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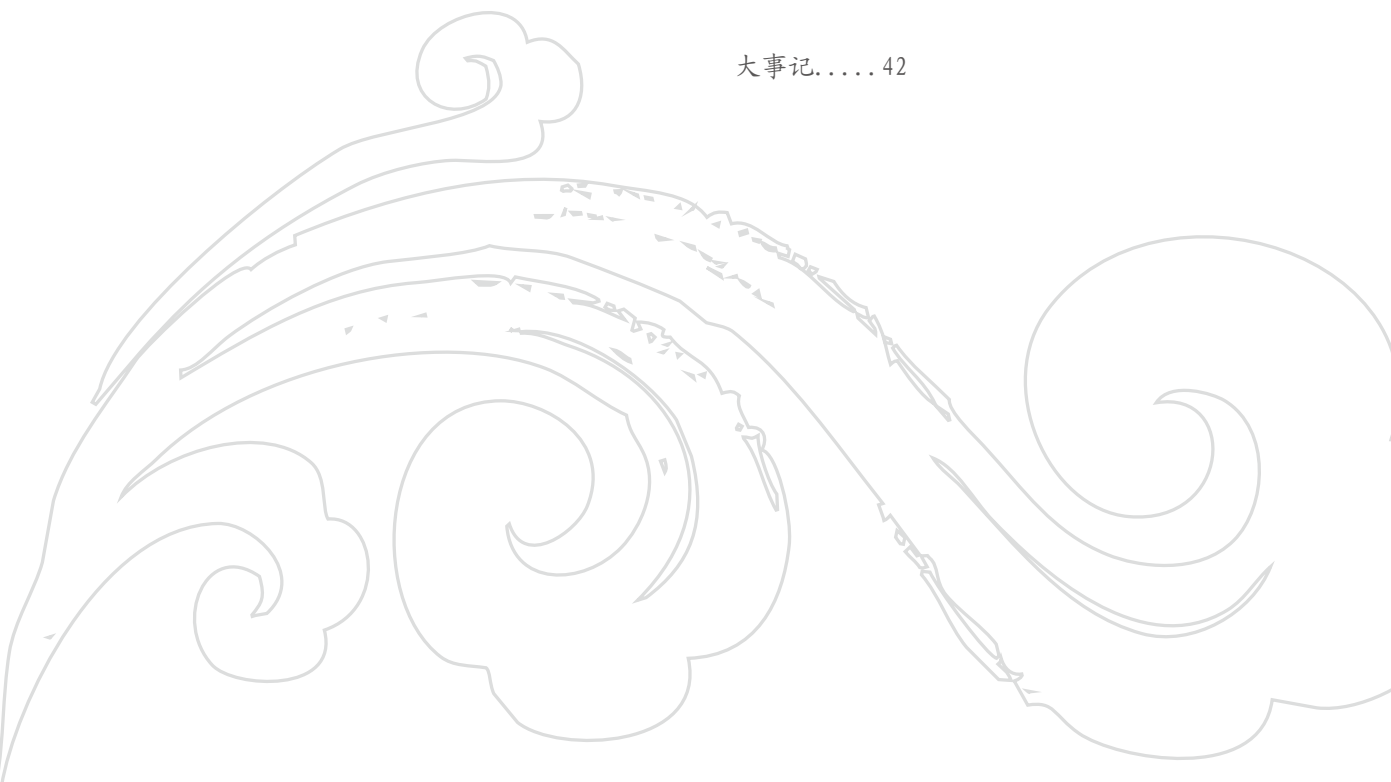
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1 百尺竿头

Chasing further progress

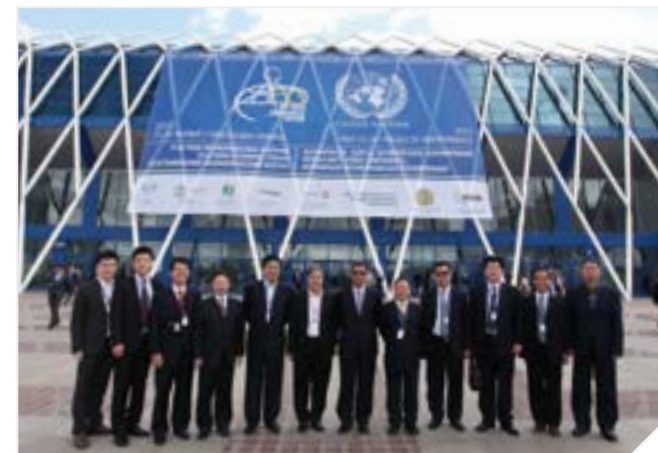
品牌科研取得新进展

8月，恒源祥（集团）博士后科研工作站获得国家劳动和人力资源社会保障部批准，成为全国首家专注品牌、文化研究的现代服务业博士后工作站。

由集团董事长刘瑞旗领衔，计划用十年投入一亿元进行研究的“品牌和文化”课题，2013年继续获得新进展，其中2012年国家科技部软科学研究计划重大邀标项目——“国家品牌与国家文化软实力研究”已和课题合作方：中国社科院召开了五次专题会议，并基本完成了研究报告初稿的撰写；集团与北京大学合作的“英国、法国、印度、伊朗、俄罗斯五国文化个性研究”项目也基本完成。今年，刘董率课题组先后对法国、印度、俄罗斯进行了实地考察。5月22日，刘董作为中国工经联代表团副团长，出席在哈萨克斯坦召开的“第六届阿斯塔纳经济论坛”，会后接受了《人民日报》和《环球时报》记者的联合采访，他表示中国经济要依托品牌和文化建立全球影响力。

为了组合更多优质资源参与国家品牌和文化研究，2月和5月，恒源祥与复旦大学人文学科专家、领导开展了两次科研合作座谈会。4月18日，刘董作为首位在故宫作演讲的企业家讲解了品牌和故宫文化的关系，推动了品牌与文化深入对接的创新实践。

鉴于刘董和恒源祥在国家品牌和文化个性研究领域取得的成果，10月，刘瑞旗董事长被推选为中国拉丁美洲学会副会长。同月，集团顺利通过高新技术企业及国家级企业技术中心的复审。



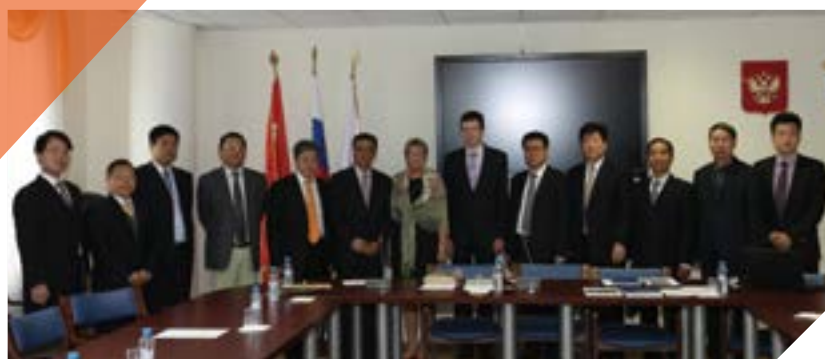
5月22日，刘董作为中国工经联代表团副团长，出席在哈萨克斯坦召开的“第六届阿斯塔纳经济论坛”。
On May 22th, President Liu attended the “Sixth Astana Economic Forum” held in Kazakhstan, as Deputy Chief of Delegation of China Federation of Industrial Economics.



10月16日，集团董事长刘瑞旗当选为中国拉丁美洲学会副会长。
On October 16th, President Liu Ruiqi was elected as Vice Chairman of China Association of Latin America.



4月18日，刘瑞旗董事长在故宫作品牌与文化的演讲。
On April 18th, President Liu Ruiqi gave a speech about brand and culture in the Imperial Place.



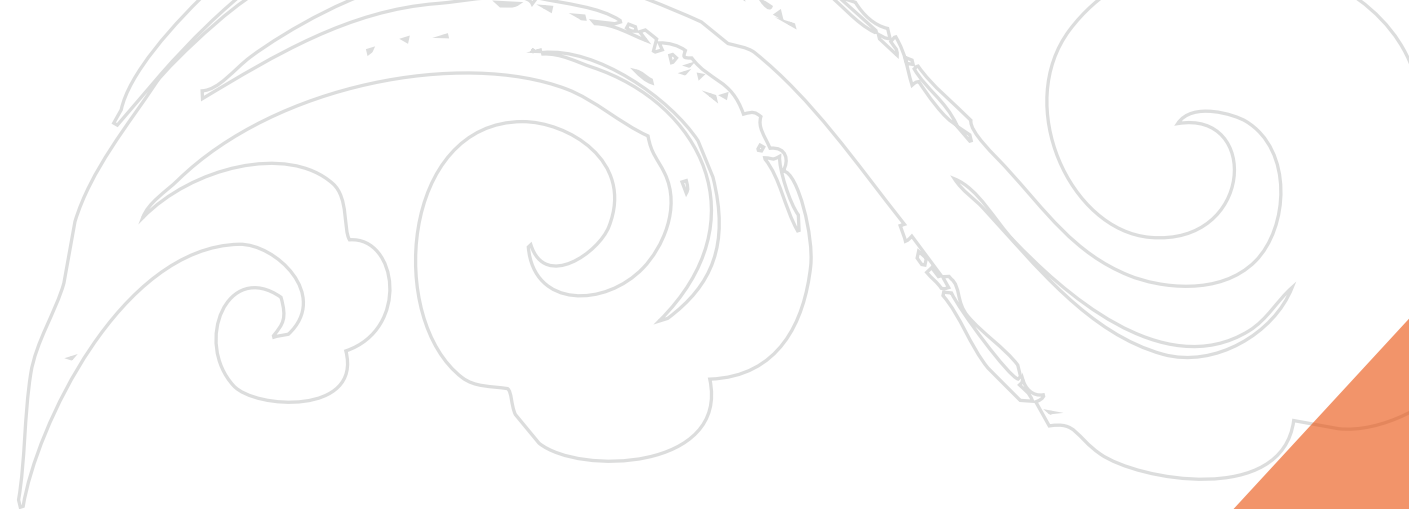
5月，刘瑞旗董事长一行对俄罗斯进行考察。
 In May, President Liu Ruiqi and his entourage accomplished an investigation tour to Russia.



8月，刘瑞旗董事长率团赴法国进行文化考察。
 In August, President Liu Ruiqi and his entourage accomplished a cultural investigation tour to France.



12月，刘瑞旗董事长率团赴印度进行文化考察。
 In December, President Liu Ruiqi and his entourage accomplished a cultural investigation tour to India.



Brand R&D achieves new progress

In August, HYX (Group) Post-doctoral Scientific Research Workstation was approved by Ministry of Human Resources and Social Security to become the first post-doctoral workstation for modern service industry which is concentrated on brand and culture researches.

Led by Group's President Liu Ruiqi, HYX planned to invest 100 million yuan over 10 years in studying the theme of "brand and culture", which continued to achieve new progress in 2013. The key Bid-invitation Project "the Research of National Brand and National Culture Soft Power" included in 2012 Soft Science Research Program of Ministry of Science and Technology have held 5 special meetings with its task cooperater: Chinese Academy of Social Sciences, and basically finished the first draft of research report; also, the project of "Cultural Personality Research about England, France, India, Iran and Russia" cooperated between the group and Peking University has been almost completed. This year, President Liu led the research team to pay field visits to France, India and Russia. On May 22th, as deputy head of the delegation sent by China Federation of Industrial Economics, Liu attended the "6th Astana Economic Forum" given in Kazakhstan, and was co-interviewed by reporters from People's Daily and Global Times. He remarked that Chinese economy should rely on brand and culture to build up its global influence.

To organize more qualified resources to participate in national brand and culture researches, in Feb. and May, HYX launched two meetings of scientific research cooperation with specialists and leaders of humanities in Fudan University. On Apr. 18th, Liu elaborated the relationship between brand and the culture of Forbidden City as the first entrepreneur giving a speech in such a grand venue. That was another innovative try to promote the practical butting between brand and culture.

By virtue of the achievements that President Liu and HYX made in national brand and cultural personality, in Oct., Liu was elected to be deputy head of Chinese Association for Latin American Studies; also in Oct., the group passed the review by Hi-tech and New-tech Enterprise Technical Center and National Enterprise Technical Center.



2 感官品牌 Sensory Branding

开启中国感官定制新时代

7月25日，主题为“开启中国感官定制时代”的第五届全球感官品牌论坛在北京召开，标志着恒源祥正式揭开了中国感官定制时代的大幕。

北京故宫博物院副院长王亚民、英国感官品牌机构CEO西蒙·哈洛普、英国感官神经科学研究机构负责人波琳·福斯特、意大利那不勒斯设计学院教授戴妮安拉、香港知识产权署署长张锦辉、香港著名设计师李永铨；中国社科院社会学研究所、清华大学美术学院、清华大学艺术与科学研究中心等专业院所的专家分享了感官定制领域的新成果与新趋势。中华商标协会会长刘凡为论坛致贺词。

当晚，“开启中国感官定制时代”服饰秀在北京新落成的恒源祥文化艺术中心举行，以“感官定制”为主题的作品发布会上，中国和意大利著名服装设计师联袂呈现了融合东西文化精粹、突显“感官定制”魅力的礼仪服饰。

“感官品牌”的研究成果还被恒源祥家纺产业用于提高消费者睡眠质量的感官综合解决方案。3月20日，由恒源祥家纺联合多家机构共同发起的全球感官睡眠论坛宣布世界首个感官睡眠空间落户苏州，睡眠空间通过“天乡音乐枕”等系列感官新产品，为消费者打造了感官睡眠的新体验。北京师范大学认知神经科学与学习国家重点实验室、苏州大学纺织与服装工程学院、中国航天员研究训练中心等机构的专家出席。10月29日，恒源祥家纺与上述机构联合启动全国首个被芯感官综合测评项目，从建设感官功能指标体系出发，引领家纺产业新发展。



英国感官品牌机构CEO西蒙·哈洛普分享前瞻趋势。
Simon Harrop, CEO of British Sensory Brand Institute, shared prospective trends.



中华商标协会会长刘凡出席第五届全球感官品牌论坛并致词。
Liu Fan, Chairman of China Trademark Association attended the Fifth Global Sensory Brand Forum and Gave a Speech.



北京故宫博物院副院长王亚民分享东方文化神韵。
Wang Yaming, Vice President of Beijing Palace Museum shared the essences of oriental culture.



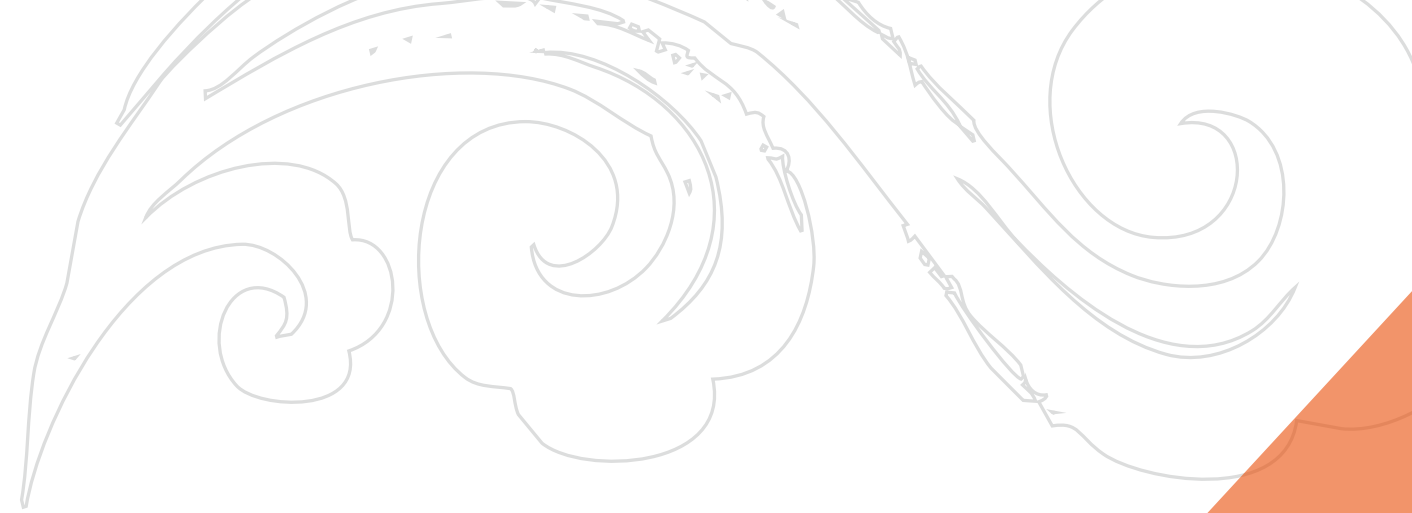
“开启中国感官定制时代”发布会在京举行。
 “Initiating the Times of Sense Customization in China”
 Press Conference was held in Beijing.



甜蜜情侣体验天乡音乐枕带来的美好感受。
 Sweet lovers experienced the wonderful feeling
 brought about by Tianxiang Music Pillow.



恒源祥家纺与苏州大学等机构启动全球首个被芯的感官综合
 测评研究项目。
 Hengyuanxiang Home Textiles cooperated with Suzhou University
 and other institutions initiated the first global comprehensive sensory
 appraisal & research project on quilt.



Launching new era of sensory customization in China

On July 25th, the 5th Global Sensory Branding Forum kicked off in Beijing, symbolizing that HYX has unveiled the era of sensory customization in China.

Present at the forum were Wang Yamin, Deputy Head of the Palace Museum, Beijing; Simon Harrop, CEO of England Brand Sense Organization; Pauline Foster, Director of British Sensory Neuroscience Research Center, Zhang Jinhui, Head of Intellectual Property Department of Hong Kong and HK celebrated designer Tommy Li; specialists from Institute of Sociology in Chinese Academy of Social sciences, Academy of Fine Arts in Tsinghua University and Academy of Art and Design, Tsinghua University also shared their achievements and new trends in the field of sense customization. Liu Fan, Head of China Trademark Association offered a congratulation speech to the forum.

That night, a fashion show aimed to “launch the era of sensory customization in China” was held in HYX Culture and Art Center lately established in Beijing. In a product release conference themed at “sensory customization”, famous designers from China and Italy cooperated to present etiquette couture that integrate western and oriental cultural essence and present the charm of “sensory customization”.

The research findings of “Sensory branding” have been applied by HYX Home Textile Industry to a comprehensive sensory solution for enhancing consumers’ sleep quality. On Mar. 20th, Global Sensory Sleeping Forum, initiated by HYX Home Textile together with several organizations, announced that the first sensory sleeping center would be placed in Suzhou. Via new sensory products like “music pillow”, the center is intended to create new experience of sensory sleeping for consumers. Present at the forum were specialists from National outstanding Laboratory of Cognitive Neuroscience and Learning School of Brain and Cognitive Sciences, Beijing Normal University; College of Textile and Clothing Engineering, Suzhou University; and China Astronaut Research and Training Center. On Oct. 29th, HYX Home Textile cooperated with abovementioned organizations to launch China’s first comprehensive sensory assessment program of comforter filling, so as to lead new development of the home textile industry based on building up a system of sensory function parameters.



3 共同的未来

Common future

恒源祥联合体发展谱写新篇章

11月11日，在恒源祥电商联合体成员的共同努力下，集团在天猫“双十一”期间实现销售超过8000万，赢得恒源祥线上销售首个“双十一”开门红。2013年集团线上总销售突破3亿元。

为应对市场和需求的变化，2013年年初集团调整了产业发展架构，重组服饰和商超产业集团；加速电商发展步伐；筹备礼品产业渠道；重启婴童产业项目。11月底召开的集团第二次工作研讨会，探讨了“产品艺术化 艺术产品化”为途径进一步突显品牌和产业的个性和创新价值。

7月26日，以“共同的未来”为主题的2013年恒源祥联合体代表大会在北京隆重举行。集团总经理陈忠伟的大会主题报告从“解构未来趋势发展”、“聚焦集团发展定位”、“建立多元战略平台”及“探索新项目发展契机”四方面强调了集团的发展规划。

大会上，集团桐乡产业基地和以“小囡”为品牌的婴童产业正式启动；“恒源祥”大服饰产业彰显新海派风范的新品牌 SEN SOCIALE完成首秀。12月19日，由恒源祥发起的世界礼仪服饰文化节“2013世界礼仪服饰设计大赛”举行“VeGier颁奖典礼”，恒源祥集团荣获“VeGier最佳战略合作伙伴”称号。

9月，恒源祥首家品牌体验中心在无锡工业园区隆重开业，结出了集团创新终端表现和消费者体验的新成果。

为促进恒源祥联合体能生、能长（Zhǎng）、能长（Cháng），集团党工团组织以“青年心·中国梦”为年度主题，借助“恒Young”俱乐部、“感知恒源祥”、“全员技能大赛”、编纂《思想的声音》、与武警黄浦支队警地共建等活动平台，持续推动联合体健康发展。



集团总经理陈忠伟在2013年恒源祥联合体代表大会上作主题报告。

Chen Zhongwei, General Manager of Hengyuanxiang Group gave a keynote speech in 2013 Representative Conference of Hengyuanxiang Consortium.



集团副总经理奚锡在2013年恒源祥联合体代表大会上阐述集团未来产业发展布局。

Xi Xi, Deputy General Manager of Hengyuanxiang Group introduced about the future industrial development layout of the Group in 2013 Representative Conference of Hengyuanxiang Consortium.



“恒Young”俱乐部代表与集团董事长刘瑞旗、总经理陈忠伟一起转动象征未来的舵盘。

Representative of “Forever Young” Club, Liu Ruiqi, President of the Group and Chen Zhongwei, General Manager of the Group turned the helm, represented the future together.



9月28日，恒源祥首家品牌体验中心在无锡工业园区开业。

On September 28th, the first Hengyuanxiang Brand Experience Center was opened in Wuxi carnemlay.

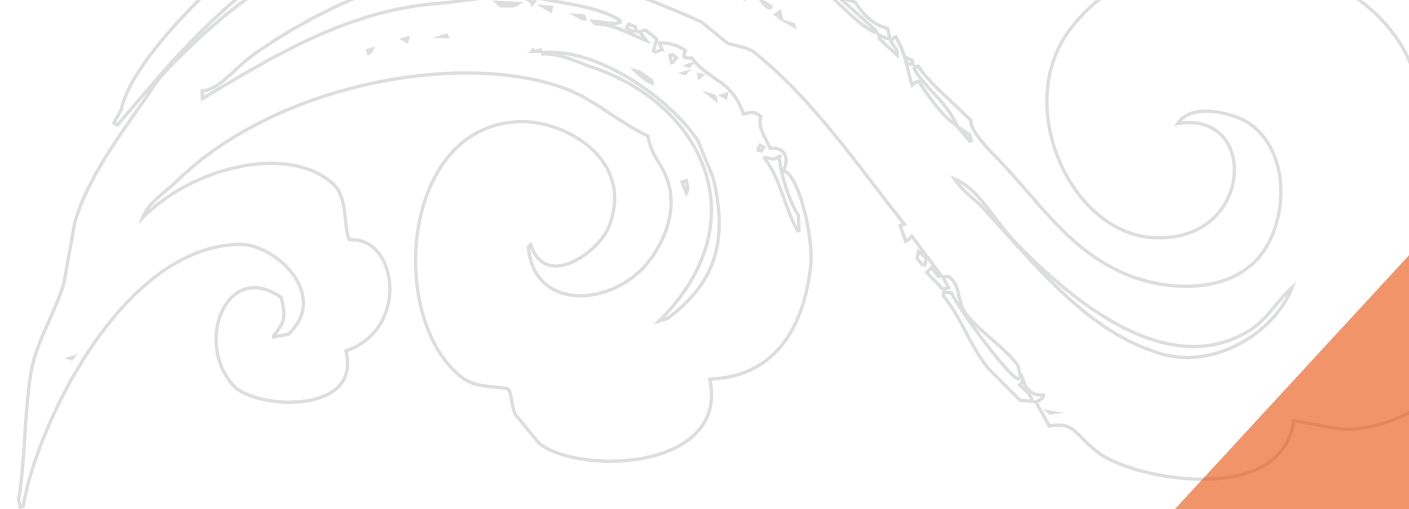


12月19日，由恒源祥发起的世界礼仪服饰文化节“2013世界礼仪服饰设计大赛”之“VeGier颁奖典礼”在上海时尚中心举行。

On December 19th, Award Ceremony of 2013 World Etiquette Costume Design Competition of World Etiquette Costume Cultural Festival initiated by Hengyuanxiang was held in Shanghai Fashion Center.



集团青年员工感知恒源祥并合影留念。
Youth employees of the Group learnt about Hengyuanxiang and took a group photograph.



HYX Complex unveils a new chapter

On Nov. 11th, with the common efforts of all members of HYX e-business complex, HYX group achieved total sales of over 80 million yuan during the November Shopping Festival of Tmall, symbolizing a great opening for the online sales of HYX products. In 2013, the group achieved a total online sales volume of over 300 million yuan.

To respond to the changes of market and demand, in early 2013, the group adjusted its industrial development framework and reorganized its costume and supermarket industrial group; it accelerated the development of E-business; it was getting prepared for its channels of gift industry; and it relaunched its program of children's industry. In the second working conference held in late November, they discussed a channel of "product artification and art productization" to further present the individuality and innovative value of brand and industry.

On July 26th, 2013 HYX Complex Congress themed at "Common Future" observed a grand opening in Beijing. Group GM Chen Zhongwei gave a topical speech in the congress, which stressed the development program of the group from aspects of "deconstructing future trend", "focusing on group development orientation", "building up multilevel strategic platform" and "exploring opportunities of new program development".

In the conference, the group's industrial base in Tongxiang and its children's industry with the brand of "Nanonan" were formally launched; and SEN SOCIALE, a new brand of "HYX" Costume Industry which showed a new Shanghai style, succeeded in its debut show. On Dec. 19th, 2013 World Etiquette Couture Contest, a world etiquette couture culture festival initiated by HYX, launched "Vegier Award Ceremony", HYX was awarded as "the Best Startegic Partner of VeGier".

In Sept., the first brand experiential center of HYX was put into business in Wuxi Industrial Park, symbolizing a new achievement of terminal presentation of the group's innovation and consumers' experience.

To promote the growth and expansion of HYX Complex, the group's Party, Laborer and Youth League organizations, themed at "A young heart and a patriotic dream", launched activities like "always young" club, "sensing HYX" and "All employees skill contest", compiled "The Voice of Thoughts" and cooperated with Huangpu Armed Police Detachment for local development, thus promoting sustainable and healthy development of the complex.



4 恒爱无疆

Boundless eternal love

慈善公益活动创新赢得新发展

8月5日，2013-2014年度“恒爱行动”全国启动仪式在西藏拉萨举行。进入第九个年头的“恒爱行动”赢得了新发展，随着海南省以及台湾地区公益慈善组织的加入，“恒爱行动”真正实现了中国全覆盖，已累计编织超过69万件爱心毛衣。此外，“恒爱行动”还创新了活动内容和形式，首次走进大学、走近楼宇白领青年；4月28日，获得中央财政拨款的首家“恒爱公益编织站”在宁波揭牌，探索了慈善项目向“社会企业”转型的全新模式；由“恒爱行动”延展出的彩羊集团的“多彩羊光”微公益活动走进陕西特教学校。

以关注大学生创业为主题的“青年恒好·中国梦”第三届大学生公益创业方案征集活动继续在全国开展，借助活动启动仪式，公益创业教育与实践研讨会，项目答辩会，成果发布会，创意编织大赛，重庆、昆明、佳木斯等地创业项目落地仪式等一系列活动，使“青年恒好”成为了支持中国大学生创业影响力前三的品牌项目。

4月21日，“恒源祥文学之星”中国中学生作文大赛在天津迎来了第八届总决赛；5月26日，上海赛区推出了《中学生思想道德建设调研报告》；年底，作文大赛推出新媒体互动平台，进一步加强赛事的影响力。

由恒源祥资助的“好小囡”艺术团队陆续迎来20周年庆。“六一”儿童节期间，中国德高望重的著名歌唱家、音乐教育家周小燕教授看望“好小囡”少儿合唱团并题词“中国好小囡”。“好小囡”少儿京剧团的《龙凤呈祥》在首届全国少儿京剧电视大赛中获得最佳表演奖。

1月12日，“蓝天下的至爱”——恒源祥“点亮心愿”慈善义拍开槌。时任上海市政协主席、市慈善基金会理事长冯国勤等领导以及各界爱心人士300余人出席了义拍活动。义拍最终以总成交价2181111元成功落槌。

今年还迎来了毛主席诞辰120周年纪念，12月18日，恒源祥应湖南省委宣传部、韶山管理局邀请，将精心制作，长6.75米，高2.53米的巨幅绒绣像《大地之子·人民领袖毛泽东》赠送给了韶山毛泽东同志纪念馆作为压轴展品。



8月5日，“恒爱行动”2013-2014年度全国启动仪式在西藏拉萨举行。

On August 5th, 2013-2014 National Initiation Ceremony of “Forever Love” Action was held in Lhasa, Tibet.



宁波市民政局副局长许义平与集团副总经理阮美莉为全国首家恒爱公益编织站揭牌。

Xu Yiping, Deputy Director of Ningbo Municipal Civil Affairs Bureau and Ruan Meili, Deputy General Manager of Hengyuanxiang Group inaugurated the first “Forever Love” Public Welfare Knitting Station in China.



6月2日，著名歌唱家、音乐教育家周小燕女士来恒源祥看望“好小囡”。

On June 2nd, Zhou Xiaoyan, the famous singer and music educator came to Hengyuanxiang and visited the “Good Girls” Children's Choir.



12月18日，毛泽东诞辰120周年纪念之际，恒源祥集团制作巨幅绒绣像《大地之子·人民领袖毛泽东》赠送给韶山毛泽东同志纪念馆作为压轴展品。

On December 18th, on the 129th Anniversary of Chairman Mao's Birth, Hengyuanxiang Group made a giant woolen needlepoint tapestry "Son of the Earth Leader of the People—Mao Zedong" and gifted it to Shaoshan Comrade Mao Zedong Museum as finale exhibit.



参加“恒源祥文学之星”第八届中国中学生作文大赛总决赛的选手和评委合影。

Players of the Eighth "Hengyuanxiang Star of Literature" China Middle School Students' Composition Contest Finals took a group photograph with the jury.



12月18日，第三届青年恒好成果发布会暨大学生创意“编织”作品颁奖仪式在北京举行。

On December 18th, the Third Youth "Forever Good" Achievement Release Conference and Award Ceremony for College Students' Creative "Knitting" Works were held in Beijing.

Charity activities witness further development

On Aug. 5th, 2013–2014 National Launching Ceremony of "Eternal Love Activity" was given in Lhasa, Tibet. The "Eternal Love Activity", embracing its ninth anniversary, witnessed further development. With the participation of charity organizations from Hainan Province and Taiwan Region, "Eternal Love Activity" fully realized nation-wide coverage, sending more than 690,000 loving sweaters. In addition, the activity innovated its content and form, entering the university campus and inviting white-collar youths; on Apr. 28th, the first "Eternal Love Charity Knitting Station" with allocation from the central government was inaugurated in Ningbo, representing a brand new model for the transformation of charity programs into "social enterprises"; and the micro-charity activity "colorful sunshine" sponsored by Fazeya Group, as an extension of "Eternal Love", benefited Shaanxi Special Education School.

Focused on the business starting of university students, the 3rd University Student's Business Starting Collection Activity named "Being young, being good" continued to spread across the nation. By virtue of activities like the launching ceremony, business starting training and practice meeting, project defense meeting, achievement release meeting, creative knitting contest, and launching ceremonies for business starting projects in Chongqing, Kunming and Kiamusze, "Being young, being good" becomes one of the top 3 influential brand programs to support starting of Chinese university students business.

On Apr. 21st, HYX "Star of Literature" High School Student Composition Contest witnessed the final of its 8th event; on May 26th, Shanghai contest area presented "High School Students' Moral Education Research Report"; at the end of the year, the composition contest promoted a new media interaction platform to further enhance the influence of the contest.

"Haoxiaonan" Art Group subsidized by HYX observed its 20th anniversary celebration; during Children's Day, Prof. Zhou Xiaoyan, a famous music educator and singer in China, visited "Haoxiaonan" Children's Chorus and provided an inscription reading "China's Haoxiaonan". Also, "All in Prosperity" presented by Haoxiaonan Children's Peking Opera Troupe won the Best Performance Award in the First Nationwide Children's Peking Opera TV Contest.

On Jan. 12th, "Greatest Love under Heaven" —HYX "Lighting Up Your Dream" Charity Auction started business. Present at the auction were Feng Guoqin, then Shanghai CPPCC Chairman and Shanghai Charity Foundation president and more than 300 charity personages from all walks of life. At last, the auction was concluded at the price of 2181111 yuan.

The year also welcomed the 120th anniversary of Mao Zedong's birth. On Dec. 18th, invited by Hunan Provincial Publicity Department and Shaoshan Publicity Administration, HYX presented a large woolen embroidered portrait of "Leader Mao Zedong", measuring 6.75 meters long and 2.53 meters high to Shaoshan Mao Zedong Memorial as the key exhibit.



5 再接再厉

Continuing success



7月17日，恒源祥集团与劳伦斯世界体育奖组委会签约。

On July 17th, Hengyuanxiang Group signed a contract with committee of Lawrence World Sports Award.



刘瑞旗董事长与第十二届世界武术锦标赛获奖选手合影。
President Liu Ruiqi took a group photograph with the winners of the Twelfth World Martial Arts Championship.

体育赞助事业再添新成就

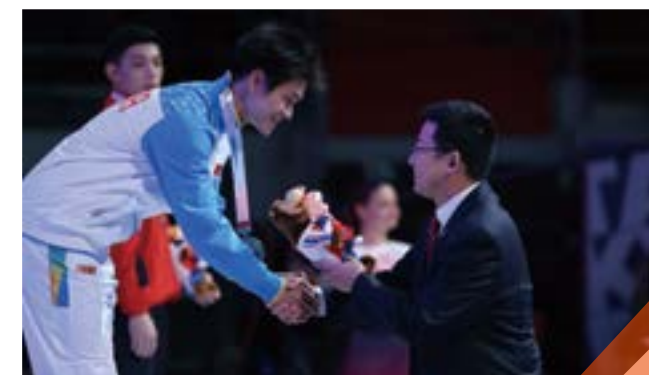
7月17日，恒源祥集团与劳伦斯世界体育奖组委会签订《活动主办备忘录》，标志着恒源祥成为2015年在中国上海举办的劳伦斯奖颁奖盛典的主办方。

劳伦斯世界体育奖是目前唯一全球性的体育颁奖仪式，被誉为“体育界的奥斯卡奖”。恒源祥成为劳伦斯奖的主办方，是劳伦斯颁奖历史上首家企业作为主办方，也是恒源祥继成为奥运历史上首家非运动纺织大类赞助商后，再一次谱写中国品牌界赞助体育事业的第一。

今年恒源祥在体育赞助事业上取得的成绩还有：成为国际武术联合会的战略合作伙伴。11月，集团董事长刘瑞旗、总经理陈忠伟分别出席了第十二届世界武术锦标赛和第二届世界武搏运动会。

11月21日，刘瑞旗董事长在西班牙出席萨马兰奇体育发展基金会第一届第三次理事会。会议决定成立“恒源祥体育文化专项基金委员会”。会后，西班牙王储亲切接见了刘瑞旗董事长。

11月，在“2013中国体育文化·体育旅游博览会”上，集团总经理陈忠伟还向中国体育博物馆捐赠了恒源祥为北京2008年奥运会、伦敦2012年奥运会中国体育代表团打造的礼服。



陈忠伟总经理出席第二届世界武搏运动会并为获奖运动员颁奖。
General Manager Chen Zhongwei attended the Second World Combat Games and presented the award to winners.



西班牙王储与刘瑞旗董事长等亲切合影。
Spanish Crown Prince gladly took a group photograph with President Liu Ruiqi.



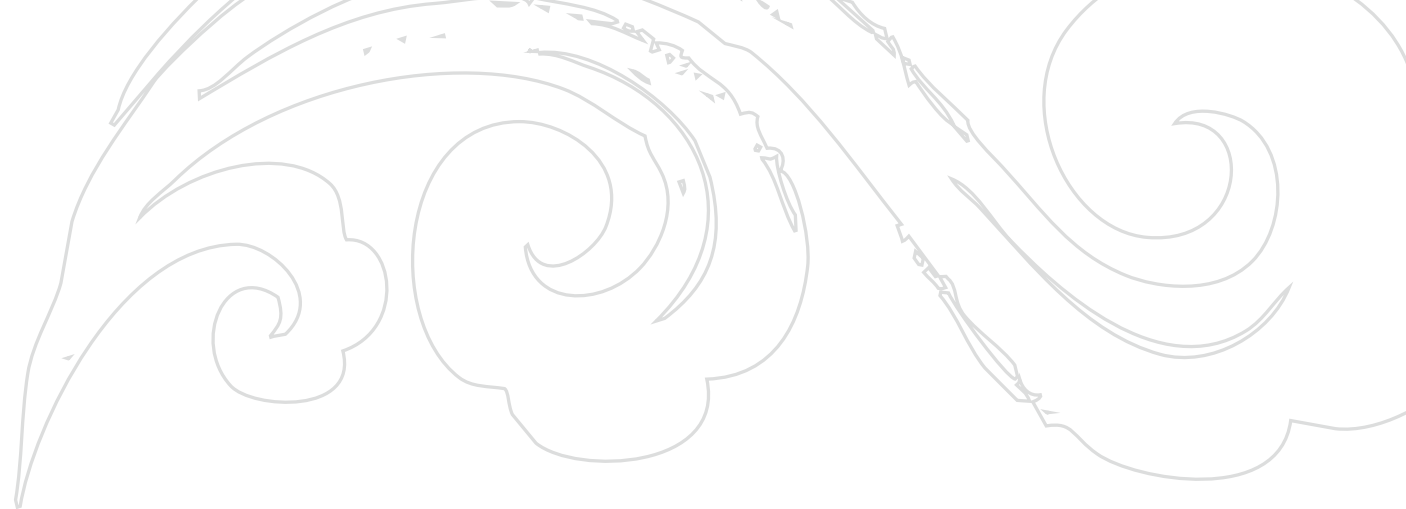
11月21日，出席萨马兰奇体育发展基金会第一届第三次理事会的与会人员合影。

On November 21, the attendees of the Third Session of the First Samaranch Sports Development Foundation took a group photograph.



国家体育总局文化中心党组书记薛立向集团总经理陈忠伟颁发捐赠证书。

Xue Li, Party Secretary of Cultural Center of State General Administration of Sports issued the Donation Certificate to Chen Zhongwei, General Manager of Hengyuanxiang Group.



Progress in sponsoring sports activities

On July 17th, HYX Group signed a Memorandum for Activity Sponsorship with the organizing committee of Laureus World Sports Awards, symbolizing that HYX was officially appointed to be the sponsor of Laureus World Sports Awards, which to be held in Shanghai, China in 2015.

So far, Laureus World Sports Awards is the only global sports award ceremony, honored as “Oscar in Sports” . As the sponsor of Laureus, HYX is so far the first enterprise that serves as a sponsor for Laureus; that was also another try by HYX in sponsoring a sports event after becoming the first non-sports textile sponsor for Olympic Games.

This year, HYX also achieved outstandingly in sponsoring sports events like: becoming a strategic partner of Int’l Wushu Federation. In Nov. Group President Liu Ruiqi and GM Chen Zhongwei were present respectively at the 12th World Wushu Championship and the 2nd World Combat Games.

On Nov. 21st, President Liu was present at the third council meeting of the first committee of Samaranch Foundation. It was decided in the meeting that HYX Sports Culture Special Fund Committee would be built up. After the meeting, Spanish prince met with President Liu.

In Nov., at 2013 China Sports Culture and Sports Tourism Expo, the group GM Chen Zhongwei presented China Sports Museum with the costume created by HYX for Chinese Delegations to 2008 Beijing Olympic Games and 2012 London Olympic Games.



6 与羊共舞

Dancing in wool



创造消费者羊毛新生活

9月17日，一群身着各式风格毛线编织衫的小羊奔走在中华商业第一街——南京路上，揭开了由恒源祥发起的2013年国际羊毛嘉年华上海站的序幕。

羊、羊毛与人的紧密关系源远流长，再加上新西兰“奔羊节”、西班牙“迁徙节”、英国王储查尔斯发起的“羊毛运动”，更使羊毛成为时尚、文化的符号。自2011年起，恒源祥创意发起“羊毛运动”中国站的活动——国际羊毛嘉年华。

在2013年嘉年华开幕式上，乌拉圭驻沪总领事贝拉尔多·尼克拉，澳大利亚、新西兰羊毛局等组织代表到场祝贺，国际羊毛局发来贺信，感谢恒源祥为羊毛事业做出的贡献。

在为期六天的嘉年华活动中，上海市妇联主席焦阳，黄浦区妇联领导，上海女法官、女律师、女医师、女教师、女企业家等优秀女性代表，武警官兵，爱心志愿者，国内外游客等热情参与了奔羊秀、羊乐园、编织大赛、趣味编织课堂、欢乐齐绘彩羊、羊毛大讲堂、“感官睡眠”空间、“爱之触体验”千人拥抱公益活动等一系列丰富多彩的活动，传递了羊毛的魅力以及健康、快乐、自然、舒适、温暖的羊毛生活方式。继上海站之后，国际羊毛嘉年华又先后启动了无锡站和宁波站，为更多的消费者带去“与羊共舞 快乐分享”的主题活动。

11月25日至26日，集团总经理陈忠伟出席国际毛纺组织（IWTO）2013年度圆桌论坛。结合全球羊毛产业战略开发、市场推广、羊毛运动等热点问题，陈总以“2013年国际羊毛嘉年华活动”为主题作了演讲。他从嘉年华活动背景、概况和传播价值等方面介绍了恒源祥推动羊毛事业发展上的理念和实践成果，赢得了论坛的高度评价。



9月17日，上海市妇联主席焦扬鸣锣启动“2013年恒源祥首届全国编织大赛”。

On September 17th, Jiao Yang, Chairman of Shanghai Municipal Women's Federation, struck the gong and initiated "2013 Hengyuanxiang First National Knitting Competition".

集团董事长刘瑞旗、乌拉圭驻沪总领事贝拉尔多·尼克拉，新西兰羊毛局驻京办事处沈怡，澳大利亚羊毛局驻沪办事处蔡冠新（从左至右）出席2013国际羊毛嘉年华开幕式。

Liu Ruiqi, President of Hengyuanxiang Group, Belardo Nicola, Uruguayan Consul General in Shanghai, Shen Yi, Director of Beijing Office of New Zealand Wool Bureau, and Cai Guanxin, Shanghai Office of Australian Wool Bureau (from left to right) attended the Opening Ceremony of 2013 International Wool Carnival.



国际羊毛嘉年华彩羊品牌专场活动上，消费者描画属于自己的“彩羊”。

On the Fazeya special event of International Wool Carnival, consumers painted their own "Fazeyas".



集团总经理陈忠伟出席国际毛纺组织 (IWTO) 2013年度圆桌论坛并作演讲。
Chen Zhongwei, General Manager of Hengyuanxiang Group attended 2013 Round Table Presentation of IWTO and gave a speech.

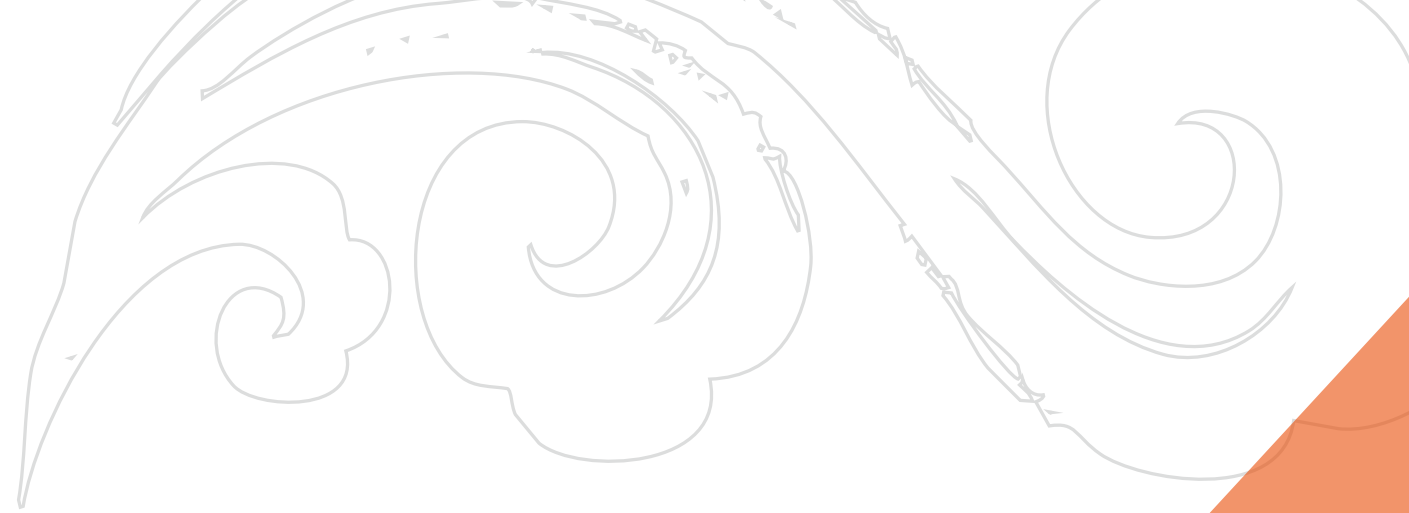


恒源祥商超产业集团举行“爱之触体验”千人拥抱公益活动。

Hengyuanxiang Shangchao Industrial Group held “Touch for Love” Thousand People Embracing Public Welfare Event.



国际羊毛嘉年华宁波站启动。
Ningbo Station of International Wool Carnival was initiated.



creating new life in wool for consumers

On Sept. 17th, a group of man-performed sheep in all styles of wool-knitted sweaters walked on Nanjing Rd., the No.1 Business Street in China, thus unveiling 2013 Int’l Wool Carnival, Shanghai Stop, initiated by HYX.

The close relations among sheep, wool and the man have been long-standing; plus Festival of Sheep in New Zealand, Migration Day in Spain, and the Campaign for Wool initiated by Prince Charles of England: all these made the wool another symbol of fashion and culture. In 2011, HYX created the activity of Campaign for Wool in China, namely, Int’l Wool Carnival.

In the carnival opening ceremony, Mr. Beraldo Nicola, Consul-General of Uruguay to Shanghai, representatives of organizations like Australian Wool Board and Wools of New Zealand went there to show congratulations, and the Woolmark Company sent a congratulatory letter to thank HYX for its contribution to the wool industry.

During the carnival’s 6 days, outstanding females’ representatives including Chairwoman of Shanghai Women’s Federation Jiao Yang, leaders of Huangpu District Women’s Federation, Shanghai female judges, lawyers, doctors, teachers and entrepreneurs, as well as armed police, volunteers and domestic and overseas tourists took part in the sheep running show, sheep’s garden, knitting contest, fun knitting class, painting colored sheep, wool lecture hall, sensory sleeping center and “touch of love” hugging activity, diversified and wonderful, which spread the charm of wool and a wool lifestyle featuring health, joy, nature, comfort and warmth. After Shanghai Stop, Int’l Wool Carnival launched Wuxi Stop and Ningbo Stop successively, presenting the theme activity of “Dancing in wool to share happiness” to more consumers.

From Nov. 25th to 26th, Group’s GM Chen Zhongwei was present at IWTO Wool Round Table 2013. By integrating global strategic development of wool industry, marketing and campaign for the wool, Chen delivered a speech with the topic of “2013 Int’l Wool Carnival Activity”. He introduced HYX’s idea and achievements in developing the wool industry from aspects like the background, general situation and promotional value of the carnival, winning high praise at the forum.



7 一体两翼

One body with two wings



中国书法家协会分党组书记兼副主席赵长青、集团董事长刘瑞旗等领导人与北京画院院长、画师等合影。

Zhao Changqing, Party Secretary and Vice Chairman of Chinese Calligraphers Association, Liu Ruiqi, President of Hengyuanxiang Group and other leaders took a group photograph with President and professors of Beijing Art Academy.



佩鲁贾美术学院授予香山画院执行院长陈明该院院士荣誉称号。

Perugia Academy of Fine Arts granted the title of Honorary Professor to Chen Ming, Executive President of Xiangshan Art Academy.

南北画院联手打造中国书画新境界

9月28日，北京恒源祥香山画院、北京恒源祥艺术展览馆正式揭牌，原全国政协副主席厉无畏，全国政协常委、民革中央副主席郑建邦，中国书法家协会分党组书记兼副主席赵长青等领导到会祝贺。北京恒源祥香山画院、艺术展览馆的成立标志着恒源祥成为中国唯一一家拥有南北两家画院的企业集团。

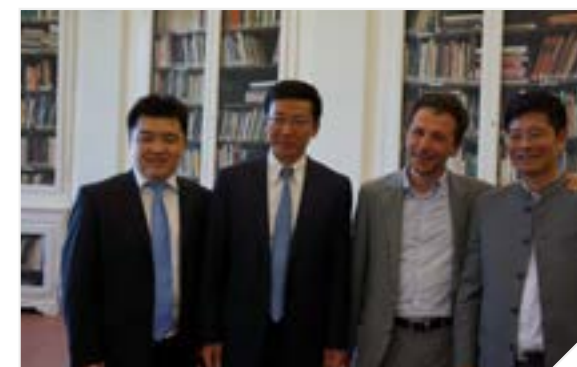
北京恒源祥香山画院由中国国家画院名誉院长龙瑞担任首席名誉院长；书画大家陈佩秋、毛国伦、田黎明、唐勇力、陈振濂担任名誉院长，原上海中国画院副院长车鹏飞担任院长。

画院以“南北文化贯通、东西文化交流”为办院特色和使命，成立当天举办了“北风南韵——京沪画家学术交流作品展”。

围绕特色和使命，画院2013年举办的活动还有：与雅昌艺术网合作的“时代观照——AAC艺术中国年度影响力巡回展”上海站；第二届“江海交融”上海、南京、合肥美术作品交流展；2013年上海第九届扇艺术博览会等。

在“中意徐家汇”活动中，香山画院推出了米开朗基罗的青铜版雕塑《昼》、《夜》、《晨》、《暮》；18世纪意大利著名雕塑家安东尼奥·卡诺瓦的代表作青铜版雕塑《美惠三女神》以及18世纪意大利著名版画家朱赛佩·瓦西的《罗马古今胜景》铜版画；在第十七届上海艺术博览会上，香山画院推出的意大利18世纪铜版画展以及“北风南韵”京沪画家作品展成为艺博会的亮点。

6月19日，集团与意大利佩鲁贾皮耶罗·瓦努奇美术学院合作成立“恒源祥意大利佩鲁贾文化艺术发展基金会”。为感谢恒源祥香山画院在中意文化交流中所做的努力，佩鲁贾美术学院授予香山画院执行院长陈明该院院士荣誉称号。这是该院近500年院史上的第132位院士，也是首位亚洲艺术家获此殊荣。



6月19日，集团与意大利佩鲁贾皮耶罗·瓦努奇美术学院合作成立“恒源祥意大利佩鲁贾文化艺术发展基金会”。

On June 19th, Hengyuanxiang Group cooperated with Italy Perugia Pietro Vannucci Academy of Fine Arts and established “Hengyuanxiang Italy Perugia Culture & Art Development Foundation”.



集团总经理陈忠伟出席第二届“江海交融”上海、南京、合肥美术作品交流展并讲话。

Chen Zhongwei, General Manager of Hengyuanxiang Group attended the Second “Jianghaijiaorong” Shanghai, Nanjing and Hefei Fine Art Works Communication Exhibition and gave a speech.



米开朗基罗的青铜版雕塑《昼》《夜》《晨》《暮》亮相“2013中意徐家汇”活动。

Michelangelo's brone sculptures “Day”, “Night”, “Twilight” and “Dawn” were displayed in “2013 China-Italy Xujiahui” Event.



上海艺博会《景观与人文——意大利18世纪铜版画精品展》。

Shanghai Art Fair “Landscape and Humanities—Exhibition of 18th Century Italian Copperplate Etchings” .

Southern and northern China’s art academies cooperate to open up new frontier for Chinese painting and calligraphy

On Sept. 28th, Beijing HYX Xiangshan Painting Institute and Beijing HYX Art Museum were inaugurated. Former National CPPCC Chairman Li Wuwei, member of National CPPCC Standing Committee and vice-chairman of Revolutionary Committee of Chinese Kuomintang Zheng Jianbang, and vice-chairman of China Calligraphers Association Zhao Changqing were present and offered congratulations. The establishment of Beijing HYX Xiangshan Painting Institute and Art Museum symbolized that HYX had become the only enterprise group in China that owned two art academies in southern and northern China.

Long Rui, Honorary Head of China National Academy of Painting, served as the chief honorary head of Beijing HYX Xiangshan Painting Institute; calligraphy masters like Chen Peiqiu, Mao Guolun, Tian Liming, Tang Yongli and Chen Zhenlian served as honorary head; former deputy head of Shanghai Chinese Painting Institute Che Pengfei worked as the head.

The institute made it its mission to “link up southern and northern cultures, and communicate oriental and western cultures” , and gave “Northern and Southern Styles—Beijing and Shanghai Painters’ Work Show” the day of its inauguration.

Around its mission, the institute also gave activities in 2013 like: “Viewing the Era—AAC Influence Tour Show of the Year” , Shanghai Stop, involving cooperation with Artron.net; the 2nd Shanghai, Nanjing and Hefei Art Works Show; 2013 9th Shanghai Fan Art Fair.

In the activity of “China-Italy Xujiahui” , Xiangshan Painting Institute promoted the bronze sculptures of Day, Night, Dawn and Twilight by Michelangelo; copperplate etching of Antonio Canova’s masterpiece Graces during the 18th century and Ancient and Modern Wonderful Sceneries by Giuseppe Vasi; in the 17th Shanghai Art Fair, Xiangshan Painting Institute promoted copperplate etching show for the 18th century masters in Italy and Beijing and Shanghai Painters’ Work Show became the greatest highlights in the art fair.

On Jun. 19th, the group cooperated with Accademia di belle arti legalmente riconosciuta Pietro Vannucci di PERUGIA to set up “HYX PERUGIA Culture and Art Development Foundation” . To thank HYX Xiangshan Painting Institute for its efforts in Sino-Italian cultural exchanges, PERUGIA Academy of Fine Arts granted Chen Ming, executive head of Xiangshan Painting Institute the honorary title of its academican. Chen is the 132nd academican during the 5 centuries’ standing of the institute; he's also the first artist from Asia who won the honor.



8 比翼双飞

Flying wing to wing



第十一届全国人大常委会副委员长华建敏、上海市副市长赵雯等领导与演职人员合影。

Hua Jianmin, Vice Chairman of the Standing Committee of the Eleventh National People's Congress, Zhao Wen, Vice Mayor of Shanghai and other leaders took a group photograph with cast members.



《永远的尹雪艳》为新时期首部方言话剧，尽显地道的上海风情、海派艺术风韵。

As the first dialect drama in modern China, "Forever Yin Xueyan" thoroughly presented authentic Shanghai style and local artistic features.

恒源祥戏剧公司亮相新作品

围绕品牌和文化两项核心工作，2013年恒源祥在文化转型方面实现进一步突破——恒源祥涉足戏剧艺术领域，成立恒源祥戏剧发展公司。首部力作大型沪语话剧——《永远的尹雪艳》分别于5月和10月在上海文化广场实现两轮成功演出。

第十一届全国人大常委会副委员长华建敏，原国家体育总局副局长于再清，上海市副市长赵雯，市政府副秘书长肖贵玉，上海市委宣传部副部长陈东，上海市妇联主席焦阳，上海市老领导等各界嘉宾及两万多人观众观看了演出。

《永远的尹雪艳》为新时期首部方言话剧，全剧经典的上海话、高水准的表演、舞美、服装、音乐、灯光等完美融合，尽显地道的上海风情、海派艺术风韵。

作为本剧原著的作者，台湾著名作家白先勇对自己的心爱之作《永远的尹雪艳》首次搬上舞台给予了厚望。3月17日，上海市委宣传部副部长陈东与白先勇来访恒源祥；3月19日，在建组开排仪式上，白先勇携亲自挑选的主角胡歌、黄丽娅亮相；5月6日，在观摩研讨会上，戏剧界、文学界、媒体给予了本剧积极的评价，白先勇也表示，希望《永远的尹雪艳》能成为上海这座城市的文化名片。

《永远的尹雪艳》推出后，在沪上掀起了一股上海怀旧风：热情的观众穿着旗袍观看演出；为本剧设计服装的香港殿堂级服装设计师张叔平舞台旗袍艺术欣赏活动受追捧；《说上海话的尹雪艳》一书在上海书城签售一小时即售出500多本。



3月19日，在建组开排仪式上，白先勇携亲自挑选的主角胡歌、黄丽娅亮相。

On March 19th, Bai Xianyong presented on the Rehearsal Ceremony with the hero, Hu Ge and heroine, Huang Liya who were selected by himself.



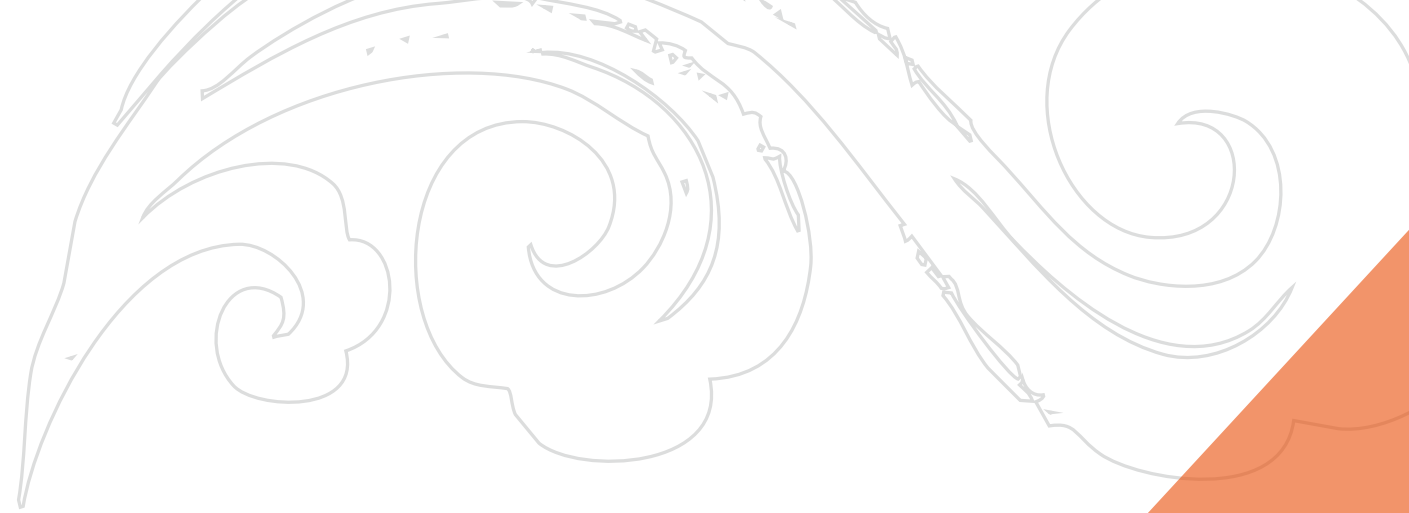
上海市宣传部副部长陈东（右五）、白先勇先生（左五）与恒源祥集团领导合影。
Chen Dong, Deputy Propaganda Director of Shanghai (the fifth on the right), Mr. Bai Xianyong (the fifth on the left) and leaders of Hengyuanxiang Group took a group photograph.



《永远的尹雪艳》签名售书会受观众热捧。
“Forever Yin Xueyan” Book Signing was warmly welcomed by audience.



《永远的尹雪艳》引发沪上旗袍热。
“Forever Yin Xueyan” triggered a “Cheongsam Fever” in Shanghai.



HYX Theatre Company presents new work

Based on the two central jobs of brand and culture, in 2013, HYX fulfilled further breakthrough in cultural transformation—stepping into the field of drama and set up HYX Theatre Development Company. Its first masterpiece, the drama in Shanghai dialect—The Eternal Yin Xueyan, achieved two rounds of successful show in Shanghai Culture Square in May and October.

Vice Chairman of the 11th Standing Committee of NPC Hua Jianmin, former deputy head of General Administration of Sport of China Yu Zaiqing, deputy Shanghai mayor Zhao Wen, deputy secretary general of Shanghai municipal government Xiao Guiyu, deputy head of Shanghai Municipal Publicity Department Chen Dong, Chairwoman of Shanghai Women’s Federation Jiao Yang and former leaders in Shanghai watched the show, together with more than 20,000 audiences.

The Eternal Yin Xueyan is the first drama in dialect in New China. The perfect integration between classical Shanghai dialect and high-level performance, stage art, costume, music and lighting fully presents traditional Shanghai style and charm of Shanghai art.

As the author of the original work for this drama, famous Taiwan writer Pai Hsien-yung expressed high expectation about his beloved work being staged for the first time. On Mar. 17th, deputy head of Shanghai Municipal Publicity Department Chen Dong and Pai Hsien-yung visited HYX; on Mar. 19th, in the rehearsal starting ceremony, Pai brought with him the leading actors, Hu Ge and Huang Liya, which he picked by himself; on May 6th, in the after-view discussion meeting, positive opinions were uttered by the theatre circle, literature circle and the media. Pai also claimed that he hoped The Eternal Yin Xueyan would become another cultural symbol of Shanghai.

After the staging of The Eternal Yin Xueyan, a nostalgia of old Shanghai quickly spread across the city: enthusiastic audiences watched the drama, dressed in cheongsam; HK master costume designer Zhang Shuping, who designed costumes for the drama, witnessed a large group of fans for his stage cheongsam art appreciation campaign; and the book “Yin Xueyan Speaking Shanghai Dialect” saw a sale of more than 500 within an hour of autographed copy sale in Shanghai Book Mall.



9 平台建设

Platform building

全球优质资源组合攀登新高度

2013年，恒源祥进一步加强与国内外著名企业、机构、学府等组织的合作与交流，在品牌经营和文化建设的道路上更上一层楼。

6月18日，恒源祥作为上海服装行业协会副会长单位，代表协会与中意设计中心签约，成为中意设计中心的第一家战略合作机构。

在意大利期间，陈忠伟总经理一行还拜访了世界针织界的领头羊米索尼（Missoni）公司、意大利最大的时尚公关公司ATTILA等著名企业和机构。7月31日，米索尼公司的CEO阿尔佩托·皮安托尼一行来访恒源祥。双方就品牌合作、资源共享、平台搭建等方面开展了深入交流和探讨。

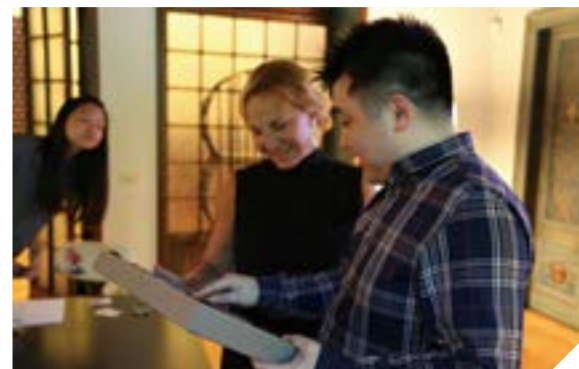
10月12日，意大利服装协会会长阿尔多·普雷莫利，意大利皮具协会会长弗朗切斯科以及意大利著名设计师艾玛·露西娅一行来访恒源祥。陈忠伟总经理表示，恒源祥新推出的品牌“SEN SOCIALE”立足融合东西方文化经典元素打造现代生活，未来双方可基于该品牌进行进一步的交流与合作。

在技术研发方面，集团与苏州大学就“产学研”合作开展了《羊毛 / 羊绒衫表面结构特征与皮肤接触力学研究》、《羊毛内衣的脑触觉感官认知网络研究》、《被芯材料感官功能测试评价》、《羊毛产品天然染料染色印花技术及产品开发》四个感官研究项目的对接；在管理方面，集团与中欧国际工商学院、美国顶尖商学院——美国西北大学凯洛格商学院就全球化等多角度进行了交流、研讨；集团高层在北大光华、中国传媒大学、中欧商学院开讲恒源祥案例；在质量监管方面，集团在恒源祥联合体加盟工厂四届四次代表大会上与中国质量认证中心以及TUV南德意志集团签订了战略合作伙伴协议。



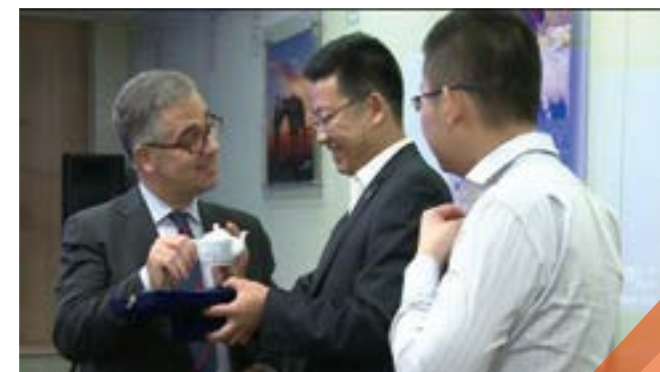
集团总经理陈忠伟代表上海服装协会与中意设计中心签约。

Chen Zhongwei, General Manager of Hengyuanxiang Group represented Shanghai Costume Association to sign a contract with China-Italy Design & Innovation Center.



集团副总经理李巍拜访意大利最大的时尚公关公司ATTILA。

Li Wei, Deputy General Manager of Hengyuanxiang Group visited the largest fashion PR company in Italy—ATTILA.



集团总经理陈忠伟向意大利服装协会会长阿尔多·普雷莫利赠送礼品。

Chen Zhongwei, General Manager of Hengyuanxiang Group gave a gift to Aldo Premoli, Chairman of Italy Costume Association.



集团总经理陈忠伟向Missoni公司CEO阿尔佩托·皮安托尼赠送奥运纪念品。
Chen Zhongwei, General Manager of Hengyuanxiang Group gave an Olympics souvenir to Alberto Piantoni, CEO of Missoni Company.



4月18日，美国西北大学凯洛格商学院教授团一行来访恒源祥。
On April 18, Professor Delegation of Kellogg School of Management of US Northwestern University visited Hengyuanxiang.



恒源祥集团与中国质量认证中心以及TUV南德意志集团签约。
Hengyuanxiang Group, China Quality Certification Center and TUV South Germany Group signed a contract.

Global quality resource combination reaches for higher

In 2013, HYX further strengthened its cooperation and exchanges with domestic and foreign enterprises, organizations and institutions, thus achieving new heights in brand operation and cultural development.

On Jun. 18th, as vice-chairman unit of Shanghai Garment Trade Association, HYX signed an agreement with China-Italy Design and Innovation Center on behalf of the association, becoming the first strategic cooperative agency of China-Italy Design and Innovation Center.

During his visit to Italy, GM Chen Zhongwei led a delegation to visit Missoni, a world leader in the knitting circle and ATTILA, the largest fashion public relations company in Italy. On July 31st, Missoni's CEO Alpeito Piantoni led his delegation to visit HYX. The two parties had in-depth communication and discussion about brand cooperation, resource sharing and platform building.

On Oct. 12th, Aldo Premoli, head of Italy Garment Association, Francesco, head of Italy Leather Product Association and Emma Lucia, famous Italian designer visited HYX. GM Chen Zhongwei claimed that the latest brand "SEN SOCIALE" promoted by HYX was based on classical elements of oriental and western cultures to create modern life, and the two parties might continue with deeper communication and cooperation about the brand.

As for technical R&D, the group cooperated with Suzhou University about "industry-university-research cooperation", launching four sensory research projects: Features of Surface Structure of Wool/Cashmere Sweater and Skin Contact Mechanics Research, Research of Brain Touch Sensory Cognition Network of Woolen Underwear, Examination and Assessment of Sensory Function of Comforter Filling, and Dyeing and Printing Technology of Natural Dyestuff on Woolen Products and Product Development; as for management, the group has communication and discussion from aspects like globalization with China Europe Int'l Business School, and US top business school, Kellogg School of Management, Northwestern University; the group's higher management also gave lectures about HYX cases in Guanghua School of Management, Peking University, Communication University of China and China Europe Int'l Business School; as to the quality control, the group signed agreements for strategic partnership with China Quality Certification Center and TUV SUD Group, during the fourth allied plant meeting of the fourth session of HYX Complex.



10 满载荣耀

Glories to be proud of

集团年度工作收获新赞誉

9月9日，由亚洲品牌协会主办的第8届亚洲品牌盛典上，恒源祥品牌荣获“亚洲名优品牌”奖，在获奖企业中评为第一，并列亚洲品牌500强第279位。“羊”型商标获得“中国驰名商标”称号。

1月8日，在2012（第八届）CCTV中国体育营销论坛年会上，集团凭借“中国恒好·缘载奥运，恒源祥携手中国奥委会全面布局伦敦奥运营销”案例，荣获“2012年度体育营销十大经典案例”称号。

在技术研发方面：4月，集团荣获工信部“2013年度工业品牌培育试点企业”称号；5月，集团技术中心荣获“上海市职工科技创新优秀团队”称号；11月，“超细羊毛纤维织物及其织造方法”荣获“中国专利优秀奖”。

在产业发展方面：恒源祥牌羊毛衫蝉联年度同类产品市场销量第一位；恒源祥牌衬衫、夹克衫在2013年服装行业产品质量检验中荣获“优等品”称号；彩羊车纺荣获第二届中国汽车用品行业“金骏奖”，彩羊服饰作品《朱砂点墨》荣获中华老字号始创产品时尚创意铜奖。

在企业文化、社会责任建设方面：4月，恒源祥集团第十二次荣获“上海市文明单位”荣誉称号；5月，恒源祥大学荣获“2012年度中国优秀企业大学菁英奖”；11月，在“首届全国品牌故事演讲比赛”中，集团被授予优秀组织奖，成为上海唯一获此殊荣的企业，集团员工杨佳荣获比赛二等奖；12月，集团荣获“中国企业文化影响力十强”称号。

4月，陈忠伟总经理受聘成为中国传媒大学MBA学院的“MBA实践导师”，并先后获得“上海十大品牌领军人物”和“中国（行业）品牌十大创新人物”等称号。刘瑞旗董事长先后荣获“全国纺织思想文化建设功勋人物”及“第四届中国流通产业十大经济人物”等荣誉称号。



集团总经理陈忠伟领取“亚洲名优品牌”奖牌。

Chen Zhongwei, General Manager of Hengyuanxiang Group accepted the medal of “Asian Famous and Qualified Brand” .



恒源祥集团荣获“2012年度体育营销十大经典案例”称号。

Hengyuanxiang Group gained the title of “Top Ten Classic Sports Marketing Cases of 2012” .



刘瑞旗董事长荣获“中国流通产业十大经济人物”称号。

President Liu Ruiqi gained the title of “Top Ten Economic Figures of China Circulation Industry” .



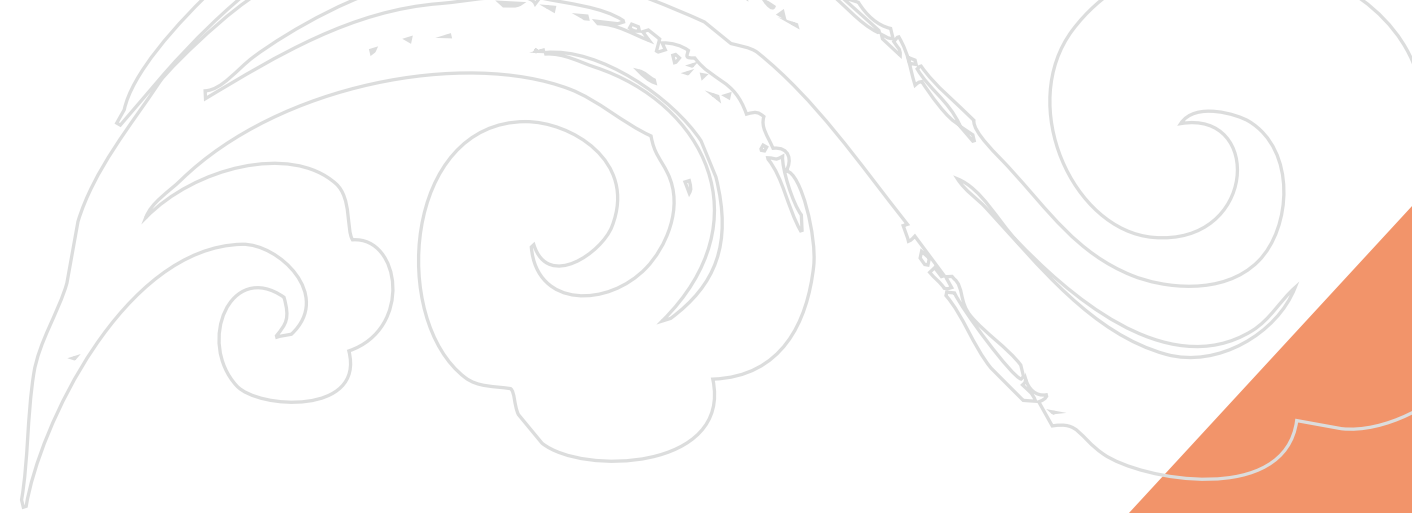
6月，Fazeya（彩羊）车纺获第二届“金骏奖”金奖。
In June, Fazeya Automobile Textile gained the Gold Award of the Second “Gold Horse” .



刘瑞旗董事长被授予“全国纺织思想文化建设功勋人物”称号。
President Liu Ruiqi was granted with the title of “Meritorious Figure for Ideological and Cultural Construction of China Textile Industry” .



12月，恒源祥集团荣获“中国企业文化影响力十强”称号。
In December, Hengyuanxiang Group won the title of “Top Ten Chinese Enterprises with Great Cultural Influential Power” .



Praises to work of the group during the year

On Sep. 9th, during the 8th Asian Brand Ceremony sponsored by Asia Brand Association, HXY won the award of “Asian Qualified Brand” Award, ranking No.1 among all awarded enterprises, as well as No. 279 in the Top 500 Asian Brands. And its trademark in the shape of a sheep won the title of “China Famous Brand” .

On Jan. 8th, during the annual conference of 2012 8th CCTV China Sports Marketing Forum, by virtue of the case of “Eternal Goodness of China——HXY Cooperating with Chinese Olympic Committee to Lay Out London Olympic Marketing” , HXY won the honor of “Top 10 Classical Case of Sports Marketing for 2012” .

As for technological R&D, in April, the group was awarded the title of “2013 Experimental Unit for Industrial Brand Cultivation” by MIIT; in May, the group's technical center won the title of “Shanghai Excellent Team for Staff's Technological Innovation” ; in Nov., “Superfine Wool Fiber Fabric and Its Weaving Technique” won “China Patent Excellence Award” .

As for industrial development, HXY achieved No.1 in the sale in the market of the same kind in 2012; HXY shirts and jackets won the title of “Superior Product” in 2013 Garment Products Quality Test; Fazeya Auto Textile won “Golden Horse Award” in the 2nd China Auto Product Industry Meeting, and Fazeya's costume work “Vermilion with Ink” won Bronze Award for Originality in Time-honored Brand Products.

As for corporate culture and social responsibility building, in April, HXY Group won the honorary title of “Shanghai Best Morality Organization” ; in May, HXY University won the 2012 Chinese Outstanding Corporate University; in Nov., in the First National Brand Story Contest” , the group was awarded the Excellent Organization Award, making the only one winning that award in Shanghai, and the group's employee Yang Jia won the second place in the contest; in Dec., the group was listed among the “Top 10 Influential Enterprise of Corporate Culture” in China.

In April, GM Chen Zhongwei was employed by Graduate School of Management, Communication University of China as “MBA Practice Supervisor” , and was awarded the titles of “Shanghai Top 10 Brand Leaders” and “China Top 10 Innovative Personage” . And President Liu Ruiqi successively won honors of “National Textile Culture Building Personages” and “4th China Circulation Industry Top 10 Economic Personages” .