

Highlights of the Year

2007年大事記

INTERNATIONALISED 國際化

LISTING 上市



- Listed on the Main Board of Hong Kong Stock Exchange
- 在香港聯交所主板上市



- Entered into an endorsement contract with Steve Francis, an NBA Houston Rockets player
- 與NBA休斯頓火箭隊球員Steve Francis簽署代言人合約



- Entered into an endorsement contract with Luis Scola, an NBA Houston Rockets player
- 與NBA休斯頓火箭隊球員Luis Scola簽署代言人合約



- In 2005, entered into strategic alliance partnership with NBA Houston Rockets and will hold "CBA ANTA Star Training Camp" for training of young players in China
- 與NBA休斯頓火箭隊簽署合同，達成戰略聯盟合作關係，並將舉辦「CBA安踏星銳訓練營」，培訓中國有潛力的年輕球員



- Bill Peterson (renowned sports footwear technological designer who invented 'Nike Air' technology) collaborated with ANTA to design a series of basketball shoes designated for 2 NBA players
- 著名運動鞋科技設計師，開創（「Nike Air」技術）比爾·彼德森與安踏合作，為2位NBA球員設計專屬的籃球鞋系列



BUSINESS 業務



- Commencement of retail business for international branded sportswear products
- 開始國際品牌體育用品零售業務
- From 2001 to 2006, ANTA footwear has been led in "Composite Index on Market Shares for Six Consecutive Years in China", rated by the China General Chamber of Commerce and the China National Commerce Information Centre
- 自二零零一年至二零零六年，獲中國商業聯合會及中華全國商業資訊中心頒發「中國運動鞋市場綜合佔有率連續六年第一」
- Commencement of apparel production facilities
- 自有服裝生產基地投產

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LEAGUE 聯賽

- Integrated communication plan was inaugurated
- 展開奧運整合傳播計劃



- Title sponsor for "ANTA National Volleyball League", "ANTA National Volleyball Grand Prize Cup" and "ANTA National Volleyball Championship Cup"

- 冠名簽約「安踏全國排球聯賽」、「安踏全國排球大獎賽」和「安踏全國排球錦標賽」

- Chinese Basketball Association of 2007-2008 began, "CBA Stars Track Scheme" and "The First CBA ANTA Equipment Design Competition" was launched
- 2007-2008賽季CBA開賽，展開「CBA星航線計劃」和「首屆CBA安踏裝備設計大賽」



- Trade Fairs were held in January, April, July, October and December
- 於一、四、七、十和十二月舉行訂貨會

TRADE FAIR 訂貨會

