



《ORBIS-全球企业数据库》 推荐书



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The Business of Certainty | bvinfo.com





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一、关于 BvD 公司：

Bureau van Dijk (简称 **BvD**, 公司网站: www.bvdinfo.com) 是一家全球著名的财经专业实证数据库解决方案提供商, 隶属于全球三大评级公司之一的美国穆迪公司 (Moody's)。 **BvD** 公司的客户包括世界范围内信誉卓著的知名学府、国家级大型公立图书馆、遍布欧美亚太的各国政府金融监管机构、全球银行与金融机构体系、世界顶级咨询公司、著名跨国企业等, **BvD** 公司为客户提供全球经济、贸易、金融与全球宏观经济走势分析等专业数据库产品和专业的数据服务解决方案。

BvD 公司创立于 1970 年, 总部位于瑞士日内瓦, 公司在全球 30 多个国家的 35 个城市设立有分支机构。

BvD 公司整合了全球百余家具备国际公认信誉的信息提供商, 形成了覆盖全球的信息供应网络, 拥有全球海量信息整合的能力, 并帮助不同领域的客户聚集各自领域最具价值的信息资产。此外, **BvD** 一直以其尖端的检索与分析软件著称, 使得客户可以在信息爆炸时代, 在全球浩瀚的信息海洋中专注持续地获取对自己研究领域最有价值的信息资产。**BvD** 公司总部拥有一大批资深的高级数据分析师, 对数据标准和用户需求有着透彻、深入的了解, 他们从客户实际出发制定各类数据标准指引软件开发。**BvD** 一直保持良好的经营, 并在 1998 年获得 ISO 9001 认证, **BvD** 公司拥有其所使用的所有软件的专有权。

遍布全球 30 多个国家, 35 个城市服务全世界超过 12,000 家客户



二、我们的合作伙伴：

整合全球信息资源, **BvD** 与全球百余家具备国际公认信誉的信息提供商合作, 包括, WorldVest Base, TFIS, the Economist Intelligence Unit (EIU), Jordans, Coface, Reuters, Scrl, Creditreform, Informa, Novcredit, Elsevier, Factiva, Reuters, S&P, Moody's, FitchRatings, D&B 等。



全球学术机构必备的财经数据资讯工具供应商



三. 推荐的数据库服务:

1、《ORBIS—全球企业数据库》 <https://orbis.bvdinfo.com/ip>

ORBIS 是一个包含了全球 3.6 亿家企业（包括中国 6,000 万家企业）的财务、管理层、董监高管、评级报告、原始财务报表、新闻与并购记录和行业信息的大型企业分析库。**ORBIS** 为您提供了崭新的企业和商业信息获取方式。其简洁实用的展示界面和导出向导功能，可以帮助您更方便的找到与您相关的信息。

通过 **ORBIS** 数据库，用户可按地区各国家、所在城市、所在行业、产品类别、雇员人数、企业资产规模、企业盈利状况、企业在行业排名等指标快速查询、筛选出符合开展贸易与合作条件的目标企业，并详细了解目标企业的当前与历史经营状况、公司组织结构及背后的控股公司等重要商业信息，以此作为中国企业了解全球市场，开展投资与贸易合作经营所不可缺少的商业情报。同时，**ORBIS** 也可为中国企业与各地政府部门开展进出口商的资信背景调查、跨国企业并购战略分析、竞争对手行业分析的重要信息依据。更为重要的是 **ORBIS** 在企业经营信息的基础上，更提供了各国各行业最新的整体发展分析报告（**Industrial Report**），使用户可及时了解所关注行业的整体发展动态，有力提升中国企业的国际竞争力与风险回避能力，快速、稳健地开拓国际市场份额。



全球企业数据库

<https://orbis.bvdinfo.com/ip>

Powering the business of certainty

- Orbis 包含全球超过 3 亿家公司的信息。
- 流畅的全新用户界面帮助您查找、分析和对比公司信息并提高效率。
- Bureau van Dijk 从超过 160 位信息提供商和上百个自身途径采集数据。我们不仅提供数据，并且使数据更完善、更易于查询、更富有价值。
- 同时，我们标准一致的数据以便您持续对比全球企业。
- Orbis 是强大的全球非上市公司数据源。
- Orbis 还有区域版本：



四. 为什么需要 ORBIS 数据库:

1、数据是重要的生产要素，国内最顶尖的大学已经开始在 ORBIS 数据库的支持下开展研究:

《ORBIS—全球企业数据库》自 2018 年底在国内开始销售，目前国内大学正式客户有：北京大学、清华大学、上海交通大学、吉林大学、中欧国际工商学院、宁波诺丁汉大学、香港中文大学（深圳）
另外请参考本推荐书第五部分附带海外学者最近几年使用 ORBIS 数据库发表的论文列表。

2、ORBIS 数据库是目前做全球企业研究以及中国一带一路走出去企业研究的重要工具:

全球上市企业只有 8 万多家，但是 ORBIS 数据库包含全球超过 3.6 亿家企业数据，是世界上最大的企业数据中心，ORBIS 数据库整合了企业超过 2000 项指标信息，BvD 通过股权穿透实时更新超过 1.2 亿条股权关系信息，研究人员可以方便的通过企业的所有权信息快速查到全球所有属于中国所有人控股的企业，甚至美国等各个国家所有人在全球或者某一个地域的企业名录并加以对比分析。拥有 ORBIS 数据库既可以开展一带一路研究，否则将难以得到足够的数据库支持一带一路经济研究以及任何涉及全球大样本企业数据的相关研究。



通过 ORBIS 数据库查到中国所有人控股的海外企业 10.6 万家:



orbis Help menu Aaron Zhang

查找一家公司 更多 重新开始 保存

您的检索条件: 106,540 可比公司

检索步骤	结果:	步骤
<input checked="" type="checkbox"/> 1. Subsidiaries with Ultimate Owners by profile: UO located in 中国 (CN); GUO and DUO;Def. of the UO: min. path of 50.01%, known or unknown shareho... 显示更多	>	14,525,794
<input checked="" type="checkbox"/> 2. 世界地区/国家/区域: 中国	>	68,092,537
布尔逻辑检索: 1 与非 2	合计持股:	106,540

查看检索结果 >

添加检索条件 选择一个筛选步骤加入你的检索条件

常用条件 洲际、国家或区域

查找一个检索逻辑

通过 ORBIS 数据库查到美国所有人控股的海外企业 16.7 万家:



Find a company

重新开始 保存

您的检索条件: 167,372 可比公司

检索步骤

结果:

步骤

1. Subsidiaries with Ultimate Owners by profile: UO located in 美国 (US); GUO and DUO; Def. of the UO: min. path of 50.01%, known or unknown shareholder	>	4,384,321
2. 世界地区/国家/区域: 美国	>	57,208,187
布尔逻辑检索: 1 与 非 2	↻	167,372

查看检索结果

添加检索条件

选择一个筛选步骤加入你的检索条件

导入检索条件

常用条件

公司名称

公司代码

行业代码

查找一个检索逻辑

洲际、国家或区域

NUTS分类

所在城市

高管电话

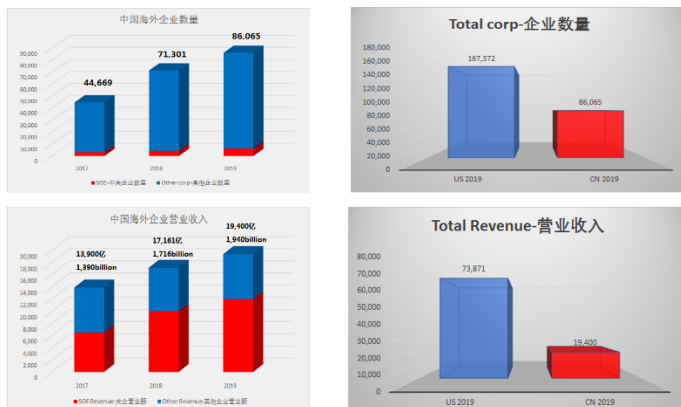
可供分析的 2000 多项指标

orbis Help menu Xuesong LU

您的检索条件: 86,065 可比公司

公司名	BVD ID_N	COUNTRY	INDIC. CODE	INDIC. LABEL	年份	资产总计	营业收入 (营业额)	利润总额	员工数量	GUO-名称
1. UNIPPEC ASIA COMPANY LIMITED	HK00001	HK	505	金属矿产品	2018	195,305,600	n.a.	n.a.	45	CHINA-PEOPLE'S REP.
2. CHINA MOBILE LIMITED	HK03010	HK	481	电话通信	2018	224,122,289	108,589,964	22,456,5...	458,152	CHINA-PEOPLE'S REP.
3. CITIC LIMITED	HK07853	HK	615	商业服务	2018	977,880,141	68,963,791	11,985,0...	273,344	CHINA-PEOPLE'S REP.
4. JD.COM INCORPORATED	KY40372	KY	596	无零售零售	2018	30,521,649	67,418,616	346,371	178,027	MR QIANGDONG LU
5. COUNTRY GARDEN HOLDINGS COMPANY LIM...	KY31073	KY	653	房地产经纪人	2018	237,807,391	55,571,430	11,609,9...	131,387	MS HUNAN YANG
6. SINOCHEM EUROPE HOLDINGS PLC	GB00313	GB	671	控股办公室	2014	3,499,689	47,443,452	5,878	16	CHINA-PEOPLE'S REP.
7. INGRAM MICRO INC	US52164	US	504	专业和商业设备	2015	12,300,689	43,025,852	206,426	27,700	HNA TECHNOLOGY CI
8. CHINA UNICOM (HONG KONG) LIMITED	HK30497	HK	481	电话通信	2018	78,844,304	42,520,842	1,908,799	245,462	CHINA UNITED NETW

快速得到中美两国各自在海外企业的发展情况统计:



单位: (十亿美元) 最新可用年份

	公司数量 2019年	资产总计	营业收入 (营业额)	利润总额	员工数量	利润总额/资产总计
中国投资美国的企业	2,993	81	97	0.5	139,777	0.62%
美国投资中国的企业	5,494	272	301	23.4	633,038	8.60%
百分比	54.48%	29.67%	32.23%	2.14%	22.08%	7.20%

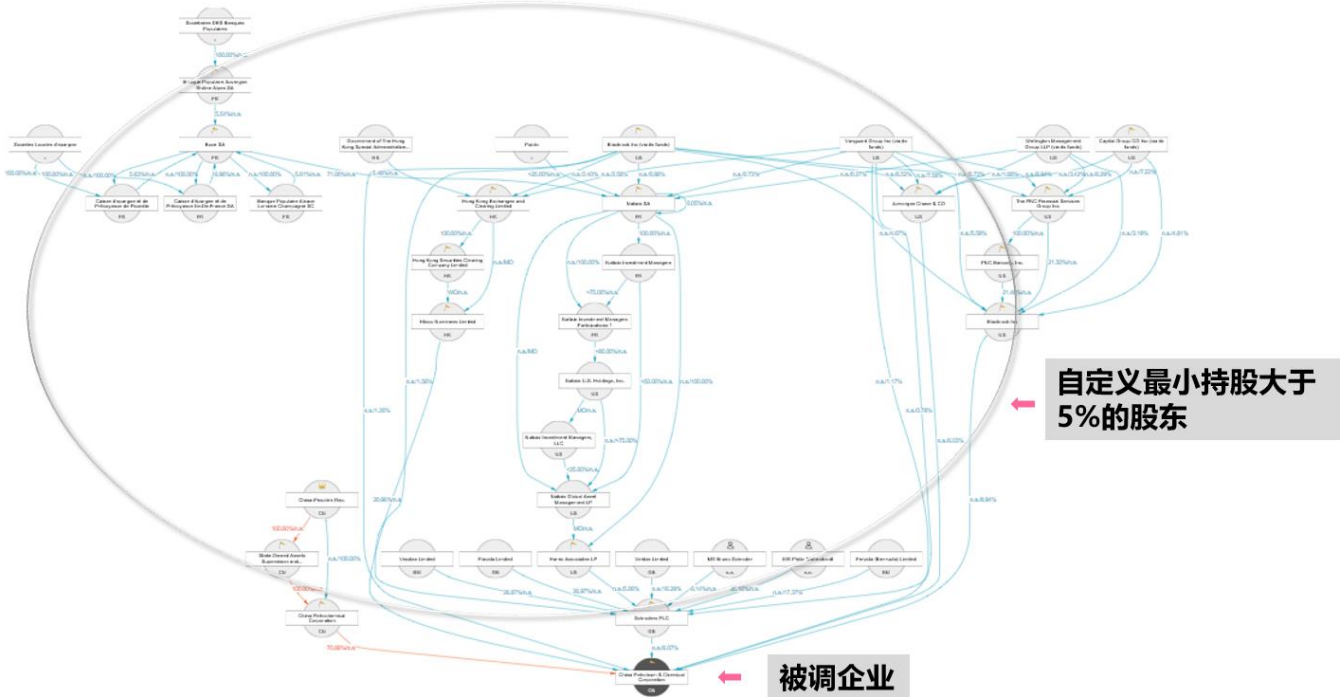
	公司数量 2019年	资产总计	营业收入 (营业额)	利润总额	员工数量	利润总额/资产总计
中国投资美国以外国家的企业	83,075	5,756	1,495	163.7	4,357,613	2.84%
美国投资中国以外国家的企业	161,878	26,832	7,085	541.5	13,101,321	2.02%
百分比	3.66%	5.57%	21.10%	30.22%	33.26%	140.88%



3、ORBIS 数据库的股权关系分析可以查找所有占比超过 0.01%的所有者并建立股权关联：

理论上通过 ORBIS 数据库可以查找所有企业的全球最终控制人，或者查找任何企业或所有者在全球所有子、分公司信息：

深度股权结构图



3、ORBIS 数据库包含的 3.6 亿家企业 71 类 2000 个指标可以用来做经济大数据模型的推演：

关键信息

- ▶ 公司资料
- ▶ 财务数据
- ▶ 上市公司财务报表
- 同业对比
- ▶ 公司评级
- ▶ 财务实力
- 国家评分
- ▶ 证券信息及盈利预测
- ▶ 债券与CDS
- ▶ 高管、经理及顾问
- ▶ 公司股权结构
- Royalties agreements
- ▶ 新闻与并购
- 研究选项
- ▶ 原始文档
- ▶ 备注及定制化数据

MORE信用风险评估-履行财务承诺的能力
Beta值与价格波动 Zanders全球信用风险模型
以前的审计师、银行家和其他顾问 WVB评分-支付利息及偿还本金能力
CRIF财务稳定性评分 前任董事和经理 细分数据-业务线
Zanders Albatross模型 年度股票估值 债券和贷款信息 本地注册表文件
年度股票数据 关键财务信息 现任董事和经理
地理足迹 所有权架构 财务实力概述
现有子公司 分支机构 法律信息 跨国投资 会计信息
联络信息 原始年报 受益所有人 现任股东
Truist信用评级 Kyckr 控股股东 公司评级 行业信息
价格 股东历史 企业集团 标识码 股票信息
研究 并购交易信息 股东权利
现金流量表 创新实力 全球比率 信用违约
FACTIVA新闻 公开招标 全球标准格式财务 详细格式财务
公司及市场新闻 法律事件 同业比较 盈余预估
图-随时间的变化 国家评级 财务指标预测 EQL SEC文件
现任审计师、银行家及其他顾问
戏份数据-地理细分 图-随时间变化的指数图
流动性事件与潜在受挫者 图-随时间变化的公司评级
预警指标-破产倾向/出售公司倾向...



一个真实的案例是金融机构利用 ORBIS 数据库通过海量同类型企业特征指标来判定和筛选出其中不符合某一特征的企业，比如下面案例利用海量企业的财务数据和雇员人数、股权等数据最后判定哪些企业是不符合常规的空壳公司，同样原理我们可以利用 ORBIS 数据库的海量企业数据做任何特征的企业筛选，没比通过企业知识产权的筛选可以判定未来 10 年哪些企业会主导科技发展并且哪些国家在哪些领域会处于主导地位等等。

2 空壳公司风险甄别 ("Shell company" risk categorization)	structure	item name	Item code	example 1
G		Country	COUNTRY	United States of America
G		Country ISO code	COUNTRY_ISO_CODE	US
H	industry & activities	Trade description (English)	TRADE_DESCRIPTION_EN	International Business Machines Corporation (IBM) is a technology co
H		Trade description in original language	TRADE_DESCRIPTION_ORIGINAL	
H		Original language of trade description	TRADE_DESCRIPTION_LANGUAGE	
H		Description and history	DESCRIPTION_HISTORY	International Business Machines Corporation (IBM), incorporated on .
H		Full overview	OVERVIEW_FULL_OVERVIEW	The company, listed on the New York Stock Exchange under the tick
H		History	OVERVIEW_HISTORY	Founded as Herman Hollerith and the Tabulating Machine Company
H		Primary business line	OVERVIEW_PRIMARY_BUSINESS_LINE	Manufactures and sells computer hardware and software, and offers i
F		Size classification	COMPANY_CATEGORY	Very large company
C		Status	STATUS	Active
B		Standardised legal form	STANDARDISED_LEGAL_FORM	Public limited companies
B		National legal form	NATIONAL_LEGAL_FORM	Public limited company
A		Date of incorporation	INCORPORATION_DATE	16/06/1911
L		Consolidation code	CONSOLIDATION_CODE	C1
E		Operating revenue (Turnover)th USD Last avail. yr	OPRE	77,147,000
E		Shareholders fundsth USD Last avail. yr	SHFD	20,841,000
D		Number of employeesLast avail. yr	EMPL	
N		DMGender	CPYCONTACTS_HEADER_Gender	M
N		DMCountry	CPYCONTACTS_HEADER_CountryLabel	
I	auditors, bankers & other ownership data	Number of advisors	CPYCONTACTS_MEMBERSHIP_DIFFERENT_PEF3	
J		No of companies in corporate group	CORPORATE_GROUP_SIZE_LABEL	653
N		BO - Gender	BO_GENDER	
N		BO - Country	BO_COUNTRY_ISO_CODE	
J		No of shareholders	SH_COUNT	92
J		No of subsidiaries	SUB_COUNT	337
J	ownership data - branches & headquarters	No of branches	BRANCH_COUNT	384

4、ORBIS 数据库内植了丰富的分析工具可以在产品中直接开展分析：

<p>Pivot analysis</p>  <p>从行业、地点、财务变量等方面对一组公司进行细分</p>	<p>Peer analysis</p>  <p>将一组公司进行比较，或者与该组的汇总统计数据进行比较</p>	<p>Compare groups</p>  <p>对多组公司进行统计比较</p>
<p>Aggregation</p>  <p>选定并汇总公司的账目</p>	<p>Ownership explorer</p>  <p>深挖公司的股权结构</p>	<p>Geographic heat map</p>  <p>根据特定的变量来说明一组公司的地理分布</p>
<p>Batch search</p>  <p>基于一批名称和地址搜索公司</p>	<p>Office add-in</p>  <p>将数据直接包含在您的办公软件程序中</p>	<p>Contact tool</p>  <p>过滤和分析联系人信息</p>



5、如果用户同时采购了 WRDS 和 ORBIS 数据库，那么用户还可以通过 WRDS 平台来访问 ORBIS 数据：

The screenshot shows the Wharton WRDS interface for BvD Orbis data. The main heading is "BvD Orbis - Global Financials for Industrial Companies (in USD)". Below this, there are two main sections: "Step 1: Choose your date range." and "Step 2: Apply your company codes.".

Step 1: Choose your date range.
Date variable(s): YEAR OF CLOSING DATE
Date range: 2018 to 2019

Step 2: Apply your company codes.
Options: BvD ID Number, ticker, ISIN, LEI
Select an option for entering company codes:
 Company Codes, Code List Name
Please enter Company codes separated by a space. Example: BvD ID Number: US0001011010 US0001011010

6、ORBIS 数据库提供中英文等多种语言界面，提供全校 IP 网段多并发用户同时访问：

The screenshot shows the ORBIS database interface. The search results are displayed in a table with the following columns: 公司名称 (Company Name), BVD索引号 (BVD ID), 股东 ISO 国家代码 (Country), 美国 SIC 代码, 核心代码-描述 (SIC Code - Description), 最新可获得年度 (Year), 资产总计 (Total Assets), 营业收入 (营业收入) (Revenue), 利润总额 (Profit), 员工数量 (Number of Employees), and GUO - 名称 (Country Name).

公司名称	BVD索引号	股东 ISO 国家代码	美国 SIC 代码	核心代码-描述	最新可获得年度	资产总计	营业收入 (营业收入)	利润总额	员工数量	GUO - 名称
NAME	BVD_ID_N...	COUNTR...	USSI...	USSIC_CORE_LAB...	YEAR...	TOAS	OPRE	PLBT	EMPL	GUO_NAME
1. UNIPEC ASIA COMPANY LIMITED	HK00001...	HK	505	金属和矿物质, ...	2018	n.a.	196,305,600	n.a.	45	CHINA-PEOPLE'S REP.
2. CHINA MOBILE LIMITED	HK30210...	HK	481	电话通信	2018	224,122,289	108,589,964	22,456,5...	459,152	CHINA-PEOPLE'S REP.
3. CITIC LIMITED	HKFE853...	HK	615	商业信贷机构	2018	977,880,141	68,953,791	11,995,0...	273,344	CHINA-PEOPLE'S REP.
4. JD.COM INCORPORATED	KY40372...	KY	596	无店面零售商	2018	30,521,649	67,418,616	-346,371	178,927	MR QIANGDONG LIU I
5. COUNTRY GARDEN HOLDINGS COMPANY LIM...	KY31073...	KY	653	房地产经纪人和...	2018	237,807,391	55,571,430	11,609,9...	131,387	MS HUIYAN YANG
6. SINOCHEM EUROPE HOLDINGS PLC	GB03313...	GB	671	控股办公室	2014	3,499,689	47,443,452	5,878	16	CHINA-PEOPLE'S REP.
7. INGRAM MICRO INC	US62164...	US	504	专业和商业设备...	2015	12,300,689	43,025,852	296,426	27,700	HNA TECHNOLOGY CC
8. CHINA UNICOM (HONG KONG) LIMITED	HK30497...	HK	481	电话通信	2018	78,844,304	42,529,842	1,908,799	245,462	CHINA UNITED NETW
9. CNOOC LIMITED										



7、除了 ORBIS 数据库网页版本，WRDS 平台访问权限之外，我们还可以提供 ORBIS 数据的 Data Feed 服务：

我们可以提供 ORBIS 数据库超过 2000 项指标超过 10 年数据的定制打包服务，为用户建立数据中心提供便利，目前全国海关总署在 2019 年也花费超过 600 万元正式部署了 ORBIS 数据 Data Feed 服务作为其数据中心的重要组成部分。



8、ORBIS 数据库是 BvD 联合全球超过 70 家顶尖数据服务机构共同推出，有良好的支持和保障：



全球学术机构必备的财经数据资讯工具供应商



五、最近几年全球大学使用 ORBIS 数据库发布的部分论文列表

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