

Bosideng honors marketing elites at the 2nd Passionate Bosideng Evening March 31, 2007

In the evening of March 31, "Passionate Bosideng - The 2nd Award Evening for Marketing Elites" was held in Bosideng to honor those marketing elites with brilliant performance in 2006.

Eleven prizes of the award evening include eight collective prizes and three individual prizes. Following international practice and the principles of openness, fairness and justice, the award appraisal fully demonstrates Bosideng's business concept that marketing dominates all. Changshu Municipal CPC Committee and Municipal Government attached great importance to the award evening and contributed their full supports. Besides, the singer star Nicky Wu, together with some GoodBoys and SuperGirls, was also invited to attend the evening, whose presence, against the backdrop of hot dances and songs and fans yells, drove the evening come to a climax.

In 2006, Bosideng generated sales revenues of over RMB10 billion and has been crowned sales championship for 12 consecutive years, which was mostly attributed to wisdom and efforts of all Bosideng people, notably, backbreaking efforts of those marketing staff. Bolstered by Bosideng brand and advanced business concepts of the company all these years, Bosideng marketing staff have been striving to expand market and vitalize marketing with their sensitive insight and vanguard strategies, chalking up climbing sales records in the end. In the award evening, marketing elites said that they would make determined efforts as always to create more glories for the company.