



**China Magnesium and Magnesium Alloy Industry
Report, 2013-2016**

Mar. 2014

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

Magnesium which is featured with low density and high strength can form high-strength alloy with aluminum, copper, zinc and other metals as an important alloying element.

Currently, China is a major producer and consumer of primary magnesium in the world. In 2013, China produced 769,000 tons of primary magnesium which was equivalent to 88.5% of the world and consumed 351,000 tons that accounted for 41.4%.

Meanwhile, China is also the world's major exporter of primary magnesium. China's export volume of primary magnesium jumped by 21.5% year on year to 212,000 tons in 2013, thanks to the abolished export duty of 10% on magnesium metal and alloy by China since January 1, 2013.

Chinese primary magnesium is mainly used for the production of magnesium alloy and casting as well as metal reduction, in which magnesium alloy consumes more than 60% of primary magnesium. This proportion will continue to expand in the future, mainly because magnesium alloy is the lightest metal in practical use, with a specific gravity which is 2/3 of iron's and 1/3 of aluminum's, conforms to the trend that automobiles tend to be lightweight and 3C products turn to be

Given the broad application prospect of magnesium alloy, Ningxia Hui-Ye Magnesium Marketing, Regal Magnesium, Nanjing Yunhai Special Metals and Shanxi Yinguang have invested in the construction of magnesium alloy projects in recent years.

Ningxia Hui-Ye Magnesium Marketing: The company built a 600,000 sets / a magnesium alloy electric bicycle wheel production line in 2013 to fill the gap of magnesium alloy casting production in Ningxia.

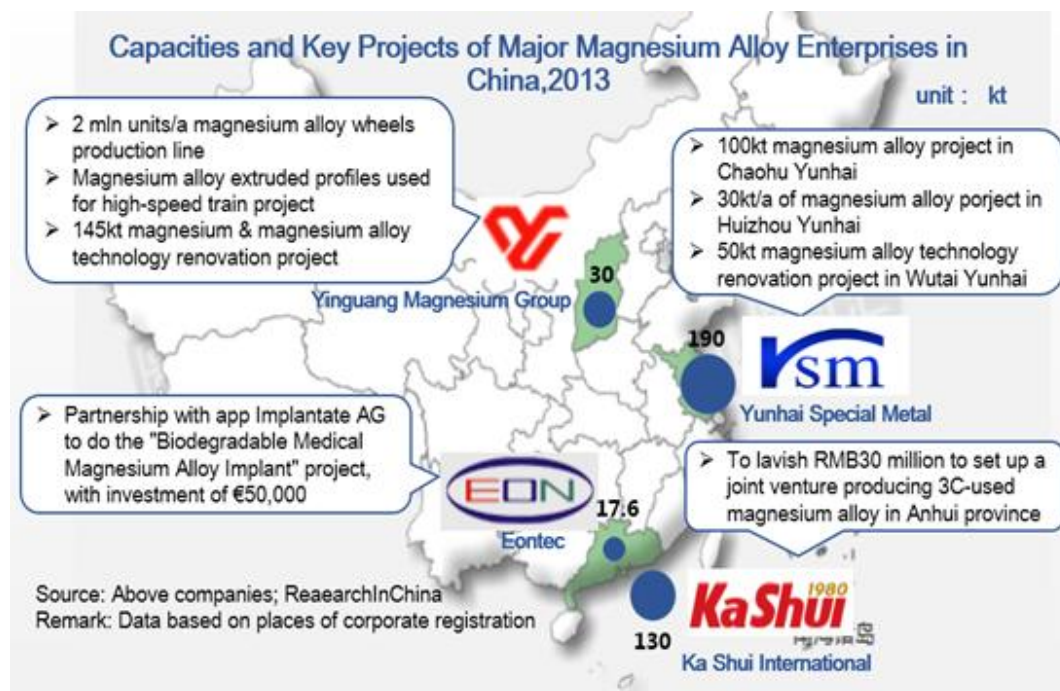
Regal Magnesium: The Phase I of the "50,000 tons / a Magnesium Alloy Transformation and Expansion Project" commenced in May 2013. After the project is completed, the company will be able to produce 21,000 tons of middle refined magnesium and 30,000 tons of magnesium alloy each year.

Wutai Yunhai Magnesium: In 2010-2015, The company will carry out 50,000-ton High Performance Magnesium Alloy Technology Project, 20,000-ton Magnesium Alloy Scrap Recycling Project and 3,000-ton Magnesium Alloy Casting Construction Project.

Shanxi Yinguang Magnesium Industry: The company's first forged magnesium wheel mass production line was put into operation in 2013 with the annual output of about 500,000.

The report underlines the following aspects:

- ✘ Global magnesium production and sale;
- ✘ China's primary magnesium production, sale, import, export, and competition pattern; China's magnesium alloy production, sale, import, export, and application;
- ✘ China's magnesium alloy production, sale, import, export, and application;
- ✘ Production and development strategies of six key Chinese primary magnesium production enterprises;
- ✘ Operation and development strategies of three major Chinese magnesium alloy and casting enterprises.



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1.1.1 Definition

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