



# 伊洛夫·汉森—— 中瑞经济交往的桥梁

—— 访瑞典伊洛夫·汉森公司上海代表处首席代表杨那威先生

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1999年，新中国成立50周年之际，本刊记者曾采访了伊洛夫·汉森公司上海代表处。瑞典伊洛夫·汉森公司是瑞典知名贸易公司，成立于1897年，总部位于瑞典哥德堡。拥有百年历史的伊洛夫·汉森和中国有着不解的渊源，早在上世纪50年代就进入中国市场，成为北欧最早和中国发展经贸往来的窗口。本着“互利互惠，服务中国”的理念，瑞典伊洛夫·汉森公司如今已经融入了中国经济发展的历史进程，为中瑞经济交往做出了令人瞩目的成绩。



瑞典伊洛夫·汉森公司上海代表处首席代表杨那威先生 Mr. Nawei Yang, Chief Representative of Elof Hansson AB Shanghai Representative Office

2019年，新中国成立70周年之际，本刊记者20年后再次回访了瑞典伊洛夫·汉森公司上海代表处。首席代表杨那威先生为人谦和、亲切，拥有多年业界工作经历，在一个多小时的访谈里，杨那威先生详细介绍了伊洛夫·汉森在华发展历程。

说起伊洛夫·汉森与中国的结缘，杨那威先生介绍说：“早在50年代我们就进入中国市场，和中国开展纺织品贸易活动，80年代在香港成立分公司，随后在北京和上海相继成立办事处，在华全面开展贸易业务。亚洲是我们的核心业务，特别是中国市场份额越来越大，2018年贸易销售收入超过十亿美金，中国业务占到了35%以上。”

据了解，拥有百年历史的伊洛夫·汉森公司一直以来以纸浆的进口，纸制品的进出口，纺织品的出口和造纸机械及测试

设备的进口业务为主，在世界各地，如纽约、日本、阿联酋、印度，新加坡等地都设有子公司或办事处，通过引进世界各地知名品牌纸浆，为全球造纸厂家提供优质纸浆货源。

近些年，被称为“白色钢铁”的造纸产业也经历了巨变。在采访中，杨那威先生表示，无论怎样风云变幻，不变的永远是对客户“信誉第一”的承诺，他说：“我们这个行业是始终坚守‘信誉第一’的行业，也就是说风险我们要承担，每一份合同都不能取消。我们在中国市

场除了完成销售任务以外，最重要的就是坚守‘信誉第一’的承诺。”

谈到伊洛夫·汉森未来在华发展，杨那威先生分析说：“造纸这个行业非常有魅力。我们在全球每年一共有四大会议，11月份在伦敦，主要面向欧洲市场，3月在上海，5月在温哥华，8月在圣保罗，这四大会议每年参会基本就是在200-300人左右，也就是说200-300人来运营一共4亿2000万吨体量的行业。这个行业有很多的市场可做。未来的发展，我们希望能用‘一带一路’的方式，从欧洲向中国陆运纸浆，目前规模还不是很大，但是运输速度很快，比海运节省30天左右时间。”

伊洛夫·汉森在中国市场发展近70年来，凭借着良好的信誉和丰富的国际贸易经验，在中瑞两国之间架起了一道美丽的彩虹，成为中瑞经济交往的重要桥梁，为中瑞经济发展做出了令人瞩目的贡献！

# Elof Hansson, a bridge for economic exchanges between China and Sweden

—— An interview with Mr. Nawei Yang, Chief Representative of Elof Hansson AB Shanghai Representative Office

In 1999, on the occasion of the 50th anniversary of the founding of People's Republic of China, the journalist went to the Elof Hansson AB Shanghai Representative Office for an interview. Elof Hansson, founded in 1897, is a well-known Swedish trading company headquartered in Gothenburg, Sweden. With a history that spans over 100 years, Elof Hansson has an indissoluble bond with China. It entered the Chinese market in the 1950s, the earliest of its kind in Northern Europe to develop economic and trade exchanges with China. In the light of such a philosophy as "pursuing mutual benefits and supporting the development of China", Elof Hansson has now integrated into the historical course of China's economic development and has made remarkable achievements for China-Sweden economic exchanges.



In 2019, which marks the 70th anniversary of the founding of the People's Republic of China, the journalist paid a return visit to the Elof Hansson Shanghai Representative Office for another interview. Modest and friendly, Mr. Yang, the chief representative with years of professional experience, shared the development process of Elof Hansson in China during the interview.

Speaking of the ties between Elof Hansson and China, Mr. Yang said, "We entered the Chinese market in the 1950s, undertaking textile trade activities. In the 1980s, we established a branch office in Hong Kong, and then set up offices in Beijing and Shanghai for mercantile operations in greater scale. Asia is the core of our business, especially as the share of Chinese market is ever increasing. In 2018, our trade sales exceeded USD 1 billion, with the business in China accounting for more than 35%."

It is learned that Elof Hansson has established itself mainly with the import of pulp, the import and export of paper products, the export of textiles and the import of paper machinery and testing equipment. It has set up subsidiaries or offices in many parts of the world, such as New York, Japan, United Arab Emirates, India and Singapore. By introducing well-known brands of pulp around the world, it provides high-quality pulp supply for paper manufacturers worldwide.

In recent years, the paper industry, also known as "white steel", has undergone tremendous changes. In the interview, Mr. Yang said that no matter how the situation changes, they will

always promise "credit first". He said, "Our industry upholds 'credit first', and therefore, we shall take the risk and will never cancel any contract. In addition to completing sales tasks in the Chinese market, the priority is to stick to the promise of 'credit first'."

For the future development of Elof Hansson in China, Mr. Yang said, "Paper-making is an attractive industry. Four major industrial conferences will be held around the world every year, with one taking place in London in November mainly for the European market, and the other three in Shanghai, Vancouver and St. Paul in March, May and August respectively. Each year sees the attendance of roughly 200-300 persons on these conferences, that is to say, the industry with a volume of 420 million tons is operated in the hands of 200-300 persons. It is an industry with lots of markets to be explored. In the future, we hope to make use of the land routes of the Belt and Road Initiative to transport pulp from Europe to China. Though not implemented in large scale, it is fast and could save about 30 days compared with shipping."

For nearly 70 years of development in the Chinese market, Elof Hansson, relying on its reputation and experience in international trade, has helped forge a close tie between China and Sweden for economic exchanges between the two sides and made remarkable contributions in such aspect.

