

China Industry Transfer and Enterprise Strategy

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Abstracts

1. Why CCM offers this report?

At present, major economies around the world are expecting to emerge from the recession, so the Chinese government and governments in other major economies have established a series of policies to promote economic growth.

CCM thinks that industry transfer is an option for some enterprises to move out of recession, thanks to the different market factors in different regions, which may open up new markets for them or reduce their cost of operation.

2. What CCM has studied in this report?

In this report, CCM introduces the background of China's industry transfer and how enterprises set their strategies.

In the first part, firstly, CCM gives a basic introduction of the market factors related to industry transfer, such as average wage, industrial land price, resources distribution, residents' aggregate expenditure and relevant policies in China. Secondly, a clear framework is demonstrated, including the type of industry transfer, specific related industries, transfer paths and transfer destinations. Finally, CCM explores the motivation for industry transfer and gives a theoretical analysis model.

In this second part, a set of enterprise strategies for industry transfer is analyzed to show how CCM's model works, whether it is necessary for a company to transfer and how to transfer. Firstly, CCM lists all situations that a company may encounter. Then, a customized model of site selection is established to roughly assess the transfer feasibility of these potential new regions to generate some relatively reliable solutions. Finally, profitability analysis and sensitivity analysis are performed for these relatively

reliable solutions to accurately measure the benefits and risks. The financial appraisal is based on CCM's mature research of a specific industry and company.

Finally, major industry transfer policies and typical transfer destinations are shown in the appendix.

3. What CCM is able to provide?

Overview of industry transfer in China or in the world for specific industry or company can be offered.

Strategic decision-making about industry transfer for specific company can be offered.

Feasibility assessment of investment projects about industry transfer for some investors, such as bank, can be offered.

Governments' industrial park planning and attracting investment can get help from CCM.

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COMPANIES MENTIONED

Yunnan Green-Land Biological Technology Co., Ltd.

China Railway Construction Corporation Limited

Zhejiang Xinhua Chemical Co., Ltd.

Dezhou Detian Chemical Co., Ltd.

Zhejiang Jianye Chemical Co., Ltd.

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