



本公司董事長朱
武安先生
Mr. Zhu Wuan, the
Chairman of the
Company.

報告期內本公司在董事會的正確決策下，「求真務實」，「誠實守信」，大力推行執行文化，在嚴峻的市場形勢下，努力拼搏，保證了全年各項指標的順利完成。

(一) 回顧

1. 強化和完善管理職能，提高經濟運營質量

- (1) 2004年公司進一步完善了預算管理制度，對全部預算支出的提出、審核、批准、執行、監督考核等做出了明確規定。
- (2) 完善了公司經濟責任制考核的嚴肅性、科學性，對經濟責任制的考核內容強調人均勞產率、存貨周轉率，這樣有利地降低成本，加快了資金周轉。
- (3) 產品標準成本的制定是公司2004年的重點工作，經過多方努力，現已完成了18個產品標準成本的編製。
- (4) 產品質量關係着企業的生存發展，根據公司《質量管理綜合評價制度》，對分公司、子公司質量管理工作進行了全面檢查，及時指出了存在的問題，檢查落實整改措施。將「三包質量信息分析會」由每月一次，增加到兩次，加快了信息的反饋速度，使外部質量信息形成了閉環管理，加快了質量問題的整改速度。

Under the correct decision of the Board during the reporting period, in light of its guideline of "Practical and Honest", the Company pressed ahead the culture of execution and thereby strived to accomplish its goals despite the critical market challenges.

(I) BUSINESS REVIEW

1. Improvement in management and operating performance

- (1) In 2004, the Company improved its budget management system where definite rules were formulated for procedures including reporting, audit, approval, execution, supervision and assessment of all projected expenses.
- (2) With improved authority and reasonableness of assessment on the economic accountability system, average productivity per capita and inventory turnover ratio were emphasized to facilitate minimization of cost and fast capital turnover.
- (3) The Company managed to formulate standard product cost, one of its focuses in 2004, for 18 varieties of its products.
- (4) As for product quality, the vital force of an enterprise, the Company carried out overall examination on quality management of its branches and subsidiaries pursuant to its Quality Management Assessment System, whereby existing problems were identified in time and rectification measures were reviewed to ensure the implementation. By semi-monthly quality information meetings instead of the previous monthly meetings, information feedbacks were accelerated, and thereby a closed-loop management mode was established for external quality information to speed up the rectification of quality problems.

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2. 以市場需求為導向，不斷開發新產品，改進老產品

- (1) 2004年5月公司參加了舉世矚目的世界印刷業的「奧林匹克」盛會—2004德魯巴國際印刷技術展覽會，這次展覽會上展出的對開四色、四開四色、印品質量已經能夠滿足很多客戶的要求，受到了各國廠商的關注和各界人士的普遍讚揚。
- (2) 公司為了佔領高檔機市場，適應市場需求，開發設計了BEIREN 89 (PZ4890-02)對開四色平版印刷機、BEIREN 200 (YP41B2)四開四色平版印刷機，BEIREN NT 3640大規格塔式印報機。
- (3) 報告期，公司還完成了BEIREN 142 (YP4B0)全張四色平版印刷機、BEIREN 92S (YPS2AI)對開雙色平版印刷機、BEIREN NT3145無軸傳動式印報機等產品的開發和改進。為產品滿足市場，提高技術含量，起到了積極作用。

3. 完善營銷系統的基本建設，使客戶管理、銷售管理、市場信息管理管理水平有了一定提高

- (1) 公司利用計算機技術，完善、加快對市場信息的反饋，提高對市場的管理水平。目前已完成了CRM客戶管理系統的培訓，進行了基礎資料的採集。通過CRM系統的運行，達到客戶管理、銷售管理以及服務管理的作用，使整個營銷活動得到有效的控制，市場信息得到有效的利用。
- (2) 圍繞重點產品，加強市場營銷策劃工作。舉辦了「BEIREN 300對開多色平版印刷機客戶答謝會及BEIREN 200四開四色平版印刷機現場演示會」，通過會議使參會人員對北人產品及北人未來發展有了更為清晰的認識，加深了北人與客戶之間的關係。

2. Market-oriented development of new products and upgrade of the olds

- (1) In 2004 Drupa Printing Trade Fair, a pageant in the global printing industry held in May 2004, the Company rolled out its folio 4-colour, quarto 4-colour. With desirable printing quality for a majority of customers, the Company's products attracted the industry players and were highly appreciated by the circle.
- (2) To address market demands and exploit the high-end market share, the Company developed BEIREN 89 (PZ4890-02) folio 4-colour flat bed, BEIREN 200 (YP41B2) quarto 4-colour flat bed and BEIREN NT 3640 large-sized newspaper tower press.
- (3) During the reporting period, the Company also completed development and upgrade of products including BEIREN 142 (YP4B0) sheet-fed 4-colour flat bed, BEIREN 92S (YPS2AI) folio 2-color flat bed and BEIREN NT3145 shaftless newspaper press, which catered for market demands and contributed to the improvement in technological content.

3. Improvement in marketing infrastructure with enhanced customer management, sale management and market information management

- (1) Computer technologies were adopted to facilitate feedbacks from market with enhanced market management. Currently, the Company has completed the training of Customer Relation Management (CRM) system and the basic data acquisition. By running the CRM system for customer management, sale management and service management, the entire marketing activities were effectively controlled to achieve efficient utilisation of market information.
- (2) Focusing on its key products, the Company strengthened its marketing and promotion activities. By its BEIREN 300 folio multi-color flat bed Customer Feast and BEIREN 200 quarto 4-color flat bed Demo Meeting, the Company publicized its products and prospect and built up closer relationship with customers.

(3) 為貫徹「出口戰略」，開拓、培育國際市場。公司與美國GI公司合作生產BEIREN3840捲筒紙商業輪轉機，該機在美國市場一經推出，即受到廣大用戶的好評。

4. 重視投資收益，規範子公司管理

公司嚴格貫徹《子公司管理制度》，要求各子公司結合各自的實際情況，加快自身發展。2004年組織了對子公司的年度巡檢，對子公司的實物質量進行評價，督促子公司實物質量的提高。並在運營中未有任何違反境內外監管部門對子公司、分支機構的規則要求。

5. 搞好資本市場和投資者關係管理工作

投資者關係管理作為2004年上市公司的重點工作，公司也做了大量的工作，制定了《投資者關係管理制度》，並在網站上建立了與投資者聯繫的專欄，定期及不定期刊發公司重要信息、回答投資者的提問。

為與投資者建立良好的關係，使境內外投資者更多地了解公司，2004年公司在境內外舉行了六場推介會，在公司總部接待投資者來訪數百人次，使境內外投資者對北人股份公司有了更深的了解與信任。

(二) 展望

1. 全力做好北京國際展覽會參展工作

2005年5月北京國際印刷機械展覽會將舉行，公司全力以赴正在準備參展工作，以充分展示公司的發展和新產品水平，鞏固在行業中的龍頭地位，確定產品的技術優勢。

2. 加快新產品研發速度

面臨嚴峻的市場競爭，2005年新產品的研發工作要進一步加快速度，提高水平，保持在國內的技術領先優勢。

(3) In light of its export strategy, the Company took efforts in overseas foray. Since its debut in the US market, the BEIREN3840 wed commercial rotary press co-produced by the Company and GI (USA) Inc. has been well applauded by users.

4. Emphasis on investment income and rational management over subsidiaries

With strict implementation of the Management System for Subsidiaries, the subsidiaries were required to speed up self-development in line with their actual conditions. Through the annual inspection in 2004, an assessment on subsidiaries was conducted as a drive to improve their product quality. None of the Company's subsidiaries or branches has operated in violation of the rules as required by domestic and overseas regulatory authorities.

5. Efforts in capital market and investor relation management

With efforts in investor relation management, an important task for listed companies in 2004, the Company formulated its Investor Relation Management System. Also a channel in the Company's website was set up to disclose regular and extraordinary important information of the Company and respond to investors' inquiries.

For sound investor relations and better recognition of the investors into the Company, 6 domestic and overseas presentations were held, coupled with hundreds of visits to the Company's headquarter in 2004. As a result, it deepened domestic and overseas investors' understanding and trust of the Company.

(II) PROSPECT

1. To prepare for Beijing Exhibition in a bid

Preparing in a bid for the Beijing International Printing Machinery Exhibition held in May 2005, the Company expects to show off its development and new products to secure its dominant position in the industry, laying a solid foundation for its technological strength of products.

2. To speed up the development of new products

Faced by critical market competitions, the Company will speed up the development of new products in 2005, so as to maintain its leading technology advantages in the PRC by virtue of its improving expertise.

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3. 加大營銷力度，提高營銷水平

- (1) 進一步做好公司CRM客戶關係系統，以全面提升公司營銷工作管理水平。
- (2) 2005年要更加重視市場開發和調研分析工作，對產品銷售形勢，市場動態做出認真分析，保證全年的銷售目標。
- (3) 加強售後服務工作，加快對售後服務人員的培訓工作，落實對客戶24小時到位的服務承諾，以服務促銷售。

4. 加強國際合作，增加產品出口

2005年公司在對國際市場調研的基礎上，加強國際合作，開拓新的市場，使出口銷售額有較大幅度增長。

5. 全面推行預算管理工作

2004年公司頒佈了《預算管理制度》，並對重點項目按規定進行了審核。為實現公司的優勢資源的有效配置，通過預算管理規範企業行為，控制資金流向，把企業中各種經濟活動統一到企業整體發展目標上來，以推動企業高效運轉，提高公司整體管理水平。

6. 認真做好對分支機構及控股參股子公司的管理，保證公司之投資收益

- (1) 加強內部審計，建立健全內部審計機構。

3. To make efforts in marketing for better performance

- (1) The Company will further improve its CRM system for an overall progress in its marketing management.
- (2) In 2005, the Company will attach more importance to market development and investigation. Product sale information and market dynamics will be thoroughly analyzed to meet the annual sale target.
- (3) The Company will improve its after-sale services in a fast pace of training after-sale service staff. Moreover, the Company will live up to its 24-hour onsite service commitment to customers, boosting sales by services.

4. To strengthen international cooperation to increase export

Based on its investigation of international market in 2005, the Company will strengthen international cooperation to explore new market for a further increase in product export.

5. To promote budget management on a full scale

The Company carried out examination on key projects under its Budget Management System issued in 2004. For effective allocation of its advantageous resources, the Company expects to rationalize corporate activities by budget management, so as to control capital flows and pool economic activities towards its overall development target, aiming at efficient operations and improving corporate management.

6. To strengthen management on branches, subsidiaries and associated companies for ensuring investors' income

- (1) The Company will improve internal audit in virtue of its well-established internal audit team.



本公司繼續進入2004年中國機械500強的證書和獎杯
The Company continued to be included in the top 500 China's engineering industry in 2004. Pictured is the certificate and medal.



- (2) 加強對分支機構、控股參股子公司的管理，建立重大信息報告制度，及時掌握他們的動態。同時要求各分支機構控股參股子公司嚴格按照公司要求，認真履行承諾，遵守《股票上市規則》及境內外證券監督管理委員會的各項規定。

承董事會命
朱武安
董事長

2005年4月12日

- (2) With strengthened management on branches, subsidiaries and associated companies, the Company will establish a reporting system of significant information to keep informed of the movements on a timely basis. In addition, the branches, subsidiaries and associated companies will be obliged to perform their undertakings and observe the Listing Rules and provisions made by domestic and overseas securities regulatory committees in strict compliance with the Company's requirements.

By order of the Board
Zhu Wuan
Chairman

12 April 2005



2004年4月10日，北京市副市長翟鴻祥女士（右起第二位）到本公司視察
On 10 April 2004, Ms. Di Hongxiang (second right), the deputy mayor of Beijing, visited the Company.



2004年9月24日，北京市政協主席程世娥女士（右起第二位）到本公司視察
Madam Cheng Shi-E (second right), the Chairman of Chinese People's Political Consultative Conference of Beijing, paid a visit to the Company on 24 September 2004.