



**Global and China Tire Mold Industry Report,
2011-2012**

Jun 2012

STUDY GOAL AND OBJECTIVES

This report provides the industry executives with strategically significant competitor information, analysis, insight and projection on the competitive pattern and key companies in the industry, crucial to the development and implementation of effective business, marketing and R&D programs.

REPORT OBJECTIVES

- ◆ To establish a comprehensive, factual, annually updated and cost-effective information base on market size, competition patterns, market segments, goals and strategies of the leading players in the market, reviews and forecasts.
- ◆ To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.
- ◆ To complement the organizations' internal competitor information gathering efforts with strategic analysis, data interpretation and insight.
- ◆ To suggest for concerned investors in line with the current development of this industry as well as the development tendency.
- ◆ To help company to succeed in a competitive market, and

METHODOLOGY

Both primary and secondary research methodologies were used in preparing this study. Initially, a comprehensive and exhaustive search of the literature on this industry was conducted. These sources included related books and journals, trade literature, marketing literature, other product/promotional literature, annual reports, security analyst reports, and other publications.

Subsequently, telephone interviews or email correspondence was conducted with marketing executives etc. Other sources included related magazines, academics, and consulting companies.

INFORMATION SOURCES

The primary information sources include National Bureau of Statistics of China, China Customs and CAAM etc.

Abstract

Influenced by the financial crisis in 2008-2009, the overall demand of global tire mold industry showed decline. However, following the rapid development of global automotive industry, especially in developing nations, the industry prosperity is now in a gradual pick up, with market size approximating RMB15 billion in 2011.

Based on the introduction to global tire mold industry, Global and China Tire Mold Industry Report, 2011-2012 primarily focuses on the development of Chinese tire mold industry as well as the competition among major players.

Currently, Chinese tire mold market is mainly characterized as follows:

Insufficient Production of Top-grade Products. It is an inevitable trend for radial tire to largely substitute for bias tire in the progression of tire market in the future, while Chinese high-end products, especially top-grade passenger radial tire active mold lacks of production capacity. Compared with European and American veteran mold companies, there still lies a gap for Chinese peers in manufacturing precision, surface roughness, processing complexity, service life, etc..

Obvious Procurement Trend of Tire Giants in China. With the expediting transfer of the world's tire manufacturing to China, international tire giants have successively set up their plants in China to attempt tire mold procurement. Meanwhile, professional tire mold manufacturers worldwide also have entered the Chinese market via joint venture, sole proprietorship, etc..

Concentration Ratio of Tire Mold Industry Continues to Rise. Due to cut-throat competition, Chinese tire mold enterprises have shown evident differentiation, with market share going to the ones with large scale, wide variety, good quality and leading technology.

Capacity and Revenue of Main Tire Mold Manufacturers in China,

2011

	Himile Mechanical Science & Technology	Guangdong Greatoo Molds Inc.	Tianyang Mold	Shandong Wantong Mould
Capacity (Sets)	6,000	3,000	2,000	1,000
Revenue (RMB mln)	686	723	458	163

Source: ResearchInChina "Global and China Tire Mold Industry Report, 2011-2012"

At present, there are merely three enterprises with annual output of more than 1,000 sets of radial tire molds and output value outnumbering RMB100 million, namely, Himile Mechanical Science & Technology Co., Ltd., Guangdong Greatoo Molds Inc. and Tianyang Mold Co., Ltd, of which, Shandong Himile Mechanical Science & Technology occupies nearly 5% of the global market share, while China's stabilized at 30-35%.

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