

Research In China

The Vertical Portal for China Business Intelligence

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 costeffective 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 Company Reports, and National Bureau of Statistics of China etc.

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Abstract

Currently, the annual output of corn in China ranked the second place in the world only after the USA. The added-value of corn after deep processing increased 3-100 times compared to the raw corn. With the increase of purchasing power and the emphasis on the health, the market capacity of corn deep processing products will expand continuously.

The corn deep processing industry in China is in a rapid growth now, which not only promotes the development of food industry, such as the relevant beverage industry, confection & cake industry, dairy industry, meet processing, seasoning, functional healthy food, etc; but also drives the paper making industry, textile industry, medicine industry, construction dope, and petroleum chemical industry etc.

Corn Deep Processing in China, 2002-2006

1000 tons/%	Corn Deep	Annual Corn	Ratio
	Processing Amount	Output	
2002	14,000	114,000	12.3
2003	16,500	125,000	13.2
2004	20,000	130,000	15.4
2005	26,500	132,000	22.1
2006	31,890	142,000	22.5

Source: CNGOIC

The corn processing and conversion in China have developed rapidly in recent years with a growth of about 20% annually, especially the main corn production regions such as Jilin province, Heilongjiang province, Liaoning province, and Shandong province etc.

Take Jilin as the example, the deep processing of corn amounted to 2.8 million tons in 2001, about 6 million tons in 2005, and more than 10 million tons in 2006. According to the forecast of Jilin government, the corn deep processing will reach 16 million tons in 2015, nearly to the corn output of Jinlin. It is forecasted that the corn processing and conversion will achieve 24.5 million tons in China in 2007, and the amount of deep processing will account for about 20% in the total output of corn.

In recent years, China corn deep processing market has been deepening successively, and the production and expansion of downstream products of corn deep processing will be further strengthened in the future. In addition, the added-value of corn will be more outstanding, and it is forecasted that the development of global corn deep processing will be faster in the forthcoming two to five years. The growth of corn deep processing industry will drive the expansion of the whole corn industry chain as well.

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