

## 可持续棕榈油在中国的市场潜力（摘要）

### **The Market Potential of Sustainable Palm Oil in China**

#### **(Abstract)**

本文在分析回顾中国历史文化传统与中国企业的独特运营环境的基础上提出“可持续发展是中国企业的自然选择，可持续棕榈油是中国企业的必然选择”，同时，介绍了中国棕榈油代表企业聚龙集团在印尼可持续发展的实践经验，深刻阐述了可持续棕榈油在中国发展是大势所趋，就 RSPO 在发展中国家拓展影响提出了几点意见和建议。

This thesis has analyzed and reviewed the historical and cultural traditions of China and the unique operating environment in which Chinese enterprises involved, on the basis of which the author proposed that sustainable development is the natural choice for Chinese enterprises and sustainable palm oil is the inevitable choice for them as well. And it has introduced the practical experience of sustainable development in Indonesia of Julong Group, the representative enterprise in the field of palm oil industry in China, and profoundly expounded that sustainable palm oil represents the general trend in palm oil industry, and finally presented several comments and suggestions for how RSPO would extend its influence in developing countries.