



## 海洋之花·明月海藻

OCEAN FLOWER. BRIGHT MOON SEAWEED

青岛明月海藻集团有限公司始建于1968年，总部位于国家级新区——青岛西海岸新区海洋高新区，是一家以大型褐藻为原料提取海藻生物制品的高新技术企业。公司秉承“利用海洋资源，造福人类健康”的使命，坚持经略海洋从一棵海藻做起，围绕海藻活性物质的深度开发和应用，拓展出现代海洋基础产业、现代海洋健康终端产品产业以及海洋健康服务产业三大产业板块。

集团公司拥有海藻活性物质国家重点实验室、农业农村部海藻类肥料重点实验室、国家认定企业技术中心、国家地方联合工程研究中心、国家众创空间、院士专家工作站、博士后科研工作站等高层次科研平台，先后荣获国家863计划成果产业化基地、国家海洋科研中心产业化示范基地、国家创新型中小企业、国家技术创新示范企业、国家制造业单项冠军示范企业、国家科技进步二等奖、中国工业大奖提名奖、中国纺织工业联合会科学技术进步二等奖，并被誉为青岛市“新五朵金花”——“海洋之花”。

Founded in 1968, Qingdao Bright Moon Seaweed Group co., Ltd. is a high-tech enterprise that extracts algae biological products from kelp as raw materials, with its headquarters located in the state-level new zone -- ocean high-tech zone of Qingdao west coast new district. Adhering to the mission of "using Marine resources to benefit human health", the company insists on starting from the seaweed and having the development of three industries, Modern Marine Basic Industry, Modern Marine Health Terminal Product Industry and Marine Health Service Industry around the in-depth development and application of algae active substances.

Bright Moon Group has many high-level scientific research platforms, like State Key laboratory of algae active substances, Rural agriculture Ministry laboratory of Algae fertilizer, National Enterprise Technology Center, National and local joint engineering research center, national innovation space, academician expert workstation, post-doctoral research workstation. The Awards has won the National 863 program achievement industrialization base, Industrialization demonstration base of National Marine scientific research center, National innovative enterprise, National technological innovation demonstration enterprise, National manufacturing single champion demonstration enterprise, National scientific and technological progress second prize, China's industrial award nomination, China textile industry association for science and technology progress second prize. It is also honored the Flower of the ocean in Qingdao "new five golden flowers"

近年来，明月集团抢抓海洋强国、健康中国战略等时代机遇，加快产业转型升级，全面推进新旧动能转换重点工程建设，规划建设了青岛明月海藻生物科技公司、青岛海洋生物产业基地、江苏大丰海洋生物产业基地、智利海藻资源开发基地，打造了“一个中心、三大基地”的产业空间布局，推动集团公司迈向高质量发展。

In recent years, Bright Moon Group grasps the strategic opportunities of Maritime power, health China to speed up the transformation and upgrading of industries, and comprehensively promote the old and new kinetic energy conversion key project construction, planning and construction of Qingdao Bright Moon Marine Biotechnology Center, Qingdao Marine Biological Industry base, Jiangsu Dafeng Marine Biological Industry Base, Chilean Seaweed Materials base, then has built the industrial space layout of the "one center and three bases" to prompt the company's development to high quality.

1个中心  
One Center

3大基地  
Three bases



青岛明月海洋生物科技公司

青岛古镇口军民融合创新示范区，总占地85亩，海藻健康智慧生活新业态综合体。

Qingdao Bright Moon Marine Biotechnology Center, located in Qingdao Guzhenkou military and civilian integration innovation demonstration zone, covering a total area of 85 mu, is a new business complex of seaweed health and smart life.



青岛海洋生物产业基地

位于青岛海洋高新区，规划总占地1000亩，山东省第一批海洋特色产业园区。

Qingdao Marine Biological Industry Base. Located in Qingdao ocean high-tech zone, is planned to cover an area of 1000 mu, which is the first group of Marine characteristic industrial parks in Shandong province.



江苏大丰海洋生物产业基地

位于江苏盐城海洋生物产业园，总占地500亩，江苏省重点支持的海洋生物产业园区，国家科教兴海产业园。

Jiangsu Dafeng Marine Biological Industry Base. Located in Jiangsu Yancheng Marine Biological Industrial Park, covers a total area of 500 mu, focus on supporting Marine biological industrial park of Jiangsu province, National science and education xinghai industrial park.



智利海藻资源开发基地

位于智利圣地亚哥，负责全球海藻资源的开发以及集团公司南北美市场的开拓。

Chile Seaweed Materials Base. Located in Santiago, Chile, it takes charge in development of global algae materials and the exploiting of Group company in North and South American markets.

1968年

### 时代促发展

20世纪六十年代，国际中断向中国出口碘。时代所需，胶南县海洋化工厂成立，在探索中开启攻克医学用碘紧缺的难关。

#### Time promotes development

In the 1960s, foreign countries stopped the supply of Iodine to China. The necessary for era, Jiaonan Marine chemical factory was established undertaking the exploration of the medical iodine.

1998年

### 改制创机遇

1998年，改制成立青岛胶南明月海藻工业有限责任公司。抓住时代机遇，大刀阔斧改制，以民营企业活力，发展海洋基础产业。

#### Reform creates opportunities

In 1998, was reformed to be Qingdao Jiaonan Bright Moon Seaweed Industry Co., Ltd. Then grasping the opportunities of the Times to make drastic reforms, develop Marine basic industries with the vitality of private enterprises.

2004年

### 科技促腾飞

2004年，青岛明月海藻集团组建成立。公司聚焦海洋科技创新，加大研发投入，实现创新成果产业化，加快推动公司多元化发展进程。

#### Technology speeds growth

In 2004, Qingdao Bright Moon Seaweed Group was established. The company focuses on Marine science and technology innovation, increases investment in scientific research, realizes the industrialization of innovation results, and accelerates the development process of diversification of the company.

2010年至今

### 转型赢未来

2010年，公司创新推动产业转型升级，大力发展现代海洋健康终端产品产业、海洋健康服务产业，助推大健康产业发展。

#### Transformation wins the future

In 2010, the company innovated to promote industrial transformation and upgrading, vigorously developed modern Marine health terminal products industry and Marine health service industry, and boosted the development of large health industry.

# 海藻活性物质 赋予生命健康更多可能

SEAWEED ACTIVE SUBSTANCES

GIVE LIFE AND HEALTH MORE POSSIBILITIES

补充膳食纤维、润肠通便、排出体内毒素、有益肠道健康  
Supplement dietary fiber, moisten intestine and relieve bowel movement, excrete toxins from the body, beneficial to intestinal health.



清除幽门螺杆菌  
Clear Helicobacter pylori



改善胃肠道  
Improve gastrointestinal tract



治疗慢性肾衰竭  
Cure chronic renal failure



缓解肿瘤放疗副作用  
Relief cancer radiotherapy and chemotherapy side effects



抗凝血  
Anticoagulation

防治高血脂、脑黄金、防治动脉硬化、防治脑血栓、防治高血压  
Prevention and treatment of hyperlipidemia, brain gold, prevention and treatment of arteriosclerosis, prevention and treatment of cerebral thrombosis, prevention and treatment of hypertension.

维生素C、维生素A、维生素B、维生素D、维生素E、有机镁Mg、有机钾K、有机锌Zn、有机铁Fe、有机钙Ca  
Vitamin C, Vitamin A, Vitamin B, Vitamin D, Vitamin E, Organic Magnesium Mg, Organic Potassium K, Organic Zinc and Zinc, Organic Iron and Iron, Organic Calcium Ca.

褐藻膳食纤维  
Brown algae dietary fiber

褐藻多酚  
Brown algae polyphenols

微量元素、海藻有机质、天然植物生长调节剂  
Trace Elements, Algae Organic Matter and Natural Plant Growth Regulators

抗氧化、抗肿瘤、抗凝血、抗菌  
Antioxidant, antineoplastic, anticoagulant, antimicrobial.

人体和植物必需增强酶活力、提高抗逆能力抗菌能力、促进植物生长、防治土壤板结改善土质、增产稳产  
Human and Plant Must Enhance Enzyme Activity, Increase Antimicrobial Ability, Promote Plant Growth, Prevent and Cure Soil Consolidation, Improve Soil Quality, Increase Yield and Stable Yield.

岩藻多糖  
Fucoidan

甜菜碱类似物  
Betaine analogues

抗消化性溃疡及胃肠功能障碍、降血压、抗肿瘤、治疗肝脏疾病  
Anti-peptic ulcer and gastrointestinal dysfunction, hypotension, anti-cancer, treatment of liver diseases.

多不饱和脂肪酸  
Polyunsaturated fatty acids

海藻碘、褐藻胶、甘露醇  
Seaweed iodine, alginate and mannitol

吸附重金属清肠排毒、药物缓控释医用材料、保湿修复防辐射、增加饱腹感有助于减肥、医疗消毒、防治甲状腺肿、益智、降低眼内压、降低颅内压、天然利尿剂  
Adsorbing heavy metals to clear intestine and detoxify, drug controlled release medical materials, moisturizing repair and radiation protection, increasing satiety, helping to lose weight, medical disinfection, prevention and treatment of goiter, improving intelligence, reducing intraocular pressure, reducing intracranial pressure, natural diuretics.

天然维生素、有机矿物质  
Natural Vitamins, Organic Minerals

岩藻黄素  
Fucoxanthin

促进脂肪分解、抗氧化、抗肿瘤  
Promote fat decomposition, anti-oxidation, anti-tumor.

# 一棵海藻 一个大健康产业

## ONE SEAWEED ONE LARGE HEALTH INDUSTRY

随着“健康全生命周期”理论写入国家战略，海藻活性物质的开发研究渐趋成熟，“利用海藻资源，造福人类健康”成为全民关注焦点。  
“坚守本业，不断创新”明月海藻集团专注海藻五十余载，逐步构建起以现代海洋基础产业、现代海洋健康终端产品产业、海洋健康服务业为支柱的大健康产业。

With the theory of "healthy whole life cycle" written into the national strategy, the development and research of seaweed active substances has gradually matured. "Utilizing seaweed resources for the benefit of human health" has become the focus of attention of the whole people. Bright moon Seaweed Group has been focusing on seaweed for more than 50 years and has gradually built up a large health industry with modern marine basic industry, modern marine health terminal product industry and marine health service industry as its pillar.

### 现代海洋基础产业 MODERN MARINE BASIC INDUSTRY



### 海藻 SEAWEED

### 现代海洋健康终端产品产业 MODERN MARINE HEALTH TERMINAL PRODUCTS INDUSTRY



### 海洋健康服务业 MARINE HEALTH SERVICES



# 科研保障 质量把控

## QUALITY CONTROL BY SCIENTIFIC RESEARCH

明月海藻集团先后承担“国家重点研发计划”、“国家科技支撑计划”、“工业转型升级强基工程”、“国家海洋公益专项”等国家级项目20多项，开发了功能食品及配料、海洋化妆品、医用材料及敷料、绿色农用肥料等200多种新产品。“国内外科研平台汇聚明月”推动海藻高值开发技术创新的领导者，明月引领着海藻开发利用领域的生产制造。我们深耕行业不断创新，为人们的健康和品质生活寻求具有可持续性和商业可行性的解决方案。

Bright Moon Seaweed Group has undertaken more than 20 national projects including the national key research and development program, the national science and technology support program, the industrial transformation and upgrading base project and the national marine public welfare project. The company has developed functional foods and ingredients, marine cosmetics, medical materials and dressing and green agricultural fertilizers, etc. more than 200 new products. "The domestic and international scientific research platform gathers in the Bright Moon" to promote the high-value development technology innovation of seaweed. Bright Moon leads the manufacturing of seaweed development and utilization. We are constantly innovating in the industry and seeking sustainable and commercially viable solutions for people's health and quality of life.

### 100+

制定产业技术标准(项)  
More than 100 industrial technical standards have been formulated

### 152

申请专利(项)  
152 patents have been applied

包含>  
including

### 8

国际PCT专利(项)  
8 international PCT patents

### 1

国家科技进步二等奖(项)  
One second prize of national science and technology progress award

### 10

省部级科技奖(项)  
10 provincial and ministerial science and technology awards

### 100+

制定产品技术标准(项)  
More than 100 product technical standards have been formulated

### 11

承担或参与制订修订了“海藻酸钠”、“海藻酸钾”、“海藻酸钙”、“海藻酸丙二醇酯”、“岩藻多糖”等国家及行业标准(项)

It has undertaken or participated in the formulation and revision of 11 national and industrial standards, including "sodium alginate", "potassium alginate", "calcium alginate", "propylene glycol alginate", and "polysaccharide from seaweed"

### 40+

省部级科技成果评价(项)  
More than 40 provincial-level scientific and technological achievements have been appraised

### 59

已授权专利(项)  
59 patents have been granted

包含>  
including

### 52

国家发明专利(项)  
52 are national invention patent

## 为更高的质量

### For better quality

国外纯净区域海藻基地布局，保证了原材料战略供应。五大环节质量把控，确保质量安全。层层把关，全程可追溯，保障终端产品安全可靠。公司建成高水平的质量监测中心，设有现代化的理化检测、仪器分析、微生物检测等专业检测室，并建立了严格的质量管理体系，对原料采购、生产过程控制、中间产品检验、成品检测、包装仓储进行全程监控，产品符合国际国家相关标准。

Foreign pure area algae base layout, to ensure the strategic supply of raw materials. Quality control of the five links to ensure quality safety. The whole process is possible be traced to ensure the safety and reliability of terminal products. Company has built a high level of quality monitoring center, a modern physical and chemical testing, instrument analysis, microbiological testing and other professional measure, and the establishment of a strict quality management system, for raw materials procurement, production process control, intermediate product inspection, finished product testing, packaging, warehousing whole monitoring, products comply with the relevant national standards.



## 质量体系

### The quality system

- 
**ISO9001 国际质量体系认证**  
ISO9001 international quality system certification
- 
**ISO14001 环境管理体系认证**  
ISO14001 environmental management system certification
- 
**ISO22000 食品安全管理体系认证**  
ISO22000 food safety management system certification
- 
**GMP 国家药品认证**  
GMP National Drug Certification
- 
**KOSHER 国际犹太认证**  
KOSHER International Jewish Certification
- 
**HALAL 国际清真认证**  
HALAL International Halal Certification
- 
**IMO 有机认证**  
IMO organic certification
- 
**美国NOP有机认证**  
US NOP organic certification
- 
**BRC 英国食品安全认证**  
BRC British food safety certification
- 
**FDA 美国认证**  
US FDA certification

## 社会担当·责任在肩

SOCIAL RESPONSIBILITY



明月传承“自然、和谐、关怀、包容、活力”的大海文化，以时代为担当，始终重视企业的社会责任，坚持对股东负责、对客户负责、对员工负责、对社会负责的信念，把明月的发展与世界的进步连在一起。

Qingdao Bright Moon Group Company inherits the ocean culture "Nature, harmony, care, tolerance, vitality". Taking the Times responsibility, he always pays attention to corporate social responsibility, adheres to the belief of be responsible for the shareholders, customers, employees, society. The development of Bright Moon is closely linked with the progress of the world.

### 对全球人类的关怀

Global human concern

人类的生命起源于海洋，海洋中有着人类原始的健康基因。明月提出“海洋健康生活新方式”，发展大健康产业，倡导人类回到天然海洋关怀中，回到自然的生活方式当中，让海藻健康产品渗透在24小时生活中。

Human life originates from the ocean, in which there are primitive human health genes. Bright Moon proposes the new way of marine healthy life, developing the great health industry, advocates that human return to the natural ocean care and the natural way of life so that seaweed health products permeate the 24-hour life.

### 科学科普 推动海洋文化进步

Scientific Popularization promotes the Progress of Marine Culture

明月打造的中国海藻科技馆是中国科普教育基地，它将对海洋生物知识的普及和海洋生物科技的深度发展起到重要的推动作用。

China Seaweed Museum, which is built by the Qingdao Bright Moon Group, is a China popular science education base, playing an important role in the popularization of marine biological knowledge and the deep development of marine biological science and technology.

### 重视环保与能源

Pay more attention for the environment protection and energy

明月一直坚持为修复海洋生物资源、保护海洋生态环境贡献力量，在洁净生产的同时，节约资源，减少废气、废渣、废水的排放。创新应用光伏太阳能和MVR，科技环保。

Qingdao Bright Moon Group always contributes to the restoration of marine living resources and the protection of marine ecological environment. At the same time, we should save resources and reduce the discharge of waste gas, waste residue and wastewater. Innovative application of photovoltaic solar energy and MVR, technology environmental protection.

### 安全大于一切

Safety trumps everything

作为承载重大使命的企业必须居安思危，明月设立了专业危化品应急救援大队，实现区域危险化学品事故的协防和联防。

As an enterprise carrying major mission, the enterprise must be in danger, and a specialized emergency rescue team is set up to realize the cooperation and defense of the regional hazardous chemical accident.



### 持续关注公益

Keeping an eye on the public benefit

明月一直怀抱感恩之心反哺社会，参与慈善捐助、赈灾活动，资助学校及新农村建设，设立教育基金等，我们还将继续关注和主持更多公益活动，将大海的“自然、和谐、关怀、包容、活力”精神散播开来。

Qingdao Bright Moon Group is always grateful to feed the society, participate in charitable donations, disaster relief activities, subsidize schools and new rural construction, set up education funds, and so on. We will also continue to pay attention to and host more public welfare activities to spread the spirit of "nature, harmony, care, tolerance and vitality" of the sea.

