

Guiding Suggestion on Supporting the Development of International Famous Brands
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Customs, State Administration for Industry and Commerce, General Administration of
Quality Supervision, Inspection and Quarantine

In order to implement the spirit of accelerating the cultivation of self-initiated
worldwide famous bands and transiting the manner of foreign trade growth, Circular
on Guiding Suggestions on Supporting the Development of Exporting Famous Brands
was promulgated in 2005, by Ministry of Commerce, National Development and
Reform Commission, Ministry of Finance, Ministry of Science and Technology,
General Administration of Customs, State Administration of Taxation, State
Administration for Industry and Commerce, General Administration of Quality
Supervision, Inspection and Quarantine. All the local areas, sections and industries
have put into effect in the light of specific conditions, and increased the international
competitiveness of China's enterprises and exporting commodities.

We have revised and updated the Guidance, and change the export famous brand
to international famous brand.

Specific Notice

Ministry of Commerce
National Development and Reform Commission
Ministry of Finance
Ministry of Science and Technology
General Administration of Customs
State Administration of Taxation
State Administration for Industry and Commerce
General Administration of Quality Supervision
Inspection and Quarantine
2009.4.2

Guiding Suggestion on Supporting the Development of International Famous Brands

Since the reform and opening up to the world, our export developed quickly. Position as large trade company has been solid. Meanwhile, there is lack of self-initiated intelligence property; the added value and quantity is low. Especially the lack of world famous brand has become barrier in our national trading. To implement international famous brand policy, we hereby propose our guiding suggestions as follows:

1. Unify cognition; proceed with confidence and keep promoting cultivation of international famous brand

From experience of developed country and our participation in international competition, it is one of important ways to cultivate international famous brand, an important way to strengthen international competitiveness and comprehensive national strength, and necessary way to transfer from large trading country to strong trading country.

Taking Deng's theory and "Three Representatives Theory" as the guidance, precede the Scientific Outlook on Development, implement principle of accelerating cultivation of multination corporations and international famous brand in the 11th Five Year Plan. Based on the market as guide, the enterprises as main part, government encouragement and guidance as principle, improve policy and administration system; provide public service, generate cultivation environment, keep promoting international famous brand and improving national enterprises.

2. Give prominence to key areas; focus on enterprises, and reinforce foundation of cultivation on international famous brand

The enterprises should play an important part in cultivation, pay attention on short term and long term benefit, cognized the importance of cultivation work in market exploring, high efficiency and strengthen competitiveness, generate practical brand develop plan. Draw on the experience of other countries in development, expend research & design input, strengthen self-initiated research and development creative ability, increase added value, increase processing and manufacturing level, ensure production quantity and safety. Take advantage of modern communication method, initiated new sales model, explore sales channels, generate sale net-work, and improve after-sale service. Improve comprehensive quality, fulfill social liability, generated credit system, respect and protect intelligence property.

3. Encourage actively, strength guidance; support cultivation of international famous brand

Local government and department can support cultivation of international famous brand within regulation of international agreement. Support enterprises to improve research and development ability and generate public information service, provide assistance on personal and information, increase enterprise core competitiveness.

Promote new method of foreign investment and cooperation, generate international operation and international research and produce; generate foreign platform for enterprises to cultivate international famous brand.

Support enterprises to explore domestic market, protect and cultivate international famous brand during recapitalization and enterprise merger. Promote new commercial model as chain store, specialty stores and professional stores. Generate multi-level brand sales channels, and international famous brand in manufacturing, commerce and service. Recommend brand recognized internationally to domestic enterprises. Encourage support to international famous brand enterprises from bank and insurance company.

4. Improve service; generate idea development environment for international famous brand

Related departments of the State Council shall provide suitable legal and business environment for cultivation of international famous brand. Strengthen protection on intelligence property, promote specific legal propaganda and provide legal consultant service to enterprises. Provide convenience to international famous brand production and research on statistic method of brand production export/import.

The Chinese institute in foreign countries should prove accurate market information; recommend Chinese brand products to the local market. The institute also should do investigation on the local market and industry.

The industry association should provide coordination, guidance and service, point out key issue in cultivation of international famous brand. Learn experience in promotion and protection of international famous brand from developed countries; generate consultant, communication and training programs; report feedback from enterprises in time; and accelerate cultivation of domestic international famous brand.

Public media should also play an important part; promote propaganda on international famous brand development and cultivation. Public valuable experience if the enterprises strengthen research and develop ability, improve products quality, perfect after sales service. Recommend famous brand products to people.

The whole society should work on cultivation international famous brand, popularize brand knowledge, and initiate research on brand.

5. Enhance leadership, perfect work mechanism and carry out international famous brand cultivation system

Ministry of Commerce together with NDRC, MOF, Ministry of Science and Technology, Customs, State Administration of Taxation, State Administration of Industry and Commerce and General Administration of Quality Supervision, Inspection and Quarantine of People's Public of China and other relevant departments to instruct international famous brand. The local government should initiate and perfect coordination system based on local economic characterize and development situation among government, enterprises and industries. Promulgate local international famous brand development policy. The associations should carry out coordination work for government guidance, lead enterprises to create domestic

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famous brand.

All area, departments, and industries shall carry out the sprit of 17th NCCPC, unify cognition, and cooperate closely. Keep promote cultivation of international famous brand together, increase Chinese enterprises' international competitiveness.

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商 务 部
 国 家 发 展 和 改 革 委 员 会
 财 政 部
 科 学 技 术 部
 海 关 总 署
 国 家 税 务 总 局
 国 家 工 商 行 政 管 理 总 局
 国 家 质 量 监 督 检 验 检 疫 总 局

文件

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商务部 国家发展和改革委员会 财政部 科学技术部
 海关总署 国家税务总局 国家工商行政管理总局
 国家质量监督检验检疫总局印发《关于推进
 国际知名品牌培育工作的指导意见》的通知

各省、自治区、直辖市、计划单列市及新疆生产建设兵团商务主管
 部门、发展改革委、财政厅(局)、科技厅(局)、税务局、工商局、质量
 技术监督局,各直属出入境检验检疫局,海关总署广东分署,各直

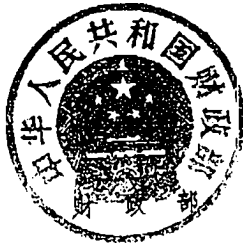
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属海关：

为加快培育自主品牌，转变外贸发展方式，商务部、发展改革委、财政部、科技部、海关总署、税务总局、工商总局、质检总局于2005年联合发布了《关于扶持出口名牌发展的指导意见》(商贸发[2005]124号)。在各级政府相关部门、行业组织和广大企业的大力推动和积极参与下，我国自主品牌建设已取得初步成效，有力促进了商品结构调整，提高了我国外贸发展质量。

为深入贯彻落实科学发展观，进一步做好自主品牌培育工作，我们对《关于扶持出口名牌发展的指导意见》(商贸发[2005]124号)进行了调整和完善，并将出口名牌更名为国际知名品牌。现将《关于推进国际知名品牌培育工作的指导意见》(简称指导意见)予以发布，同时废止《关于扶持出口名牌发展的指导意见》(商贸发[2005]124号)。请各部门、各地区、各行业根据《指导意见》的总体要求，结合实际贯彻落实。

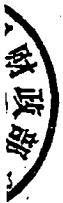
特此通知





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关于推进国际知名品牌培育工作的指导意见

改革开放以来,我国对外贸易持续快速增长,贸易大国地位日益巩固。同时,自主知识产权缺乏,商品附加值偏低,增长质量不高等矛盾十分突出,特别是国际知名品牌匮乏,成为相当时期内制约我国外贸发展的重要因素。为进一步做好国际知名品牌培育工作,现提出如下指导意见:

一、统一认识,坚定信心,继续推进国际知名品牌培育工作

发达国家的经验和我国参与国际竞争的实践表明,培育一批国际知名品牌,是增强国际竞争力和综合国力的重要手段,是实现贸易大国向贸易强国转变的必由之路。

今后一段时期,要以邓小平理论和“三个代表”重要思想为指导,坚持科学发展观,全面落实党的十七大和《国民经济和社会发展第十一个五年规划纲要》关于加快培育跨国公司和国际知名品牌的精神,以市场为导向、企业为主体、政府鼓励引导为原则,完善培育国际知名品牌的政策体系和工作机制;以提供普遍公共服务为手段、营造培育环境为依托,坚持不懈地推进企业创建国际知名品牌,全面提高我国企业的国际竞争力。

二、突出重点,抓好企业,夯实国际知名品牌培育工作的基础

企业要充分发挥国际知名品牌创建工作主体作用,着眼当前、立足长远,充分认识品牌在开拓市场、提高效益、增强竞争力等方

面的重要作用,制定切实可行的品牌发展规划。要借鉴发达国家企业的成功经验,加大研发设计投入,增强自主研发创新能力,增加产品技术含量和附加值,提高加工制造水平,保证产品质量和安全。要做好商标注册、质量管理体系认证、环境体系认证工作。要利用现代流通手段,创新营销模式,开拓营销渠道,建立销售网络,完善售后服务。要全面提高综合素质,注重履行社会责任,加强诚信体系建设,尊重和保护知识产权,为创建国际知名品牌奠定坚实基础。

三、积极鼓励,加强引导,支持企业做好国际知名品牌创建工作

国务院相关部门和地方各级相关部门在不违反我国国际协定义务的原则下,对推进国际知名品牌建设的企业给予支持。支持企业提高研发设计能力,建立公共研发设计平台,在信息、人才等方面向企业提供帮助,提高企业核心竞争力。引导企业创新对外投资和合作方式,开展国际化经营,逐步建立国际化的研发、生产、销售和服务体系。鼓励企业“走出去”,到境外加工、生产、组装品牌产品,为创建国际知名品牌提供海外平台。

支持企业开发国内市场,引导企业以品牌为纽带进行资产重组和企业并购,在企业并购重组中,注重保护和培育国际知名品牌。大力发展品牌连锁、专卖店、专业店等符合现代流通发展趋势的新型流通组织形式,建立多层次的品牌销售渠道,创建生产、流通、服务等各类国际知名品牌。积极向国内商业机构推荐被国际

市场认可的国际知名品牌,支持品牌产品到国内知名商业企业中销售。鼓励银行、保险等商业机构按照市场原则对国际知名品牌企业给予支持。

四、改善服务,齐抓共促,营造国际知名品牌发展的良好环境

国务院各相关部门和地方各级相关部门要营造良好法律和经营环境,为企业创建国际知名品牌提供有利条件。加大知识产权保护力度,将国际知名品牌列为保护知识产权专项行动的一项重要内容,开展有针对性的宣传普及工作,为企业提供法律援助。积极研究品牌商品进出口统计分析方法,对国际知名品牌产品提供通关便利。

各驻外商务机构要对驻在国市场、产业等情况深入调研,及时准确提供国际市场信息,利用各种渠道宣传推介中国品牌产品。

行业中介组织要充分发挥协调、指导和服务作用,确定本行业国际知名品牌培育工作重点,了解发达国家品牌创建、成长、保护的经验和做法,广泛开展信息、咨询、交流、培训等各类促进活动,及时向政府反映企业的意见和建议,努力加快业内企业国际知名品牌培育工作的进程。

充分发挥新闻媒体作用,加大对国际知名品牌培育工作的宣传力度,营造争创、发展和保护国际知名品牌的社会舆论氛围。宣传企业在增强研发设计能力、提高商品质量、完善销售服务、履行社会责任等方面的好做法、好经验,鼓励消费者使用品牌商品,不断提高我国商品的国际知名度。

社会各界发挥各自优势，齐抓共促，形成合力，提高全社会品牌意识，普及品牌知识，开展品牌研究，共同促进国际知名品牌培育工作的广泛开展。

五、加强领导，统筹规划，建立健全国际知名品牌培育机制

商务部会同发展改革委、财政部、科技部、海关总署、税务总局、工商总局、质检总局等部门共同指导国际知名品牌培育工作。各地政府相关部门要结合区域经济特点和发展状况，建立、健全和完善政府、行业、企业之间的沟通协调机制，制定本地区国际知名品牌发展规划和不违反我国国际协定义务的扶持政策，把推进国际知名品牌培育工作作为一项战略任务，长期、持续、深入地抓实抓好。各行业组织结合行业现状和发展趋势，引领业内企业创建国内知名品牌，为政府支持引导国际知名品牌培育工作发挥桥梁和纽带作用。

各部门、各地区、各行业要认真贯彻党的十七大精神，统一认识，密切配合，继续共同推进我国国际知名品牌的培育工作，不断提升我国企业和产品的国际竞争力。

