

感受奥地利制造

Feeling Made in Austria

演播室：欢迎收看经济半小时，我是谢颖颖，如果盘点 2011 年的重大经济事件，欧债危机肯定会榜上有名，直到现在，还很难看到这场危机的尽头。不过，就在这场危机持续发酵之际，奥地利工业联合会却预测，2012 年，奥地利经济增长将达 0.5% 至 1%，将高于欧元区增速一个百分点以上，会成为欧元区少数几个经济有可能实现增长的国家，尽管就在刚刚过去的 1 月份，标准普尔下调了奥地利的主权信用评级到 AA+，但在欧元区内，奥地利确实也是受影响最小的国家之一。在童话般的风光、迷人的音乐背后，奥地利强大的经济实力，多元化的经济令世人瞩目。奥地利到底有着什么样的独特之处，我们能从中学习到哪些？经济半小时栏目今明天将播出特别节目，带您走进不为人知的奥地利。

Studio: Welcome to "Half-Hour Economy", I'm Xie Yingying. If we make an inventory of major economic events in 2011, the European Debt Crisis will be certainly listed, and till now, it is still difficult to see the end of the crisis. When the crisis continues to simmer, however, the Federation of Austrian Industry predicts that in 2012, the Austrian economy will grow by about 0.5% to 1%, one percentage point higher than the growth rate of the Euro zone, and Austria will become one of the few Euro-zone countries in which economy growth can be possibly achieved. Although in January, the Austria's sovereign credit rating was lowered to AA+ by the Standard & Poor's, Austria was indeed one of the countries with minimal impact in the Euro Zone. Behind the fairy-tale scenery and enchanting music, Austria's economic strength and diversified economy have attracted worldwide attention. What are the unique features in Austria? What can we learn from them? Half-Hour Economy will broadcast a special program today and tomorrow, bringing you into the unknown Austria.

片子一、

Video I

钟声 云雾缭绕中的山谷 朝阳 音乐起

Bell, Valleys Shrouded with Cloud and Mist, and Rising Sun Music begins

解说：这里是奥地利，世界音乐之都，旅游者的天堂。莫扎特，贝多芬，一长串星光璀璨的名字，升起在蔚蓝的多瑙河畔，照耀着人类星空。屹立千年的城堡，犹如忠诚的卫兵，守望着这片静谧之地。有风从阿尔卑斯吹过，漫天风雪，挡不住滑雪者的激情四射。然而，当我们有机会近距离接触奥地利，我们看到的却是它不为人知，活力澎湃的另一面。

Narrator: This is Austria, the music capital of the world, and paradise for tourists. A long list of star-studded names, for example Mozart, Beethoven, etc., rise on the banks of the blue Danube River, shining the starry sky of human beings. Like loyal guards, the castles towering for thousands of years defend and oversee this tranquil land. Wind blows from the Alps, and wild wind and snow can not stop passionate skiers. However, when we have the chance to feel Austria closely, we will see another unknown and vital Austria.

奔驰，人们总是把这个名字和德国联系在一起，然而现在我们看到的却是一家地道的奥地利公司，弹奏钢琴的双手在钢与铁间飞舞，奏鸣出的，同样是让人观止的杰作。一台台 G500 越野奔驰从生产线上缓缓驶出。从 1979 年开始，这里已经生产梅塞德斯奔驰 G 系列长达 33 年之久。不仅是奔驰，从这里，还曾经驶出阿斯顿马丁 RAPIDE 2010；第一代宝马 X3 从研发到最后一辆下线的整个生命周期都在这里度过的；在这间工厂，还曾经驶出过克莱斯勒的大切诺基和 300C，大众的高尔夫和保时捷、萨博、奥迪。

Benz, people always relate this name with German, but now we see an authentic Austrian

company, and the hands playing piano dance between steel and iron, playing the same miraculous masterpiece. Benz G500 off-road cars slowly pull out from the production line. Since 1979, Mercedes-Benz G-series cars have been manufactured here for 33 years. Not only Benz, Aston Martin RAPIDE 2010 cars have pulled out from here; the whole life cycle of the first-generation BMW X3 cars from research and development to pulling-out of the last car occurred here; in this factory, cars manufactured include Chrysler's Grand Cherokee and 300C, Volkswagen's Golf, Porsche, Saab, Audi, etc.

采访 麦格纳斯泰尔 销售和市场副总裁 赫伯特·霍伊德

Interview: Herbert Hoyt, Sales and Marketing Vice-president of Magna Steyr

我认为可以说，我们是在这个特定领域内最好的。

I think we are the best in this specific field.

解说：在特定领域做得最好的并不只是麦格纳斯泰尔，这是一间看似普通的实验室，然而，这里却是全世界所有内燃发动机的终极考场。AVL，全世界发动机行业从业者心中的殿堂。1948年成立的这家公司，如今是全世界最大的能源动力研发咨询、测试独立工程公司，全世界所有的发动机制造商都在AVL的客户名单里。

Narrator: Not only Magna Steyr is the best in the specific fields. This is a seemingly ordinary laboratory, however, this is the final examination room for all the internal combustion engines in the world. AVL is the shrine in the heart of the practitioners of the engine industry in the world. Established in 1948, AVL now becomes the largest independent engineering company for energy power research, development consultation, and testing in the world, and all the worldwide engine manufacturers are listed in the AVL's client list.

采访：AVL 李斯特公司 CEO 海尔姆特·李斯特：

Interview: Helmut List, CEO of AVL List:

许多公司在技术层面上很有优势，但在终端消费者范围内并不出名，不被人们所熟知；许多重要技术和创新都有这些公司的参与，全球都对他们都很尊崇，我们就是几家这样的公司之一，很高兴我们是他们中的一员。

Many companies have advantages at the technical level, but the companies are not known and familiar among the end consumers; such companies have participated in many important techniques and innovation, which are respected by the whole world, and we are one of the few companies, and we are glad we are one of them.

采访 中国驻奥地利大使 史明德

Interview: Shi Mingde, Chinese Ambassador to Austria

在汽车这个配件领域，可以说，德国的汽车，一辆汽车里面，有15—20%的价值是来自于奥地利。In the automotive field, we can say, from each German car, 15 to 20% of its price is from Austria.

转场：《变形金刚3》电影 片断

Transition: clip of the movie "Transformers 3"

解说：还记得电影《变形金刚3》里的“御天敌”么，它也来自于奥地利，原形就是这台卢森宝亚美洲豹机场消防车。1866年，这家公司还只是一家消防装置经销商，至今，卢森宝亚在消防领域已经耕耘了145年，拥有一张覆盖全球100多个国家的销售和客户服务网。

Narrator: Do you remember Sentinel Prime in the movie “Transformers 3”, it is from Austria, and its prototype is this Rosenbauer Panther airport fire truck. In 1866, this company is only a fire equipment dealer, and till now, Rosenbauer has worked hard in the fire fighting field for 145 years, owning a sales and customer service network covering more than 100 countries in the world.

采访 卢森宝亚消费设备公司 迪特尔·西格尔

Interview: Dieter Siegel, Rosenbauer Consumer Equipment Company

在全球消防业中，我们公司排名第一。

In the global fire industry, our company is ranked first.

解说: 排名第一，在这个榜单上，有着一系列奥地利名字。

Narrator: Ranking first, on this list, you can find a series of Austrian names.

奥地利科技与系统技术股份公司，欧洲最大，全球领先的印制电路板制造商，世界五大手机生产商中的四家都是奥特斯的客户。

Austria Technologie und Systemtechnik AG (AT&S) is a printed circuit board manufacturer, largest in Europe and leading in the world, and four of the world's top five mobile phone manufacturers are the customers of AT&S.

采访 奥地利科技与系统技术股份公司 监事会主席 安德罗施

Interview: Androsch, Chairman of the Board of Supervisors of AT&S

如果说我们不是最先进的工厂，那我们也是最先进的工厂之一。

If we are not the most advanced factory, we shall be one of the most advanced factories.

解说: 瓦巴格，这个名字在全球范围内象征着水技术领域的创新和成功方案。

Narrator: Wabag, this name is the symbol of innovation and successful program in the water technology field in the world.

采访: 瓦巴格水处理公司 销售和市场总监 丹尼尔·皮内达:

Interview: Daniel Pineda, Sales and Marketing Director of Wabag Water Treatment Company.

在这一领域（水处理）我们是世界第一。

We are ranked first in the world in this field (water treatment).

解说: 奥地利凯德板材私人公司，世界三大复合板及复合地板制造商之一，114年前，凯德就建立了锯木厂。

Narrator: Austria Kaindl Board Co. Ltd., one of the world's top three composite board and laminated flooring manufacturers, and 114 years ago, Kaindl established a sawmill.

采访 凯德木地板公司 大客户经理 曼弗雷德·格鲁伯

Interview: Manfred Gruber, Major Customer Manger of Kaindl Flooring

凯德在复合木地板生产中处于世界领先地位。凯德是欧洲最大的地板企业。

Kaindl is a world leader in the laminated flooring manufacture. Kaindl is the largest flooring enterprise in Europe.

解说: 宾德公司，环保专业设备公司，主要致力于处理技术、环境技术和包装技术三大核心领域，尤其在

筛选技术和玻璃回收领域出类拔萃。

Narrator: Binder, an environmental protection equipment company, mainly focuses on three core fields – treatment technology, environmental technology and packaging technology, particularly excellent in screening technology and glass recycling.

采访 宾德环保专业设备公司 CEO 约格·罗塞格

Interview: Yogg Rosegg, CEO of Binder Environmental Protection Equipment Company

在回收技术方面，我们在欧洲范围内处于行业领先地位。

In the recycling technology, we are the leader in the industry in Europe.

解说: 施华洛世奇，这个名字如今已成为最通透水晶、最精准研磨技术及最具创新精神的代名词。

Narrator: Swarovski, this name now has become the symbol of the most transparent crystal, most precise grinding technology, and most innovative spirit.

采访 施华洛世奇市场部经理 斯蒂芬·伊塞尔

Interview: Stefan Isser, Manager of the Marketing Department of Swarovski

在过去 116 年中，施华洛世奇家族将施华洛世奇发展为一个世界范围内的成功品牌。

In the past 116 years, the Swarovski family has developed Swarovski into a successful brand in the world.

解说: 艺术和制造，激情和理性，在奥地利实现了完美融合。奥地利拥有常人不知的高度发达的工业，汽车零部件工业傲视全球，在世界级的品牌汽车中，没有配备奥地利零部件的屈指可数。在工业自动化领域，奥地利拥有可观的专业知识。科研产值在国内生产总值所占比例达到 3%，信息与通讯技术、纳米及生物技术发展迅速。电子产品在国际上享有盛誉。奥地利具有悠久的环保意识，68%的电力和 29%的能源消费来源于可再生能源，绝大多数湖泊，河川、池塘的水可以直接饮用。

Narrator: Art and manufacture, passion and rationality are perfectly integrated in Austria. Austria has a highly developed industry which is unknown among common people. The automobile parts industry surmounts the world, and only very few world-class brand cars are not equipped with Austrian parts. In the industrial automation, Austria has considerable expertise. The research output value accounts for 3% of the gross domestic product (GDP), and information and communication technology, nanotechnology and biotechnology have been rapidly developed. The electronic products have an international reputation. Austria has a great environmental awareness, 68% electricity and 29% energy consumption are from renewable energy sources, and water from most lakes, rivers and ponds can be directly drunken.

采访：中国驻奥地利大使 史明德：

Interview: Shi Mingde, Chinese Ambassador to Austria:

奥地利全国 90%以上的河和湖都是一类饮用水的标准，也就是说达到可以喝的程度。

More than 90% of the water in the rivers and lakes in Austria meets the standards of Class-I drinking water, that is, reaches the drinkable level.

采访 奥地利联邦商会主席 莱特尔

Interview: Leitl, Chairman of Austrian Federal Economic Chamber

奥地利总被称之为音乐、文化、滑雪之国，这没错。但是我们也是技术之国，包括诸多领域的技术，但是最重要的应该是环境保护和可再生能源方面的技术。我们知道中国像许多国家一样也参与到了环保和可再

生能源中来。中国有许多问题要解决，我们有对应的解决办法，因此我们希望进行合作，互相学习。

Austria is always called the country of music, culture and skiing, it's true. But we are also a country of technology, including technologies in many fields, especially technologies in environmental protection and renewable energy. We know, like many countries, China has also participated in environmental protection and renewable energy. China has many problems to be solved, we have the corresponding solutions, so we hope to cooperate and learn from each other.

演播室：如果不是亲眼所见，很难相信，与秀美旖旎风光相伴的，还有着如此强大的工业制造能力，傲视世界的创新突破能力。奥地利位于欧洲东南部，阿尔卑斯山自西向东横贯全境，面积 8 万多平方公里，和我国的重庆市相当。2010 年，奥地利人均国内生产总值列全世界第十位，仅次于美国，并领先于德国。在与其他欧盟成员国的竞争中，奥地利在几乎所有领域均高出欧盟平均水平。而在第二次世界大战结束时，奥地利还是一个经济不发达国家，如今已经成为欧洲地区经济发展的典范。此外在刚才的节目中，相信观众们也注意到一点，奥地利的许多企业都有着几十年甚至上百年历史，奥地利如何在几十年间实现了经济飞跃？这些百年企业又是如何做到基业长青的呢？

Studio: If not witnessed, it is difficult to believe that, accompanied with such beautiful majestic scenery, there are such strong industrial and manufacturing capacity, and internationally excellent innovation and breakthrough capability. Austria is located in southeastern Europe, with the Alps traversing the whole territory from west to east, and it covers an area of 80,000 square kilometers, very close to that of Chongqing Municipality of China. In 2010, Austria's per capita GDP is ranked the third in the world, only lower than that of the U.S., and higher than that of Germany. In the competition with other EU member states, Austria is higher than the EU average level in almost all the areas. At the end of World War II, Austria was a less economically developed country, and now Austria has become a model in economic development in Europe. In addition, in the earlier program, I believe the audience has also noticed that many enterprises in Austria have a history of decades of years or more than a hundred years, how does Austria achieve rapid economic growth during decades of years? And how do the century enterprises become everlasting?

片子二、

Video II

解说：这里是奥地利麦格纳斯太尔公司，也就是前面提到的代工生产奔驰、宝马、阿斯顿·马丁的公司，这是公司的展示大厅，我们看到的这辆，是完全基于虚拟设计开发出来的电动概念车，而与概念车遥相呼应的，是他们 100 多年前的产品。这台双缸汽车由麦格纳斯太尔的前身 PUCH(普赫)公司于 1906 年制造，100 年过去了，现在随时都能行驶。在 PUCH(普赫)公司开始试制第一辆汽车时，甚至还要早于菲亚特、欧宝。

Narrator: This is Austria Magna Steyr, it's also the above-mentioned company conducting OEM of Benz, BMW and Aston Martin. This is the company's exhibition hall, this car we see is an electric concept car developed completely based on virtual design, and on the opposite of the concept car, we will see their products manufactured more than 100 years ago. This double-cylinder car was manufactured by PUCH, the predecessor of Magna Steyr, in 1906, and 100 years later, this car can run at any time. The trial manufacture of the first car in PUCH is even earlier than Fiat and Opel.

采访 麦格纳斯泰尔汽车公司 销售和市场副总裁 赫伯特·霍伊德：

Interview: Herbert Hoyt, Sales and Marketing Vice-president of Magna Steyr:

斯泰尔成为了麦格纳国际的一员，而麦格纳国际已经是全球最大的汽车配件供应商。我们需要作出抉择，是继续做供应商呢，还是以 OEM 的身份成为品牌汽车的对立面。我们理所当然的选择了成为汽车零部件供应商的发展战略，公司的成功证明了我们的抉择是正确的。

Steyr has become one subsidiary of Magna International, and Magna International now is the world's largest automotive parts supplier. We need to make a choice, that is, to continue to be a supplier, or to become an opponent of the brand cars in the capacity of OEM. We naturally choose the development strategy of becoming the automotive parts supplier, and the company's success also proves that our choice is correct.

解说：这就是 PUCH 公司的创始人乔安·普赫，他出生于 1862 年，是一名自行车技师，1889 年成立了自己的自行车工厂，1904 年，进入汽车生产领域。PUCH 公司属于欧洲汽车工业的先驱之一，受到两次世界大战影响，PUCH 公司转而把整车生产经验用于整车工程和组装。1998 年被零部件巨头麦格纳国际兼并后，他们继续坚持原来的主业，为名牌车代工的综合实力更加强大。这里几乎称得上是世界上最复杂的工厂，共涉及三四万种零部件、八十余种颜色的车用漆。工厂完全采用柔性化制造工艺，可同时开发一百三十多个不同的车型。

Narrator: This is Johann Puch, the founder of PUCH. He was born in 1862. He worked as a bicycle mechanist, set up his own bicycle factory in 1889, and in 1904, entered the automotive production field. PUCH is one of the pioneers in the European automotive industry, and affected by the two world wars, PUCH turned the experience of complete car production to complete car engineering and assembly. After merged into Magna International, the automotive parts giant, in 1998, PUCH continue to adhere to the original main business, and the comprehensive strength of OEM for famous-brand cars became more powerful. This can be regarded as the world's most complex plant, involving parts and components of thirty or forty thousand kinds and automobile paints of more than 80 kinds of colors. The flexible manufacturing process is fully adopted in the plant, and more than 130 different vehicle models can be simultaneously developed.

采访 麦格纳斯泰尔汽车公司 销售和市场副总裁 赫伯特·霍伊德：

Interview: Herbert Hoyt, Sales and Marketing Vice-president of Magna Steyr:

我们将自身定位于供应商，希望为客户及其品牌的成功做出贡献，当然，我们自身也是个品牌，但不是客户端品牌。因此在这种情况下，并没有利益上的冲突，而且汽车业的全球化日趋加强，供应商的业务将涵盖更广的范围。目前，我认为公司运转良好，我们会沿着这条路继续走下去。

We position ourselves as a supplier, hoping to contribute to the success of the customers and their brands. Of course, we ourselves are also a brand, but not a brand of the customer end. Therefore, in this case, there is no conflict of interest, the globalization of the automotive industry has been intensified, and the supplier's business will cover a broader range. At present, I think our company well functions, and we will go on along this route.

解说：1866 年，当麦格纳斯泰尔的创始人乔安·普赫出生后不久，奥地利人约翰·卢森宝亚已经创建了属于自己的公司，当时这还只是一家消防装置经销行。20 世纪的第一个十年，开始生产消防用水泵和消防车。这是处于卢森宝亚公司展室中显要位置的一张照片，即使是在中国消防史上，这张图片也弥足珍贵。这上面纪录了 1926 年，卢森宝亚公司的消防车出口到中国汕头的场景。1976 年，卢森宝亚的出口销售额第一次超过了总销售额的一半。即使是已经有了 145 年历史，在公司提供给我们的资料中，还是特地强调，坚

持创新和新技术研发是集团的指导方针。

Narrator: In 1866, not long after Johann Puch, the founder of Magna Steyr, was born, the Austrian John Rosenbauer had created his own company, and at that time, this was only a fire-fighting equipment agent. In the first decade of the 20th century, this company began manufacturing fire pumps and fire trucks. This is a photo in the prominent position of the exhibition room in Rosenbauer, and even in the China's fire history, this photo is also very precious. This photo recorded the scene that in 1926, the fire trucks of Rosenbauer were exported to Shantou, China. In 1976, Rosenbauer's export sales exceeded half of the total sales for the first time. In spite of a history of 145 years, adhering to innovation and new technology research and development is stressed as the guidelines of the Group in the information provided by the company to us.

采访 卢森宝亚消费设备公司 迪特尔·西格尔

Interview: Dieter Siegel, Rosenbauer Consumer Equipment Company

我认为创新总是来自于经验。需要深入的了解自己的产品和业务才能进行创新。同时，要对新事物采取开放的态度。我们公司始终对新兴市场采取积极的态度，我们一直是出口型的公司，也是技术为先的公司。因此，我们很多年前就采取措施进行创新，而且始终进行下去。

I think that innovation always comes from experience. And innovation needs in-depth understanding of our own products and services. At the same time, we shall adopt an open attitude to new things. Our company has always adopted a positive attitude to emerging markets, and we are an export-oriented and technology-oriented company. Therefore, many years ago, we have taken measures for innovation, and we will carry on.

解说: 在卢森宝亚，每年固定用于研发的投入要占到营业额的 2.5%，公司的许多研发人员都来自于一线消防人员，同时和许多专业公司建立了密切的合作关系，最大程度地将实用与创新结合在一起。卢森宝亚的 CEO 不无得意地告诉我们，以他们的代表作美洲豹机场消防车来说，是电影《变形金刚 3》的剧组主动找到了他们，他们甚至趁机向剧组销售了一辆美洲豹。

Narrator: In Rosenbauer, the annual input fixedly used in research and development will account for 2.5% of the turnover, any research and development personnel of the company are from the front-line firefighters, and simultaneously the company establishes close cooperation relationship with many professional companies, to maximize the combination of practicability and innovation. The CEO of Rosenbauer proudly tells us that for masterpiece -- Panther airport fire truck, the crew of the movie "Transformers 3" visited them initiatively, and they even took the opportunity to sell a Panther to the crew.

采访 卢森宝亚消费设备公司 迪特尔·西格尔:

Interview: Dieter Siegel, Rosenbauer Consumer Equipment Company:

我想他们喜欢我们公司车的设计。+我们自三十年前起就同外界的专家合作，首先是大学、然后是设计公司，专注于我们产品的程序开发和设计。这要花很长的时间，直到设计完全成熟了，直到你看到设计时会说，好，这就是卢森堡亚的产品。

I think they like the design of our trucks. Since 30 years ago, we have begun to cooperate with external experts, first with universities, and then with design companies focusing on the program development and design for our products. This will take a very long time, till the design is fully mature, and till you see the design, you will say, Okay, this is a product of Rosenbauer.

解说: 就在约翰·卢森宝亚开创全新的事业的时候，戈特弗里德·辛克也建起了自己的帝国，至今，他的塑像

还被端正地摆放在辛克物流公司的会议室里，物流，这正是戈特弗里德·辛克当年选择的方向。

Narrator: When John Rosenbauer created his new career, Gottfried Schenker also built his empire, till now, his statue is still rightly placed in the conference room of the Schenker logistics company, and logistics was Gottfried Schenker's choice at that time.

采访：辛克物流 奥地利分公司 CEO 维兰德：

Interview: Wieland, CEO of Schenker Logistics Austrian branch:

戈特弗里德·辛克最主要的创新是分散收集，集中送递。意思就是，首先收集到小的托运的货物，把它们放到一个集装箱内，或是一辆卡车、或货车内，再把它们送往目的地，然后把每个集装箱的货物拆分后，分送到不同的收货人手上。这就是辛克物流在 1872、1873 最重要的创新。（记者：是的 100 多年前的）第一辆车是从巴黎到维也纳的。辛克是一个先驱者、先锋式的人物，他总是走在所有其他创新之前。

The main innovation of Gottfried Schenker is to collect in a dispersed way and deliver in a centralized way. That means, we collect small consigned goods, put them in a container, a truck or a freight truck, transport them to the destination, then split the goods in each container, and deliver them to different consignees. This was the most important innovation of Schenker Logistics in 1872 and 1873. (Reporter: Yes, this happened 100 years ago) The first truck is from Paris to Vienna. Schenker is a pioneer, and he always goes before all other innovations.

解说：说到创新，我们也不得不提到奥地利瓦巴格公司，这是瓦巴格公司总部办公区内的一段宣传语，这段话给我们留下了深刻的印象，瓦巴格是世界上最创新的水处理，事实上，他们的确做到了。

Narrator: "As for innovation, we have to mention Austria's Wabag." This is a slogan in the office area of Wabag's headquarters. This remark deeply impressed us, Wabag is the most innovative water treatment company in the world, and in fact, they really do it.

采访：瓦巴格水处理公司 销售和市场营销总监 丹尼尔·皮内达：

Interview: Daniel Pineda, Sales and Marketing Director of Wabag Water Treatment Company:

如果看一看我们的工厂在建造、设计和运作方面的表现，就会发现我们公司在该行业处于世界领先地位。公司拥有 80 多年的发展经验，这也使得我们独占鳌头。

If you take a look at the performance of our plants in construction, design and operation, you will see our company is a world leader in this industry. Our company has the development experience of more than 80 years, which allows us to become the best.

解说：这就是瓦巴格的一家污水处理厂，位于维也纳郊外，单看外表，很难想象这是一座已有 40 年历史的工厂，每天的处理量达到 4200 立方米。工厂无人值守，全部工作由计算机远程控制，通过自然脱氮方式，对周围农业用水及雨水进行处理。工程师告诉我们，从这个水龙头得到的水，质量高过了超市卖的水。

Narrator: This is one of Wabag's sewage treatment plants, it is located in the suburb of Vienna, and from the appearance, it is difficult to imagine that this is a plant with a history of 40 years, and the daily treatment capacity is as high as 4200 m³. This is an unattended plant, all the work is controlled remotely with computers, and surrounding agricultural water and rain water are treated through the natural denitrification. The engineer told us that the quality from this faucet is higher than the water sold in supermarkets.

采访：瓦巴格水处理公司 工程师：

Interview: Engineer of Wabag Water Treatment Company:

我们可以喝这些水样。

We can drink these water samples.

解说：而对于全世界发动机的殿堂 AVL 公司来说，从 1948 年汉斯·李斯特博士创办公司为止，也已经有 63 年。公司起步时，还仅是一个简陋的设计工作室。现在已是一家跨国高科技集团公司，出口业务占 96%。

Narrator: For AVL, the shrine of all the engines in the world, it has a history of 63 years since the establishment of the company by Dr. Hans List in 1948. At the beginning, the company was only a crude design studio. And now the company has become a transnational high-tech group, and the export business accounts for 96%.

采访：AVL 李斯特公司 CEO 海尔姆特·李斯特：

Interview: Helmut List, CEO of AVL List:

你要不断地付出努力。要始终为核心目标去付出。我们公司的核心目标就是开发汽车发动机和动力总成。这个目标驱动着我们前进，我们专注于这个方向，运用所有的合作和资金加快在这个领域内的前进。

You must constantly make efforts. To always pay for the core goal. Our company's core goal is to develop automotive engines and power assemblies. This goal drives us move forward, and we focus on this direction, and use all the cooperation and funding to accelerate our progress in this field.

解说：在 AVL 公司总部，虽然我们能够拍摄的只有这一处实验室，实际上，在这里使用着 48 个发动机实验室，都在应用 AVL 自己的检测设备。在 AVL 的财务报表上，有一组让同行吃惊的数字。

Narrator: Although in the AVL's headquarters, we can only shoot a laboratory here, there are 48 engine laboratories applied here, and the AVL's own testing equipment is applied in all the laboratories. In the AVL's financial statements, you will find a set of data surprising counterparts.

采访：AVL 李斯特公司 CEO 海尔姆特·李斯特：

Interview: Helmut List, CEO of AVL List:

我们每年把销售额的 10% 用于内部研发上，这差不多相当于 800 万欧元用于支持内部研发。这不是小数字。我们这样做是为了创新，从而让我们降低排放量。

Each year we put 10% of the sales into internal research and development, equivalent to almost 8 million euros to support internal research and development. This is not a small sum. We do so only for innovation, therefore to reduce emission.

解说：研发投入达到占到销售额的 10%，做到这一点的并不只有 AVL 一家。FACC，奥地利未来先进复合材料股份公司，前身是菲舍尔滑雪用品生产商，这是家始建于 1924 年的家族企业，这些木制雪橇就是企业最早的产品。随着滑雪用品越来越多地使用高科技材料，开始转向航空零部件的制造。现在 FACC 已经成为航空工业零配件供应领域中销售额最高、规模最大的公司。

Narrator: Not only AVL has put 10% of the sales into research and development. FACC, Austria's Future Advanced Composite Components, which predecessor is Fischer ski supplies manufacturer, is a family enterprise established in 1924, and these wooden sleds are the earliest products of the enterprise. With more and more application of high-tech material in the ski supplies, the enterprise turned to the manufacture of aerospace components. Now FACC has become a company with the highest sales and largest scale in the supplying field of aviation industry spare parts.

采访：FACC 飞机内饰系统部门执行副总裁 格哈德·莫伊顿胡伯：

Interview: Gerhard Huber, executive vice president of FACC Aircraft Interior Decoration System:

把 10% 的收益投资于研发是非常有必要的，这些投资用于材料和程序的研发，这会改善飞机性能，提高飞机稳定性。所以，我们将这么多钱投资于研发。

It is very necessary to invest 10% of the income into research and development, and this investment is used in the research and development of material and programs, which can improve the aircraft performance and enhance the aircraft stability. So, we invest so much money in research and development.

解说：在持续创新方面，即使是奥地利最传统的家族企业，也依然会保持最积极的态度。这是位于奥地利萨尔茨堡的一家工厂的外景，看起来颇具魔幻色彩，实际上，这只是一家地板加工厂。1897 年，这家工厂创建时还只是一家手工作坊，如今，已成为世界上公认的最成功的地板品牌。他们是最早研制强化木地板的公司之一。

Narrator: In the continuous innovation, even the most traditional family enterprise in Austria will still have the most positive attitude. This is the exterior view of a plant in Salzburg, Austria, it looks quite magical, but in fact, this is a floor processing plant. When established in 1897, this plant was only a manual workshop, and now, it is well recognized as the most successful flooring brand in the world. They were one of the earliest laminated floor development companies.

采访：凯德木地板 大客户经理 曼弗雷德·格鲁伯：

Interview: Manfred Gruber, Major Customer Manager of Kaindl Flooring:

如果公司能够实现持续增长，那么就会有更充足的资金引进最新的技术。对于木材行业这一点是很重要的。+凯德 100% 由家庭拥有。没有其他的投资者参与，比如，五年干这个，五年干那个，所以我们才能获得强劲发展。因为我们有专一的目标。

If a company can achieve sustainable growth, it will have the most adequate funding to introduce the latest technology. This is very important in the lumber industry. Kaindl is 100% owned by the family. There are no other investors, and we can not do this for five years and do that for other five years, so we can achieve strong development. Because we have a fixed goal.

解说：目标专一，不断创新，这也许就是奥地利成功的奥秘。进行科研扶持的改革、投入更多的研发经费以及扩大创造型经济规模，这三项措施确保奥地利拥有长久不衰的创新能力。2010 年，奥地利的科研总支出占国内生产总值的 2.79%，在平均为 2.01 的欧盟国家中占领先地位。其中，44% 以上的科研费用由各个企业承担。

Narrator: The fixed goal and continuous innovation perhaps is the key for the Austria's success. The three measures – reform for research support, more investment of research and development funding, and expansion of the scale of creative economy -- ensure that Austria has a long-lasting innovation ability. In 2010, the total research expenditures of Austria accounted for 2.79% of the GDP, being in the leading position of all the EU countries. Wherein, more than 44% of the research costs are borne by individual enterprises.

采访：记者：

Interview: Reporter:

您认为创新和投资之间是何种关系呢？我认为，有时候可能是投资越多，创新性越强，对吗？

In your opinion, what is the relationship between innovation and investment? I think that sometimes the more investment is made, the stronger innovation is. Do you think so?

采访：奥地利科学研究部部长 卡尔海因茨·托赫特：

Interview: Karlheinz Töchterle, Minister of Austrian Federal Ministry of Science and Research:

是的，我认为这个投资和创新之间的关系是很有说服力的。在过去的危机中我们可以看到，奥地利的经济增长，经济实力的提高和投资与创新之间的关系是有关的，投资越多，投入到新的技术和知识的研发热情就越高。

Yes, I think the relationship between investment and innovation can be highly persuasive. From the past crises, we can see that the Austria's economic growth and the improvement of the economic strength are related to the relationship between investment and innovation, and the more the investment is, the higher the research and development enthusiasm for investing into new technologies and knowledge will be.

解说：从 2012 年开始，奥地利政府计划用十年时间，将科研投入占国内生产总值的比例提高一个百分点。并分别设立针对应用研究和基础研究的促进基金，特别是对规模较小的中小私人企业，由政府推动，在他们和大学之间建立良好的合作关系。

Narrator: Since 2012, the Austrian government plans to improve the proportion of research costs in gross domestic product by one percentage point in ten years. And the Austrian government plans to establish promotion funds for applied research and basic research, especially for small- and medium-sized private enterprises, and promote to establish good cooperation relationship between them and universities.

采访：奥地利科学研究部部长 卡尔海因茨·托赫特：

Interview: Karlheinz Töchterle, Minister of Austrian Federal Ministry of Science and Research:

私人企业提供了各种各样的选择和可能性，而且都是开放的，这看上去像一个链条，或者说更像一个茂盛的草地，上面开满了鲜花。政府要做的就是去为这块草地施肥、养护，这样花朵自然而然会开。

Private enterprises provide a variety of options and possibilities, and they are all open, which look like a chain, or a flourishing lawn blooming with flowers. What the government shall do is to fertilizer and nurse the lawn, and in this way flowers will naturally bloom.

演播室：半小时观察：

Studio: Half-hour Observation:

2010 年的一份研究报告显示，128 家奥地利公司在欧洲或全世界的行业市场中占据第一、第二或第三的位置。这些公司盈利丰厚，品质和创新是它们成功的关键。通常，看不见的冠军会把年均营业额额的 10% 用于研发。甚至在 2009 年这样爆发周期的时期，89% 的冠军公司提高了营业额。

A study report in 2010 shows that 128 Austrian companies occupy the first, second or third positions in the industry markets in Europe or in the world. These companies are well profitable, and quality and innovation are the key to their success. Usually, an unseen champion will invest 10% of the annual average turnover into research and development. Even in the eruptive cycle like 2009, 89% of the champion companies increase the turnover.

片子三、

Video III

解说：约格·瓦格纳，卢森宝亚公司的一名普通员工，他的工作就是按照设计图样，把灭火器安装在消防车上，并不复杂。不过，即使是这份工作，他也要学上一年。

Narrator: Jorge Wagner, a common employee of Rosenbauer, and his work is to amount the fire extinguisher onto the fire truck in accordance with the design drawing, which is not complicated. Even for the job, however, he will learn for more than a year.

采访：卢森宝亚技术工人约格·瓦格纳：

Interview: Jorge Wagner, Skilled Worker of Rosenbauer:

首先，你需要接受集中的培训，大概 1 到 2 个月。然后，你去做一些辅助性的工作，帮助别的工人完成工作。大概一年后，你可以开始自己独立完成工作。

First, you need to focus on training for about 1 to 2 months. Then you can do some supplementary work, to help other workers to complete their work. About a year later, you can start to finish your work independently.

解说：在奥地利，15 岁中学毕业后的年轻人都有机会进入到像卢森宝亚这样的公司实习，在这里接受系统培训。2011 年，卢森宝亚就接收 100 多名这样的年轻人。

Narrator: In Austria, after graduated from high school, young people above 15 years old can enter companies like Rosenbauer for practice, to achieve systematic training. In 2011, Rosenbauer receive more than 100 such young people.

采访：卢森宝亚消费设备公司 迪特尔·西格尔：

Interview: Dieter Siegel, Rosenbauer Consumer Equipment Company:

一个是如果公司进行培训的话，可以确保培训的质量。+我们认为员工的素质对公司产品的质量至关重要，我们的付出总能得到回报。

If training is conducted by the company, the quality can be ensured. We believe that the quality of the staff is critical to the quality of the company's product, and our pay will always be rewarded.

解说：我们注意到，在卢森宝亚，很多一线员工都已经头发斑白，但他们做的还是这样一线的工作。提起工作，约格·瓦格纳用享受这个词形容他对工作的感觉。

Narrator: We notice that in Rosenbauer, even a lot of front-line staff with grizzled hair still work in the front line. When mentioning the work, Jorge Wagner uses the word "enjoyable" to describe his feeling of his work.

采访：卢森宝亚技术工人 约格·瓦格纳：

Interview: Jorge Wagner, Skilled Worker of Rosenbauer:

因为我所学的知识可以装备这些消防车，而这些消防车可以帮助那些处于危险环境的人们。+公司及客户希望我们把工作做得最好。

Because I can equip these fire trucks through the knowledge I learnt, and there fire trucks can help those people in a dangerous environment. Our company and our customers hope I can do my work to the best degree.

解说：如何让员工把工作做得最好，另一家百年企业施华洛世奇也有着自己的企业文化。

Narrator: How to let the employees do the best work, Swarovski, another century enterprise, also has its own corporate culture.

采访：施华洛世奇市场部经理 斯蒂芬·伊塞尔：

Interview: Stefan Isser, Manager of the Marketing Department of Swarovski:

我认为施华洛世奇很可贵的还有企业内部很好的学习风气，允许犯错，这样才能不断进入新的领域。

I think it is very valuable in Swarovski that there is a good learning atmosphere inside the enterprise, you are allowed to make mistakes, and in this way, you can continue to enter new areas.

解说：允许员工犯错误，正是这样的文化让施华洛世奇有了今天的传奇。1892年，丹尼尔·施华洛世奇创立了公司，并逐步在水晶及光学仪器制造领域占有一席之地，然而，引领施华洛世奇全面进入消费品市场的却是1976年一名员工的一个意外之举。

Narrator: Employees are allowed to make mistakes, such culture brings a legendary today to Swarovski. In 1892, Daniel Swarovski founded the company, and gradually took a place in the crystal and optical equipment manufacturing field, and however, it is an accidental behavior of an employee in 1976 that leads to the fully entering of Swarovski into the consumer goods market.

采访：施华洛世奇市场部经理 斯蒂芬·伊塞尔：

Interview: Stefan Isser, Manager of the Marketing Department of Swarovski:

举个例子来说，1976年因斯布鲁克冬奥会时正好赶上全球石油危机，当时世界经济很不景气，我们的一个员工创造性的将施华洛世奇水晶的拼接成一个水晶老鼠。

For example, the 1976 Innsbruck Winter Olympics met the global oil crisis, the world economy was very stagnant. One of our employees creatively spliced the Swarovski's crystal into a crystal mouse.

解说：这就是那只改变了施华洛世奇发展之路的老鼠，当时一名员工在偶然的情况下用零碎水晶拼接出了这一造型，施华洛世奇紧紧抓住了这一“错误”，它成为公司历史上推向市场的第一款水晶成品，并立即成为冬奥会的畅销品，也从此开辟了施华洛世奇的品牌之路。施华洛世奇所在的小镇只有几千人，如今，仅仅因为施华洛世奇，小镇每天都要迎来成千上万的游人。

Narrator: This is the mouse changing the development route of Swarovski. At that time, one employee spliced this model with fragmented crystal in an occasional case. Swarovski firmly grasped this “mistake”, it became the first crystal product promoted to the market in the corporate history, and such products immediately became best sellers in the Winter Olympics, therefore opening up the Swarovski's brand. The small town where Swarovski is located only has a population of a few thousands of people, and now, only because of Swarovski, the town shall receive thousands of visitors every day.

采访：施华洛世奇市场部经理 斯蒂芬·伊塞尔：

Interview: Stefan Isser, Manager of the Marketing Department of Swarovski:

原则上任何错误都是可以容忍的，要互相尊重，错误是学习的机会。当然我们希望错误都只犯一遍。

In principle, any mistake can be tolerated, we should respect one another, and mistake will be a chance for learning. Of course, we hope that any mistake can be made for only one time.

解说：尊重员工的每一滴努力与尝试，让企业与员工建立了血与肉联系。在麦格纳斯泰尔的工厂，我们注意到，车间的橱窗里摆放着几十年来员工参加各种竞赛的奖杯，最早的甚至有30年前的奖杯。针对自己的员工，麦格纳斯泰尔提出了员工宪章，员工宪章明确规定，每一个员工都是团队的重要一员，要在一个安全的工作环境下为员工提供工作保障、成长与进步的机会和个人工作满意度。在辛克物流，公司专门为员工设置了休息间，员工可以在这里喝咖啡，休息。

Narrator: Any effort or attempt of the employees shall be respected, and the flesh-and-blood contact shall be made between the enterprise and the employees. In one of the Magna Steyr's plants, we notice

that in the show windows of the workshop, various competition trophies are placed, including the earliest trophy awarded 30 years ago. For their own employees, Magna Steyr proposed an employees' charter. The employees' charter clearly stipulates that every employee is one important member of the team, and Magna Steyr shall provide job security, growth and progress opportunities and personal satisfaction to the employees in a safe working environment. In Schenker Logistics, the company specifically set up rest rooms for the employees, where the employees can drink coffee, or have a rest.

采访：麦格纳斯泰尔 销售和市场副总裁 赫伯特·霍伊德：

Interview: Herbert Hoyt, Sales and Marketing Vice-president of Magna Steyr:

我们希望我们的员工也能成为企业家。所以对于他们每日工作中所作所想、所生产出的和所贡献的东西，我们希望，他们在为公司生产产品的同时，也能体验到公司的成功。

We hope our employees can also become entrepreneurs. So, for what they do, what they think and what they contribute in the daily work, we hope they can experience the success of the company when they manufacture products for the company.

采访：辛克物流 奥地利分公司 CEO 维兰德：

Interview: Wieland, CEO of Austrian Branch of Schenker Logistics Austrian:

我也认为奥地利精神影响了我们。奥地利在雇主和雇员之间存在一种特别的关系，我们之间是一种平等合作的伙伴关系。这有利于提升奥地利整个社会的福祉。

I also think that the Austrian spirit affects us. A special relationship exists between employers and employees in Austria, and the relationship is an equal and cooperative partner relationship, which helps to enhance the well-being of the whole society in Austria.

解说：在奥地利，传统职业教育创建于 17 世纪末期，至今已有 300 年的历史，16 岁的年轻人中，约 80% 选修职业教育课程。

Narrator: In Austria, the traditional vocational education was founded in the late 17th century, and has a history of 300 years till now, and about 80% of the 16-year-old young people will take vocational education as an elective course.

采访：奥地利科技与系统技术股份公司 监事会主席 安德罗施：

Interview: Androsch, Chairman of the Board of Supervisors of AT&S:

我想这不是什么秘密。全世界的人都知道，最重要的就是受过良好教育和技能培训的人，他们是实现创造力、创新和开发新技术的前提。

I think it is not a secret. People all over the world know that the most important is people having received good education and skill training, who are the premise for achieving creativity, innovation and development of new technologies.

采访：奥地利科学研究部部长 卡尔海因茨·托赫特：

Interview: Karlheinz Töchterle, Minister of Austrian Federal Ministry of Science and Research:

我认为奥地利有很好的教育体制，尽管现在有很多人在批评它。我始终坚信奥地利的高等教育和职业教育都是很不错的。+我认为，这种教育体制和经济传统共同构成了奥地利的优势。

I think Austria has a very good education system, although it is criticized by many people. I always believe that the higher education and vocational education in Austria are very good. In my opinion, this education system and the economic tradition together constitute the advantages of Austria.

演播室：艺术和音乐的影响

Studio: Influence of Arts and Music

片子四、

Video IV

一段表演现场：

A performance:

解说：这是我们在维也纳的 MQ，也就是艺术广场区，无意中拍到的画面，虽然听不到音乐，但从这位年轻人投入的舞姿中，依然能感受到他的激情与忘我。这位年轻人来自美国，名叫尼克·费尔，遇到我们时他刚刚来到奥地利一个星期。尼克说，他是慕名专程来到这里的。

Narrator: This is the video we shoot by accident in MQ in Vienna, an art plaza area. Although we can not hear the music, we can feel his passion and ecstasy from the young man's devoted dance. The young man is from the United States, his name is Nick Fell. He has been in Austria for only one week when we meet him. Nick said he was attracted and came here especially.

采访：美国行为艺术爱好者 尼克·费尔：

Interview: Nick Fell, the U.S. Performance Art Enthusiast:

我的项目是用舞蹈来表达爱和艺术，而维也纳是这种体验的理想之地。

My project is to express love and art through dance, and Vienna is an ideal place for this experience.

解说：在维也纳，尼克每天早晨和晚上都要用一个小时到街头去跳舞，他用这种方式表达自己的爱和信仰。而对维也纳来说，包容并创造机会提供给尼克这样的艺术家已成为一种文化。

Narrator: In Vienna, Nick will dance in the streets for an hour every morning and evening, he expresses his love and faith in this way. For Vienna, tolerance and creating opportunities to artists like Nick have become a culture.

采访：维也纳博物馆区总监 克里斯蒂安·斯特拉斯：

Interview: Christian Stolas, Director of the Vienna Museum District:

我们有 70 多个项目，有艺术家小组在这里工作、生活，展出自己的作品。我们希望能很快邀请到中国的艺术家，我非常欢迎他们的到来。

We have more than 70 projects, you will find artist groups living, working and exhibiting their works here. We hope to invite Chinese artists soon, and I will welcome them very much.

解说：维也纳的 MQ，博物馆区，是世界十大文化区域之一。这座 6 万平方米的建筑本身就是一座城中之城，这里有大型的艺术博物馆，维也纳舞蹈中心、维也纳建筑中心、新媒体的工作室、特约艺术家工作室，还是维也纳电影节、维也纳国际舞蹈节的举办地，博物馆区还专门为前卫艺术团体保留了区域，所有区域

都免费对公众开放。每年到这里参观的游客保持在 380 万，其中 70% 都是维也纳本地人，游客的平均年龄 36 岁，在这里，历史与未来，梦想与现实，激情与理性融而为一，尼克形容这里说，这里的一切美妙绝伦。

Narrator: MQ in Vienna, the museum district, is one of the world's top ten cultural regions. The building with the area of 60,000 m² itself is a city within the city, here you will find large art museums, including Vienna Dance Center, Vienna Architecture Centre, studios for new media, studios for freelance artists, and MQ is also the holding place for the Vienna Film Festival and the Vienna International Dance Festival, etc., the museum district also specifically reserves region for avant-garde art groups, and all the areas are free for the public. Tourists visiting here remain 3.8 million every year, 70% of which are Vienna locals, the average age of the tourists is 36, here, history and future, dream and reality, and passion and rationality are integrated, and when Nick described here, he said everything here is absolutely fabulous.

采访：美国行为艺术爱好者 尼克·费尔：

Interview: Nick Fell, the U.S. Performance Art Enthusiast:

我的朋友在回到美国、德国、日本后都说，他们在维也纳都产生了难以置信的突破，+我在这座城市感受到了人们极大的幸福感，我认为这是维也纳独一无二的，这太美好。

After returning to the United States, Germany, or Japan, my friends said they had an incredible breakthrough in Vienna. I feel the great happiness of the people here, I think this is unique in Vienna, it is wonderful.

解说：开放的胸襟，包容的情怀，想象和现实相融合，艺术与科技交汇，让奥地利拥有极大的创造潜在能力，奥地利的建筑和设计产业在欧洲独树一帜，奥地利设计和制造正在成为一种标准。罗伯特·卡利纳，奥地利设计师，1996 年，他在欧元纸币的设计竞赛中脱颖而出，在所有的 44 件应募作品中，罗伯特独具匠心地选择了建筑物，门，窗，象征着欧盟的开放性，桥，象征着欧洲各国之间的交往，各个国家都保持着自己的文化，但政治，经济，却联合到了一起。

Narrator: Open mind, tolerance sentiment, integration of imagination and reality, combination of art and technology, all these allow Austria to own a great creative potential. Austria's architecture and design industry is unique in Europe, and Austria's design and manufacture is becoming a standard. Robert Kalina, an Austrian designer, stood out from the crowd in the design competition of euro banknotes in 1996. In all his 44 works, Robert distinctively selects buildings, doors and windows, symbolizing the openness of the European Union, bridges, symbolizing the exchanges between the European countries, and when all the countries maintained their own culture, the politics and economy are joined together.

采访：欧元纸币设计者 罗伯特·卡利纳：

Interview: Robert Kalina, Designer of Euro Notes:

对我个人来说，“设计”的意义就是赋予对象一种功用。也就是使对象在发挥功能的同时尽可能美观，外观要与其功能相匹配。另外有一种说法是，好的设计是看不见的，就是具有不可见性。

For me, the meaning of “design” is to endue an object with a function, that is, to make the appearance of the object artistic as much as possible when the object functions, and the appearance shall be matched with the function. In addition, there is a saying, a good design shall be invisible, that is, having the feature of invisibility.

解说：在仅有 837 万人口的奥地利，有 10 万人从事创意和设计产业，年创收近 180 亿欧元。而深厚的文化积淀给奥地利带来的影响绝不仅仅是在创意方面。这是全世界最大的能源动力研发咨询、测试独立工程公司 AVL 提供给我们的公司介绍片，介绍片讲述的是 AVL60 多年的历史，但在发动机、实验室之间

却是一组音乐大厅和音乐表演的镜头，这就是那座大厅，由 AVL 公司建造，以公司董事长兼 CEO 海尔姆特·李斯特的名字命名。

Narrator: In Austria with a population of only 8.37 million people, 0.1 million people are engaged in the creative and design industries, creating income of nearly 18 billion euros each year. The influence of rich cultural heritage to Austria is not only in creativity. This is an introduction movie provided to us by AVL, the largest energy and power research and development consultation, independent engineering testing company in the world. The movie introduces the AVL's history of more than 60 years, but you can see a group of images of music hall and music performance between engines and laboratories. This is the hall, built by AVL and named after Helmut List, chairman and CEO of AVL.

采访：AVL 李斯特公司 CEO 海尔姆特·李斯特：

Interview: Helmut List, CEO of AVL List:

我们同艺术家、著名的指挥家一起建造了这个音乐厅，这是我们所期望的、全球最好的音乐厅。现在这也是个很好音乐厅。我把这个理念应用到了我们技术领域中。当我们面对汽车时，我们想确保发动机、动力总成系统也能以正确的方式把信息反馈给驾驶者，让驾驶者感觉到汽车和他配合得好。

We built the concert hall with artists and famous conductors, and as we expected, this was the best concert hall in the world, now it is still a good concert hall. I apply this concept to our technology. When we are faced with a car, we want to ensure that the engine and the power assembly system will also feed the information back to the driver in a right way, to let the driver feel that the car is well cooperated with him.

解说：这座大厅是在 AVL 公司的旧厂房上重建的，空间宏大，适合各种艺术表现形式。海尔姆特·李斯特希望，借助这个建筑，以一种面向未来、可持续性的方式，搭建一个横跨科学和艺术的桥梁，天才们的实验可以通过这里随意的表达，而不用估计空间的局限。

Narrator: This hall is rebuilt on the basis of the AVL's old factory building, the space is grand, and the hall is suitable for various artistic expression forms. Helmut List hopes through this building, a bridge across science and art shall be built in a future-oriented and sustainable way, and here genius' experiments can be freely expressed, without the estimation of the space limitations.

采访：AVL 李斯特公司 CEO 海尔姆特·李斯特：

Interview: Helmut List, CEO of AVL List:

当人们欣赏艺术的时候，能够敞开心扉，让自己的直觉来判断。+如果想制造出最好的动力总成，必须要敞开心扉，毕竟最终人是靠直觉和主观感觉来驾驭汽车的，因此人的主观感觉对于（汽车业的）成功是相当重要的。

When people appreciate the art, they can open up their mind, letting their own intuition to judge. If you want to manufacture the best power assembly, you must open up your mind, after all, the car is ultimately driven by the human intuition and subjective feeling, so the human subjective feeling is very important to the success (of the automotive industry).

解说：在消防车生产商卢森宝亚国际有限公司，CEO 告诉我们，在他们的设计团队中，既有来自消防一线的从业人员，也有画家，艺术家。

Narrator: In Rosenbauer International Limited, the fire truck manufacturer, the CEO told us that in their design team, you can find practitioners from the fire front-line, painters, artists, etc.

采访：卢森宝亚消费设备公司 迪特尔·西格尔：

Interview: Dieter Siegel, Rosenbauer Consumer Equipment Company:

如果作为一名有创造力的制造者，必须对新事物持开放态度。我认为我们一直能够具有开放的胸襟。

As a creative manufacturer, you must keep an open mind to new things. I think we have been able to have an open mind.

解说：将艺术和文化的血脉融入到科技与制造当中，始终保持开放的胸襟，让奥地利的百年企业基业长青，也让一批新企业脱颖而出。这是奥地利一家饮料公司的总部，办公室座落在湖光山色之中，美仑美奂，被很多人称为世界上最漂亮的总部之一。这家叫红牛公司的企业非常独特，虽然制造和销售饮料，但采访中他们却只允许我们拍摄总部大楼和这处艺术综合体，并且谢绝任何采访。这处艺术综合体展出的全是实物，并且全都能驾驭，飞翔。从 1986 年红牛公司创办时开始，公司就赞助特技飞行、方程式赛车等赛事，现在，红牛公司已成为世界最大的功能饮料公司，公司每年销售额的 70% 被用于赞助各种体育赛事，这处艺术综合体也成为当地的时尚地标。对文化和经济之间的关系，奥地利科学研究部部长卡尔海因茨·托赫特有着自己的思考。

Narrator: Integration of the blood of art and culture with technology and manufacture and always keeping an open mind bring a long-term foundation for the century enterprises and allow some new enterprises to stand out in Austria. This is the headquarters of a beverage company in Austria, the fantastic office is located among the lakes and mountains, which is called one of the most beautiful headquarters in the world by many people. The enterprise named Red Bull is very unique, although they manufacture and sell beverage, they only allow us to shoot the headquarters building and this art complex, and they decline any interview. In this art complex, all the exhibits are material objects, all of which can be driven and fly. Since the establishment in 1986, Red Bull has sponsored racing events such as aerobations and formula races, etc. Now, Red Bull has become the largest functional beverage company in the world, 70% of the annual sales is used in the sponsorship of various sporting events, and the art complex also becomes the local fashion landmark. For the relationship between culture and economy, Karlheinz Töchterle, the minister of Austrian Federal Ministry of Science and Research, has his thoughts.

采访：奥地利科学研究部部长 卡尔海因茨·托赫特

Interview: Karlheinz Töchterle, Minister of Austrian Federal Ministry of Science and Research

我想说，每一种艺术都有潜在的创造性，这是第一点，创造的潜力。艺术始终都有一种批评的潜力，都对这个世界持一种态度，或是批判的解释这个世界，尤其是文学，相对比较精确，绘画也是如此。这些肯定都对创新有促进作用。

I want to say, every kind of art has its potential creativity, that is, the potential of creation. There is always a critical potential in art, it is an attitude to the world, or it a way to critically explain the world, especially literature, which is relatively accurate, and so does painting. All these definitely can promote innovation.

演播室：在国际金融危机影响下，中奥两国经贸关系保持了良好的发展势头，2010 年，中奥双方贸易额 60 点 8 亿美元，同比增长 26%，其中，中国对奥出口 18 点 5 亿美元，增长 29 点 8，奥地利对华出口 42 点 3，增长 24 点 4，中国已超过美国，成为奥地利在欧盟以外最大的贸易伙伴。去年回访奥。中奥两国较强的互补性。

Studio: Under the influence of the international financial crisis, the Sino-Austrian trade and economic relations maintain a good development trend. In 2010, the Sino-Austrian trade volume was USD 6.08 billion, with an increase of 26% compared with the previous year, among which, China's exports to

Austria was USD 1.85 billion, with an increase of 29.8%, and the Austria's exports to China was USD 4.23 billion, with an increase of 24.4%. Surpassing the United States, China has become the largest trade partner of Austria outside the European Union. Last year, President Hu Jintao visited Austria. There is a strong complementarity between China and Austria.

片子五

Video V

解说: 在奥地利，寻找奥地利与中国之间的联系远比想象要容易得多。还记得 AVL 公司么，就是那家全球最大的能源动力总成研发咨询、测评公司，早在 1974 年，中国的国门还没有打开之际，AVL 已经尝试着叩响中国市场之门。

Narrator: In Austria, seeking the link between Austria and China is much easier than your imagination. Do you still remember AVL, the largest energy power assembly research and development consultation and testing company in the world? As early as in 1974, when China's door was not opened, AVL had tried to knock at the door of Chinese market.

采访: AVL 李斯特公司 CEO 海尔姆特·李斯特:

Interview: Helmut List, CEO of AVL List:

我父亲在 1926 年到 1932 年间在中国工作。+40 年后，在中国内燃机行业协会的邀请下，我们共同来到了中国。

My father had worked in China from 1926 to 1932. 40 years later, invited by the China Internal Combustion Engine Industry Association, we jointly came to China.

解说: 因为特殊的经历，AVL 公司的创始人、海尔姆特·李斯特的父亲汉斯·李斯特对中国有着深厚的感情，重返中国后，AVL 很快拿到了订单。进入中国 37 年来，AVL 的年营业额持续上升，两大核心业务——内燃机开发设计和测试设备均占中国市场 70% 以上的份额。

Narrator: Because of the special experience, Hans List, the founder of AVL and also Helmut Liszt's father has deep feelings to China. After returning to China, AVL soon got an order. During 37 years since the entry of China, AVL's annual turnover has continued to rise, and the two core businesses –internal combustion engine development and design, and testing equipment -- account for the share of more than 70% in China's markets.

采访: AVL 李斯特公司 CEO 海尔姆特·李斯特:

Interview: Helmut List, CEO of AVL List:

明年（2012 年），我们将会建立更多的发动机测试基地和其它测试基地，聘用更多的人才。+我们的业务将扩展一倍。

In the next year (2012), we will build more engine testing bases and other testing bases, and we will employ more talents. Our business will be doubled.

解说: 在奥地利的一些公司，我们甚至见到了中文版的企业介绍，宣传画册，瓦巴格就是其中的一家。在瓦巴格总部办公区的墙上，我们还见到了采用瓦巴格技术的北京两家水处理厂的图片，这也是中国规模最

大污泥消化厂之一。从 1988 年进入中国以来,瓦巴格已经在中国完成了 70 多个水处理和污水处理的工厂。

而在未来,他们与中国的合作还将有质的飞跃。

Narrator: In some Austrian companies, we even saw the corporate introduction and propagation brochures in Chinese version, and Wabag is one of such companies. On the wall of the office area of the Wabag headquarters, we also saw photos of two water treatment plants in Beijing adopting the Wabag technology, which are also the largest sludge digestion plants in China. Since the entry into China in 1988, Wabag has completed more than 70 water treatment and sewage treatment plants. In the future, their cooperation with China will have a qualitative leap.

采访: 瓦巴格水处理公司 销售和市场总监 丹尼尔·皮内达:

Interview: Daniel Pineda, Sales and Marketing Director of Wabag Water Treatment Company:

我们看到,更为重要的是成为污水处理方案的提供者,要向合作国转移技术,这不仅需要在中国建,所有市场都很重要。

We see that it is more important to become a sewage treatment program provider, to transfer technologies to the cooperating countries. We will not only build plants in China, all the markets are also very important.

解说: 从产品领域进入到技术领域,从合作到和合而为一,越来越多的奥地利企业做出了类似的选择。宾德公司从 2010 年开始进入中国市场,现在刚刚经过两年,就已决定在中国进行直接投资,建立自己的工厂。

Narrator: From the product field to the technical field, from cooperation to integration, more and more Austrian companies make the similar choice. Binder entered Chinese market from 2010, and only after two years, it has decided to directly invest in China to build its own plants.

采访: 宾德环保专业设备公司 CEO 约格·罗塞格:

Interview: Yogg Rosegg, CEO of Binder Environmental Protection Equipment Company:

对我们来说，中国的市场太大了，我们完全不担心会失败。

For us, China's market is so huge that we do not worry about failure.

解说：宾德公司的乐观还基于一点，那就是奥地利在环保、再生能源方面的强劲实力，奥地利是世界上最早进行垃圾分类处理的国家之一，垃圾处理成为收入可观的产业。奥地利的日照时间并不长，在太阳能的自然利用方面并不具有优势，但奥地利每千人太阳能收集装置的安装面积在世界上却名列前茅，居世界第三位。这是维也纳的一幢节能办公建筑，完全使用可再生能源。太阳能可为大楼提供部分电能需求。创新的通风概念确保大楼在夏季可以通过太阳能驱动空调设备；冬季时，太阳能热能收集器内存储的能力用来供暖；加之绿色植物的应用，就可以控制冬季室内的湿度。

Narrator: Binder's optimism is also based on one point, that is, the Austria's strong strength in environmental protection and renewable energy. Austria is one of the earliest countries carrying out waste sorting treatment in the world, and waste treatment has become a profitable industry. The sunshine duration is not long in Austria, Austria has no advantages in the natural use of solar energy, but in the mounting area of solar energy collection devices per thousand people, Austria is among the best, ranking the third in the world. This is an energy-saving office building in Vienna, fully using renewable energy. Solar energy can provide partial electricity demand to the building. The innovative ventilation concept ensures that the air-conditioning equipment can be driven through solar energy in summer in the building; in winter, the storage capacity within the solar energy collectors can be used for heating; and in addition of the application of green plants, the indoor humidity can be controlled in winter.

采访：奥地利维也纳商务局 投资开发项目主管 格里格·劳斯：

Interview: Grieg Rolls, Director of the Investment and Development Project of Vienna Business Agency:

中国的能源产量和消耗很大。我认为，中国和奥地利有很大的合作潜能，把我们所拥有的经验介绍到中国，使这些经验发挥最大的潜能。

The energy production and consumption in China are very huge. In my view, China and Austria have a greater cooperation potential, and we can introduce our experiences to China, to let these experiences to maximize the potential.

解说：事实上，中国企业进入奥地利的步伐也在加大。FACC，航空工业零配件供应领域中销售额最高、规模最大的公司，现在已经成为一家中资企业。2009年，中航工业西飞公司收购奥地利FACC，这是中国航空工业首次海外并购，也是中国企业在中欧地区实施的最大规模的企业并购，同时也是亚洲航空制造业首次并购欧美航空制造企业。收购完成后，FACC的资金紧张局面得到缓解，企业经营逐渐好转。

Narrator: In fact, the pace of Chinese enterprises to enter Austria is also increasing. Now FACC, the company with the highest sales and largest scale in the supplying field of aviation industry spare parts, has become a Chinese-funded enterprise. In 2009, AVIC Xi'an Aircraft Company purchased Austrian FACC, and this is the first overseas acquisition by the China's aviation industry, the largest enterprise merger of the Chinese enterprise in Central Europe, and also the first merger and acquisition of the Europe and America aviation manufacturing enterprise by the Asian aviation industry. After the acquisition, the funding tension of FACC is eased, and the corporate operation is gradually improved.

顾敏芬, FACC 管理层中的唯一中国面孔, 她介绍说, 并购后, 中国公司对 FACC 只是在宏观上给予指导, 保障了企业生产和研发的延续性, 现在看, 双方磨合比较成功。

Gu Minfen, the only Chinese face in the FACC management, said after the merger, the Chinese company only provides guidance to FACC at the macro level, which protect the continuity of the corporate production and research and development. Now we say, the running-in of the both parties is successful.

采访: FACC 首席财务官 顾敏芬:

Interview: Gu Minfen, CFO of FACC:

就是说很多东西你可以学, 但是你血液里的很多东西就很难改, 但是你要融入一种文化或者说人家让员工能接受你, +我觉得也是要对文化有个认同。

You can learn a lot of things, but it is difficult to change something in you blood. If you want to be integrate into a culture or let their employees be able to accept you, I think you should recognize the culture.

解说: 1971 年, 中国和奥地利建立正式外交关系, 40 年来, 两国关系持续发展。截至 2010 年底, 奥地利在华投资投资项目达到 983 个, 实际投资额达 12 亿美元, 仅 2010 年, 奥地利企业在中国的投资就增长了 42%, 中国对奥地利的投资也已起步, 目前在奥地利的 18 家中资机构中, 有 12 家是在一两年内设立的。奥地利联邦商会主席莱特尔通过我们的节目向中国企业发出了热情的邀请。

Narrator: In 1971, China and Austria established the formal diplomatic relations, and in the 40 years, the bilateral relations have been continuously developed. Till the end of 2010, Austria's investment projects in China reached 983, the actual investment amounting to USD 1.2 billion. Only in 2010, the investment of Austrian enterprises in China was increased by 42%, and the investment of China to Austria also began. Now, 12 of 18 Chinese-funded institutions have been established in the near one or two years. Leitl, Chairman of Austrian Federal Economic Chamber, issues a warm invitation to Chinese enterprises through our program.

采访: 奥地利联邦商会主席 莱特尔:

Interview: Leitl, Chairman of Austrian Federal Economic Chamber:

如果中国企业能到奥地利来, 它们会发现奥地利不仅适合工作和做生意, 它们也会觉得这是块安全之地, 也会体验到它的文化、闲适、趣味、运动和机遇, 也会给孩子提供良好的教育, 等等。

If Chinese enterprises enter Austria, they will find that Austria is not only suitable for work and business, and they will also think this is a safe place, they will experience its culture, leisure, pleasure, sports and opportunities, and we will provide a good education to their children, etc.

解说: 中国驻奥地利大使史明德介绍说, 即使是在国际金融危机的冲击下, 中国和奥地利的贸易 2008 到 2010 年, 每年的增长保持 30% 以上, 这在世界贸易范围内也是不多见的。2011 年, 奥地利提出, 将用五年的时间, 实现对华贸易翻一番。

Narrator: Shi Mingde, Chinese Ambassador to Austria said, even under the impact of the international financial crisis, the increase of the trade between China and Austria had still remained more than 30% from 2008 to 2010, which is rare in the world trade. In 2011, Austria proposed that they will double the trade with China in five years.

采访: 中国驻奥地利大使 史明德:

Interview: Shi Mingde, Chinese Ambassador to Austria:

我想我是对此有充分的理由有信心的，能够实现，可能用不了，照现在的速度，每年要 30% 的话，这就用不了 5 年了，这是双方经济的优势或者说互补所决定的。

I think I have a good reason to have the confidence, the goal can be achieved, perhaps not in five years, and according to the present rate, that is, 30% each year, it does not require five years, which is determined by the economic advantages and complementarity of the both parties.

解说：史明德说，奥地利高度看重和中国的合作，把中国作为今后奥地利出口发展贸易的重点。在维也纳市，专门规划设置了中奥科技园，由政府投入资金，进行基础设施建设，希望吸引更多的中国企业到奥地利。奥地利地处欧洲的中心地带，世界 500 强有 300 多家把他们中东欧的总部设在奥地利，中奥两国有着极其广阔的合作空间，在进一步的合作中，中国可以从奥地利的发展中学到更多。

Narrator: Shi Mingde said Austria highly valued the cooperation with China, and considered China as the Austria's focus in the export development trade. In Vienna, a Sino-Austria technology park is specially planned, and the government invests in infrastructure, hoping to attract more Chinese enterprises to Austria. Austria is located in the heart of Europe, and more than 300 world top 500 enterprises are headquartered in Austria. China and Austria have a very broad space for cooperation, and in the further cooperation, China can learn more from Austria.

采访：中国驻奥地利大使 史明德：

Interview: Shi Mingde, Chinese Ambassador to Austria:

金融危机对所有的这个国家都有冲击，那么在欧洲国家里，受冲击比较少的主要是德国、奥地利还有北欧的一些国家。我觉得很重要的一个原因就是这些国家坚持制造业，+这也是我们这个经济发展中，需要这个认真研究的。

The financial crisis has impact on all the countries, but in the European countries, the countries with relatively less impact include Germany, Austria, and some Nordic countries. I think one very important reason is that these countries adhere to manufacturing, which should be seriously studies by our economically developing country.

演播室：半小时观察：

Studio: Half-hour Observation:

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