

ANT 265: Contemporary Chinese Society and Culture

Fall 2008 M,W,F 10:30-11:20 am, Chambers 3084

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Lecture Notes, 10 November 2008

Legend Computers: A Case Study

1984	With an initial capital outlay of only RMB200,000, (US\$25,000) Lenovo's founding chairman Liu Chuanzhi, together with 10 like-minded colleagues, launches the New Technology Developer Inc. (the predecessor of the Legend Group) funded by the Chinese Academy of Sciences
1988	Legend's Chinese-character card receives the highest National Science-Technology Progress Award in China. Legend Hong Kong is established.
1989	Beijing Legend Computer Group Co. is established.
1990	The very first Legend PC is launched in the market. Legend changes its role from that of an agent for imported computer products into that of a producer and seller of its own branded computer products. Legend PCs are ratified and accepted by the China Torch Program.
1994	Legend is listed on the Hong Kong Stock Exchange. The Legend PC business division is formally established.
1996	Legend becomes the market share leader in China for the first time. Legend introduces the first Legend brand laptop
2003	Legend announces the birth of its new "Lenovo" logo to prepare for its expansion into the overseas market. Based on the collaborative application technology, Lenovo initiates IGRS Working Group, in cooperation with a few large companies and the Chinese Ministry of the Information Industry, to promote the formation of the industrial standard.
2004	Lenovo becomes an Olympic worldwide partner. It is the first Chinese company to become a computer technology equipment partner of the IOC. Lenovo decides to develop the rural market by launching the "Yuanmeng" PC series designed for township home users. Lenovo and IBM announce an agreement by which Lenovo will acquire IBM's Personal Computing Division, its global PC (desktop and notebook computer) business. The acquisition forms a top-tier (third-largest) global PC leader.
2006	The first Lenovo-branded products outside of China debut worldwide. Researchers, scientists and product design teams from around the world combine Lenovo's heritage in enterprise and consumer PC technology to design the Lenovo 3000 product line, which features new desktop and notebook models specifically designed to provide worry-free computing to the small business market segment.

http://www.pc.ibm.com/ca/about_lenovo/companyhistory.html

- 1999: China has 4 million users, US has 92 million;
2007: China has 210 million users, US has 215 million users