

我相信

一步一个脚印

  
Keep Moving... 永不止步



安踏跟優秀的田徑運動員  
簽署代言人合約  
ANTA enters into  
endorsement contracts with  
outstanding track and field  
team members in China

**We believe a step forward is  
a milestone ahead**



# Milestones

## 公司歷程

1994

- ANTA (Fujian) Shoes Industry Co., Ltd was established in Fujian, ANTA brand was built up

1994年

- 安踏(福建)鞋業有限公司成立，創立安踏品牌



1999

- Entered into an endorsement contract with Kong Linghui, as the World table tennis champion, with the slogan of "I like what I choose"

1999年

- 與乒乓球世界冠軍孔令輝簽署代言人合約，以「我選擇，我喜歡」作為廣告口號

2001

- With the first authorised ANTA retail outlet opened in Beijing, nationwide promotion plan of ANTA brand subsequently commenced

2001年

- 第一家安踏專賣店在北京開設，開始大規模全國性品牌推廣計畫



2002

- Commencement of the sales of apparel
- Entered into an endorsement contract with Mengke Bateer, a NBA player

2002年

- 開始服裝銷售
- 與NBA球員巴特爾簽署代言人合約

2003

- Commencement of the sales of accessory
- An agreement was signed with the Men and Women's Volleyball League, for the sole equipment sponsorship for three consecutive years

2003年

- 開始配件銷售
- 簽署連續三年獨家贊助全國男/女子排球聯賽比賽運動裝備







2004

- ANTA retail network spread to all provinces/municipalities in China
- Declared sponsorship for CBA and solely sponsored the equipment for CBA teams, ANTA become the designated business partner for equipment for CBA

2004年

- 安踏網點遍佈全國省市
- 全面贊助中國男子籃球職業聯賽，獨家贊助2004-2007年間球隊的運動裝備，安踏成為CBA聯賽運動裝備唯一指定合作夥伴

2005

- “Keep Moving” was used as ANTA's brand ideology
- The first Sports Science Laboratory in China was established
- An agreement was signed with China Table Tennis Super League, ANTA become the designated business partner for equipment for China Table Tennis Super League for four consecutive seasons (2005-2008)

2005年

- 提出「Keep Moving」的品牌理念
- 成立國內首家運動科學實驗室
- 與中國乒乓球協會正式簽約，安踏獨家贊助中國乒乓球超級聯賽2005-2008年連續四個賽季的唯一指定運動裝備



2006

- Renewed a 7-year sponsorship contract with CBA for 7 years with expiry in 2012
- Title sponsored “ANTA CCTV Sports Personality” on the CCTV

2006年

- 與CBA續約7年，雙方合作延續到2012年
- 冠名贊助中央電視台「安踏CCTV體壇風雲人物」

