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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

The Chinese tire mold industry prosperity rose again in 2013, with annual sales approximating RMB3.565 billion, up 18.44% YoY, mainly because domestic tire companies successively proposed and expanded tire projects against a sharp decline of rubber prices in 2013, which pulled the tire mold demand.

Judging from the earnings of key enterprises, China’s major tire mold enterprises showed varying degrees of growth in sales in 2013, of which, Shandong Himile Mechanical Science & Technology Co., Ltd. as the tire mold industry leader performed outstandingly, its sales from tire mold rose 57.11% YoY to RMB1.057 billion; followed by Greatoo Inc. whose tire mold sales attaining RMB468 million, up 14.04% YoY.

The high-speed growth in Himile’s tire mold business was mainly owing to its constantly-growing revenue from export sales, which accounted for 40.11% of the company’s total revenue in 2013, 2.96 percentage points higher than 2012, with CAGR up to 35% (2011-2013).

Meanwhile, Greatoo also continued to increase its investment in the tire mold business. In 2011, Greatoo put USD23 million into the radial tire mold production base construction in India; the project, put into production in 2012, now occupies about 30% share of India’s high-end tire mold market, with business radiation to the entire Southeast Asia. In July 2013, the “Large OTR and Special Tire Mold Expansion Project” went into operation, and brought benefit of RMB6.8355 million for the company that year.

Both Himile and Greatoo are actively moving into new areas and creating new profit growth points while constantly developing their main business. The former thorough the acquisition of the Group company’s assets expanded new business; the latter extended to the upper steam of the industry chain.

On December 12, 2013, Himile purchased large gas turbine parts processing business projects and assets of Himile Machanical Manufacturing Co., Ltd. under the Group company with RMB114 million.

By virtue of the higher product and technical level of molds, Chinese tire mold enterprises will continue to enhance their comprehensive strength in the future. In the context of China’s ceaselessly-growing production and ownership of cars, its tire mold industry is bound to keep steady growth.
Global and China Tire Mold Industry Report, 2013-2014 mainly covers the followings:

※ Development status, competition and trends of global tire mold industry;
※ Policy environment, development history, corporate capacity, sales, competition pattern, corporate earnings of China tire mold industry;
※ Demand analysis of China tire mold industry, mainly involving domestic sales, exports and tire mold replacement demand;
※ Analysis on four key enterprises worldwide, including the introduction to their tire mold business, corporate earnings, as well as their development in China;
※ Analysis on 12 key enterprises in China, covering the introduction to their tire mold business, operating conditions, gross margin, revenue structure, major projects, as well as development strategy.

![Comparison of Key Financial Indicators of Himile and Greatoo, 2013](image)
Preface

1. Overview of Tire Mold Industry
   1.1 Definition
   1.2 Classification
   1.3 Upstream and Downstream
   1.4 Production Process
   1.5 Features

2. Development of Global Tire Mold Industry
   2.1 Development Status
   2.2 Competition
   2.3 Trends

3 Development of China Mold Industry
   3.1 Industry Policy
   3.2 Development History
   3.3 Capacity and Projects
   3.4 Sales
   3.5 Competition
   3.5.1 Market Competition
   3.5.2 Corporate Earnings
   3.6 Existing Problems

4 Demand of China Tire Mold Industry
   4.1 Overall Demand
   4.2 Export
   4.2.1 Tire Giants Reduce Mold Self-supply
   4.2.2 Import Substitution Speeds up

5 Key Global Enterprises
   5.1 Quality Mold Inc.
   5.2 A-Z Formen- und Maschinenbau GmbH
   5.3 HERBERT Maschinenbau GmbH & Co. KG
      5.3.1 Profile
      5.3.2 Main Tire Mold Products
   5.4 SAEHWA IMC
      5.4.1 Profile
      5.4.2 Development History
      5.4.3 Main Tire Mold Products
      5.4.4 Operation
      5.4.5 Development in China
      5.4.6 Development Strategy

6 Key Chinese Enterprises
   6.1 Shandong Himile Mechanical Science & Technology Co., Ltd.
      6.1.1 Profile
      6.1.2 Development History
      6.1.3 Tire Mold Products
      6.1.4 Operation
      6.1.5 Revenue Structure
      6.1.6 Gross Margin

6.1.7 R & D and Projects
6.1.8 Asset Acquisition
6.1.9 Clients
6.1.10 Performance Forecast
6.2 Greatoo Inc.
6.3 Tianyang Mold Co., Ltd.
6.3.1 Profile
6.3.2 Operation
6.4 Shandong Wantong Mould Co., Ltd.
6.4.1 Profile
6.4.2 Operation
6.5 Dongying Jintai Rubber Machinery Co., Ltd.
6.6 Qingdao Yuanzong Machinery Co., Ltd.
6.7 Hefei Dadao Mold Limited Liability Company
6.8 Shandong Hongji Mechanical Technology Co., Ltd.
6.9 Rongcheng Hongchang Mold Co., Ltd.
6.10 Anhui Mcgill Mould Co., Ltd.
6.11 Zhejiang Laifu Mould Co., Ltd
6.12 MESNAC Precise Processing Industry Co., Ltd.

7. Market Summary and Prospects
   7.1 Market Summary
   7.2 Prospects
   7.2.1 Trends
   7.2.2 Demand Forecast
Selected Charts

- Classification of Tire Mold
- Classification of Segmented Radial Tire Mold
- Upstream and Downstream of Tire Mold Industry
- Comparison of Tire Mold Pattern Processing Technologies in China
- Global Radial Tire Output and Its YoY Growth, 2007-2013
- Business Modes of Major Tire Mold Manufacturers in the World
- Global Tire Mold Market Share
- Policies and Regulations on China Tire Mold Industry, 2005-2014
- Development History of China Tire Mold Industry
- Capacity of Major Tire Mold Manufacturers in China, 2013
- Expansion Plans of Major Tire Producers in China
- Sales of China Tire Mold Industry, 2010-2013
- Product Comparison of Major Tire Mold Manufacturers in the World
- Chinese Tire Mold Market Share
- TOP 10 Tire Mold Manufacturers (by Sales) in China, 2013
- YoY Growth in Revenue of Major Listed Tire Mold Companies, 2009-2014
- YoY Growth in Net Income of Major Listed Tire Mold Companies in China, 2009-2014
- % of Export Revenue of Major Listed Tire Mold Companies in China, 2009-2013
- Cost Structure of Tire Mold Production in China
- Tire Mold Demand-driven Factors in China
- Foreign Tire Clients of Himile
- % of Export Revenue of Himile, 2009-2013
- Automobile Output and Its YoY Change in China, 2005-2013
- Automobile Sales Volume and Its YoY Change in China, 2005-2013
- Car Ownership per 1,000 People in Major Countries, 2011
• Output of Global Major Tire Companies in China, 2008-2013
• Output and YoY Growth of Rubber Tire Covers in China, 2007-2014
• Output and YoY Growth of Radial Tire Covers in China, 2007-2014
• Major Tire Mold Production Bases of Quality Mold Inc
• Major Pattern Types of Tire Mold of Quality Mold Inc
• Main Tire Mold Products of A-Z
• Main Production Bases of HERBERT in the World
• Main Tire Mold Products of HERBERT
• Global Business Distribution of SAEHWA IMC
• Main Production Bases of SAEHWA IMC in South Korea
• Global Production Bases of SAEHWA IMC (Excluding South Korea)
• Development History of SAEHWA IMC
• Development History of SAEHWA IMC’s Products
• Main Tire Mold Products of SAEHWA IMC
• Turnover of SAEHWA IMC, 2011-2012
• Operating Income and Profit of SAEHWA IMC, 2011-2012
• Key Operating Indicators of SAEHWA IMC, 2010-2012
• Key Operating Indicators of Tianjin Xinhan Mould, 2008-2009
• Key Operating Indicators of Saehan (Tianjin) Mold, 2008-2009
• Medium and Long-term Development Plan of SAEHWA IMC
• Development History of Himile
• Main Tire Mold Products and Applications of Himile
• Revenue and Net Income of Himile, 2008-2014
• Revenue Structure of Himile (by Product), 2011-2013
• Revenue Structure of Himile (by Region), 2009-2013
Selected Charts

- Sales Gross Margin of Himile, 2008-2013
- R&D Costs and % of Total Revenue of Himile, 2009-2013
- Tire Mold Fundraising Projects of Himile
- Business of Himile Group’s Major Companies
- Tire Mold Clients of Himile
- Revenue and Net Income of Himile, 2014-2016E
- Major Tire Mold Products of Greatoo Inc.
- Revenue and Net Income of Greatoo Inc., 2008-2014
- Revenue Structure of Greatoo Inc. (by Business), 2012-2013
- Revenue Structure of Greatoo Inc. (by Regions), 2008-2013
- Gross Margin of Main Products of Greatoo Inc., 2012-2013
- Global Client Distribution of Greatoo Inc.
- Greatoo’s Major Clients at Home and Abroad
- R&D Costs and % of Total Revenue of Greatoo Inc., 2008-2013
- Main Fundraising Projects of Greatoo Inc.
- Revenue and Net Income of Greatoo Inc., 2014-2016E
- Sales of Tianyang Mold Co., Ltd., 2009-2013
- Major Clients of Tianyang Mold Co., Ltd.
- Tire Mold Products of Shandong Wantong Mould Co., Ltd.
- Tire Mold Sales of Shandong Wantong Mould Co., Ltd., 2009-2013
- Sales of Dongying Jintai Rubber Machinery Co., Ltd., 2011-2013
- Sales of Qingdao Yuantong Machinery Co., Ltd., 2011-2013
- Major Clients of Qingdao Yuantong Machinery Co., Ltd.
- Sales of Hefei Dadao Mold Limited Liability Company, 2011-2013
- Sales of Rongcheng Hongchang Mold Co., Ltd., 2011-2013
Selected Charts

- Sales of Anhui Mcgill Mould Co., Ltd., 2011-2013
- Key Financial Indicators of MESNAC Precise Processing Industry Co., Ltd., 2012-2013
- Changes in China Tire Radialization Rate, 2006-2012
- YoY Growth in Output of Radial Tire Covers and Cars in China, 2007-2014
- YoY Growth in Revenue of China Tire Manufacturing Industry, 2003-2014
- Sales of China Tire Mold Market, 2014E-2017E
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