

The tire industry this year will focus on the “tune changed the whole”

Reuters – Last two years, China’s tire industry the external environment for the development of profound changes, how to deal with the new situation, new change has become the focus of the industry. The industry believes that the tire industry this year should focus on the whole “in tone, and change, to explore and strive to get the breakthrough. This is to upload the information in the tire branch of the China Rubber Industry Association held on April 17, 2012 General Assembly.

Triangle Group Co., Ltd., deputy party secretary Wei Nan said that the current environment for the development of the tire industry has undergone great changes. From the outside, although the developed economies after the 2010 show signs of recovery, but soon being dragged down by U.S. debt, the debt crisis in Europe, but also to the automotive and tire industries hard ahead in the ups and downs; the re-emergence of international trade protectionism, Up to now, China’s tire anti-dumping has reached eight countries; international rubber market ups and downs, and serious deviation from the relationship between supply and demand, a big impact on the tire industry; market access threshold to further improve the EU REACH Regulation 2010 enforce tire labeling law into force in November this year, China’s tire industry is both a challenge and an opportunity.

Internally, the tire industry has entered the era of energy saving and environmental protection, low-carbon, energy conservation, health, safety, environmental protection is increasingly becoming the subject of the economic and social development. Tire in the vehicle was in the energy consumption accounted for more than 20% of vehicle energy consumption, second only to the engine, while more than 5% of the fuel-efficient energy-saving tires, which makes the tire to become an important carrier of the vehicle energy saving technological innovation. In addition, the domestic automobile is to develop high-end, these changes affect the performance of the tire industry: First, the bias tires to speed up the stage of history. 2011, the domestic bias tire production of 58 million, down 14.5%, two consecutive years of negative growth; radial tire production of 398 million, an increase of 6%. Second, in the radial tire, passenger car tires grew faster than the commercial vehicle tire. 2011, commercial vehicle tire production of about 90.5 million passenger car tire production of 308 million, an increase of 3.4% and 6.9% respectively. Tubeless commercial vehicle tires in long-distance market share was to accelerate the widening, large size, high performance, high-tech content of the passenger car tire products is increasingly becoming the mainstream market.

Wei-nan believes that the new changes and new challenges facing the development environment, the development of the domestic tire industry

is also showing some new features. In: First, to speed up the adjustment of product structure, to address the structural excess production capacity, optimize the industrial structure. The past two years, although the increase in tire production slowdown, but the radial tire growth is relatively high, passenger car tires have the full realization of the meridian, high-performance, high-speed level, low profile car radial tire has become a mainstream product; tubeless commercial vehicles Meridian births accounted for about 45%, 55 series of wide cross-section truck radial tire, there are many production; giant OTR tire industrial production. Second, low-carbon, green, environmentally friendly, efficient and become more mainstream direction of development. Tire production, production and resource use efficiency continued to improve yuan industrial added value last year's tire industry, the energy consumption of 0.99 tons of standard coal / million, down 12.32 percent from the previous year; personnel labor productivity was 190,000 yuan / person, compared with the previous an increase of 7.18%. Actively promote the green tire products, 6 tire companies in some of the products by U.S. EPA SMARTWAY certification, indicating that China's tire industry has taken an important step in the green tire. Speed up the integration with the international advanced standards, actively participate in the formulation of international standards in the country to start a new "green tire industry" as the main industry standard system. The third is to accelerate improvements in the capability of independent innovation, promote industrial restructuring and upgrading. According to statistics, the domestic tire enterprises in recent years countries the number of patents average annual growth of 6%; two scientific and technological achievements by the National Science and Technology Progress Award, 26 achievements were the petrochemical industry, Scientific and Technological Progress Award, and is building a national industry engineering test and research institutions.

How to adapt to new changes in the domestic and foreign markets for the tire industry, the chairman of the Rubber Association Tire Branch, Aeolus Tyre Co., Ltd., Cao Chaoyang that the association should be guided to the industries and enterprises in the tone, and change, the whole "explore and promote the common development of the industry.

The first is the "tone": one to guide the development of enterprises by the pursuit of high-speed, large-scale to grasp the rhythm of the development, the pursuit of the adjustment of the direction of the quality of development. This stems from three things: First, this year, the state's major tone is Wenzhongqiujin; Second, you should see the domestic-funded enterprises and multinational corporations in the development of the concept of the gap; Third, the rapid development of the tire industry in recent years caused excess capacity, has had a tremendous impact on market competition. Second, it is necessary to guide enterprises from products to brand adjustment, the same raw materials, products, profit margins of foreign companies is far higher than the domestic enterprises, which is the largest gap and international

brands, to achieve the accumulation and development, we must realize This adjustment. Third, it is necessary to guide enterprises to adjust from traditional manufacturing to green manufacturing. Objective, green manufacturing in developed countries have done hundreds of years, and we just will create necessary to immediately enter the green manufacturing, is obviously a very difficult process. Tire radial tire, flat in the past a series of technological revolution, and international companies is not standing on a starting line, there is no advantage, while the concept of green manufacturing, gives us a chance to win, we have to guide enterprises take advantage of this opportunity, saving, emission reduction, cost efficiency, and create a breakthrough on brand.

Followed by “of”: one to resolve the cost of risk. Dependence on foreign natural rubber is about 80%, accounting for about 40% of the cost of tire production, and should therefore be to minimize the cost pressures brought about by the sharp fluctuations in prices of raw materials to the enterprise and operational risks. At the same time, should create an exchange mechanism, under the premise of full respect for intellectual property and business interests of the various enterprises that can enable companies to share product design, energy saving, lowering the cost efficiency concept and experience. Second, it is necessary to resolve the market risk. First, to resolve the export market risk. The tire industry’s dependence on foreign trade in more than 40 percent, followed by trade friction, in addition to the factors of trade protectionism, the domestic enterprises to market competition behavior, a reflection, should be guided and constrained, while to establish channels of communication with international suppliers (HS) will organize to grasp the information, and prevent the emergence of the industry, disruptive sanctions case; Second, the gradual establishment of the tire industry market early warning mechanisms; Third, guide enterprises to take full advantage of modern market of ideas and the latest achievements of modern industrial technology from the market network construction, the direction of development to the market system construction, manufacturing, products, logistics, customer service, brand, market efficiency, the maximization of.

Once again, the “change”: First, management of change, peer with Lee did not, in fact, reflect the basis for the management of enterprises, new business management ideas and management techniques can greatly improve the operational efficiency of the assets, reduce process losses and capital risk, improve operational efficiency of the funds. Such as lean manufacturing, value chain, supply chain, manufacturing, information technology and so on. The second is to promote technological innovation, especially new materials, new technologies, new technology research and application. Should be guided to the concepts of business management innovation and change, mainly in the modern enterprise system based on the guidance of new management theory, with the construction and management tools for the management culture of the respective

business characteristics of innovation, and promote the development of business management to a higher level.

Finally, the “whole”: the integration of the industry advantages in resources, especially the inevitable transfer of productive resource advantages to the management advantages. China’s tire production, corporate, but at the same time the efficiency and effectiveness of the problem has become critical and fundamental issues that plagued the healthy development of the industry. Although industry consolidation is an unpredictable future tense, but industry consolidation is the inevitable result. Therefore, the Association will proceed to study in some respects, and promote the process of industry consolidation, such as centralized purchasing, collaboration and investment.

In addition, the Association also promote a number of specific work: green tire concept and standardized during the year to determine the manufacturing objectives of the green tire, the establishment of green manufacturing standards and norms of raw materials, products, manufacturing processes, the establishment of Cao Chaoyang said, the appropriate testing standards and evaluation system; to promote the industrialization of isoamyl rubber, natural rubber the isoamyl plastic industry of policy support to fight, and strive in breeding, planting techniques, technology and industrial applications of the glue to make progress; expedite the implementation of tire testing ground for the building; positive reflection of the fight for the support of the relevant regulatory authorities, inhibit the excessive speculation of the rubber market.