



共享经济：旅游业发展新活力

专访中国股权投资基金协会秘书长李伟群



图：WTCF 全景

中国股权投资基金协会（CAPE）和世界旅游城市联合会（WTCF）发起成立联合会投资分会，这对于中国经济、旅游产业发展意义重大。《世界旅游城市》杂志采访了既是发起组织、又是联合会重要机构会员的中国股权投资基金协会的秘书长李伟群先生，并就投资旅游、城市发展、共享经济等内容进行了深入探讨。

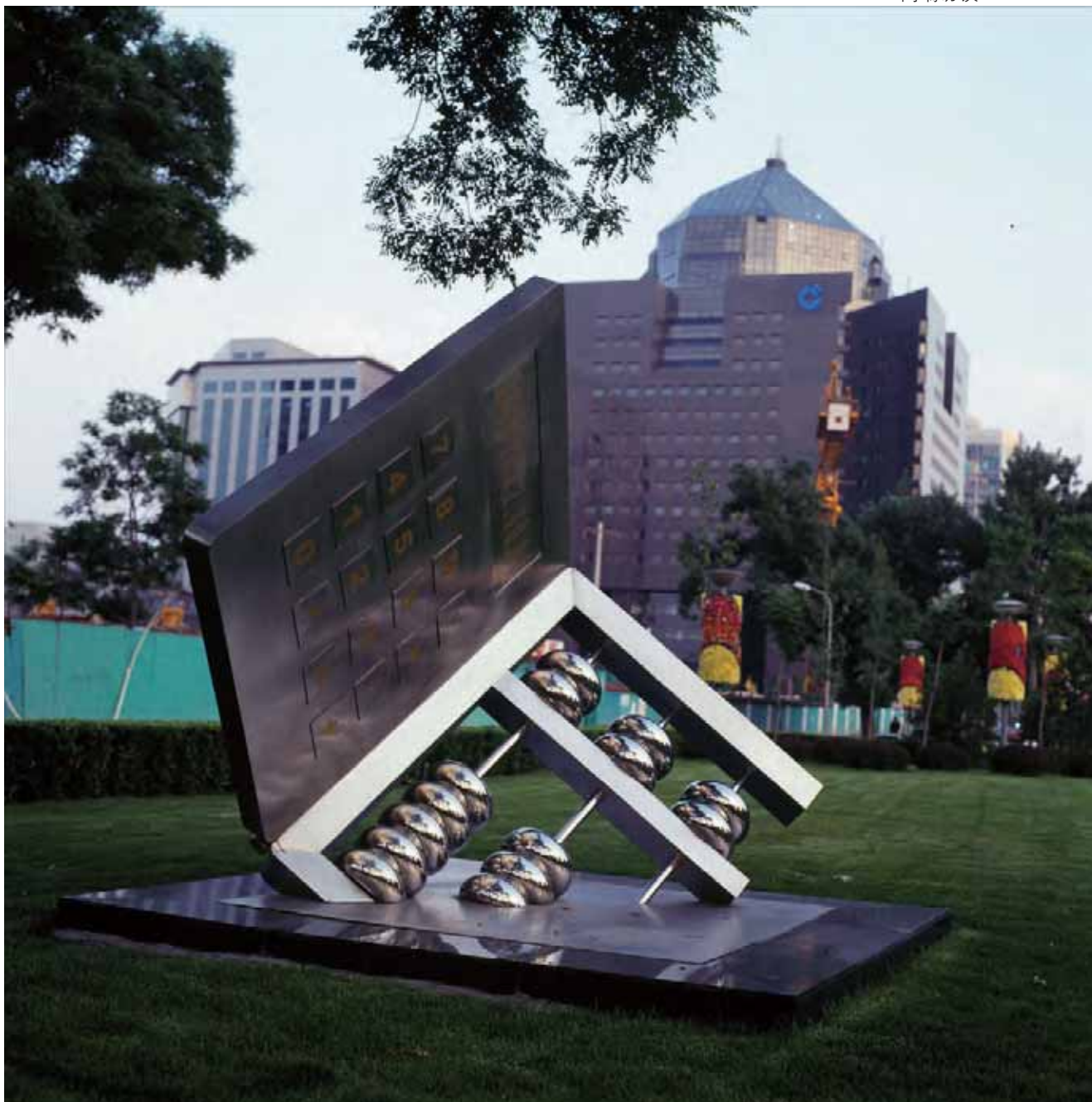
Q：《世界旅游城市》杂志

A：中国股权投资基金协会秘书长 李伟群

Q：中国股权投资基金协会之所以加入WTCF，是看中WTCF的哪些方面优势？在旅游产业已成为全球关注热门的大背景下，WTCF这样的组织将会发挥怎样的作用？

A：WTCF是一个国际性的大平台，汇聚了世界各国的主要旅

游城市和旅游行业相关优秀机构，展示了这一新兴国际组织的追求人类和谐和生活幸福的胸怀和使命。这与中国股权投资基金协会一直坚持的国际化 and 行业性专注投资的发展理念非常契合。我们真诚地希望有越来越多的股权投资机构关注了解旅游行业的巨大发展空间和良好投资机会，用资本推动和经验资源注入的方式，提高旅游行业的企业发展活力、市场竞争能力、经营盈利能力、社会服务能力，支持和促进旅游行业生产更多



优质产品、提供更多优质服务。

在旅游产业已成为全球关注热门的大背景下，WTCCF应进一步扩宽会员范围、促进交流合作，更多更好地发挥全世界主要旅游城市和旅游相关行业优秀企业之间的纽带作用，推动相互支持和友好合作的平台作用。

Q: 您能向我们介绍一下中国股权投资基金协会的基本情况、主要业务及近期将要开展的工作内容吗？

A: 中国股权投资基金协会（简称：中国PE协会）是由股权投资行业人士自愿联合发起成立的非盈利性社会团体法人机构；服务于在全国注册的各类基金及管理、中介机构等，致力于建设行业自律监管机制，维护会员的合法权益，提高会员从业素质，加强会员与境内外股权投资基金界的合作与交流，促进中国股权投资基金产业健康发展。

CAPE立足北京、服务全国、面向世界，一直秉承“市场化、国际化、标准化”的发展原则，积极倡导“规范募集、价值投资、科学管理、多元退出”的行业发展理念，2010年发起成立了GPEA全球PE联盟、2011年发起成立了AVCPEC亚太创业投资与股权投资基金协会理事会，与世界主要国家和地区的股权投资行业协会和主要机构建立了良好的合作关系，每年定期主办全球PE北京论坛、全球并购论坛、全球创业投资论坛等国际、国内交流培训活动超过百场次。

CAPE也在美国硅谷、英国伦敦、德国法兰克福、法国巴黎、以色列特拉维夫以及瑞士苏黎世等地设立办事处，为中国企业走出去、跨境股权投资并购提供信息交互和项目落地等服务。

近期工作内容主要有：积极拓展国际交流、继续组织系列培训、深入研究行业热点、贴近市场投资需求、做好会员调研



和服务工作。其中的重点之一就是积极参与WTCF投资分会的发起筹备工作和9月份重庆香山峰会期间的旅游投融资洽谈会的筹备工作。

 Q: 您认为目前世界股权投资基金领域有什么新发展趋势和动向?


A: 简单地说, 世界股权投资基金领域主要有以下新趋势和新动向:

从行业规模角度来看, 世界股权投资基金行业一直保持较快增长, 未来一段时间内还会保持这种较快的增长速度。

从区域分布角度来看, 亚洲地区的增长速度较快, 特别是2015年中国的股权投资行业增长速度已经跃居全球第一, 将会很快改变北美地区一直遥遥领先的格局。今年一季度和上半年的统计数据显示, 中国的境外投资规模已经超过美国, 因此,

可以说中国已经成为本次全球并购浪潮的中心。随着“一带一路”互联互通、人民币国际化、中国企业投资走出去等的逐步深化, 中国国内的股权投资和跨境并购都将进一步加速增长。

从行业分布角度来看, 具有较高成长预期的高科技项目一直是股权投资行业的投资重点, 除了以大数据为代表的信息技术应用、以节能环保为代表的绿色发展技术、以生命科技为代表的医疗健康技术、以机器人为代表的先进智能制造等, 最值得关注的就是以旅游为代表的大文化类消费投资增长较快。

 Q: 作为中国最具权威的股权投资基金组织, 您如何看待股权投资与中国旅游业之间的关系?


A: 一方面, 最近几年党中央和国务院高度重视股权投资行业的发展, 连续出台了一系列支持政策, 各部门、各省市也纷纷出台配套政策和安排资金, 推动了中国股权投资行业的快速



增长，行业规模、机构数量、从业人员数量和水平等都呈现出快速提升的趋势。

另一方面，随着物质生活水平的提高和交通、出境的便利化，我们对以旅游为主要形式的娱乐休闲的需求也在快速提高，旅游景点、旅游路线、旅游服务设施等方面的巨大需求为股权投资行业带来了大量的投资合作机会。

股权投资行业具有“融资、融智、融资源”的独特优势，已开始为各级政府和广大旅游相关行业所认知和欢迎。越来越多的股权投资机构将关注和进入旅游行业，必将为旅游业的规划发展、开发建设、管理提升、新技术应用、科学运营、产业升级、改善游客体验等方面发挥积极的作用。

 Q: 投资将为旅游产业、城市本身和普通大众带来哪些帮助与活力?

A: 加大投资力度，不仅可以对旅游行业本身产生积极的影响，如：加快区域内旅游产业规划发展和开发建设、加强国内外交流合作，提高旅游企业的融资能力和发展动力、辐射旅游相关产业和周边地区，改进旅行社、旅游饭店、旅游交通等服务设施、提高游客服务水平和运营管理能力，增强旅游产业的盈利能力、发展潜力和行业竞争力。

也可以汇聚城市发展智慧和专家人才、促进产业结构调整和优化、改善城市宣传形象、展现大好河山和自然风光、传播优良传统和乡土人情、改进交通服务系统、丰富餐饮娱乐服务内容、拉动区域消费和经济增长、推广地域性特色文化、增加就业和人均收入。

还可以对普通大众在开阔视野、促进交流、改善工作和生活环境、提高文化消费水平和幸福指数、增加就业和合作发展机会等方面，发挥积极深远和十分重要的作用。



Q: 未来将采取哪些举措促进股权投资与旅游产业两者的优势合作?

A:中国股权投资基金协会非常重视旅游行业快速增长带来的大量合作机会,也将发挥“市场化、国际化”的资源优势,积极参与和支持旅游行业的创新 and 健康发展。具体而言,

1. 呼吁各地政府重视旅游产业发展、加快规划落实旅游产业发展基金,利用市场化运作的机制优势和股权投资的专业性优势,加快推动当地旅游产业建设和发展。
2. 欢迎旅游企业及相关行业的从业人员了解、学习和适度参与股权投资,欢迎关注和参与中国股权投资基金协会每年主办和组织的大量国际论坛和专业培训交流活动。
3. 加强旅游行业研究,及时通过大型国际论坛、行业发展务虚会、投融资对接、项目路演以及网站、微信、邮件等多种

方式,分享最新研究报告、行业数据、经典案例、成功经验等重要资讯。

4. 积极参与WTCF组织的各类投资相关活动,贴近市场需求、贴近会员服务,努力为WTCF的城市会员和机构会员以及广大旅游行业的朋友们做好服务工作。

Q: 对于WTCF将成立投资分会作为今年重庆香山峰会上的重要议程,您是怎样理解其用意的?此举对于中国股权投资基金协会本身和旗下会员机构的意义何在?

A:我们发现,像WTCF这样的大型国际行业组织几乎每年都会举办大型的论坛峰会,也会涉及投资合作等主题,但很少有专门设立投资分会的。WTCF将在今年重庆香山峰会上正式成立投资分会,表明其对投资合作的重视和务实求真的精神,也只有这样才能进一步提高会员粘性、丰富服务内容、深化会员合

作、提升国际影响、拓展发展空间。

中国股权投资基金协会参与发起WTCF投资分会，就是希望为广大股权投资机构会员加快进入旅游行业、了解行业发展趋势、研判投资合作机会、投资服务旅游企业和旅游城市、分享旅游行业快速发展带来的机遇等，提供最大化的交流便利、最丰富的行业资源、最集中的智慧资讯。投资分会成立后，中国股权投资基金协会将与WTCF共同规划完善各类工作群组和信息系统、组织开展各类论坛沙龙、培训考察、线上交流和线下互动等相关工作。

Q: 作为股权投资业界的专家和带头人，您认为共享经济将对投资金融和城市旅游方面带来怎样的机遇与挑战呢？

A: 共享经济是当前和未来的人类发展和社会进步的重要基础理论和历史必然趋势，金融投资和城市旅游发展都应遵循这一趋势和规律。

首先，现实和物质层面的共享经济为我们在全世界范围内广泛联系、探讨合作、价值发现、和谐发展带来巨大的机遇，先进技术可以顺利推广应用、优质资源可以得到科学开发利用、金融投资可以获得理想的汇报、城市旅游可以实现健康发展。

其次，理论和意识层面的共享经济为我们全球经济和社会的包容、共享、和谐的未来指明了努力的方向。其挑战主要来源于信息交互的技术支持、信任基础的快速建立、国别壁垒的逐步降低、世界文化的交流认同、经验资源的共建共享。





Shared Economy: The New Vitality for Tourism Industry Growth

Interview with Li Weiqun, Secretary-General of China Association of Private Equity

Pictures: WTCF Quanjing

The China Association of Private Equity (CAPE) and the World Tourism City Federation (WTCF) have planned to jointly launch an investment subcommittee which bears great significance to the development of China's economy and tourism industry in particular. The Bi-monthly *World Tourism Cities* interviewed Li Weiqun, Secretary-General of CAPE, on the issues of tourism investment, urban development and shared economy.

**Q:The magazine *World Tourism Cities*
A:Li Weiqun, Secretary-General of China
Association of Private Equity**

Q:What strengths of WTCF attracted CAPE so that it joined WTCF? Against the backdrop of the tourism industry becoming a center of global attention, what role do you expect WTCF to play?

A: WTCF is a large international platform that brings together major tourist cities and excellent tourist-related institutions around the world, showing the pursuit for happiness and harmony of this rising international organization. This is in accord with the philosophy that CAPE has always insisted, that is, internationalization and industry-focused investment. We sincerely hope that more and more equity investment institutions will be aware of the huge potential and great investment opportunities of the tourism industry, use capital impetus and injection of experiences and resources to improve the vitality, market competitiveness,



profitability, social service capacity of the tourism industry, support and facilitate the industry to manufacture more and better products and provide more and better services.

As the tourism industry has become a center of global attention, WTCF should further expand the scope of memberships, boost communication and cooperation, and allow major tourist cities and companies in tourism related industries to play their role as both a bridge and platform.

Q:Could you brief us on the basics of CAPE, its major function and the projects to be started soon?

A:CAPE is a voluntary union and non-profit organization jointly established by private equity industry players. It provides service to all types of funds and management agencies registered in the country. It is committed to building the industry self-regulatory mechanism, safeguarding the legitimate rights and interests of members and improving their professional qualities, strengthening cooperation and exchanges between members and equity investment funds at



home and abroad, and promoting the healthy development of China's equity investment fund industry.

Based in Beijing, CAPE serves the whole country with a world vision. It adheres to its development principle of “market-orientation, globalization, standardization,” and actively advocates operational guidelines of “regulated fund-raising, value investing, scientific management and multiple exit.” CAPE took the lead in launching the Global Private Equity Alliance (GPEA) in 2010, the Asia Venture Capital and Private Equity Council (AVCPEC) in 2011, and has established a good partnership with equity investment industry associations and institutions in major countries and regions. Every year, CAPE organizes the annual GPEA Beijing Forum, Global M&A Forum, Global venture Forum and over one hundred other sessions of international and domestic exchange and

training activities.

CAPE has also set up offices in Silicon Valley of the US, London in the UK, Frankfurt of Germany, Paris of France, Tel Aviv of Israel and Zurich of Switzerland. It helps Chinese enterprises to go global, providing them with information exchange and project landing of equity investment, mergers and acquisitions.

Our recent work includes such activities as expanding international exchanges, continuing to organize a series of training courses, doing in-depth research on the industry's hot issues, studying the market demands for investment, and offering better service to members. One of the priorities is to actively involve ourselves in the preparations for the setting up of WTCF Investment Subcommittee

and preparations for Tourism Investment and Financing Fair that goes on the sidelines of the Chongqing Xiangshan Summit.

Q: Have you found any new trends of the current world equity fund sector?

A: To put it simply, the world investment equity fund industry has maintained a relatively rapid growth and the trend will continue for some time in the future.

In terms of regional distribution, Asia has witnessed a relatively rapid growth. The growing rate of China's equity investment in 2015, in particular, ranked first in the world, and is expected to change the situation where North America has all along taken the lead. According to statistics of the first quarter and the first half of this year, China's foreign investment surpassed those of the United States, and it can be said that China has become the center of this global wave of mergers and acquisitions. With the gradual deepening of the One Belt One Road connectivity



initiative, the internationalization of the RMB and the Going Global program of Chinese enterprises, China's domestic equity investment and overseas mergers and acquisitions will be further accelerated.

When it comes to industry distribution, high-tech projects with high growth expectations have been the focus of investment in the equity industry. In addition to the application of information technology represented by large data, green technologies represented by energy saving and environmental protection, health-care technologies represented by life sciences, advanced intelligence manufacturing represented by robots, the most noteworthy is the massive cultural consumption and investment represented by tourism.

Q: As China's most prestigious equity investment fund organizations, how does CAPE see the relationship between equity investment and tourism in China?


A: One, the CPC Central Committee and the State Council have in recent years paid great attention to the development of the equity investment industry, and have introduced a series of supporting policies. Various departments, provinces and cities have also come up with relevant policies and allocated funds to promote the rapid growth of the China equity investment industry, with the scope of industry, the number of agencies, the size and capacity of staff showing a trend of fast improvement

Meanwhile, as living standards improve and domestic and international transport becomes more convenient, we have more diverse demands for holiday and entertainment which has been so far dominated by travelling. The huge demands for tourist attractions, tourist routes, tourist services and facilities bring about a great number of opportunities of investment cooperation for the equity investment industry.

The equity investment industry has a unique advantage in “capital pooling, wisdom collecting and resource garnering” and has begun to receive recognition and appreciation from all levels of government and extensively among the tourism-related industries. More and more institutional investors will focus




on and enter the tourism industry. They are bound to play a positive role in the tourism industry, including the development planning, exploitation and construction, management improvement, application of new technologies, scientific operation, industry upgrading, and improvement of tourists' experience.

 **Q: How will investments aid and boost the tourism industry, the city itself and the general public?**

A: Increasing the extent of investment can positively affect the tourism industry itself, such as speeding up the tourism development planning and exploitation and construction in the region, strengthening international cooperation and communication, improving the financing capacity and impetus of the tourism enterprises, radiating tourism to related industries and surrounding regions, ameliorating travel agencies, hotels, transportation and other travel services, improving the tourist service level and management capacity, and enhancing the profitability, potential and competitiveness of the tourist industry.

It can also converge expertise and experts for urban development, promote industrial restructuring and optimization, and better the city image, showcase both natural scenery and fine traditions and customs, improve local transportation services, enrich dining and entertainment choices, boost regional consumption and economic growth, promote local distinctive culture, and increase employment and per capita income.

For the general public, it can play positive and profound roles in aspects such as expanding the general public's horizon, enhancing communication, improving their working and living environment, raising their cultural consumption level and happiness index, creating job and cooperation opportunities.

 **Q: What measures will be taken in the future to promote cooperation between the equity investment and tourism industry?**

A: CAPE attaches great importance to the numerous opportunities for cooperation that were brought about by the rapid growth of the tourism industry. It will also make use of its resource advantage characterized by its “marketization and internationalization”, and actively participate in and support innovation and healthy development of the tourism industry. Specifically,

We call on local governments to emphasize the development of tourism, accelerate the planning and implementation of the development fund of tourism industry, and utilize the mechanism advantages of market-oriented operation and professional advantages of equity investment, so as to speed up the construction and development of the local tourism industry.

We invite employees of tourism enterprises and related industries to comprehend,

learn, and participate moderately in equity investment, and attend the numerous international forums and specialized training programs hosted by CAPE.

We shall strengthen the research of the tourism industry and share important timely information such as the latest research reports, industry data, representative cases and successful experiences, through large international forums, industry development seminars, road shows and internet-based media like websites, WeChat and e-mailing.

We actively participate in all types of investment-related activities hosted by the WTCF, study the market demand, and strive to provide the best service to our WTCF members, including cities and institutions, and fellow workers of the tourism industry well.

Q: How do you interpret the intention of WTCF of setting up an investment subcommittee and listing it high on the agenda at this year's Chongqing Fragrant Hills Tourism summit? What significance will this have for CAPE and its membership institutions?

A: We found that large international trade organizations like WTCF organize large-scale forums and summits almost every year and discuss topics like investment cooperation, but few have gone further by setting up investment committees. WTCF will formally launch investment clubs at the summit this year. This shows it takes investment cooperation seriously and pragmatically. It is the only way to boost members' cohesion, enrich service contents, and enhance international influence, and expand development potential.

CAPE participates in the launching of WTCF investment subcommittee hoping that the equity investment members can quickly enter the tourism industry, get to know the development trend of the industry, study and evaluate the opportunities of investment and cooperation, tourism enterprises and cities, and provide maximized communication benefits, abundant resources, and collective information. After the establishment of the investment subcommittee, CAPE will work together with WTCF in planning and completing all work groups and information systems, organizing all kinds of discussion groups, training and inspection programs, and on-line/off-line activities.

Q: As a leading expert in the equity investment industry, what specific opportunities and challenges do you think shared economy will bring to investment finance and tourism?

A: Shared economy is fundamental theory and inevitable trend of current and future human development and social progress. Financial investment and urban tourism development should follow this trend and law.



First, the material aspect of shared economy can bring us opportunities of worldwide connection, cooperation, value exploration, and harmonious development. Advanced technologies can be applied and promoted, high-quality resources can be utilized scientifically, financial investment can receive satisfying return, and city tourism can help realize healthy development.

Secondly, at the theoretical level, shared economy can give us direction for the global economy and the future of social endurance, sharing and harmony. The challenge can be met through the technical support for information exchange, rapid establishment of a trust base, gradual lowering of cross-border obstacles, communication and recognition between world cultures, and sharing of experience and resources.