

2011 China's Most Innovative Companies TOP 100

Insigma was selected as #10 in the rankings for the "2011 China's Most Innovative Companies Top 100." (See page 2 of this document for the rankings list.)

The program recognizes innovations in a company's management processes in order to be competitive, ensure cost-effective research & development and grow its business. At Insigma, we apply these same innovations to our clients' management processes and to ensure our R&D services for our clients are cost-effective and help them become more competitive and grow their business.

The rankings are an annual program at the "Sino-Manager," a business journal in China. Below are excerpts from an article in Sino-Manager (<http://biz.cn.yahoo.com/ypen/20110701/445262.html>) describing the judging criteria and the program's background. The source for the translation below is Google Translator.

The Manager, after research, found innovation factors in common:

- Innovations from idea change
- Innovations from managing lean
- The "micro" leverage effect (enterprise resource optimization behavior involved in investment in research and development and standards)

Six Judging Criteria

Innovation evaluation index system for the current year, from the six major review of the company's innovation ability to dimension.

- **Leaders of innovation consciousness:** leaders of the sense of innovation and innovation barometer has significance for the entire organization.
- **Research and innovation capacities:** research and development is the core of innovation indicators, directly around the innovative ability of a business. This indicator mainly through "research and development expenses less than" and "developers share" to measure.
- **Management innovation:** the important aspect of management is to embody innovation, this indicator mainly through "overhead rate" measured management costs reduction and profitability improvement, management innovation capacity enhanced.
- **Overall profitability:** innovative ultimately enhance overall profitability for the enterprise, this is also reflected the power of innovation indicators directly. This indicator mainly through "net profit growth" and "the ROE" to measure.
- **Marketing innovation:** marketing of innovative change is also reflected an important aspect of this indicator mainly through "sales charge rate" measured, reduced sales charge rate but sales improve, describes the enhanced marketing innovation.
- **Business model innovation:** the business model changes can effectively drive business growth.

Based on more subjective and objective indicators, we have set up a complete index system and to give the different indicators of different weights, and scoring to weighted average with weights and eventually calculated innovation index.

Program Background

In order to advocate and promote a culture of innovation in Chinese business circle, enhance their sense of innovation and the Manager since 2007, every year, "China's most innovative company" award. 2011 is the fifth consecutive year the journal Manager Award "most innovative company in China," this selection from February 2011 to end in mid- May.

The selection of the candidate companies are in accordance with the North American industrial classification system, from thousands of businesses and outstanding enterprises, carefully selected through a rigorous assessment system. Throughout the selection process after data collection-enterprise application-preliminary assessment-assessment and consolidation-expert panel of judges-according to the innovation index system of calculation-the list of processes.

From 2010 to 2011, the global economy after the financial crisis showed a significant improvement for the first time, under the stimulus of Chinese enterprises in a number of positive, business began to recover. But in addition to the good, bad impact is also emerging. Such as rising inflation pressures, significant increase in labor costs and the pressure of labour shortage, the transformation of industrial upgrading, and so on.

Thus, the past year as a whole, business is complex and ever-changing external environment. Organizations need innovative means to deal with the external business environment so as to eventually reach their revenue goals and profit growth.

INSIGMA

浙大网新

◎ 经理人

2011中国最具创新力公司TOP100

名次	企业简称	领导人	行业	营业收入 (千元)	净利润 (千元)	净利润 增长率
1	华为	任正非	通讯设备	185,176,000	23,757,000	30.00%
2	百度	李彦宏	互联网	7,915,074	3,525,168	137.37%
3	腾讯	马化腾	互联网	19,646,031	8,115,209	57.40%
4	中芯国际	江上舟	半导体	1,554,789	14,011	101.45%
5	携程	范敏	互联网	2,881,233	1,051,992	57.77%
6	中兴	侯为贵	通讯设备	70,263,874	3,476,482	28.97%
7	搜狐	张朝阳	互联网	612,777	198,184	12.33%
8	网易	丁磊	互联网	5,659,789	2,232,025	21.52%
9	联想	柳传志	电脑	21,032,378	243,871	88.51%
10	浙大网新	史烈	软件	5,548,059	75,894	122.67%
11	宇龙酷派	郭德英	通讯终端	4,592,699	480,265	100.11%
12	莱宝高科	臧卫东	电子器件	1,146,343	454,814	152.07%
13	招商银行	马蔚华	银行	74,412,000	25,769,000	41.32%
14	比亚迪	王传福	汽车制造	46,685,349	2,918,590	-28.44%
15	长城汽车	魏建军	汽车制造	22,174,985	2,824,426	163.50%
16	青岛海尔	张瑞敏	家电	60,588,248	2,824,284	105.46%
17	中国平安	马明哲	保险	189,439,000	17,938,000	23.86%
18	万科	王石	地产	50,713,851	8,839,611	37.47%
19	迈瑞医疗	徐航	医疗器械	704,309	155,466	11.69%
20	上汽集团	胡茂元	汽车制造	313,376,288	22,832,774	181.61%
21	格力电器	朱江洪	家电	60,807,242	4,303,205	46.78%
22	苏宁电器	张近东	家电连锁	75,504,739	4,105,508	37.38%
23	阿里巴巴	马云	互联网	5,557,586	1,470,012	45.11%
24	碧桂园	杨国强	地产	25,804,105	4,317,774	103.12%
25	美的电器	方洪波	家电	74,558,886	4,043,229	60.84%