

BEIJING, Dec. 29, 2013 /PRNewswire/ -- Hosted by the China Software Industry Association (CSIA), [China Brand Research Center](#) of Capital University of Economics and Business and Administrative Commission of Huangshan Economic Development Zone (HSEDZ), the 2013 (the Second Term)

China

(Huangshan) Software & Information Technology Service Industry Brand Conference was solemnly held in Huangshan City on December 28, 2013

. More than 200 participants, including officials from CSIA and local government, representatives from 60 domestic key software enterprises, and media reporters, attended this conference. During the conference, Insigma Group and the Administrative Commission of HSEDZ signed a framework agreement on the cooperation of "Science and Technology Park of Huangshan".

Ren Zefeng, Mayor of People's Government of Huangshan City and Zhao Xiaofan, President of CSIA made speeches on the conference.

Based on the words of Mr. Ren, Huangshan City was named "Huizhou" in ancient times. It has a history of 2200 years since Qin dynasty. It became a prefecture-level city with the approval of the State Council in 1987. The city has jurisdiction over three districts (Tunxi,

Huizhou

, and Huangshan) and four counties (Shexian, Xiuning, Yixian and Qimen) with a total area of 9,807 km

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and a population of 1.48 million. With the graceful scenery, splendid culture, best ecology, rich

products, convenient transportation and great brand, the city is rising as a modern international tourism city, a state-level pilot city for comprehensive service industries reform, a city with rich natural and cultural heritage resources. Huangshan has been awarded as a City with the "National Habitation Environment Award", "National Garden City", "The Best Leisure City of China", "Excellent Tourism City of China", "The Public's Favorite City in China" and "the Best City for Investment (Travel) in Central China".

Based on the words of Liu Guang, Director of the Administrative Commission of HSEDZ, HSEDZ is a provincial-level development zone approved by

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provincial government on

July 18

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, 2006. The planned area of HSEDZ expands to 30 square kilometers. In the Development zone, high-tech and environmental-friendly industries will be encouraged, together with the logistic and storage of goods, official business administration, commerce and finance, and habitations as well. The zone is "a new part of the industrial city" with regional transportation center, business center and tourism service center.

HSEDZ, located in the center of town cluster in southern Huangshan City, has remarkable location advantage. It is adjacent north to the high-speed railway station, where the Beijing-Fuzhou

Huangshan-Hangzhou, and

Anhui

Jiangxi

high-speed railways will meet, south to Huangshan International Airport, and west seamlessly joined to the highways of Beijing-Taibei, Hangzhou-Huangshan, Hangzhou-Ruian, and Huangshan-Jixi-Yangzhou. Public transportation, fast and convenient, covers the whole development zone. HSEDZ is actually an important traffic hub between

Anhui

Zhejiang

and

Jiangxi

provinces.

Huangshan City is the southern Anhui international tourist and cultural demonstration area and ecological reserve of Huizhou culture. It is the first national pilot for cross-provincial eco-compensation mechanism in Xin'an River and the only state-level pilot city for comprehensive service industries reform in Anhui Province

. As an important part of the economic and social development of Huangshan City, HSEDZ follows the principles of "Three Preferences, One Denial

" (preference to tourism, mountain area resources and high technology, and rejecting industries that may lead to pollution) and "Three Centralized" (Industrial Enterprises will be centralized to industrial parks; production factors will be centralized to the most important industries; industries of the same kind and the relevant industries will be centralized to the professional areas of the industrial parks.). With the principles of ecology preferential, environmental friendly, HSEDZ chooses projects strictly. Therefore, the zone is forming a modernized industrial system featuring modern service industry, advanced manufacturing, and ecological industries. Ultimately, it will strive to become a national level low-carbon ecological economic development zone which is based on environment-friendly industries. There are Four Industrial Parks---Huizhou Cultural Industry Park, Modern Service Industry Park, Equipment Manufacturing Enterprises Park and High and New Tech Industry Park in the zone.

During the conference, the representatives visited Huizhou Cultural Industry Park and Oracle Information Technology Industry Base in Huangshan. They had an information discussion with some local listed companies and new high-tech enterprises. They all agreed that software development and information technology have brought great change and benefits for enterprises.

The conference was hosted by Xiao Yaping, executive director of China Software Industry Association and the editor-in-chief of *China Software and Services Outsourcing*. Xiao Yaping introduced that brand represents the spirit and image of an enterprise, and it is the soul of an enterprise as well as intangible assets. The No. 4 Document published by the State Council of the People's Republic of China in 2011 has specially presented that "

China's software industry shall strengthen brand building and enhance competitiveness". Although the software has deeply changed our production and life as the representative of the high-tech industry, China's software industry is less-developed compared with traditional industry in terms of brand awareness.

China's software and information technology services industry is still in development stage of brand building, and the shortage of brand influence has restricted the development of

China's software industry, and the branding of China's software and information technology services industry should be accelerated.

"Brand List of China's Software and Information Technology Services Industry 2013" has been jointly released by China Software and Services Outsourcing Network and China Brand Research Center of Capital University of Economics and Business in this conference, which has recognized the units and individuals with outstanding achievements in brand building. This conference has also carried out value assessment on the part of the units' brands.

The following is a list of units and individuals recognized in this meeting:

Most Valuable Brands of China's Software and Information Technology Services Industry 2013

Beijing Teamsun Technology Co.,Ltd.(Teamsun with a brand value of 7.06 billion yuan)

CHENDU SANTAI ELECTRONIC INDUSTRY CO.,LTD.

Shenzhen Mindray Bio-Medical Electronics Co., Ltd

PHILISENSE

Dalian Hi-Think Computer Technology, Corp.(Dalian Hi-Think with a brand value of 4.32 billion yuan)

Pactera Technology International Ltd. (Pactera with a brand value of 3.71 billion yuan)

Jiangsu HopeRun Software Co., Ltd. (HopeRun Software with a brand value of 3.62 billion yuan)

Founder International Co., Ltd. (Founder International with a brand value of 3.57 billion yuan)

Yucheng Technologies Limited

PERA Corporation Ltd.

Beijing HollySys Co., Ltd.

China TransInfo Technology Group Co.,Ltd.

Beijing Sursen Electronic Technology Co.,Ltd

Sihua Technologies Co., Ltd.

LINKAGE SOFTWARE CO.,LTD

HanWythe Holdings Ltd.

Softnext Technologies Corp.

Wuhan BJC Technology Co., Ltd. (BJC with 930 million yuan of brand value)

Beijing Innovation Software Technology Co., Ltd. (Innovation Software with a brand value of 780 million yuan)

Shanghai Huateng Date Service Co.,Ltd. (ChinaPNR with a brand value of 630 million yuan)

Shanghai Seio software technology Co., Ltd (Seio software with a brand value of 620 million yuan)

Hangzhou Totyu Technology CO.,LTD

BroadenGate Software Services Co.,Ltd

Anhui Antai Technology Company Limited

Cybozu IT Shanghai Inc.

Beijing Uwaysoft Co., Ltd.

Shanghai Lingtong Software Technology Co.,Ltd.

ShanXi NetSdar Technology Co.,Ltd

Most Influential Brands in China's Software and Information Technology Services Industry 2013

PERA CORPORATION LTD. (High-end R&D Technology Industry)

CHENGDU SNTAI ELECTRONIC INDUSTRY CO.,LTD. (financial industry)

Beijing nine star Technology Joint-Stock Co.,Ltd.(money management software)

Shanghai Wicresoft Co.,Ltd. Information Technology Services

Shanghai SAFE Information Technology Group Co.,Ltd (Software outsourcing)

Liandi (Nanjing) Information Systems Co.,Ltd Application Software Industry

Anhui Antai Technology Company Limited SMART ENERGY TOTAOL SOLUTIONS

Qware Technology Group Co., Ltd.

(Industrial) Services Organizations with Most Influential Brands in China's Software and Information Technology Services Industry 2013

CEPREI Certification Body (CEPREI with a brand value of 1.05 billion yuan)

China International Software and Information Service Center (with a brand value of 260 million yuan)

Beijing Software Industry Association (with a brand value of 210 million yuan)

School of Software Studies, Dalian University of Foreign Languages

CHINAWAY CREATION & INNOVATION CENTER

THE SOFTWARE TECHNOLOGY PROFESSION COLLEGE OF NORTHWEST UNIVERSITY

Leaders of Brand Building of China's Software and Information Technology Services Industry 2013

Chen Tianshui, Executive Director and General Manager of Topfine Software

Chen Yanming, General Manager of CHENDU SANTAI ELECTRONIC INDUSTRY CO.,LTD.

Hong Weidong, Chairman and CEO of Yucheng Technologies Limited

Lin Can, General Manager of Sihua Technologies Co., Ltd.

Li Guoyi, General Manager of LiaoNing Wish Information Technology Co.,LTD

Liu Mengda, General Manager of Softnext Technologies Corp.

Ma Weidong, Vice President of Jiangsu International Service Outsourcing Enterprises Association

Xie Hongbo, Chairman and General Manager of Beijing nine star Technology Joint-Stock Co.,Ltd.

Xia Shudong, Chairman & CEO of China TransInfo Technology Group Co.,Ltd.

Yin Changlai, General Manager of CHINAWAY CREATION & INNOVATION CENTER

Zhang Hetao, President of Shanghai Wicresoft Co.,Ltd.

Zhang Yinghai, Senior Vice President of Beijing Innovation Software Technology Co., Ltd.

Promotion Individuals for Brand Building in China's Software and Information Technology Services Industry 2013

Cui Yanli, Vice Party Secretary of THE SOFTWARE TECHNOLOGY PROFESSION COLLEGE OF NORTHWEST UNIVERSITY

Individuals with Special Contributions for Brand Building in China's Software and Information Technology Services Industry 2013

Wang Jianli, Director of China International Software and Information Service Center

Industrial Parks with Most Influential Brands in China's Software and Information Technology Services Industry 2013

Xiamen Software Park

WUHAN FIRST CITY

Industrial Park with Biggest Potential in China's Software and Information Technology Services Industry 2013

Huangshan Economic Development Zone

Shenzhen High-Tech Industrial Park, The Next Generation of Internet Industrial Park

HENAN OUTSOURCING INDUSTRIAL PARK

The Most Influential International Brand in China's Software Market 2013

SAP

Excellent Teams for Brand Building in China's Software and Information Technology Services Industry 2013

Softnext Technologies Corp. Marketing Customers Service Dept.

PERA Corporation Ltd. Marketing Department

Sihua Technologies Co., Ltd. R&D

Anhui Antai Technology Company Limited Dept. of R&D

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