

HIGER BUS

Higer takes you higher



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Internal information

President of Costa Rica Visits Higer Bus Company

On August, 14th, at the invitation of President Hu Jintao of the People's Republic of China, President Laura Chinchilla Miranda of Costa Rica came to China, and she visited Higer Bus Company in Suzhou and was greeted warmly by General Manager Wu, Wenwen.

President Chinchilla visited Higer plants and exhibition halls enthusiastically and listened to the introduction of Higer's R&D technology and export, etc. In the exhibition hall of new-energy auto industry, she understood Higer was leading the industry in clean-energy, hybrid and pure-electric buses and she believed Higer would have a bright future in Costa Rica market.

President Chinchilla was glad when she knew that there would be over 300 Higer buses used in Costa Rica in late 2012 and there had been six sales and service centers.

In 2011, Higer sold 23,388 buses worth RMB 8.55 billion Yuan. As the development of market globalization, Higer buses have been exported to over 80 countries and regions.



The 1,000th Scania Higer Luxurious Bus Rolls off Production Line



The ceremony of the 1,000th Scania Higer luxurious bus rolled off production line

On May 7th 2012, the ceremony of the 1,000th Scania Higer luxurious bus rolled off production line was held in Suzhou City.

The cooperation between Higer Bus & Scania Bus brings not only the thousand luxurious coaches sales each year but also the experience and information sharing. Especially for Higer Bus, it could learn a immeasurable wealth from Scania Bus.

"SCANIA touring in cooperation with HIGER" and Higer Bus have now frequently appeared in the world luxurious coach markets, which is helpful to set up a good image for Higer Bus. It will enhance Higer Bus' brand value and competitiveness in its export business in the future.



HIGER BUS, THE IDEAL FIT FOR DERBY BUS SERVICE

17 July, 2012

One of the most remote parts of Australia is now being serviced by Higer buses with Derby Bus Service employing two of the Cummins' powered Chinese buses to service the West Kimberley region.

Derby Bus Service operates a Higer 12.3 metre Road Boss and Higer 8.5 metre Ryder on both regular passenger, school and charter work all around the Kimberley and North West of WA.

The Kimberley is one of the harshest regions on the Australian continent with summer temperatures often nudging 50 degrees Celsius and monsoonal storms that sweep the North West between December and March each year.

The two Higers have been operating on the Derby Bus Service fleet for the past year, each logging well in excess of 150,000 totally reliable kilometres.

As well as handling charter work the larger Higer RoadBoss also completes a regular passenger and freight service three times a week from Derby to Broome, a round trip of 500 kilometres.

Don Dunbar, the proprietor of Derby Bus Service, says the choice of the two Higer buses was a logical one given the Cummins and Allison driveline and the clear purchase price advantage they offered over similar buses from other manufacturers.

"Higer offered the best price for the buses we needed to service the charter, school and passenger services we operate and we certainly haven't been disappointed," said Don Dunbar.

"Both the Higers have been totally reliable and our drivers and passengers love them because they are easy to drive and extremely comfortable, particularly the RoadBoss which is equipped with leather seats," he added.

Derby Bus Service was established in 1994 when Don Dunbar purchased some school bus service contracts and applied for a charter licence.

The company grew quickly through the 1990s and by 2000 it operated seven school bus contracts and had significantly expanded its charter work particularly servicing indigenous communities, the Curtin Detention Centre and various school work.

The company branched into tourism with the Derby Discovery Tour and took over Windjana Tours in 2002 along with West Kimberley Tours in 2004.

Higer buses are manufactured in China utilising world's best technology and components, including Cummins engines, Allison and ZF transmissions, Meritor Axles and European designed chassis and following a recent \$30 million upgrade of facilities and the addition of an electrophoresis plant, all



Higer models now feature heightened corrosion resistance because of electrophoretic treatment.

The company's product line up starts at the 7-metre Munro mini bus and ranges up to full 12.3 metre coaches, catering to a variety of applications and specific requirements from high-end tourist transport to city commuter route buses.

Higer was awarded the Asia BAAV Bus Expo Bus Coach Builder of the Year for 2007, 2008 and 2009. It also won the Equipment award and the Safest Brand of Choice award in 2006, 2007, 2008 and 2009.

Through innovative engineering Higer tailors its bus range to meet Australian standards and conditions and they are built to withstand the rigours of the harsh Australian environment.

In 2011 Higer was the most popular non-route bus brand on the Australian market and recorded substantial growth despite a downturn in the Australian market.



One of Derby Bus Services two Higer buses operating in the Kimberley, the 12.3 metre RoadBoss has logged more than 150,000 trouble free kilometres in the past year.



The heat and the thick red dust of the Kimberley imposes hard operating conditions on vehicles and the Derby Bus Service Higers are thriving



HIGER Bus Made its Appearance in 58th Melbourne Bus Exhibition

The 58th Melbourne Bus Exhibition unveiled on July 2. This exhibition, sponsored by Bus Association Victoria, is a large industry gathering consisting of a series of activities including bus exhibition, business negotiations and industry rules discussion. Major bus manufacturers in the Australian market all attended this exhibition, including those industry leaders like Benz, Scania, MAN and Volvo, local vehicle body manufacturers of Australia such as Custom Coach, IRIZAR, Bustech and Volgren as well as Chinese manufacturers like HIGER, Bonluck, BCI and Kinglong.

HIGER, a powerful force of buses "made in China" in the Australian market, made its debut at the important position of this exhibition hall with six vehicle models and seven exhibition buses.

The HIGER booth, deliberately planned by the dealer WMC, had red as its keynote and displayed bus samples carefully selected, expressing itself before visitors with the best appearance. In the exhibition lasting for two days, a continuous stream of visitors came to our HIGER booth, including a number of inquirers. Lots of clients came to the exhibition out of HIGER brand's appeal and even more affirmed the stably improved quality of HIGER buses after visiting the exhibited buses.

Market Express

African Market:

Higer shipped 200 buses and 9 pickups to Angola in May, and on May 5, our service staff left for Luanda Port to assist the customers with vehicle receipt. By now, the 200 buses and 9 pickups have arrived at the customers' parking lot in good conditions, and will come into service soon. The customers are satisfied with these vehicles.

Southeast Asian Market:

In the first half of 2012, HIGER, under the background of National Bus Upgrade Plan promoted by the Government of Vietnam, gets the first batch ordering of 62 buses, maintaining its leading position of the only Chinese bus company in the Vietnam's market. What is more, 25 buses among them are distributed to the bus company of Ho Chi Minh City for which it is the first time to adopt our products as well as the modern buses under Euro III emission standard. Since they were put into operation on July 4, wide attention has been attracted, and local media and users speak highly of our products.

American Market:

Since they came to market, HIGER pickups have won a wide recognition in domestic and foreign markets and have been sold to Africa, Middle East, South America and other foreign markets, among which 100 pickups were shipped to Paraguay in Jan. 2012 including 24 units successfully sold by the dealers and have earned the increasing confidence of end users in local market.

The users show special preference to AWD pickups and SUVs, and 54 units are ordered during our visit to Paraguay's pickup dealers. Supported by our warranty of 3-year/100,000 km, the dealers expect to build our pickups as a Chinese brand with top sales volume in local market, which requires not only financial resources, material and effort of our dealers but also our quality guarantee for pickups!

Paraguay's pickup dealers sponsored two local racing drivers to participate in the Desafio Litoral which is one of DARKAR series and was held in Argentina for 6 days. During the period, only two Chinese brands of pickups attended, with one of them coming from HIGER. Finally, these two competitors came in the fifth position, winning high praise for HIGER pickups from local and South American markets.

We believe that HIGER pickups would surely have more brilliant achievements in domestic and foreign markets in our pursuit of quality improvement.





Sino-Africa Non-governmental Forum Journalist Group Visited HIGER

From the Press:

The second Sino-Africa Non-governmental Forum (from July 10, to July 11, 2012) on the theme of "public opinions communication, friendly people-to-people relations and cooperation concerning people's livelihood" has been successfully closed in Suzhou City. As the communication and cooperation between Chinese and African people are the important public opinions basis for the new Sino-Africa strategic partnership and the Sino-Africa Non-governmental Forum is a crucial communication platform between the Chinese and the African people, this forum was highly valued by leaders of both countries.

Accompanied by related leaders from Suzhou Industrial Zone External Affairs Office, a journalist group of about 20 people from Africa visited our company after participating in the forum on the afternoon of July 12. After they visited our exhibition hall and watched the introduction video on our company, the journalist group showed their intense interest in HIGER. What's more, owing to good qualifying performance of HIGER in African market, this visit provided a good chance for them to closely contact and genuinely understand HIGER. During the brief exchange, they scrambled for asking questions and had an extremely pleasant chat with our overseas colleagues, creating a congenial atmosphere in the site.

We wish that this visit of the journalist group would leave African friends a favorable impression of HIGER brand. We also hope that our staff can continue to strive for improving the product quality and simultaneously engaging in related brand promotions in order to spread HIGER's presence across the world.

HIGER ADs

<http://www.chinabuses.org>

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KLO6145B

Bus Model	KLO6145B	
Engine Model	Shanghai Hino P11C-UR	280(380)/2100
	Yuchai 6M35-30	276 (375) /2100
	Weichai WP10.375	276/2200
Max Speed [km/h]	120	
Gearbox	manual 6 speed gearbox	
Seating Capacity	59+1+1(24-65)	
Length x Width x Height (mm)	13700 x 2550 x 3800	
Wheelbase (mm)	6500+1500	
Fuel Consumption per 100km	27L	

KLO6129GQ1

Bus Model	KLO6129GQ1
Engine Model	YC6G270-30
Max Output [kw]	189/2200
Max Speed [km/h]	105
Gearbox	6 speed gearbox
Seating Capacity	34+4+1.56
Length x Width x Height (mm)	12000 x 2550 x 3380
Wheelbase (mm)	6000
Fuel Consumption per 100km	28L



KLO6115H

Bus Model	KLO6115H	
Engine Model	Yuchai YC6G270-30	199(270)/2200
	Dongfeng Cummins ISDe245 30	180(245)/2200
Max Speed [km/h]	120	
Gearbox	6 speed gearbox	
Seating Capacity	45+1+1 (24-49)	
Length x Width x Height (mm)	10740 x 2500 x 3610	
Wheelbase (mm)	5420	
Fuel Consumption per 100km	24L	



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KLO6898

Bus Model	KLO6898	
Engine Model	YC6J245-30	180/2500
	Dongfeng Cummins ISDe185 30	136 (185ps)
Max Speed [km/h]	115	
Gearbox	6 speed gearbox	
Seating Capacity	37+1 / 33+1	
Length x Width x Height (mm)	8949 x 2450 x 3365	
Wheelbase (mm)	4340	
Fuel Consumption per 100km	20L	

KLO6125Q

Bus Model	KLO6125Q
Engine Model	Dongfeng Cummins L360 20 (Euro 3)
Max Speed [km/h]	120km/h
Gearbox	FAST 6DS150T
Seating Capacity	49+1+1
Length x Width x Height (mm)	12000x2500x3610 (mm)
Wheelbase (mm)	6150mm
Fuel Consumption per 100km	26 (rated conditions)



KLO6540

Bus Model	KLO6540
Engine Model	4RB2
Max Output [kw]	102/4600-5000
Max Speed [km/h]	130
Gearbox	manual 5 speed gearbox
Seating Capacity	13
Length x Width x Height (mm)	5380 x 1880 x 2285
Wheelbase (mm)	3110
Fuel Consumption per 100km	11.6L



Higer Bus 3rd Overseas Business Conference Held



On May 15, 2012, dealers of Higer Bus around the world came to Suzhou, Jiangsu Province, China to participate in Higer Bus 3rd Overseas Business Conference. This biennial conference attracted global dealers from more than twenty countries, and two parties of Higer Bus and guests conducted warm and honest communication. Reviewing the cooperation in the past year and planning for the development of this year, dealers expressed their full confidence in the cooperation with Higer Bus.

The theme of this conference is "Cooperation, Development, and Win-Win".

On the morning of May 15, Huang Shuping, vice marketing president of Higer Bus, delivered a report on "Deepening Cooperation Relations, Promoting Common Development". In his report, Mr. Huang introduced the company's overall situation and analyzed global economic situation and prospects, as well as the globalization strategy, operation and cooperative expectations of Higer Bus. At the end of the report, he pointed out that Higer would uphold the concept of "Cooperation, Development and Win-Win" to continue deepening the cooperation between the two sides, speed up development, and create a win-win situation. Ma Rentao, general manager of Higer Overseas Sales Company, and Xie Jianghong, director of Customer Service Department, introduced in detail the overseas sales and the company's services perceptively. Qiu Feng, chief engineer, and Li Zhongyan, director of the R&D Center, briefed the products, research and development, and technology of Higer's light vehicles and buses. It was worth mentioning that this conference also invited senior executives of ZF.

Subsequently, the conference emcee announced the list of Higer Bus outstanding overseas dealers and presented the awards. The award-winning dealer representatives also published wonderful acceptance speeches, and took the opportunity to show their own strength and the cooperation with Higer Bus. Chile dealer from America Region presented a unique ingenious promotion video of Higer products. In the afternoon, accompanied by overseas colleagues, the guests visited the company, test rode and drove the new products - pickup and light bus. At night, the company held a grand welcoming dinner for the guests. Wu Wenwen, Higer general

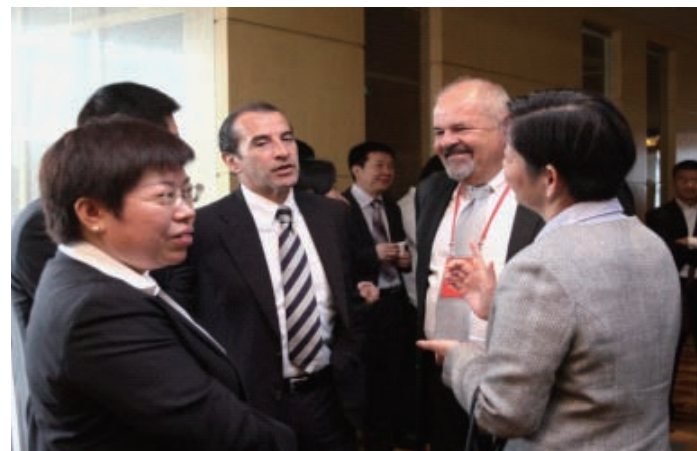
manager, attended the banquet and delivered a congratulation speech.

Russian dealer representative Melnikov Nikolai from R Company pointed out in his speech: "R Company is the largest commercial vehicle marketing company in Russia, and operates many well-known brands of commercial machinery products, but for the bus, Higer is the only partner! The sales of Higer Bus's products in Russia have realized a steady increase since we started to cooperate with Higer in 2005. And the ownership reaches more than 3,000 units. I wish Higer a better tomorrow and Higer global partners a win-win future!"

It was the second time for Algerian dealer representative Assia Abbas from G Company to participate in Higer Business Conference as the representative of Algerian dealers. On behalf of her boss, she spoke at the conference: "From 2008, G Company has input a lot of human, material and financial resources to realize the goal of helping Higer Bus become the biggest Chinese bus brand in Algerian market. We also deliberately employed more than 800 people to provide services for local Algerian customers. After unremitting efforts and cooperation of both parties, Higer finally ranked first in Algerian market in 2011 with an export volume of 4,000 units." Assia also betted with all guests that Algeria had the confidence to promote the new products of Higer - light bus and pickup - to become first in business.

This conference reflected overseas partners' confidence on Higer and enthusiasm in the cooperation between the two sides, as well as the expectations of all Higer overseas colleagues. Following the direction of the company's leadership and with the efforts of all overseas colleagues, Higer Bus will continuously conduct sincere cooperation in a brand-new look with overseas partners, thoroughly develop the market and seek common development.

Sincerity can affect even metal and stone. As long as we actively take the initiative and draw support from overseas resources and channels, Higer Bus will be able to go further and more stably. Higer will take you higher!





HIGER BUS To the South of Sahara

By Que Qiuming, Africa Region 1, Overseas Sales Company



May of 2012 witnessed large numbers of dealers and customers around the world gathering in Suzhou City, who convened in the Third Overseas Business Conference, reviewed the glorious history of HIGER and spoke glowingly of the prospective for export business upon a common subject of “Cooperation, Development and Win-Win”.

This is my third time to participate in such a great conference since I worked as a member of HIGER, but my feelings are different every time. From the day going abroad, HIGER has been struggling for improvement continuously and edged from the obscurity to the brand bus with its sales volume going close to RMB ten billion yuan nowadays. A customer from Africa made me full of emotional thoughts when he said: I had no knowledge about HIGER years ago; but now, HIGER bus is expanding to the south of Sahara.

For our nowadays and future, HIGER people worked hard with a lot of intensity and sweats and have been persistently dedicated to making the HIGER spread all over the world. Provided that HIGER is in progress and that we win the customers' recognition, it is worthwhile for us to dedicate ourselves.

I Audio Tuning at Midnight

To ensure the successful commencement of the “Third Overseas Business Conference”, the divisions of annual conference organization committee in the Overseas Sales Corporation made large numbers of preliminary provisions, such as contacting customers, arranging conference site, scheduling vehicles, preparing presents and employing simultaneous interpreters, all of which are crystallized with sweats of our staff. The leaders of the Corporation exhorted again and again to do the work carefully; the General Manager, Mr. Ma Rentao and the Director, Ms. Cui went to the conference room personally for making arrangements and carefully planning the conference room, thus keeping each link under strict control.

The simultaneous interpreter is one of the key factors to a successful meeting. Upon the strict request by the Director, Ms. Cui, the interpreters in English, French, Russian, Spanish and Arabic shall stay on the site to modify the leaders' speech drafts on one hand and to perform audition and volume regulation by using the simultaneous interpretation equipment on the other hand, especially to make simulative speech for the speech drafts of leaders, thus ensuring an accurate and precise simultaneous interpretation on the next day. On-site personnel ate noodles outside in turns that night so as to ensure the sequence of relevant work. Some interpreters had to pick up the customers responsible for a special region from the airport in Shanghai and fought their time to modify the drafts. It was at midnight when they returned to the hotel. Instead of taking a sleep, they were concentrated on rehearsing the simultaneous interpretation, marking those points needed to be paused and even simulating the speaking speed. All interpreters demonstrated to us their sense of earnest and responsibility for their work. Through it was deep night, they were still meticulous and closely coordinated with each other on stage and off stage until the audio tuning and the simultaneous interpretation effect were satisfactory. The clock chimed for three times in the morning when all preparations had finished. To ensure a perfect official interpretation that morning, some interpreters even took a rest in the hotel. After all, the best is yet to come.

In spite of having had no sleep for a few hours, all interpreters came to the conference room energetically that morning for re-testing the audio equipment and confirming the speech draft for the last time. On that day, all simultaneous interpretations in five languages met with success and won highly appreciation of those present foreign guests to the efforts made by all interpreters, who established a bridge for the communication between HIGER and foreign businessmen. The complete languages also represents HIGER's ambition to make itself popular in the world, which left a deep impression in our partners.

II Finally Becoming the Largest Overseas Market of HIGER

I still remember that Ms. ASSIA, the representative of Algeria Dealer EURL GM TRADE Company said on the meeting two years ago on behalf of all excellent dealers: Through Algeria is just the second largest overseas market of HIGER, we are ready to compete with Russia and Qatar. I believe that we can surpass and supersede them to be the largest overseas market of HIGER in the near future.

Ms. ASSIA took part in the overseas business conference this year again. Now, the grandiloquence she made two years ago has





come true that Algeria has become the indisputable largest overseas market of HIGER so far. As the representative of excellent dealers, Ms. ASSIA said on the conference with proud: As years went by, we all grow old, but HIGER becomes mature. I'm so happy to see that we - EURL GM TRADE has become the largest overseas market of HIGER finally.

Pursuant to the purpose of win-win, the HIGER cannot develop without the sincere cooperation of dealers from each country. The overseas business conference held every two years not only expresses our appreciation for those friends who once helped us, but provides us a platform to seize the opportunity, enlarge our influence and reset our targets. Who sets up this platform? We HIGER people. Witnessing the HIGER's continuous growth, rapid development and the gradual enlargement of HIGER brand influence, we have all reasons to be proud and to dedicate more.

III HIGER Bus Expands to the South of Sahara

It is from the travel notes of San Mao (a Taiwan women writer) that I knew Sahara, the largest desert around the world and it is from geographical books that I know Sahara is so broad that it spreads nearly to the whole north area of the African Continent. Nowadays, with the persistent efforts of HIGER people, HIGER has touched Sahara and the HIGER Bus has been driven into that desert. While, on such a broad but barren earth in the south of Sahara, our Negro brothers of approximate 15 countries are still longing for a convenient transport. HIGER people are itching to try and look forward to cooperating with them.

The opportunity finally arrives. After learning that the third annual business conference will be held in Suzhou City, Mr. Ali, the boss of Togo S.T.I Transportation Company far away from the Western Africa and the south of Sahara pays a special visit, which is his first time to participate in the conference by bus manufactures in such a manner. After carefully listening to the speech and introduction made by the leaders of HIGER, he was shocked and it seemed that he was still immersed in such a gorgeous conference introduction. Afterwards, he made the following comments before us: First, I have never imagined that I could enjoy an introduction to HIGER in French; Second, HIGER Company is much more professional than that in my imagination, which makes me believe that the development of China is the most amazing around the world; third, I'd like to conclude an agreement with HIGER for purchasing three 12-m buses. Though HIGER was once a stranger to me, but now it has been expanding to the south of Sahara. We do need your buses.

Considering the time is tight, Mr. Ali asked us for negotiation as soon as the conference ended to discuss the bus configuration that he would purchase and

expressed his willingness to make the advance payment. To know more about the HIGER and our products, Mr. Ali even modified his tight schedule and changed his ticket on that night to the next day. Although being exhausted after the interpretation on the overseas business conference, the escort visit and business negotiation at that afternoon, we were satisfied and happy to see that orders were signed with the customers with such a high efficiency.

HIGER's expansion to the south of Sahara is the customers' expectations and our commitment as well. It is true that we have to do more and there are more markets leaving for us to develop. When seeing the HIGER bus galloping on each corner of the world, whether on high mountains, snow areas and endless deserts, we have all reasons to say with proud: HIGER walks splendidly on his way abroad.

Though the third overseas business conference has come to end successfully, HIGER's influence will last for a long time and HIGER's brilliance will radiate to all over the world. We welcome, with our hard work and our sincerity, more friends and partners all over the world to come to Suzhou City two years later.

HIGER ADs



Winning the Future with Intelligence

HIGER Intelligent Safe School Buses

Intelligent school buses, brilliant safety performances



Featuring the product concept "Focusing on safety" and the placement of intelligent and scientific genes, HIGER Intelligent School Buses have showcased the consideration of safety and humanity from the structural design of vehicle bodies to the research and development of safety systems. The application of G-BOS Intelligent Operation System, the industry pioneer, has offered real-time monitoring and control over safety and effectively facilitated management.

The implementation of standards safeguards the safety

- The cab-behind-engine structure of the complete vehicle brings greater safety
- The monocoque body safeguards the safety of passengers in an all-round way
- The driving chamber specially built to a design of 360 degrees of vision to avoid any blind spots guarantees the driving safety
- The complete stop signs fixed on school buses efficiently avoid risks
- The all metal stamping front-end and rear-end panels brings more satisfactory passive safety

The application of industry-leading systems controls the safety

- G-BOS Intelligent Operation System is the solution to the safety operating system of school buses. It can regulate drivers' behaviors, improve operation and management competence and increase operation profits.
- The original driver door and rear emergency exit door are emergency facilities featuring practical use and convenience
- The auxiliary engine braking system offers better braking performance

More options, more safeties

- The lane departure warning system (LDWS), warning signal and warning light for seat belts not fastened, automatic emergency escape windows striking system, automatic bump-shielded system, one-button emergency call system, punch in/out system, smoke detection and fire-proof device, air cleaning device, emergency safety device of tyre blowout, bus-top safety bells. HIGER Safety School Buses offers more options and brings more safeties.

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Website of G-BOS Intelligent Operation System





Creating a Value of ¥10,000,000,000 for HIGER with culture as an impetus

- A record of the summer trip by HIGER sales and customer service staff

By Xu Yuehuan, General Dept. of Overseas Sales Company



A series of activities with the theme of "creating a value of ten billion yuan for HIGER with culture as an impetus", organized by the overseas marketing group, were finally unveiled on July 14 when the drizzling rain makes rare appearance and brings cool and refreshment in midsummer. Led by the leaders, Mr. Ma and Mr. Shen of our overseas sales company, almost 60 staff from the Sales Dept. and Customer Service Dept. as well as some of their family members excitedly embarked on the bus to the beautiful Yixing City and started their trip to Linggu Cave and Bamboo Sea. During the trip, since groovy games prepared meticulously by the trip organizers are so interesting and small gifts are so mysterious and attractive, all people on board, regardless of age and sex, scrambled to participate in the games, leaving laughter filling the bus.

The Linggu Cave has nine halls including Lingguwenyuan Hall and Shuijingong (Crystal Palace) Hall, which are mysterious and illusive; The Bamboo Sea is an ecological scenic spot with an area of more than ten thousand acres, which made us genuinely feel the beauty of "The Largest Bamboo Sea in China" and "The First Source of Taihu Lake". Especially, the interesting exploration activity which lasts for mere one day promoted the communication among the staff of overseas sales company, strengthened the exchange between colleagues from the Sales Department and the Customer Service Department and accordingly moved HIGER closer to the objective of "creating a value of ten billion yuan for HIGER with culture as an impetus".

