Top 10 '2012 Global Competitiveness Brands' from China

The Associated Press

BEIJING , Dec. 10, 2012/PRNewswire/ -- Award ceremony of the internationally renowned "2012 Global Competitiveness Brands -Top 10 from China" was held in the US on December 7, 2012. As the elite representatives of sustainability and global competitiveness from China, ten companies including Haier, Huawei, Lenovo, TCL, Tencent, Industrial and Commercial Bank of China (ICBC), China Construction Bank (CCB), China Life, China Petroleum Group (Sinopec) and China Mobile received the trophy from the organizer International Data Group (IDG). TCL, BOE and Sinopec respectively won the special awards of the Most Environmentally Competitive Brand, the Most Sustainably Competitive Brand, and the Most Socially Responsible Brand.

The judge panel agreed that in the global context of economic turbulence, the winners of "2012 Global Competitiveness Brands -Top 10 from China" successfully carried out transformation by adapting to changes with the economy and the industrial environment in their respective field, laying solid foundation for future development and obtaining new driving forces for brand. Worthy of the title, they represent the branding power of Chinese enterprises to a large extent. The 2012 Global Competitiveness and Sustaining Company Growth Event, organized by IDG, witnessed great success. Jennifer Xu, Vice President of IDG Asia-Pacific, attended the event. Representatives from the winner enterprises and experts had in-depth discussion on the topic of global competitiveness and sustaining company growth.

This was followed by a round-table dialog held in HP, a representative company in the Silicon Valley, on which the 10 winner companies, executives from HP, and General Manager of IDC China exchanged views on panel discussions concerning international development strategy and branding, globalization and enterprise CSR competiveness, economic policy and industrial trend, and management and technological innovation, by centering on the theme of "Promoting Sustaining Company Growth, Improving Core Competitiveness of Enterprises." Insights from

leading experts in the industry provide valuable experiences and ideas to the Chinese entrepreneurs.

This is the third year in row IDG has held the competition "2012 Global Competitiveness Brands -Top 10 from China," with which the prize-winning companies interpret the power of Chinese brands to the world. On the previous two sessions of the event, nearly 100 internationally famed business leaders and scholars from China and the US shared opinions with the audience, greatly influencing China, the US and the rest of the world.

The Executive Leadership Training was held at the same time. The course focused on the theme "Development of innovative leadership" and helped Chinese business executives enhance capabilities in key areas needed by a global leader, such as economic policy and industry trend, global financial context, and management and technological innovation. The program systematically fortified business leaders' global vision and knowledge in global competition from aspects of new concept, new know-how, new information and new technology.

The winners of "2012 Global Competitiveness Brands -Top 10 from China" believe that structural adjustment and industrial re-structuring must be enforced as the industrial environment has been undergoing profound changes all over the world. As a result, business internal transformation, upgrading and model adjustment are also urgent tasks to be accomplished. This activity enables us to network with experts from the US and learn from their knowledge, and thus help with our thinking over critical issues such as enterprise management and sustainability. By leveraging the intelligence and vision of world-leading scholars and organizations and by combining the real needs of the Chinese market, we are confident to find the right road to transformation on the back of branding power, raise the global competitiveness of our brands, and catch opportunities on the international market.

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