

INTERATIONAL
Version 國際版



COMPANY PROFILE

公司簡介



JIANGSU LONGLIQI BIOSCIENCE CO., LTD.



CONTENT 內容

1、Company Profile 公司簡介	1
2、Enterprise Culture 企業精神	3
3、Our Chairman 我們的董事長	5
4、Achievements 光輝歷程	7
5、Achievements & Enterprise Honor 光輝歷程/企業榮譽	9
6、Advanced Technology 尖端科技	11
7、Quality Assurance 質量保證	19
8、Our Associates 我們的合作伙伴	21
9、Our Products 我們的產品	23



Company Profile 公司簡介

Jiangsu Longliqi Bio-science co., ltd.

Jiangsu Longliqi Bio-Science Co., Ltd. (Longrich) is located in Longliqi Bio-Industrial Park, which covers an area of over 2000 acres, mainly engaged in eight categories of over 1000 varieties of products, including cosmetics, household products, health care products, furniture, real estate, and logistics, etc. The annual output is about 20 thousand tons and the value of 5 billion RMB of cosmetics which is currently one of the largest and most advanced center of research, development, manufacture, and sales of cosmetics and health care products in China with capacity of annual output over 1 hundred billion RMB. The company now has over 20 thousand employees, in which the percentage of bachelor, master, and doctor degrees are over 35%. The enterprise since its establishment in 1986 has maintained a healthy and stable development, and has become a leading brand of the national cosmetics industry in China today.

江蘇隆力奇生物科技股份有限公司位于隆力奇生物工業園內，工業園占地 2000 餘畝，主要經營的有化妝品、家用洗滌品、養生保健品、家具、房地產、物流等八大系列 1000 多個品種。公司年產化妝品 2 萬噸，產值約 5 億元，是目前中國規模最大、技術力量最先進的日化產品、養生保健品的研究、開發和產銷基地，擁有年產日用化妝品逾 100 億元的生產能力。公司員工總數 2 萬餘名，其中大學生，研究生，博士生和專家的比例超過 35%，企業自 1986 年成立以來，始終健康、穩定的向前發展，成為今天民族日化行業的領軍品牌。



客戶在我心中

Customers are always

Core values:

Customers are always in my heart

Mission:

Revitalizing enterprise through talent

Benefits from professional management

Expand market through quality products

Retain customers with excellent service.

核心價值：

客戶在我心中

企業宗旨：

以優秀人才振興企業，以優良管理獲取效益，

以優質產品拓展市場，以優等服務贏得顧客。

in my heart

always in my heart



Our Chairman 我們的董事長



The Chairman

Zhiwei Xu, the Chairman of Jiangsu Longliqi Bio-Science Co.,Ltd. (Longrich)

MBA, Senior Economist, Representative of the Provincial People's Congress (Jiangsu)

徐之偉，江蘇隆力奇生物科技股份有限公司董事長

工商管理碩士，高級經濟師，江蘇省人大代表

中國日用化工市場風雲人物
Influential Man in China Household Product Industry
中國十佳誠信企業家
Top 10 Creditable Entrepreneurs in China
中國管理杰出人物
25 Outstanding Chinese Managers
中國化妝品行業最具影響力人物
The Most Influential Man in China Cosmetic Industry
世界經濟十大華人杰出企業家
World Economy Top 10 Outstanding Chinese Entrepreneurs



Achievements 光輝歷程

2012

In early 2012, according to data statistics from China General Chamber of Commerce, Longrich hand cream ranks the first position of sales volume in national market for seven consecutive years.

In March, Longrich • Loving-family Ophthalmology Foundation was founded.

In May, Longrich became the main official sponsor of China National Women Basketball Team. On Aug 28th, 26 Generals of People's Republic of China visited Longrich for its 26th anniversary celebration, and Suzhou Creative Base of Chinese Generals Art Association was founded.

2012年初，根據中國商業聯合會數據統計，隆力奇護手霜連續七年全國市場銷量第一；3月，“隆力奇愛家眼科基金會”揭牌成立；5月，隆力奇成為“中國國家女子籃球隊官方主贊助商”；8月28日，在隆力奇26周年慶典之際，共和國26位老將軍親臨隆力奇慶祝26周年慶典，中國將軍藝術協會蘇州創作基地在隆力奇集團授牌成立。

2011

Based on consumer's ratings, Longrich was awarded the laurel of "The Reliant Top Ten Independent Brand in the Chinese Industry by Global Customers". Within the same year, Longrich was named "Top 25 Most Respectable Brand of 25 Years" and the Jiangsu Province's Best Brand Marketing Campaign - the "ZiJing Award, Annual Case Award". Longrich also won the "HURUN 2011 Most Respectable Private Brand Award".

隆力奇經全球消費者的綜合評價和認可，成功摘得“2010年度全球消費者信賴的中國行業十佳優秀自主品牌”的桂冠；

10月，隆力奇獲得“胡潤2011最受尊敬民營品牌獎”。

2010

Longrich sponsored and named 'Beautiful Angels' as of the Shanghai World Expo Images of the Suzhou Contest. Longrich cosmetics became designated for the Suzhou Pavilion, Shanghai World Expo. It was awarded with 'The Most Valuable Enterprise' in '20 Years of China Direct Sales'. According to the data from China Commercial Associates, it was honored with 'No. 1 in Sales Turnover of Skin Care Products in the Nation 2009'. According to the China Commercial Associates, Longliqi was awarded with the 'Top 10 Most Satisfactory Brand by Chinese Consumers 2009'.

隆力奇贊助并冠名上海世博會蘇州形象大使選拔賽“天使最美麗”活動；隆力奇化妝品榮獲“2010上海世博會蘇州館指定化妝品”；隆力奇榮獲“中國直銷20年”最具價值企業稱號；根據中國商業聯合統計資料，隆力奇獲“2009年護膚品全國銷量冠軍”榮譽；經中國商業聯合會通知，隆力奇獲“2009全國顧客最佳滿意十大品牌”榮譽稱號。

2009

Longliqi (Japan) Beauty & Health Innovation center was established in Kobe, Japan. Longrich won the Contribution Award, 'the Exhibition for the 60th Anniversary of the Establishment of the People's Republic of China'; 17 series of products won the Excellent Product Award, 'the Exhibition for the 60th Anniversary of the Establishment of People's Republic of China'.

隆力奇（日本）美健創新中心在日本神戶正式成立；榮獲“中華人民共和國成立60周年成就展”貢獻獎，17個系列的產品榮獲“中華人民共和國成立60周年成就展”優秀產品獎。

2008

Longrich continued to be the exclusive sponsor of the 13th CCTV National Youth Singers Grand Prix with large amount of fund, and became the first consumer products brand sponsoring in two consecutive years.

隆力奇鉅資獨家冠名第13屆CCTV全國青年歌手電視大獎賽，成為歷年來首家兩次冠名的日化品牌。

2007

Longrich invested 120 million RMB to build a production base in the Chengdu Economic and Technological Development Zone and laid the foundation for future expansion. Longrich, the brand of consumer products series, was recognized as 'China Famous Trademark' by the State Administration for Industry and Commerce.

隆力奇投資1.2億元建設成都生產基地，在成都經濟技術開發區隆重奠基日化產品系列品牌“隆力奇”被國家工商行政管理總局認定為“中國馳名商標”。

2006

Longliqi (USA) Cosmetics & Nutraceutical Research Institute was established in New York. Cream type skin care products were awarded with 'China Famous Brand Products'.

“隆力奇美國保健化妝品研究院”在美國紐約成立；十大系列膏霜護膚產品榮獲“中國名牌產品”稱號。

2005

Tsinghua-Longliqi Biotechnology Research Institute was established. Longrich was honored with 'The Top 10 Trustworthy Enterprises', became 'the Top 50 Most Competitive Self-Owned Brands of China 2005', and was recognized amongst the 'Top 10 International Most Competitive Brands in the consumer products industry of China. It became the only brand having this honour in the local consumer products industry.

清華隆力奇生物科技研究所成立；隆力奇榮獲“中國十佳誠信單位”榮譽稱號；榮膺“2005中國民營企業品牌競爭力50強”；被評為中國化工“十大最具國際競爭力品牌”，成為本土日化行業唯一獲此殊榮的品牌。



Achievements & Enterprise Honor 光輝歷程/企業榮譽

2004

The brand value of Longrich was assessed to be over RMB 9.5 Billion by the World Brand Laboratory and the World Economic Forum. Longrich cosmetics were qualified with 'National Quarantine-free Products'.

世界品牌實驗室和世界經濟論壇評定隆力奇品牌價值 95.52 億元人民幣；隆力奇化妝品榮獲“國家免檢產品”資格；

2003

Longrich cosmetics were formally assigned as 'the Key Project of Golden Health Bridge' by the Chinese Preventive Medicine Association. Longliqi was recognized as 'China's Excellent Food Enterprise'. It's skin care series were honored with 'Leading Brand in China's Market Turnover 2002'. It was awarded with 'the Top 10 Health Supplements Technology Enterprises in China'.

隆力奇被評為“全國優秀龍頭食品企業”，護膚品被評為“2002 年中中國市場銷售領先品牌”；在中國保健食品行業 2002 年統計信息發布表彰大會上，隆力奇被評為中國保健食品科技 10 強企業

2002

Longliqi Biological Industrial Park—Diye Industrial Park was established and ceremony for launching important projects was held. Longrich was the No. 1 in the sales turnover amongst the top 10 local leading cosmetic industry. The trademark of Longrich was authorized as the "China Well-known Brand".

隆力奇生物工業園帶業工業區開園暨重點項目開工奠基儀式隆重舉行隆力奇在國內化妝品行業 10 大龍頭企業銷售額排名中高居第一。“隆力奇”商標被認為“中國馳名商標”。

2001

Jiangsu Longliqi Group ranked the top 15 of China's health supplement industry.

江蘇隆力奇集團躋身中國保健食品行業前 15 強。

1998

Longliqi Group Shanghai Office was established.

隆力奇集團上海實業公司成立

1997

Jiangsu Longliqi Group was established.

江蘇隆力奇集團成立

1992

Longliqi Eastern Snake Park Co., Ltd was established.

隆力奇東方蛇園有限公司成立

1986

Changshu Snake Industry Company was established.

常熟市蛇業公司成立



China Famous Brand Products
中國名牌產品



China Top 100 Enterprises
中國頂尖企業 100



Top 500 Most Valuable Enterprises
中國 500 強最具價值品牌



Harvard Excellence in Management Operations Award
哈佛管理行動優秀獎



Top 500 Global Chinese Entrepreneurs
全球華人企業 500 強



China Well-Known Trademark
中國馳名商標



**Research institutions of Longrich over the world:
United States, Japan and China (Tsinghua Institute,
Headquarters for Post-Doctoral Workstation)
隆力奇全球頂級科研機構：美國、日本、中國
(清華大學、總部博士後工作站)**

Longliqi (US) Health & Cosmetics Research Institute 隆力奇（美國）保健化妝品研究院

In 2007, Longrich set up Longliqi (US) Health & Cosmetics Research Institute in New York. This is the first Cosmetic Research Institute to implement a comprehensive study of the biological and physiological properties of Asian skin by adopting the most advanced technology and advanced formula in the world. Leading the research institute is Dr. Wang Tianxiang – the former director of global R & D for new technology for Estee Lauder and director of the Chinese American Cosmetics Association. The R & D group includes Professor Julia Wang from Harvard Medical School, Miss Rose, and Miss Leigh A. Silveira, who have already researched and developed a series of products.

2007年隆力奇在美國紐約成立了隆力奇（美國）保健化妝品研究院，是第一家全面研究亞洲人皮膚的生物與生理性能，並採用世界上最先進的科學技術和先進配方研製適合亞洲人使用的高級化妝品研究院。研究院由曾任雅詩蘭黛全球研發新技術總監，美籍華人化妝品協會會長王天翔博士擔任院長，研發團隊包括：哈佛醫學院Julia Wang 醫學教授，Rose 女士，Leigh A. Silveira女士，曾參與研發多個世界級護膚品牌。



Longliqi (Japan) Health Innovation Center

隆力奇（日本）美健創新中心

Longliqi (Japan) Health Innovation Center was established in Kobe, Japan in 2009. Dr. Yang Jianzhong, the former chief scientist of P & G Hair Care Research and Development Center in Kobe, serves as general manager and chief scientist in the center. Dr. Yang is a recognized expert in the hairdressing field in the international daily chemical industry. The research group members includes Dr. Shi Zhiqiang, Dr. Koji Takada, Dr. Masahiro Takahashi, who have already served in P & G, Shiseido for years, and have in depth experience in product development and innovation.

2009年隆力奇在日本神戶成立隆力奇（日本）美健創新中心，中心由原寶潔公司神戶美發護髮研發中心首席科學家楊建中博士擔任總經理兼首席科學家。楊博士是國際日化行業公認的美發領域頂尖級專家，研發團隊有石志強博士，高田耕二博士，他們曾經服務過保潔、資生堂多年，有着深厚的產品開發經驗及創新能力。

日本
Kobe, Japan



Tsinghua University (School of Life Science)

Longliqi Institute of Biotechnology

清華大學（生命科學學院）• 隆力奇生物科技研究所

Longrich cooperated with Tsinghua University to set up Tsinghua University-Longliqi Institute of Biotechnology. The institute mainly engages in the R & D of Chinese herbal medicines and biotechnology. At present, they have applied for 13 national patents and 1 USA patent; of which 8 patents have been granted and 6 papers published. Longrich and Tsinghua University jointly applied for the national 863 Project through the institute and this project has been approved. The Chief Scientist Professor Zheng Changxue, Director Professor Duan Mingxing and the expert Professor He Hongxuan, play a great role for the rapid upgrade of the company's independent innovation and R & D capabilities.

隆力奇與清華大學合作成立了清華大學 - 隆力奇生物科技研究所，研究所主要進行中草藥、生物技術的研究開發，目前申請國家專利 13 項，美國專利 1 項，已授權 8 項，發表文章 6 篇，同時通過研究所平臺與清華大學共同申報了國家 863 科技項目并已審批通過，首席科學家鄭昌學教授，所長段明星教授，專家何宏軒教授，為公司的自主創新和科技研發能力的迅速提升起着巨大的作用。

Longliqi Post-Doctor Research Laboratory

隆力奇博士後科研工作站

Longliqi Post-Doctoral Research Laboratory was officially established by the State Ministry of Personnel in 2007. The unit applying for a post-doctoral research station shall have high-level scientific research projects. They must be colleges and universities of strong scientific, economic and technical influence, state-owned large enterprises and high-tech enterprises, and must be authorized by the expert panel organized by the Ministry of Personnel through review. The post-doctors in the Longliqi Post-doctor Research Laboratory should create excellent scientific achievements in recognition of the public social support expressed through excellent R & D technologies and Through cutting-edge research.

隆力奇博士後科研工作站在 2007 年經國家人事部正式批准設立，申報博士後科技工作站的單位，必須具有高水平的科技人員隊伍和高水平的科技項目，必須是具有較強科技實力和經濟技術實力的高等院校、國有大企業和高新技術企業，必須經國家人事部專門組成的專家組評議通過，才能批准設站。隆力奇博士後工作站駐站博士後將以精湛的研發技術為支持，走尖端的日化科技研發道路，創造優良的科研成果回報社會大眾



Longliqi Biotechnology R & D Center (HQ)

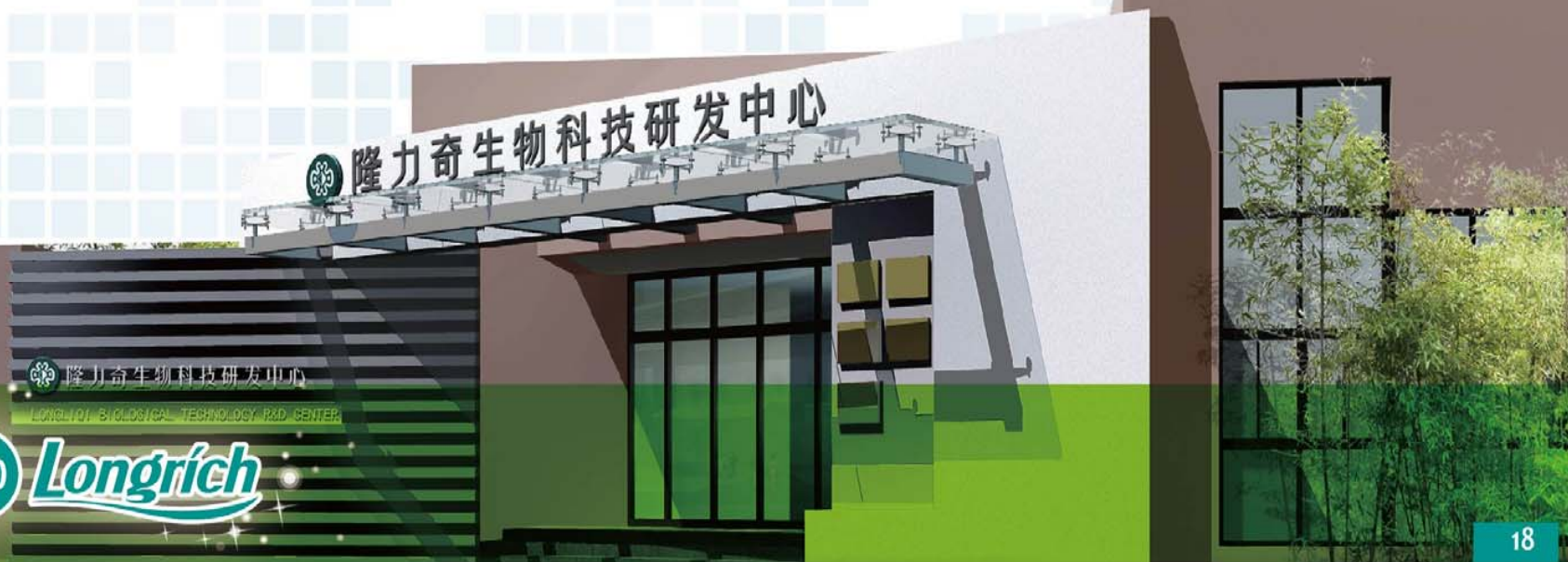
隆力奇生物科技研發中心（總部）

Longliqi Biotechnology R & D Center is in Jiangsu Province daily biochemical engineering technology R & D Center and national post-doctoral research station, occupying an area of 6000 square meters. The R & D center is mainly responsible for the development and transformation of new technologies and new materials toward care beauty and health product. The R & D center includes six project research groups: skin care, makeup, cosmetic, cleaning, health care products, and technology introduction. Currently, the center also undertakes the research and development of national 863 (National High Technology Research and Development Program) technology projects.

The center possesses 87 patents, including 9 invention patents. There are 5 senior engineers, 15 professors and more than 150 researchers, all of them having a college education. The strong technical force plays an important role for Longliqi to capture the market share and improve the sales turnover of the products.



隆力奇生物科技研發中心是江蘇省日用生物化學工程技術研發中心和國家博士後科研工作站，占地 6000 平方米，研發中心主要負責美容和保健產品新技術，新材料的開發和轉化工作，研發中心下設護膚、彩妝、日化、洗化、保健品、技術引進六個項目研究小組，目前還承擔着 863（國家高新技術研究發展計劃）科技項目的研究和發展工作，擁有 87 項專利，其中發明專利 9 項、共擁有高級工程師 5 名，教授 15 名。研究人員 150 多人，全部具有大專以上學歷，技術力量雄厚為隆力奇占領市場份額和提升銷量起到了重要的作用。



High Standard Production Systems Certification

高標準生產體系認證



ISO9001
質量體系認證

ISO14001
環保管理體系認證

HACCP
食品安全管理標準

GMP
良好生產規範

6S管理內容



6σ管理內容

6σ标准可以产生超越同行的竞争力, 并可在质量上产生完美卓越的产品。
σ是统计学的概念, 它可以衡量一个流程的完美程度和工序的质量, 具体见下表:

σ	1σ	2σ	3σ	4σ	5σ	6σ	7σ
一百万次不良品数	69000	23000	5800	576	230	3.4	0

致力向的质量方案建立在6σ的数据标准上, 具体工作流程分以下4个基本步骤:

- 对每一个生产环节和交易过程进行评估
 - 进行详细、仔细的分析
 - 用心改良每一个生产环节和交易过程
 - 认真跟踪每一步改进方法是各种以坚持
- 企业长期盈利能力的加强和持续发展

6S、6σ 管理内容 6S & 6σ Management



Advanced Manufacturing Equipment

先進的生產設備



Accurate Testing Instrument

精密的檢測儀器



Automatic Storage Device

自動化存儲設備



Our Associates 我們的合作伙伴

WAL★MART



GlaxoSmithKline
葛兰素史克



TESCO 乐购

kaO



SHISEIDO
资生堂

MARKS &
SPENCER



Our Products 我們的產品

护手霜“手”选隆力奇
隆力奇护手霜系列



Skin Care



隆力奇



Handcream



Facial cleanser



Insect repellent



Shampoo

升级登场

天然精华洗发水系列



隆力奇沐浴露
洗出健康好肌肤!

天天洗澡
天天劲奇

Body wash



Cleanser



亮发保湿
自然定型

Conditioner

