

Bosideng showcased in the Chinese National Exhibition in Russia March 29, 2007

From March 26 to March 29, 2007, the Chinese National Exhibition & Year of China in Russia - Economic & Trade Activities" sponsored by the Ministry of Commerce was held in Russia International Exhibition Center. As China's famous garment brand, Bosideng Co., Ltd. was designated by the Ministry of Commerce to take part in the exhibition. Gao Dekang, President of Bosideng, attended the opening ceremony on the 26th, where Chinese President Hu Jintao and Russian President Vladimir Putin were present.

15,000 products with Chinese independent copyright and heavy Chinese characteristic from nearly 30 industries were displayed at the Chinese National Exhibition. All Bosideng products were displayed in the exhibition hall of famous brands, which covered 11,956 square meters, involving products from 86 enterprises including energy, automobiles and accessories, building materials, home appliance, textile and garment, daily necessities, presents, agricultural products and food. On displayed were products of large state-run enterprises such as China National Petroleum Corporation, China Petrochemical Corporation, China National Offshore Oil Corporation, Sinochem Corporation, China Minmetals Corporation, China Huaneng Group, COSCO Group and FAW, as well as products of famous brand enterprises including Haier, ZTE, Huawei and Zhongcha.

Known as "Down Wear Giant", Bosideng Co. Ltd. attracted many Russians because of its elegant stand design and brilliant products. When they got to know Bosideng's quick development over the last ten years, they all gasped in admiration for this Chinese garment brand and many of them marveled at the design, bright colors, lightness and smoothness of Bosideng down wear while standing in front of them.

An executive of Bosideng said, "We don't expect everyone to buy our product. Our target is Russian mid and high-end market and the approach we adopt is marching slowly and steadily forward. However, relying on its scale, quality and technical advantages, Bosideng has already attracted international famous brands such as NIKE, BOSS, GAP and POLO for OEM partnership. The company will take full advantage of the brand "Bosideng", carry out international cooperation, promote the brand overseas, exchange markets with other world famous brands and publicize indigenous down wear brands all over the world through cooperation with other world famous brands and their marketing network so that it can speed up its internationalization.