

Highlights of the Year

16 Mar

- Forged collaboration with ATP



10 Jan

- Signed an agreement with NBA player, Damon Jones



24 Apr

- Became the title sponsor of the brand new China University Football League



28 Apr

- Named "2005 The Most Respectable Enterprise in China"



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24 May

- Awarded the "The Most Creative Organisation" at The First Grand Ceremony of Creative China



14 Aug

- Collaborated with NBA player, Shaquille O'Neal, to develop jointly in China basketball market

Aug

- Incorporated into Harvard Business School case study database for successful marketing and operation in China sports goods market



5 Sep

- Launched the first technology platform with proprietary IP rights, the "LI-NING BOW" (李宁弓) anti-shock technology



12 Sep

- Signed an agreement with the first national track & field team, Sudan National Team, to pave way for promotion at the 2008 Beijing Olympic Games

17 Sep

- "Flying Armor" (飛甲) basketball footwear won the German "iF China 2006 Industrial Design Award"



15 Oct

- Signed an agreement with Ethiopian marathon athlete, Ambesse Tolossa



10 Dec

- Signed an agreement with NBA player, Chuck Hayes

28 Dec

- Established strategic collaboration with CCTV National Sports TV Channel



2006 to 2007



11 Jan

- Collaborated with Argentina Basketball Association to be the official sponsor of the men's and women's Argentina National Basketball Teams



25 Jan

- Became the designated official partner to provide sportswear for the Swedish Olympic Delegation



28 Mar

- Honored "2006 CCTV The Best Employer"



15 Jan

- Honored the "Influencing China - Sports Apparel Grand Award" jointly hosted by Tencent, Wharton Business School, CCTV NewsList and The Economic Observer



29 Jan

- Honored "2006 The Best Enterprise's Public Image Award" jointly organised by the Enterprise Research Institute affiliated with the Development Research Center of the State Council, business.sohu.com, China Credit Research Center of Peking University and Guanghua media