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constant exchange rate basis, management expects 2012 Adidas Group will achieve sales revenue in bits to high single-digit growth. Despite the global economic outlook and consumer spending uncertainty remains high, however, thanks to the Group in the fast-growing emerging markets as well as high exposure to further expand the retail business, sales business development will be subject to a favorable impact. In addition, this year's major sporting events will also have a positive role in stimulating the Group's sales revenue. As Poland and Ukraine organized by UEFA EURO 2012 official sponsor, Adidas brand will also benefit from additional sales of football products. Moreover, as the 2012 London Olympics and the official sportswear partner of the British team (Official Sportswear Partner), held during the sports event, the adidas brand exposure will also be among the best. 2012 London Olympics not only provides an excellent platform to enhance the Adidas brand awareness in the UK this important market, but also for the group to show the advantages of its products to the global athletic performance provides an excellent platform.

is expected in 2012, the adidas Group gross margin will reach 47.5% (2011: 47.5%). Same with the previous year, increased investment and labor costs will become the group's profit growth resistance - especially in the first half of 2012. In addition, hedging terms in 2012 will be slightly lower than last year. However, the regional effects of balance will offset these negative effects to a large extent, because the high profits in emerging market growth is expected to be higher than more mature markets. Moreover, the rise in prices is also expected to favor the Group gross margin.

Herbert & Hainer said: "At the beginning of 2012, we are proud of his success, and to promote the group in the new year to new success fully prepared large-scale sports events always lead to widespread people. attention, stimulate people's excited nerves - at this point, nothing can be compared too 2012 London Olympics and the football European Championship when the sports elite foot on center stage, Adidas will make the pinnacle of innovation with their companions. This year even more so. With sales execution Adidas product line, marketing strength and shops, we are ready to create new records and achieve sustained growth momentum, ready to go. "

About the adidas Group

adidas Group is a global leader in the sporting goods industry, we have a set of core brands, such as Adidas, Reebok, TaylorMade, music stage and Reebok-CCM Hockey and the like. Headquartered in Herzogenaurach, Germany, a total of 42,000 employees in 2010 total sales of 12 billion euros.

For over 80 years the adidas Group has been accompanied by the development of global sports, and provide first-class sports footwear, apparel and sports accessories. Today, the adidas Group has become a global sporting goods leader, offers a broad product portfolio. Adidas products almost every country around the world. Our strategy is clear: to continue to enhance the brand and product, competitive advantage and financial performance. (Chinese shoes Network - the most professional and authoritative Footwear News)

Marathon preparing equipment supernova series --supernova sequence boost, supernova glide boost, in the end a revolutionary rejuvenation classic running shoes Technology BOOST power, provide endless energy back to the runner. As classic adidas supernova running shoes series, it has been its excellent stability for the majority of running friends love. supernova sequence boost steady keel tray mounted Stable Frame Structure and Torsion & reg; anti-twist system, the former can be effectively undertake soles and uppers provide additional support to protect. The latter can be connected between the front and rear torsion feet more natural, so as to effectively prevent foot flip. supernova glide boost the use of continental outsole, and Torsion & reg; before and after the connection palm, soles make the force more evenly and have a strong grip. It is worth mentioning that, supernova sequence boost this year received more international professional running magazine "Runners World" (English edition) is the best innovation award.

Civilist Dunk High SB upcoming sale on 2013-12-08 23:45:14 Following the last release Nike SB x Fragment Design sparked heated debate, this time in cooperation with the German Nike SB skateboarding goods stores Civilist, launched a new collaborative product Civilist Dunk High SB. Civilist in Berlin, the owner Alen Flach is a local well-known magazine editor, a blend of many well-known skateboard store brands, store layout and display space is full of art.

Civilist Dunk High SB design inspired by the new German National Art Gallery, located in the heart of Berlin, this building is not only a temple of modern art, it is highly respected local skaters skate Holy Land. Shoes with a black, coal black leather and suede uppers material made of, symbolizes the art gallery by architect Ludwig Mies van der Rohe's hand and dark window frame design.

According to the gallery within the chair designed by Plaid quilted collar, full texture. Striped pattern on the tongue also can not help but think of the hall decoration. And after the wax-treated cotton laces intended to pay tribute to the gallery in the building around the square waxed bench.

Civilist Dunk High SB will be held October 18 in Nikestore.com.cn, Xidan Joy City store Nike extreme sports, extreme sports shop in the New World, Nike, BLUE HAWAII SURF and FLY limited edition.

Civilist Dunk High SB specific release Address: nikestore.com.cn Joy Nike extreme sports shop (Xidan North Street, Xicheng

District, Beijing No. 131 5 layer 5-25010- 57,530,036) Shanghai Nanjing West Road New World Nike extreme sports shop (Nanjing West Road, 6th Floor 2-68 18918083883) Blue Hawaii (Beijing Chaoyang District, Southern District Road 19 village Layer S4-28 010-64152813) FLY Shanghai (Shanghai Changle Road, No. 704 021-54670061) FLY Beijing (Beijing, North Street, Dongcheng District 302 010-64022151) FLY Chengdu (Jinjiang Hongxing Road East Street, 1st Floor, Champagne Plaza, Chengdu No. 143-144 028-86660259) FLY Zhengzhou (Zhengzhou North Village on the 5th attached to any 1 0371-63927107)

Nike Hyperrev black and white color debut 2014-02-24 20:57:19

Earlier exposed several of Nike Hyperrev already listed for sale in some areas began, and overwhelmed by the debut version uses a simple black and white color, the shape becomes more slender, more sense of speed. With silver embellishment in the details, as monotonous vamp adds a touch of color highlights. It is reported that this color has also been on sale in Japan, I believe will soon landed the global market, and interested friends can look at.

Nike "sneakers crazy will" first come Xi'an 2013-12-08 23:44:33 September 28, 2013, Sneaker cultural promotion activities sponsored by the Nike "shoes will be crazy" for the first time in thirteen towards the ancient capital of Xi'an hold. The event attracted a large number of Sneaker Head Xi'an to participate, and the event is even more important part of the first opened LEBRON XI "TERRACOTTA WARRIOR" true color of the terracotta warriors in mainland China.

To cope with organizing this event, the organizers erected on one side, particularly in the field full of a sense of ancient city wall display wall, display have Nike LEBRON series of ancient classic shoes. It also came from Terracotta Warriors and Horses transported to the two sizes of one to one "General figurines" copies placed in the field, creating a rich historical and cultural characteristics of Xi'an.

At the event, the first invitation to ten Sneaker fans from Xi'an Area Head for the field to participate in the activities of shoe fans and Lebron James tells the story of ten generations of sneakers Nike LEBRON series. Then the scene to guide special invitation from the Terracotta Warriors and Horses in Xi'an, the Terracotta Warriors site to introduce relevant background and history. Then staff from the Nike "sneakers crazy will" of all the guests at the scene to witness, to call out a protagonist --LEBRON XI activities "TERRACOTTA WARRIOR" color shoes.

after the guests for the site about "TERRACOTTA WARRIOR" matching shoes and all the details about LEBRON XI-related products, Nike "sneakers mad will," the staff also live shows in advance for everyone around LEBRON XI The upcoming peripheral products, such as shirts, autumn pants, jackets, etc., are greatly attracted all invited to join the Sneaker Head enthusiasm. In order to increase participation scene shoe fans, the final event also held a "touch shoe contest," shoe fans to participate should wear gloves blindfolded, within a specified period of time in order to work out the Nike LEBRON series The sections of the shoes. But the ultimate

prize is one pair of Nike LEBRON XI TERRACOTTA WARRIOR limited edition color of the shoes.

but chose to organize such events in the ancient city of Xi'an, the most important reason is the latest generation of Nike LEBRON XI "TERRACOTTA WARRIOR" terracotta color of shoes inspired by the Terracotta Warriors and Horses in Xi'an - in 2011 When Lebron James visited China Xi'an Terracotta Army left a deep impression, and in the design of this shoe, terracotta element glance, with stone colors with purple, green, red and other colors and simple, to restore the original Terracotta Warriors coloring. Upper symbol texture pattern covers armor worn by soldiers. Within the bottom trays unique pattern design draws Terracotta Bronze Age production design.

The current resources and executive vice president of Adidas Greater China Manpower, EMBA from China Europe International Business School, has 12 years of experience in human resources management.

out 1-2 stores every day

potential as the largest sporting goods consumer area, the Asia-Pacific region, especially China has become the top priority of the expansion of Adidas . In addition, as an official partner of the 2008 Beijing Olympic Games, Adidas in the Chinese market will strike out the full range, their goal is to become the first Chinese sports brand in 2008. It is reported that plans to 2010, when adidas stores in China will reach 5,000. This means that in the next three years, Adidas and his distributors will be out 1-2 stores every day. `

In addition to the opening of each store a large number of frontline sales staff needed in Adidas headquarters in China, specializing in the management talent demand is also rising rapidly. These people are mainly distributed in customer management, product category management, supply chain management and retail sectors.

Yu Hua said Adidas mainly tend to recruit those who have experienced professionals. In addition to expertise, the company pay more attention to the quality of the assessment capability, high EQ and ability to learn is also critical. You can enter the Adidas people, should be filled with passion, with team spirit, willing to accept the challenge, openness, innovation consciousness.

recruit 10-15 year Management Trainee

Adidas will recruit a certain number of management trainees each year in Beijing and Shanghai areas, as the company's management to focus on the cultivation echelon . 2008 recruited a management trainee 10-15, campus presentation in mid-November, the Shanghai area to preach and Shanghai Jiaotong University College of Fudan University. Adidas provides management training for these students a very comprehensive training program and the rising channel, including 18-24 month rotational program; in addition to their daily work, management training survivors are assigned independently 3-4 months of operation of the project, including solely responsible planning, analysis, operation, including a series of work.

It is reported that last year more than 10,000 students about registration for the management trainee post. How to stand out in many of the competitors? Yu Hua said that the high score is not equal ability, Adidas more value is its overall quality, requires candidates to possess an open mind, strong teamwork and learning ability, pragmatic, passionate, honest and trustworthy. Of course, because it is working in an international environment, able to skillfully use English listening, speaking and naturally become necessary threshold.

assessment process is also very precise: after the initial resume screening is written, in order to assess their logic and analytical ability; then interviewing the HR department, and participated in the day Assessment Centre (Group Activities , case studies, etc.) observed in teamwork, analysis, communication and other aspects of performance ; and eventually by the company's senior management interviews. Ubiquitous

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