



新会员简介

INTRODUCTION OF NEW MEMBERS



马拉喀什

马拉喀什位于摩洛哥西南部，坐落在贯穿摩洛哥的阿特拉斯山脚下，有“南方的珍珠”之称。马拉喀什是柏柏尔语，意思是“上帝的故乡”。马拉喀什有摩洛哥最大的柏柏尔人市场(露天市场)，也有整个非洲最繁忙的广场，炎热、尘土和泥砖堡垒使马拉喀什成为独一无二的城市，同时马拉喀什的皮革业很有名。人口有90.9万人，当地语言是

阿拉伯语、法语。

穆拉比人在1062年发现了这座城市。在残忍的穆莱·伊斯梅尔的统治之前，马拉喀什是摩洛哥的首都。后来，他的孙子又将首都从梅克内斯迁回了马拉喀什。马拉喀什的民间文艺活动有着悠久的历史，尤其以来自山区和沙漠地区的小型歌舞队表演的、带有乡土气息的阿拉伯民间歌舞最为著名。



Marrakesh

Marrakech, located in the southwest of Morocco, is on the foot of Alps running through Morocco, known as the Pearl of the South. Marrakech is Berber, meaning the land of god. There is the biggest Berbers' market (open air market) of Morocco in Marrakech, which is also the busiest square in Africa. Marrakech, with its hot weather, dust and mud bricks fortresses, became a unique city, whose leather industry is very famous at the same time.

People of Almoravides dynasty founded Marrakech in 1062. It used to be the capital of Morocco before the rule of Moulay Ismail. Then, his grandson moved the capital from Meknes to Marrakech. Local cultural activities in the city has a long history, from which, the most notable is the agrestic Arabic folk dance performed by the mini chorus from mountain areas and desert regions.

Population: 909,000

Language: Arabic, French

秦皇岛

秦皇岛是中国唯一一个因皇帝帝号而得名的城市。公元前215年，千古一帝秦始皇东巡至此派人入海求仙，刻《碣石门辞》，秦皇岛一名由此而来。秦皇岛位于中国河北省东北部，南临渤海、北依燕山，半径50公里的范围内，汇集了大海、长城、沙滩、湖泊、青山、温泉、湿地等丰富的旅游资源。

秦皇岛历史悠久，底蕴丰厚。两千余载的岁月长河中，留下了夷齐让国、秦皇求仙、姜女寻夫、魏武挥鞭等众多历史典故，境内有秦皇行宫遗址、求仙入海处、天下第一关、老龙头、姜女庙、韩文公祠等众多人文遗迹。

海鲜是秦皇岛美食的招牌，清蒸铁板蟹、煎烤大虾、辣炒花蛤、酱爆皮皮虾……来到这里，无疑会让你大饱口福。除了海鲜，特色风味小吃也是历来为人称道，饅饅叶饼、老字号风味的包子和绿豆糕，也令人回味无穷。

作为世界四大观鸟圣地之一，这里被誉为“观鸟的麦加”，荣获“中国观鸟之都”称号。目前共发现鸟类416种，占中国野生鸟类的30.34%，每年4月到5月下旬和10月下旬是观鸟的最佳时间，大批的观鸟爱好者蜂拥而至。

Qinhuangdao

Qinhuangdao is the only city in China named after the title of an emperor. The First Emperor of Qin Dynasty arrived in Qinhuangdao during his tour to Eastern China in 215 B.C. in search for the immortals within the sea. It was where he carved the "Eulogy of Jieshimen", giving Qinhuangdao the name it has now. Located in the northeast of Hebei province, China, Qinhuangdao is to the south of the Bohai Sea and the north of the Yan Mountains, and within a radius of 50 kilometers there is the sea, the Great Wall, beaches, lakes, mountains, springs, wetlands as well as various other travel resources.

As a city known for its rich history and profound culture, Qinhuangdao is the home to countless affairs that occurred in the past two millennia. These stories were reproduced into four-letter idioms such as yiqiranguo, qinhuangqiuxian, jiangnvxunfu, weiwuhuibian, among others. Within the city's territory stand the palace ruins of the First Emperor, the area where the First Emperor sought

for the immortals, the First Gate, the Temple of Jiangnv, the Hanwengong Shrine as well as other cultural relics.

Qinhuangdao is well-known for its seafood: visiting guarantees you deliciousness. Famous dishes include steamed sizzling crabs, grilled jumbo shrimp, stir-fried spicy clams and mantis shrimps in bean paste. Aside from seafood, one must not miss other specialty foods that will leave you craving more. Must tries include Buoluo leaf biscuits, steamed buns and green bean cakes.

Qinhuangdao is also one of the four famous bird-watching cities in the world. Known as the "Mecca of Bird-watching", Qinhuangdao was awarded the title "The Birdwatching City of China". 416 bird species have been discovered here, and the number of birds accounts for 30.34% of the entire wild bird population in China. Each year, bird lovers from all over the world gather here between April to late May as well as late October to watch birds.

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益普索洞察市场潜力, 预测市场趋势, 助力品牌的健康

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益普索对人、市场、品牌和社会充满了热情和好奇, 致力于让这个变幻莫测的世界更有迹可循, 并启发客户采取更为明智的决策, 力求使服务具备安全、简化、快速和有效的特性。

官方网站: <http://www.ipsos.com.cn/>

Ipsos

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