



**Global and China Rubber Machinery
Industry Report, 2014-2017**

Oct. 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

Fueled by the rise in tire investment, the rubber machinery industry in China, following a downturn in 2012, showed a strong rebound in 2013, with the revenue for the year hitting USD2.3 billion, up 36.5% from a year earlier. And the revenue accounted for 48.6% of the global total, rising 8.2 percentage points compared with 2012. In the future, with the rapid growth in the production and total ownership of automobiles in China, the supporting tire market will present a rapid development, thus giving an impetus to the rapid growth of the revenue from the rubber machinery industry in China. What's more, the global leading tire manufacturers will speed up the establishment of factories in China, which would drive the demand for tire exports, thereby further expanding the market demand for the rubber machinery in China.

In 2013, the top 5 rubber machinery enterprises in China by the revenue from rubber machinery business were respectively MESNAC, Dalian Rubber & Plastics Machinery, Yiyang Rubber & Plastics Machinery Group, Tianjin Saixiang Technology and Guilin Rubber Machinery, the same ranking with that of 2012. And their revenue from rubber machinery business were USD405 million and USD193.4 million, USD134.9 million, USD127.9 million, and USD81.9 million, respectively, up 30.8%, -7.0%, 38.2%, 49.2% and 6.0%, separately, on a year-on-year basis.

Among the top 5, however, Yiyang Rubber & Plastics Machinery Group and Guilin Rubber Machinery are the subsidiaries of China National Chemical Equipment Corp.(CNCE), which also holds Fujian Sino-Rubber Machinery Co., Ltd., a third subsidiary specializing in rubber machinery business. In addition, vulcanizer and internal mixer series, manufactured by CNCE, are sold under the two Chinese brands of "Lichuang" and "Double-Wheel".

Global and China Rubber Machinery Industry Report, 2014-2017 involves 5 chapters and 85charts, including the followings:

- ➔ Overview of rubber machinery industry, including the definition, relevant policies and industry chain, etc.;
- ➔ Global and China's rubber machinery market, including the overall market size, regional market size as well as the enterprises' competition pattern, etc.;
- ➔ Market segments of rubber machinery industry, including market status and size of internal mixers, radial tire molding machines, vulcanizing machines and tire molds;
- ➔ Analysis of global and China's major rubber machinery manufacturers, including their profile, revenue, revenue structure, gross margin, R&D expenditure, as well as the revenue from rubber machinery business and related subsidiaries, and development strategies, etc.

China's Top 5 Rubber Machinery Manufacturers, 2013

Ranking	Company	Revenue (USD mln)	YoY Growth
1	MESNAC	405	30.80%
2	Dalian Rubber & Plastics Machinery	193.4	-7.00%
3	Yiyang Rubber & Plastics Machinery Group	134.9	38.20%
4	Tianjin Saixiang Technology	127.9	49.20%
5	Guilin Rubber Machinery	81.9	6.00%

Source: ERJ; RIC

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