



China Corn and Corn Seed Industry Report,
2007-2008

Mar.2008

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

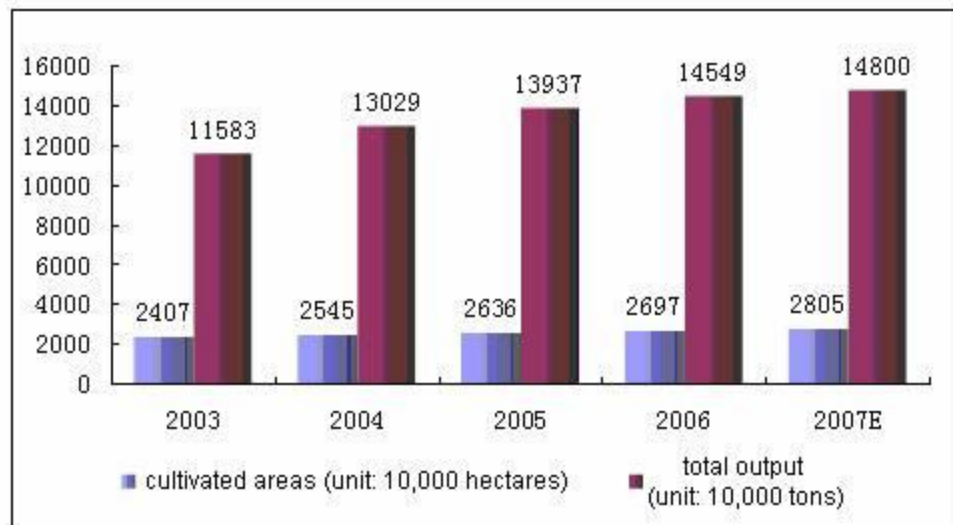
The primary information sources include Company Reports, and National Bureau of Statistics of China etc.

Abstract

It was estimated by China National Grain and Oils Information Centre in February, 2008 that China's cultivated areas of corn were about 28.05 million hectares in 2007, up 4% against the previous year, or increasing by 1.08 million hectares. The cultivated areas of spring corn in Northeast China and summer corn in North China both increased, due to a rise in profit of corn planting. According to the estimation, China's corn output is expected to reach 148 million tons in the period of October, 2007 to September, 2008, up 3% against 2006, or an addition of 2.51 million tons.

China's corn consumption mainly covers the five aspects of food, feed, industrial consumption, seed industry and export. It was predicted that China's domestic consumption in the period of October, 2007 to September, 2008 will total 146 million tons, among which, the feed and industrial consumption will account for 90% of the total. According to the Eleventh Five-Year Plan (2006-2010): the proportion of industrial consumption should not surpass 26% of the total and the feed consumption should maintain an annual growth rate of around 4.7% during the period of 2006-2010. It was predicted that China's industrial consumption of corn in the period of October, 2007 to September, 2008 won't have a big increase, however, the demand of feed industry for corn is expected to have a further rise, due to the recovery of feed industry in the second half of 2007.

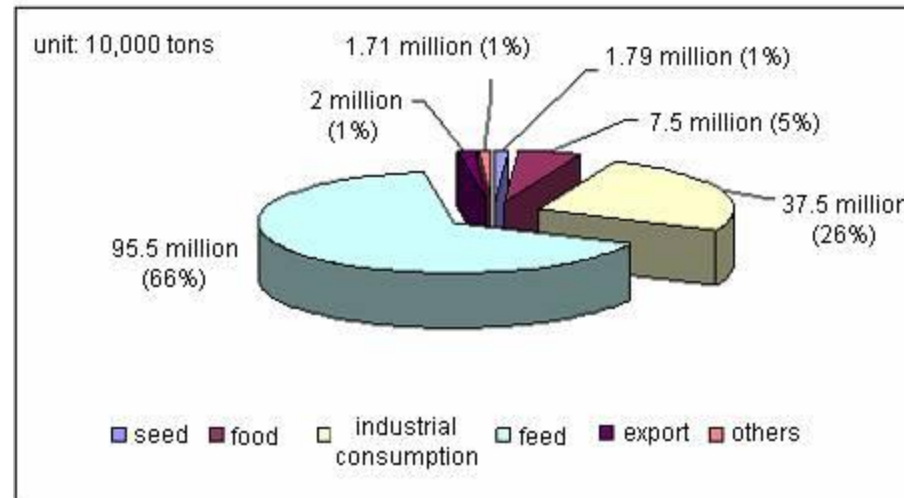
Changes of Cultivated Areas and Total Output, 2003-2006



Source: ResearchInChina

Based on the authoritative and abundant information from the National Bureau of Statistics, the China National Grain and Oils Information Centre and the General Administration of Customs of China, this report makes an in-depth study on the current situation, market situation, main policies and key companies of corn & corn seed industry and forecasts the market situation and development trend of the industry in the period of October, 2007 to September, 2008.

Proportions of China Corn Consumption, Oct 2007-Sep 2008



Source: ResearchInChina

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