



碧生源控股有限公司
Besunyen Holdings Company Limited

Newsletter

2013 June-July

天然養生

Website: http://www.besunyen.com/index_en.aspx [Corporation]

http://ir.besunyen.com/html/ir_highlights.php [IR]

Code: 0926

Industry News

Besunyen and Ya'an tea enterprise become strategic partners

China Tea Expo 2013 press conference was held in Chengdu on July 12th. At the conference, Besunyen Holdings Co Ltd(Besunyen) and a delegate of a Ya'an local tea enterprise--Sichuan Lucky Tea Industry Co Ltd held a strategic cooperation signing ceremony.

Mr. Lin Ruhai, Vice President of Besunyen, announced that Besunyen will adopt a "Hematopoietic" strategy to support the industry. This includes, sending experts in research and development ,quality control and other aspects of the trade on a regular and free basis to guide the local industries , as well as to support farmers and enterprises affected by natural disasters in order to shorten the time period of resuming production and management after various calamities. Moreover, Besunyen attempt to find more distribution channel for Ya'an tea farmers and tea enterprises to solve marketing difficulties for goods caused by traffic bottlenecks and distribution channel interruptions.

Health Food Industry takes initiative to combat four illegal activities

(Source: *Science and Technology Daily* "科技日报")

The China Health Care Association("中国保健协会") held a conference on June 2nd in Beijing to help eliminate four illegal activities among health food industry. The conference was aimed at implementing a spirit conducive to eradicating four illegal activities common within the health food industry, which the China Food and Drug Administration(CFDA) brought to everyone's attention.

To combat the four common illegal activities, actions were taken to confirm legitimate businesses, regulate the health food market and promote healthy development of the industry, all of which are long-term goals and objectives of CFDA . Actionable proposals were carried out in stages using a legislative process to create a highly legal environment for the regulation of dietary supplements.

Mr. Zhao Yihong, the chairman of Besunyen, said health food companies also have a shared desire to fight these four illegal activities and Besunyen has always remained committed to the pursuit of premium product quality and aboveboard business operations. Additionally, Chairman Zhao indicated that Besunyen as a leading health food enterprise produces products that embody the traditional Chinese cultural emphasis on excellence in both health and fitness.The Group will persist in pursuing aboveboard operations and practices and remains confident it can take the mantle of the responsibility in leading the industry forward towards a more healthy development.





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Business Activities

Besunyen Public Fund spotlights “ Campus Commonweal Ambassador Program”

The 11th University Advertisement Art Show-Academy Award Ceremony was held at the Beijing Media center on July 3rd. Mr. Zhao Yihong, Chairman of Besunyen, participated in the ceremony and awarded the universities and students who won competitions. Chairman Zhao, who has supported the Awards for several years and has positive record of participating in social welfare activities, said Besunyen will donate RMB100,000 as an initial fund to set up the “Campus Commonweal Ambassador Program” to encourage university students involved in community charity affairs to realize their dreams. Besunyen, a leading Chinese brand of healthy weight loss products, has been continuously devoted to caring for the more vulnerable groups in society and has been an enthusiastic participant in public welfare activities over the years.



Besunyen participates in “Keep the Earth Blue” campaign, popularization of Low Carbon ideals

The launching ceremony for the “Keep the Earth Blue , Carbon Low in China ” was held in Beijing on June 21st. The activity was sponsored by the National Center for Climate Change Strategy and International Cooperation, with Besunyen a low-carbon social welfare strategic cooperative enterprise participating in this program . Chairman Zhao attended as a volunteer during the launching ceremony and expressed both his wishes and sense of responsibility to helping maintain a greener earth and bluer seas -- aims tirelessly pursued by the Group from its inception.

Chairman Zhao Yihong stressed themes of social responsibility and health promotion during Xinhua interview

Mr. Zhao Yihong, the chairman of Besunyen, was subject of an exclusive interview by Xinhua on June 6th during which he spoke with online participants about the social responsibility and value of the health industry. In the interview, chairman Zhao shared his entrepreneurial experiences, related the history of Besunyen, and spoke of the development of the Chinese health industry, the corporate principles and social responsibility of Besunyen, as well as his own personal views of health care and expectations or Chinese health industry development. Chairman Zhao believes that the therapeutic industry is of great importance to customers in health care and health treatment. Additionally, he said he himself and Besunyen Group are confident in their ability to shoulder this great responsibility.

