



Market Survey of China

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Background

- The Principal is a developer and manufacturer of cold forming, stamping, deep drawing and other steel products, including hot rolled steel and stainless steel. The products are used in the automotive industry and exhaust system manufacturing industry.
- The Principal has asked for an overview of the Chinese market with a focus on the automotive industry, the exhaust system manufacturing industry and stamping industry. In order to gain an overview of the Chinese market the Principal requested a market survey to be conducted.

Objectives

- Section 1: Sector market overview:
 - a, Steel market: volumes, development, users
 - b, Steel manufactures
 - c, Steel distributors/Coil centers in Greater Shanghai Area (thickness of coil: 6-12mm and under 6 mm)
 - d, Aluminum suppliers in coil (length: 3 meters)
 - e, Stainless steel market (stainless steel should meet the European standard: 1.4501, 1,4509 and 1.4512)
 - f, Steel market forecast
- Section 2: User search - Car manufactures
 - a, Purchasing exhaust system procedures
 - b, Annual purchasing volumes
 - c, Supplier information
 - d, Automotive market forecast
- Section 3: Customer search – Exhaust system manufacturers (ESM)
 - a, Mapping of ESM in China (geographic location)
 - b, Annual revenues
 - c, Annual volumes
 - d, Client information
 - e. Supplier information-flanges and clamshell
 - f, Exhaust system forecast
- Section 4: Competitors
 - a, mapping of Stamping companies in China (geographic location)
 - b, Annual revenues
 - c, Annual volumes
 - d, Clients information
 - e, Stamping market forecast



About this report

- This report has been prepared for the Principal with the aim of providing a general overview of the Principal's specific enquiries in relation to China and their future China market entry.
- Research for this study was carried out using a combination of face-to-face and telephone interviews with professionals from steel mills, automotive manufacturers, exhaust system manufacturers, stamping companies, and public and market information sources.
- Sources for primary information included interviews with professionals of Anshan Steel & Iron Group Corporation, Shanghai Baosteel Group Corporation, and Tangshan Iron & Steel Group Co., Ltd, etc.
- The research also draws on secondary information from published statistics from National Statistic Bureau of China, China Social & Economy Research Institution, *China Association of Automobile Manufacturers*; 《Automobiles and parts》 2006 edition, *Automotive Industrial Yearbook 2005*, China Forging Association & Stamping Committee, etc