



# **Professional Team Leads the Way**

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### Professional Management

In 2000, the Group's decisiveness to re-engineer its businesses was partly reflected in its aggressive recruitment of the best professional talents. To date, the Group has successfully put together a highly professional and experienced management team comprising of experts in sales and marketing, technological research, product development and financial management. Under their leadership and direction, the Group is poised for continued development.

### Effective Performance Evaluation

New management recognizes to succeed in a fast-changing market environment, commercial entities have to enhance its overall competitiveness, which in turn links closely with its talent pool. The Group has therefore introduced comprehensive performance appraisal and reward schemes to boost staff morale and improve overall quality of staff. Implementation of these programs has been smooth and has already generated positive results.

### Emphasis on Training

To strengthen our staff's professional knowledge, the Group puts special emphasis on training at all levels. In addition to professional courses designed for executives and technical staff, we also offer middle management training courses to sharpen their management skills, as well as short-term courses at prestigious colleges both in the PRC and abroad. To enhance our competitiveness in attracting the best talents, Kelon Holding will launch a subsidized education scheme in 2001, and has initially selected 10 institutions as test points.

### Corporate Culture

To cope with Kelon's reforms and future development, the Group will put even more emphasis to attract talents with both professional knowledge and on-the-job experience. Our entire team will adhere to the corporate ideology of "Honesty, Cooperation, Learning, Creativity" and business concept of "Six Satisfaction". These will bring Kelon to new successes in the new millennium.

