



南京熊貓電子股份有限公司(「本公司」)是一家集科研、開發、生產、銷售及技術服務於一體的大型綜合性通信公司，於一九九二年四月由原熊貓電子集團公司改組重組後成立，其歷史可追溯到一九三六年，是中國最早的電子企業。一九九六年五月二日及十一月十八日公司股票分別在香港交易及結算所有限公司和上海證券交易所掛牌上市。

本公司業務主要是開發、生產、銷售移動通信系統、衛星通信系統、IT及機電儀產品等，註冊商標為「熊貓PANDA」，是全國電子信息產業中第一個獲得的「中國馳名商標」。

公司於一九九九、二零零零年進行兩次重大資產重組，將原有主業彩電剝離至熊貓電子集團有

限公司，集中精力發展通信與信息產業，實現了產品結構與產業結構的戰略性調整，即從消費類電子轉向通信與信息產業，從傳統產業轉向新經濟。公司從此發生了根本性的轉變，生產經營情況、經濟效益持續發展，迅速進入了新的發展階段。

Nanjing Panda Electronics Company Limited (the “Company”) is a large integrated telecommunications company which is engaged in scientific research and development, production, sale and technological services. In April 1992, the Company was established after the reorganisation of the original Panda Electronics Group Company. The history of the Company can be traced back to 1936 and is the earliest electronics enterprise in the PRC. Shares of the Company were listed on Hong Kong Exchanges and Clearing Limited and Shanghai Stock Exchange on 2 May 1996 and 18 November, 1996 respectively.

The Company is mainly engaged in the development, production and sale of mobile telecommunications system, satellite communication system, IT and electromechanical products. Its registered trademark is “PANDA” which is the first “well known trademark in the PRC” in the electronics information industry in the country.



The Company was under major assets reorganisation in 1999 and 2000. Its original colour TV core business was disposed to Panda Electronics Group Limited (“PEGL”). The Company has since

then focused on the development of communication and information industry and made strategic adjustment in product and industry mixes, changing its business from consumer electronics to communication and information industry and from traditional industry to new economy. Accordingly, there has been fundamental changes in the Company. Production and operations and economic efficiency of the Company developed continuously and the Company has rapidly entered a new stage for development.



## 公司簡介 Company Profile

公司抓住經濟全球化的機遇，找準國際分工定位，全面融入世界經濟，實施與跨國公司結盟同步發展的戰略，與愛立信、夏普等跨國公司建立了戰略合作關係。南京愛立信熊貓通信有限公司(ENC，主營移动通信基站、交換機等系統設備)和南京愛立信熊貓移動終端有限公司(EPC，主營手機)近幾年發展非常迅速，已成為愛立信重要的全球供應中心之一，是本公司發展的新增長點和重要利潤來源，具有廣闊的發展前景。南京夏普電子有限公司(主營液晶顯示系統、數碼AV產品)也有很大的發展潛力和美好的發展前景。

公司下一步發展目標是，建成全國最大的移动通信、衛星通信研發、生產基地，並在IT產業和機電儀產業方面進入全國同行業前列，努力把公司發展為一個綜合性、國際化高科技大公司。

The Company has grasped the opportunity arising from economic globalization and targeted at attaining a position in international division of work in an effort to fully intergrate into the world economy. The Company has been strengthening the strategy of making alliance with cross-country companies. It has established a strategic co-operative relationship with cross-country companies including Ericsson and Sharp. Nanjing Ericsson Panda Communication Co., Ltd. (ENC), which is mainly engaged in mobile telecommunications primary stations and interchangeable machines, and Nanjing Ericsson Panda Mobile Terminals Co., Ltd. (EPC), which is mainly engaged in mobile phones, have been developed rapidly in recent years and have become one of the important global supply centres of Ericsson. They are new growth points for the development of the Company and important profit source. They have bright prospects. Nanjing Sharp Electronic Co., Ltd. which is mainly engaged in LCD system and digital AV products also has great potential for development and bright prospects.

The Company's next development target is to establish the largest base for the development and production of mobile telecommunications and satellite communication in the PRC. Besides, it aims at becoming a major company in IT and electromechanical industries and an integrated international hi-tech giant.

