

According to reports in major financial websites, Anta is expected in July will be listed in Hong Kong, China. In China's own brand of sports apparel and footwear manufacturers, the Anta and Li Ning, Del benefits, etc. in the forefront of the market share, Anta public financing will be bigger than the Li Ning (2004 Hong Kong amounted to HK \$ 440 million of public financing). Also worth noting is that the Rockets owner Leslie Alexander Anta 10% stake of the shares, involving an amount of approximately \$ 30 million. This time Alexander can be so generous to become a strategic investor among the ANTA is very worthy of attention, from a personal point of view Alexander certainly want to support Anta in the domestic market development, while Anta to allow Alexander's stake is nothing more than a fancy their team has the Most popular star Yao Ming and the Rockets factor in its possession in a high visibility of CCTV.

But for currently playing for the Rockets Shane Battier is this not good news. As we all know, last summer, Shane and High Peak company signed a endorsement contract, and by virtue of the "I can play" popular in the north and south of the ad. However, due this summer, Van Gundy class, seemingly very strong position Battier is likely to leave. Although the company attaches great importance to the matter Peak, but the Rockets top reply is somewhat vague. Today, Alexander became one of the major shareholders Anta Olympic competitor, I do not know whether this factor will become a catalyst for accelerating Battier leave.

Pick Battier leave quit

rocket CEO Xu Zhihua, vice president of Olympic Brown sent an e-mail and Alexander stake in Anta two things is likely to lead to a "Sponsors intervention team personnel adjustments," the infighting, because Brown hinted email, in which the main theme to the offensive play of Princeton system, light weight keep attacking Shane is about to be traded. Thus, Xu Zhihua yesterday they flew to Houston, began the arduous but did not have much grasp of "intervention" action.

The reason is very simple, as the most famous spokesperson Pick Battier in China due to the presence of Yao Ming became the much-loved, and as planned in early on the development of the Olympic and Batty Seoul to China in early July will be a series of promotional activities. Right now, the sponsors all the preparation work has been everything is ready, but the rocket about to go for news Battier suddenly disrupted the plan sponsor. "If you leave the Rockets and Yao Ming, Shane Battier, popular among fans in China will inevitably dropped significantly." Zhi-Hua Xu said, "then we \$ 4 million per year sponsorship fee not to naught? China propaganda is not necessary! "As we all know, is one of Houston Rockets Shane Battier continue important condition Peak and Battier contract, so the fate of the Rockets Shane Battier stake, Peak tensions are not unreasonable," If you really want to rocket traded Shane Battier, then we have advertising contracts with the Rockets down heavy talk. "Xu Zhihua There is a feeling of being fooled," our spokesperson is not a rocket, and we contract with the Rockets what value it? "

Pick make full preparations

and has always been known for shrewd Rockets owner Leslie Alexander certainly not with this \$ 4,000,000 Pick trouble, although Alexander is now ready to waste of money from Anta shares to analyze the situation, the Rockets likely will be the focus of the cooperation of Chinese sports brand Anta transferred from Olympic to. But eating meat into the stomach then told Alexander spit it out, it will certainly not his style, he is now to do is how to handle the relationship between these two sponsors between Anta and Peak from Yao homeland, a smooth transition from the Peak to Anta. Xu Zhihua also recognized this, so he has to do before departure to prepare another hand, "we had signed with Shane, because Shane is outside of Yao Ming and Tracy McGrady, Houston's third star. Even He will leave the rocket, we will continue to look for the Rockets star signing, the object will still be the third rocket star Yao Ming and Tracy outside. "

links

Beijing to buy a house

previous summer Yao Ming to return to Beijing Tiantan Shihai live in an apartment, while his boss Alexander plays a set in Beijing real estate. Beijing World City a 360 square meters of the president's official residence is the Rockets owner Leslie Alexander's home in Beijing, Alexander was signed at the Toyota Center in Houston and the project developer China SCE Property Group last December 5. Currently, the project is still under construction, the real stay until 2008. "Our market-oriented price is 25,000 yuan per square meter, but the price to less convenient Alexander revealed, a house should not be less than 10 million yuan."

Rocket Team owner Leslie Alexander said that this is his first investment in China's real estate industry, he is convinced that this is a good start. When asked why home buyers to invest in Beijing, Alexander said: "Beijing is unparalleled political and economic center, and the 2008 Beijing Olympic Games will further add to the charm of my selection house near the embassy district, Beijing is the most international. of the place, it's like, like Manhattan, New York. "

[Chinese shoes Network - brand observation] your circle of friends is not being runner sun screen daily mileage brush, really show the identity of fashion, the brand is no longer a gorgeous and expensive ingredients, but you whether it has a gorgeous mermaid lines and abs.

Running a campaign as the most basic, well-respected fitness enthusiasts. Data show that the current will run as their own sports and leisure people accounted for 41% of the total number of sports, is in addition to walking outside, the most important way to exercise. However, most people who want to fit body, it has been reluctant to go to the gym to sweat up. Circle of friends, more runners chose the outdoor environment. For them, just need a good pair of running shoes and other peripheral equipment running. However, the domestic market is not mature running, a survey data show that 78% of consumers will not choose a professional running equipment, overall very casual. This means that there is a huge market space, while Adidas capture this message, earlier

this year, introduced a new running shoes --Ultra Boost shoes, and in August launched the all-new. coincides with the Beijing World Championships, Adrian Leek category, general manager of Adidas jogging with his finest creations of this, there has been in Beijing. As a former professional marathon runners, Adrian Prior to joining adidas, is to maintain the UK's 15 km marathon record. Today, Adidas has been working for 21 years, he was a profound experience to the running of the sport's increasing popularity and professional process, he told the "Chinese entrepreneurs": "In the past four years, the runners have a two year category increase the number. "

In the professional opinion, running the sport, it seems simple, but in fact is not low for the requirements of the product. Research and development of this product, took four years. This shoe is a collaboration with BASF, after the change of generations, eventually formed today's Ultra Boost shoes. Although not disclose the specific amount of investment, but Adrian said, "technically very huge investment, including BASF has also done a lot of investment."

From the exterior, this shoe features a Primeknit knit uppers, Adidas has been the use of high-end products. By "crossing a line" flying probe technology seamlessly weaving the upper and upper part of the fabric as a whole, to abandon the original liner support frame, relying on itself to provide flexibility and upper support force.

This is similar to the Nike Flyknit, in fact, as early as in 2012, when Flyknit launched soon, Adidas launched immediately Primeknit knit uppers product is a paper sued Nike, Nike finally won, making it an "line "Technology originator, has won a patent. While Adidas failed to obtain a patent, but that does not hinder the application of this technology, it was introduced, this fabric design allows completely fit in running shoes runners feet, even barefoot runners can meet the needs of today.

Overall, this shoe with Adidas traditional conservative style is not the same. Shoes and surplus narrow sense of flow lines, so that was a lot of people think, and Nike designers collective switched to Adidas are not unrelated.

However, these shoes BOOST biggest bright spot is the use of technology, a lot of running the party, are Nike's fans who, in recent years, Nike running series of products based on global sales of more 30% of the number of growth. BOOST technology is considered Jedi adidas big move.

Two years ago, BOOST technology has been applied to the determination of Adidas design, someone had Tucao, abandon the original hard rubber do at the end, with this foam looks almost looks cheap stuff, is not a marketing gimmick? However, when in 2014, the Kenyan marathon runner Dennis? Jimi Tuo configuration BOOST wearing Adidas running shoes in the end to break the marathon world record, so this technique fame.

Adrian said, from biomechanics laboratory test results can be seen, Ultra Boost athletic performance running shoes can bring a 1% increase, which means that for two hours of Marathon, since Boost bring shoes 1% increase, runners time can be shortened 26 seconds, if it is a four-hour marathon meant to shorten the time from 2 to 2.5 minutes.

more consumers believe that this sole design, very "soft shells", the shoes can quickly rebound after compression up, this cushioning effect allows runners to achieve the greatest degree of their effect.

This allows Adidas and Nike in the running market gradually catch up the contest. Although the design is still not a color, but the technology does make the runners themselves.

However, Ultra Boost shoes is not at home all the Adidas store can buy. This shoe priced at around 1,300 yuan, Adrian said, "The major products for a second-tier market, does not have invested in low-tier cities, to take into account the level of local consumption." is behind this campaign of running shoes, Adidas seek further business expansion in China. High Skyline director of Adidas Greater China general manager, said, "compared to Europe or the United States market, China's market is not mature run. But when we see more and more people to participate in the running movement among us have begun vigorously promote the development of running culture in China. To achieve this goal, we launched runners meet Chinese demand for the product. "Meanwhile, the high Skyline also stressed Greater running series is one of the fastest growing product category.

2014 national marathon competition population of 90 million people, to participate in the running of the crowd showing explosive growth, becoming the national carnival, and formed a huge industrial chain.

Adidas, the introduction of running shoes is just the first step. Adrian told reporters, in addition to running shoes, the future will continue to develop Adidas jogging desired peripheral products, such as T-shirt, shorts, for the ladies, there should be a proper sports bra. As a professional athlete, Adrian to some of runners from experience, do not over-training, not over the pursuit of speed, otherwise prone to injury, compared to sports results, we should enjoy the course of the campaign, it will be considered the same as living with a cup of coffee the way. (Chinese shoes Network - the most authoritative and most professional Footwear News) [Chinese shoes Network - brand observation] your circle of friends is not being runner sun screen daily mileage brush, really show the identity of fashion, the brand is no longer a gorgeous and expensive ingredients, but you whether it has a gorgeous mermaid lines and abs.

Running a campaign as the most basic, well-respected fitness enthusiasts. Data show that the current will run as their own sports and leisure people accounted for 41% of the total number of sports, is in addition to walking outside, the most important way to exercise. However, most people who want to fit body, it has been reluctant to go to the gym to sweat up. Circle of friends, more runners chose the outdoor environment. For them, just need a good pair of running shoes and other peripheral equipment running.

However, the domestic market is not mature running, a survey data show that 78% of consumers will not choose a professional running equipment, overall very casual. This means that there is a huge market space, while Adidas capture this message, earlier this year, introduced a new running shoes --Ultra Boost shoes, and in August launched the all-new.

coincides with the Beijing World Championships, Adrian Leek category, general manager of Adidas jogging with his finest creations of this, there has been in Beijing. As a former professional marathon runners, Adrian Prior to joining adidas, is to maintain the UK's 15 km marathon record. Today, Adidas has been working for 21 years, he was a profound experience to the running of the sport's increasing popularity and professional process, he told the "Chinese entrepreneurs": "In the past four years, the runners have a two year category increase the number. "

In the professional opinion, running the sport, it seems simple, but in fact is not low for the requirements of the product. Research and development of this product, took four years. This shoe is a collaboration with BASF, after the change of generations, eventually formed today's Ultra Boost shoes. Although not disclose the specific amount of investment, but Adrian said, "technically very huge investment, including BASF has also done a lot of investment."

From the exterior, this shoe features a Primeknit knit uppers, Adidas has been the use of high-end products. By "crossing a line"

flying probe technology seamlessly weaving the upper and upper part of the fabric as a whole, to abandon the original liner support frame, relying on itself to provide flexibility and upper support force.

This is similar to the Nike Flyknit, in fact, as early as in 2012, when Flyknit launched soon, Adidas launched immediately Primeknit knit uppers product is a paper sued Nike, Nike finally won, making it an "line "Technology originator, has won a patent. While Adidas failed to obtain a patent, but that does not hinder the application of this technology, it was introduced, this fabric design allows completely fit in running shoes runners feet, even barefoot runners can meet the needs of today.

Overall, this shoe with Adidas traditional conservative style is not the same. Shoes and surplus narrow sense of flow lines, so that was a lot of people think, and Nike designers collective switched to Adidas are not unrelated.

However, these shoes BOOST biggest bright spot is the use of technology, a lot of running the party, are Nike's fans who, in recent years, Nike running series of products based on global sales of more 30% of the number of growth. BOOST technology is considered Jedi adidas big move.

Two years ago, BOOST technology has been applied to the determination of Adidas design, someone had Tucao, abandon the original hard rubber do at the end, with this foam looks almost looks cheap stuff, is not a marketing gimmick? However, when in 2014, the Kenyan marathon runner Dennis? Jimi Tuo configuration BOOST wearing Adidas running shoes in the end to break the marathon world record, so this technique fame.

Adrian said, from biomechanics laboratory test results can be seen, Ultra Boost athletic performance running shoes can bring a 1% increase, which means that for two hours of Marathon, since Boost bring shoes 1% increase, runners time can be shortened 26 seconds, if it is a four-hour marathon meant to shorten the time from 2 to 2.5 minutes.

more consumers believe that this sole design, very "soft shells", the shoes can quickly rebound after compression up, this cushioning effect allows runners to achieve the greatest degree of their effect.

This allows Adidas and Nike in the running market gradually catch up the contest. Although the design is still not a color, but the technology does make the runners themselves.

However, Ultra Boost shoes is not at home all the Adidas store can buy. This shoe priced at around 1,300 yuan, Adrian said, "The major products for a second-tier market, does not have invested in low-tier cities, to take into account the level of local consumption." is behind this campaign of running shoes, Adidas seek further business expansion in China. High Skyline director of Adidas Greater China general manager, said, "compared to Europe or the United States market, China's market is not mature run. But when we see more and more people to participate in the running movement among us have begun vigorously promote the development of running culture in China. To achieve this goal, we launched runners meet Chinese demand for the product. "Meanwhile, the high Skyline also stressed Greater running series is one of the fastest growing product category.

2014 national marathon competition population of 90 million people, to participate in the running of the crowd showing explosive growth, becoming the national carnival, and formed a huge industrial chain.

Adidas, the introduction of running shoes is just the first step. Adrian told reporters, in addition to running shoes, the future will continue to develop Adidas jogging desired peripheral products, such as T-shirt, shorts, for the ladies, there should be a proper sports bra. As a professional athlete, Adrian to some of runners from experience, do not over-training, not over the pursuit of speed, otherwise prone to injury, compared to sports results, we should enjoy the course of the campaign, it will be considered the same as living with a cup of coffee the way. (Chinese shoes Network - the most authoritative and most professional Footwear News)

;; ; as a sponsor of the 2008 Olympic Games, O'Connell hope Nike copy mode, with the positive Olympic marketing strategy to achieve their breakthrough, will create an international brand Aokang fashion.

In the past, some consumers reflect O'Connell's style is too tough, not fashion. But after July 1 O'Connell made the Olympic ceremonial shoes appeared, people suddenly see and agree with O'Connell shoes fashion side. ;

;; ; with Nike as a teacher I want to sky

to speed up the pace of the 2008 Olympic Games, O'Connell Marketing speed is also accelerating. O'Connell wanted to be like the 1984 Los Angeles Olympic Games, Nike, as the next Olympic Games in boosting soar.

O'Connell relevant person in charge told reporters recently, has deep Aokang Olympic complex in its beginning time of registration wanted to name "Olympus", because they do not comply with the relevant provisions of the final in someone else's Under the proposed order "Olympic healthy" meaning eventually formed today's name. After the success achieved in the 2008 Olympic Games sponsorship, Aokang more ambitious for himself in this set two goals: first, to enhance their brand value, shaping the image of the high-end market; the second is the brand to the world achieved recognition in the international arena.

In such a goal, there are a series of generous O'Connell appeared, including the Beijing Olympic Organizing Committee to deliver ceremonial shoes, set the "Olympic Dream Fund" to help achieve personal welfare Olympic champion dream, and invite Liu Xiang became the spokesperson O'Connell. Especially the latter, it caused a huge sensation in the community, a time people have to inquire into the relevant circumstances O'Connell.

Liu Xiang endorsement of the brand both at home and abroad well-known large enterprises, while O'Connell sponsored by Liu Xiang, succeeded in leaving the public mind, "O'Connell standing shoulder to shoulder with major brand" impression. O'Connell to become China's version of the Nike, Liu Xiang, then it may be in their minds the Chinese version of Jordan. Sales terminals, O'Connell's strategy also revolves around Liu Xiang Olympic and expand, the country has 10 cities held a "wear O'Connell, won the Olympic tickets, cheer Liu Xiang" campaign, launched a strong offensive surge of the Olympic Games.

Nike since 1984, from a small shoe factory inadequate for humanity as an international shoe giant, whether O'Connell can reproduce this historical trajectory, many people are watching and waiting.

Show off fashion on the other side

According to reports, a total of Aokang Group O'Connell, Hong Long, fire bird, Marie Claire, and focus on the international Wan Li Weide five brands. But the reporter found that although there Aokang brand like Marie Claire, KANGLONG designed specifically for young fashion brands such, but fashionable men and women do not agree with how they feel O'Connell's style or partial "hard", not fashion. Until July 1, O'Connell undertake the production of Olympic etiquette shoes debut, just so that people began to identify

O'Connell shoes fashion that side.

According to the President of Aokang Footwear Technology Institute 琚琰琰 introduced, its design inspired by the 2008 Olympic Games main building ?? "Bird's Nest" and "Water Cube", and the choice of white tones to highlight women's and men Brisk practical shoes, a good interpretation of the Olympic spirit.

Industry experts believe that the Olympic ceremonial shoe show, in terms of O'Connell is an excellent opportunity, which the O'Connell shoe fashion design and style show in front of the public, to a certain extent, reversed the people for Aokang Shoes It does not have the fashion sense of the old impression. Sometimes the impression is a key factor in the success or failure of a brand. O'Connell said to seize this opportunity to develop a Aokang Shoes "aesthetics plus science and technology" as a new style.

As an important step to strengthen the shoe fashion taste O'Connell, O'Connell recently introduced to Liu Xiang tailored three "Raymond" series of products, namely, Rui Xiang, fly and Sonata, and sketched out Brisk elegant feel. O'Connell hope Liu Xiang fashion taste through the mass recognition, as the table Ming Aokang shoes fashion taste is extraordinary.

Try marketing the new model

Insiders pointed out that "so far, O'Connell is not considered a complete sense of national brand, though O'Connell's official website states that their country has more than 5,000 sales outlets, but in the north, especially in Beijing, but O'Connell rarely seen since O'Connell's market is mainly concentrated in the South and Northeast. "

Indeed, while O'Connell to reach 200 million to 300 million yuan in Shanghai a year in sales, but in the north has suffered "acclimatized." The reason, experts believe that the implementation is primarily O'Connell chain store model. Most of Beijing and other northern cities to consumers shopping mall-based, like the lively atmosphere and shop around, which is why Ockham reputation in Beijing's loud enough mainly because it is difficult to see in the major mall to Aokang brand.

Through a series of consumer surveys, O'Connell also found problems, and timely adjustment strategies, specifically the implementation of a new marketing strategy for the northern market, product stationed more large shopping malls. Meanwhile, O'Connell also proposed the creation of "big shop" new thinking. It is understood that this is an idea from the Aokang Group President Wang Tao of the future, every "big shop" must reach hundreds or thousands of square meters in size, the features of both supermarkets and chain stores together.

In addition, O'Connell also proposed to establish a "O'Connell online shopping mall", that not only have a physical store, but also in autonomous conduct online marketing business. By Wang Tao's words, that "there are thousands of stores on the ground, the air must have thousands of stores." Although the initial investment is large, but in the long run, this online shopping mall across the middle of the channel business direct sales model, would be a most cost savings and the most development potential of a new model of marketing. O'Connell senior foreseeable future will be with the Olympic O'Connell next level.

;; ; Chinese shoes Network June 22 hearing recently, the international certification authority BV (Bureau Veritas) officially announced its certification report for the Olympic 2009 Social Responsibility Report, the content display Peak in the last CSR has achieved outstanding results in the field. The report also sports industry announced its first Social Responsibility Report 2009. In CSR as an important part of the core competitiveness of the brand today, Olympic comply with CSR commitments will lead the industry trends or social responsibility. The industry generally believe that China Environmental Protection Industry Association awarded the "Green Star" environmental award in the Olympic social responsibility report conference, it is the responsibility of the sports industry and environmental protection industry will become a positive signal the general trends.

;; ; the positive performance of the CSR and rising

;; ; "Peak Corporate Social Responsibility Report 2009" is the Olympic Following the previously released to market After the first social responsibility report, in accordance with internationally accepted standards to a full and complete release of CSR file. It details how to improve the Olympic social responsibility strategy, philosophy, objectives and mechanisms, to become China's private enterprises in the corporate citizen representative, reflecting the Pick has pursued economic and environmental and social balance each other three, promote each other in order to promote the concept of enterprise development, sustainable development of society.

;; ; At the same time, the report showed good results in the Olympic 2009 listed again with 34% sales growth in the amount of high amplitude chasing. Linked with this is the social responsibility report Olympic year has also been a more mature perspective and a more rational thinking. The 2009 report includes four parts: report policy statement, company profile and governance, social responsibility strategy and management system, as well as including environmental protection, employees, supply chain management, product, shareholders, government and community and social welfare aspects of seven CSR performance disclosure. A more comprehensive in-depth sports industry opened a big screen in the New Social Responsibility System.

Vice Chairman of China Environmental Protection Industry Association CROSS & amp; Peak Sport Products Co., Ltd. CEO Xu Zihua

;; ; Olympic Sports CEO Zhi-Hua Xu said: "Corporate social responsibility is an integral part of the Olympic strategy, 21 years unswervingly fulfill our corporate social responsibility, even in the downturn of the global economy nor did it make any compromises. As a leader in the field of basketball equipment, Peak to promote environmental protection, humane care staff, technical innovation, investment in the future of education, a better contribution to the community and make unremitting efforts, China's private enterprises to become a model citizen . Pick always follow the 'create an international brand, to do the right thing' corporate social responsibility into the overall strategy, combined with all sectors of society to promote corporate social responsibility, and promote the harmonious development of Chinese society. "

---

[cheap jordans for sale](#),[Retro jordans for sale](#),[Cheap foamposites for sale](#), [Cheap air jordans for sale](#),[Retro jordans for sale](#),[jordans for sale](#),