



Besunyen Won Outstanding Enterprise Award at 2018 China Corporate Social Responsibility Summit



For many years, the Company has been dedicating to charitable work with a view to spreading positive vibes in and making contribution to the society. Not only it is committed to charitable work, it also strives to enhance the service provided to customers. Its constantly improved health concepts are proofs of Besunyen's commitment to assume corporate social responsibility. With a focus on products, Besunyen will offer even better and healthier products to customers.

2018 China Social Responsibility Charity Gala and the 11th China Corporate Social Responsibility Summit were held in Beijing on 28 December 2018. Besunyen Holdings Company Limited won the Social Responsibility Outstanding Enterprise Award. Mr. Lin Ruhai, Vice President of Besunyen Holdings Company Limited, attended the event and accepted the award.

2018 China Social Responsibility Charity Gala and the 11th China Corporate Social Responsibility Summit were organized by Xinhua Net together with Chery Automobile, Bank of Nanjing, Future Land Holdings, Country Garden and Perfect Company. Having been held for eleven consecutive years, the event has become a high-end exchange platform that encourages different sector of the society to search for new concepts of social responsibility, and identify and undertake their corporate social responsibility.





Besunyen Ignited the Creativity of a Million Students 16th Academy Awards Fall Contest Creative Ceremony Came to a Successful End



The 16th China University Student Advertising Arts Festival Academy Awards Fall Contest Creative Ceremony was held at the Beijing Media Center on 10 January 2019.

In this Academy Awards Fall Contest, Besunyen received a total of 19857 creations from 15646 groups of participants from universities across the country. These creations were in six major creative types, including graphic design, video advertisement, micro-movie, advertising text, marketing proposal and H5 mobile interactive advertisement. Not only the total number of creations received once again hit a record high, but also their quality has pleasant improvements. More and more creations are actually based on student's life experience and therefore have high operability.

After 16 years of development, the Academy Awards has become a platform for the youths to showcase their creativity. Through a decade of collaboration with the Academy Awards, Besunyen has amassed a large number of creations and creations reflected the creative trends in the past decade. These trends will help Besunyen stay in the forefront of the market, gain a better understanding of the younger generation's aesthetics and predict the future creative trends.