



aigo™ (Beijing Huaqi Information Digital Technology Co. Ltd.)

aigo™ (Beijing Huaqi Information Digital Technology Co. Ltd.) is the number one consumer electronics company in China. aigo is the leader in portable hard drives, digital photo frames, MP5 players and the only Chinese brand of digital cameras. In addition, aigo sells digital microscopes, digital readers, e-books, and various other computer accessories. aigo is known for its aggressive R&D investment and strong marketing and branding.

aigo is a privately held company with its headquarters in Zhuangguancun, Beijing, China's Silicon Valley. It was founded in 1993 and experienced 60% growth in the first 10 years of its existence. aigo has more than 1900 employees, including 700 who work in R&D centres.

Company Structure

aigo has close to 30 subsidiaries and affiliates that reach into every aspect of the consumer electronics market. 17 regional offices in China contribute to the operation of 100 aigo retail stores and sales to 3000 distributors. The International Business Unit in Beijing and four international subsidiaries in Singapore, Hong Kong, the US, and France sell to more than 17 countries all over the world.

To support the importance that aigo places on innovation as well as "Created in China" it has stake in 6 R&D centres in China.

In addition to its marketing and sales activities for the many products, aigo has also invested heavily in other portions of the supply chain and diversified to other sectors. aigo has ownership several cultural companies, such as the Beijing aigo Chess Club, which is an important base in the promotion of aigo Chess (a combination of Chinese & International Chess) as well as a cultural development company. aigo has a 50% stake in Beijing Digital Dreamworks, which has been distributing Sony products in China for many years.

aigo and Sports Marketing

aigo is a company that continually seeks innovation and as such is the major Chinese player in sports marketing. The 2008 Beijing Olympic Games served as a platform to expand aigo's global brand presence. aigo's subsidiary aifly was the Official Language Training Services Provider of the 2008 Beijing Olympics, providing training to thousands of volunteers. aigo also partnered with the International Olympic Museum as its official tour guide system with the proprietary aigopen and also as the first Chinese high tech company to make a contribution in Lausanne, Switzerland. In addition, Mr. Feng Jun was an Olympic Torch bearer for the first leg of the relay in Greece in March 2008.

In addition to its high profile Olympics partnership, aigo's F1 partnership with the Vodafone McLaren Mercedes Formula One team has been crucial in establishing awareness of aigo in Europe. aigo is McLaren's first Chinese partner in the world and the first time Chinese characters have appeared on an F1 car. In June 2009, aigo became the first Chinese team to partner with Manchester United, as its official portable media player, digital camera, and portable storage partner.

aigo



aigo's future

Feng Jun's vision has always been to build a company with a strong and respected international brand, a company whose products were not "Made in China" but "Invented in China." Based on this vision, aigo invests heavily in R&D to stay at the forefront of the ever-changing Chinese market. Catapulting from its strong position in China to interact with prestigious teams in F1 and the English premier League, aigo is now working more than ever before to build a strong distribution network to support the brand presence in Europe, and especially the United Kingdom and France.

2008 and 2009 were two years of drastic changes within the Huaqi Group with several departments branching out with outside investment including the Beijing Portable Storage Technology Co. Ltd. The coming years will be spent establishing more concrete business operations and improving scalability to continue to build its operations in China and continue solidifying its base in other parts of the world.

aigo's Founder & President Feng Jun

aigo Founder & President Feng Jun graduated from China's Tsinghua University in 1992. He holds an EMBA from Beijing University's Guanghua School of Management. Feng Jun was named CCTV's Businessman of the year – Innovation Award in 2006 and to the prestigious World Economic Forum Young Global Leader group in 2007. In March 2008, Feng Jun served as an official torch bearer for the 2008 Beijing Olympic Games as the torch traveled through Greece.