. 节能: 老产品镇流器所产生的热能,在新产品中转换成光能, 在照明效果相同的条件下,节电0.8~12千瓦/小时。
- 3. 寿命长: 采用高电压、小电流设计,老产品工作电流: 16-20A; 新款灯具工作电流: 7-8A, 减轻了镝灯电极的烧损及灯泡内胆钼 片电流密度过大的缺陷。使镝灯泡的使用寿命延长到3000小时。 本产品按国家规定执行"三包"。
- 4. 价格低廉:由于新产品设计取消了镇流器,不仅成本降低60%。 同时电源铜导线由6mm<sup>2</sup>降至2.5mm<sup>2</sup>,使每100m导线节省1000元。 并解决了易过热燃烧的镇流器部件给工程带来的不安全隐患。

注: 灯具安装尺寸是均布在Φ100圆周上的三个Φ13通孔。

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封面: 施工中的赞比亚大桥(供图/柏仁荣)

## MAIN CONTENTS 英文要目

## 06 Engineering prospecting and designResearch on strategy of "Going Global" for enterprises

Under the circumstance that the competition in the domestic engineering the prospecting and design market is getting white-hot day by day, and a number of enterprises, including the engineering prospecting and design enterprises in the industry of building materials, are actively implementing the strategy of "Going Global". However, the international market is changing rapidly with a great number of powerful competitors. Therefore, how the Chinese enterprises can stand firmly in the world? By combining the years of the practices of the company in "Going Global", the president and general manager of CTIEC proposes the BPSM strategy model, and verifies the applicability and effectiveness of such model, which has the higher reference value to the enterprises which are going global or about to go global.

#### 23 Creating the leader of Chinese construction industry

As the leader of the industry, when making the "Twelfth Five-Year" Plan for the enterprise, CSCEC stands at the top of creating excellence to become the "first class enterprise owned by the central government, and the leading enterprise in the industry", and inject the scientific development meaning of "quality guarantee and value creation" while becoming stronger and more excellent.

#### 35 Standardization management of Datong-Xi'An Railway Project Department

With regard to the Datong-Xi'An Railway Project of CCCC Second Highway Engineering Co., Ltd., the fulfilled output value reaches RMB 16.4 billion Yuan within ten months after entering the site, over-fulfilling the construction quota assigned by the owner. On the full-line on-site standardization management demonstration meeting convened by the project management section of the Datong-Xi'An Company, such project section was named as the on-site management standardization model organization of the full line.

The project department summed up the management experience from the previously participated railway projects, and accepted the railway construction standardization management philosophy advocated by the Ministry of Railway, and fully implemented project standardization management finally depending on the delicacy management.

### 43 Long Baohai – the key to the construction industry is the responsibility

As a project manager of the third project department of Beijing Construction Engineering Group First Construction Kanghong Branch, Long Baohai at the age of forty is bringing himself into full play. Under his leadership, the project department creates the construction output value more than RMB 400 million Yuan in two years, so it is awarded the honorary titles such as "Golden Cup of Structure Great Wall Cup" of Beijing and the "Gangcheng Cup" for construction engineering in Qinhuangdao, and Civilized and Safe Site in Beijing. He also wins the titles of the pacemaker and excellent employee of the Construction Engineering Group.