



June 2015

Besunyen Presented New Products at 2015 Shanghai Healthcare Food Expo

Grand Opening of 6th Healthplex & Nutraceutical China

- The 6th Healthplex & Nutraceutical China, jointly organized by China Chamber of Commerce for Import & Export of Medicines and Health Products and Shanghai UBM Sinoexpo International Exhibition Co. Ltd, held a grand opening at Shanghai New International Expo Centre from 24 to 26 June 2015.
- Besunyen certainly would not miss this great opportunity to present its products at the largest Expo of healthcare products in Asia Pacific region. The Company had presented some new products and all of them had drawn great attentions from visitors.
- A new and premium floral tea, named “Tea+緹嘉”, had drawn female visitors’ attentions significantly so that the exhibition booth was heavily surrounded by many people. Another new slimming tea, called “Xian Xian Tea纖纖茶” also caught visitors’ eyeballs right after its new launch.
- “Larilly Orlistat”, a weight-control drug, sold by Besunyen’s subsidiary, Guangzhou Runliang Pharmaceutical, had also received positive market response since its launch.
- Besunyen slimming tea and Besunyen detox tea had still maintained their best-selling positions. With abundant promotion activities, unique booth design and exquisite gifts, the Expo had already attracted a great number of people to visit unceasingly.



Convention of 2nd Medical Proof of Healthcare Foods Seminar

- The 2nd Medical Proof of Healthcare Foods Seminar was held on 24 June, synchronized with the Expo date of sixth Healthplex & Nutraceutical China. Jia Yaguang, Vice Chairman of China Healthcare Association, Zhang Dachao, Deputy Secretary-General of China Healthcare Association, Zhang Qingying, professor of College of Pharmacy of Medical College of Beijing University, and a number of enterprise representatives showed up in the seminar.
- “Besunyen’s products are formulated by natural function of traditional Chinese herbal medicines, and are developed according to the idea of homology between food and herbal medicine.” Mr. Lin Ruhai, Vice President of Besunyen, stated, “As a responsible company, Besunyen is very confident with its therapeutic tea products. Therefore, we are very proactive to attend this seminar held by China Healthcare Association. Meanwhile, we hope to encourage more enterprises to attend this medical proof program of healthcare products since it will help consumers choose safe and effective healthcare foods.”





Besunyen Exclusively Sponsored Academy Award of 13rd College Students Advertising and Art Event — “Besunyen Cup” Public-Welfare Advertisement Tournament



- The Advertising and Art Event for Chinese College Students, a competition of creation, was organized by China Advertising Association, and the Event had been successfully held for 13 eras with its great influence on colleges extending to entire advertising industry. The Academy Award, the core program of the Event, had become an important platform for colleges to demonstrate their teaching performances, for students to experience their creative practice, and for enterprises to select their talents. It's already 7 years since Besunyen joined the 8th Academy Award. From initial commercial claims moving to the public-welfare statements up to now, the Academy Award had witnessed the migrations and upgrades of Besunyen Brand propositions.
- The Academy Award of the 13rd Chinese College Students Advertising and Art Event had delivered 42 creative lectures in 40 universities among 31 cities in the past 10 months. The nationwide lecture events had successfully completed up to April 2015. Besunyen had shared its brand philosophy and creative ideas with millions of college students.
- The Academy Award —“Besunyen Cup” Public-Welfare Advertisement Tournament was sponsored by Besunyen exclusively. The topics of tournament were consisted of public-welfare claim and commercial proposition. The public-welfare claim was themed with “Hand over Herbal Culture from Generation to Generation”. The recruitments of artworks included print design, copy, internet-based video, scene applications. On the other hand the commercial proposition was themed with “Defecate and keep a good shape”. The collections of artworks included 5 kinds of formats which were print design, video, internet microfilm, scene applications and marketing strategies as well as the artworks would be mainly applied for Internet and mobile Internet advertising in the future.
- For public-welfare proposition, 2,392 sets of artworks met requirements. Among these artworks, 1,293 sets of them had been assessed by colleges themselves and the rest of 1,099 would be appraised in Besunyen later. For commercial proposition, 4,239 sets of artworks were qualified. Among these artworks, 484 sets of them had been assessed by colleges themselves and the rest of, 3755 would be evaluated in Besunyen further. All of the unrated artworks were planned to be evaluated in Besunyen on 22 and 23 May so that the Academy Award entered Besunyen again with great excitement and expectation on the final assessments.





Besunyen Became Global Internship Partner for Xinhua Business School

- Besunyen warmly welcomed an international team of nine students from Xinhua Business School. The team of students arrived at Besunyen's headquarter in Beijing on 15 June, starting their internships for 4 weeks. Students were coming from different countries which included United States, Mexico, Spain, Lithuania, South Africa, Pakistan and Singapore. All of them were undergraduate students with different majors including business, finance, information technology, supply chain management, bio-science and molecular genetics, chemistry and bio-molecular engineering.
- For learning management knowledge from Chinese enterprises, the students had arranged their internships in Besunyen through summer internship program created by Xinhua Business School. Students were divided into two groups with two internship topics respectively. First is "Creating Besunyen's differentiated long term competitive advantage in the health tea market in China". Second is "Delivering Besunyen's sales growth from enhancing web strategy". With four-week internship and business research, the students present their final business recommendations to Besunyen top management on 8 July 2015.
- "We are pleased to be working with Xinhua Business School since it provides enterprises with global vision and multinational talents. Students have presented their creative and strategic recommendations to Besunyen through their global knowledge and angles." said Ms. Gao Yan, Vice Chairman and internship project manager, "Providing the students with a real-world learning experience in Besunyen, we feel certain that the students will gather insights here that they would never be able to glean from a classroom discussion alone."
- "We are extremely grateful to Besunyen for all they do on behalf of our students," said Ms. Zhao Tong, Head of Global Project in Xinhua Business School, "The students benefit immeasurably from this experience. Without Besunyen's supports, this essential learning experience cannot be achieved."



Contacts

Wonderful Sky Financial Group Limited

Email: besunyen@wsfg.hk

Tel: (852) 3970 2118 / 3970 2186

Fax: (852) 2598 1588

