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2015 **Initiation of the Second Business After Succession Deepening the Transformation**  
 02月

### **Layout The Future The Silver Star Group will hold a 2015 New Year Work Conference**

On February 5th, in order to sum up the work of the Group and its subsidiaries in 2014, we reviewed the past, looked for problems and formulated improvement measures, and also deployed relevant work in 2015 to implement the Group's 2015 work ideas and requirements, and defined the development plans of each subsidiary and As for its business objectives, nearly 100 people from Yinxing Group and its subsidiaries attended the 2015 New Year Working Conference of the Silver Star Group held at Silver Star Tower.

At the meeting, Ye Lirong, executive vice president of the Group, made a work report on "The Second Entrepreneurship, Deepening Transformation, and Layout of Ten Billion Silver Stars Over the Next Five Years". The speech pointed out that on the basis of inheriting the achievements of its predecessors' career development, the Silver Star Group has achieved steady development, and has made new breakthroughs in its business development. At the same time, the Group is also facing some problems that need to be resolved. 2015 is a crucial year for the transformation and development of the Silver Star Group. The Group will seize opportunities, act decisively, and achieve a new leap forward. The clear development idea is: "Inheriting the past, starting the second venture, achieving the 10 billion Silver Star Dream in five years," and grasping the five key words "inherit, transform, focus, foster, and innovate." Mainly from the "five key tasks" to achieve the group's development goals: First, the park construction and operation tasks; Second, the Silver Star smart team building and product development; Third, Shanghai Shengben strategic focus and management; Fourth, seed business cultivation; Five is Historical project cleanup. To provide "three key missions" to provide three major business support: First, organizational structure support; Second, human resources support; Third, corporate culture and organizational climate support.

Participants were divided into park group, Shengben group, smart group, training group, and business support group. They focused on the 2015 work report. Everyone said that the work report is pragmatic and rigorous.

Ye Jijia, vice president of the group, summarized the group's external business and public relations work. The conference commended the 2014 outstanding team and advanced workers.

In conclusion, Ye Zong made a concluding speech at the conference and pointed out that the report is the basis for unifying ideas and aggregating consensus. Call on everyone to openly communicate and solve problems in their daily work. Take the excellent employees as an example, take a look at the overall situation, promote positive energy, and drive more Silver Star people forward. He said that the Silver Star Group will build more platforms to provide more opportunities to help employees grow and develop. In 2015, the Silver Star Group will usher in greater and faster development!

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Cheng Qianqian Second Business Starts Deepening Transformation Layout Future Silver Star Group Grandly Holds 2015 New Year Wor...

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2015 02月 **承前启后 二次创业 深化转型 布局未来 银星集团隆重召开2015年新年工作会议**

2月5日, 为了总结集团及子公司2014年各项工作, 回顾过去, 查找问题并制定改进措施, 同时部署2015年相关工作, 贯彻集团2015年工作思路及要求, 明确各子公司发展规划及经营目标, 银星集团及子公司代表近百人参加了在银星大厦召开的银星集团2015年新年工作会议。

会上, 集团常务副总裁叶力荣作了《承前启后 二次创业 深化转型 布局未来 五年实现百亿银星梦》的工作报告。讲话指出, 银星集团在继承前辈事业发展成果的基础上, 发展稳中有升, 子公司业务发展也取得新突破。同时, 集团也面临着一些亟待解决的问题。2015年, 是银星集团转型发展的关键一年, 集团将抢抓机遇, 果断行动, 实现新跨越。明确发展思路为: “承前启后, 二次创业, 五年实现百亿银星梦”, 把握五个关键词“继承, 转型, 聚焦, 培育, 创新”。主要从“五大关键任务”实现集团的发展目标: 一是园区建设与运营任务;二是银星智能团队建设与产品研发;三是上海盛本战略聚焦与管理;四是种子业务培育;五是历史遗留项目清理。为实现“五大关键任务”提供三大业务支持: 一、组织架构支持;二、人力资源支持;三、企业文化与组织氛围支持。

与会人员分为园区组、盛本组、智能组、培训组、业务支持组分别有侧重讨论了2015年工作报告。大家表示, 工作报告务实严谨, 目标大而不虚, 具有可实现性。

集团副总裁叶家嘉总结了集团对外业务及公共关系工作。大会表彰了2014年度优秀团队与先进工作者。

最后, 叶总作大会总结讲话, 指出报告是统一思想, 凝聚共识的基础。号召大家在日常工作中坦诚交流, 解决问题。以优秀员工为榜样, 统观全局, 弘扬正能量, 带动更多的银星人向前发展。他表示, 银星集团会搭建更多平台, 提供更多机会, 帮助员工成长与发展, 2015年银星集团将会迎来更大更快的发展!

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