

Company Profiles of Thirty-six Chinese Agrochemical Manufacturers-2013

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Abstracts

China has become the largest production base and exporter of pesticides in the world. However, it's observed that most pesticides produced in China are generic products, and the whole Chinese pesticide industry faces problems such as plight of overcapacity, irrational competition, lack of world-famous brands and low added value.

During the 12th Five-Year Plan (2012-2016) period, China will make efforts to optimize the pesticide industry's structure and improve Chinese pesticides' competitiveness in the global market. Hence, the whole pesticide industry is expected to undergo a great integration and reformation, and many companies will be restructured. On the whole, it is full of opportunities and challenges in the pesticide market of China.

The 36 companies in the report are key players in China's pesticide industry, representing the top level of the domestic pesticide production and marketing.

What information does this report update over the first edition?

Company basic information

Key points in company development

Financial performance during 2010-Q3 2013 (partly updated)

Product structure in export business

Product portfolio

Market interest, new investment/expansion

Marketing and sales (brand consolidation, domestic sales, export, sales mode, overseas market expansion, etc.)

Commercial activities

In-depth SWOT analysis (distinguished competitiveness and core competence, main weakness, further growth sources and challenges).

What can you benefit from the report?

Obtain the latest info of Chinese agrochemical manufacturers, such as their new projects, production expansion and export.

Gain vital business intelligence of China's pesticide industry before entering the competition

Understand the actual production situation, trade of pesticides in China and then grasp commercial opportunities

Have a clear picture of the competitive landscape of China's pesticide industry

Who need to subscribe?

Pesticide producers paying close attention to counterparts in China, planning to invest or looking for Chinese partners

Pesticide purchasers who want to grasp the actual production situation in different producers, and understand their enterprise profiles

Equipment suppliers targeting China with high quality production & processing machinery, lines, testing and quality control systems

Analysts and consultants trying to gain insight into the Chinese fast-growing production and market for pesticides.

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About

Key points in company history

In 1984, the Pesticide Factory of He County, Anhui Province was founded.

In Feb. 1998, the Pesticide Factory of He County, Anhui Province, was reformed to a private company and renamed Anhui Huaxing Chemical Industry Co., Ltd. (Anhui Huaxing).

In July 2004, Anhui Huaxing (SZ: 002018) got listed in the Shenzhen Stock Exchange.

In Oct. 2006, Anhui Huaxing and Atanor S.C.A. established Anhui Xingnuo Chemical Co., Ltd., which was engaged in the production of PMIDA and 2,4-D.

In Feb. 2008, Anhui Huaxing purchased 100% equity in Anhui Huaxing Hengda Biotechnology Co., Ltd., which was in charge of the sale of pesticides and fertilizers.

In 2009, Anhui Huaxing set up Aigerui International Co., Ltd., which was registered in the US and in charge of the sale of pesticides.

In June 2009, Anhui Huaxing set up Anhui Huaxing Construction Investment Co., Ltd., which focused on the exploitation and sale of real estate, estate management, real estate agency, etc.

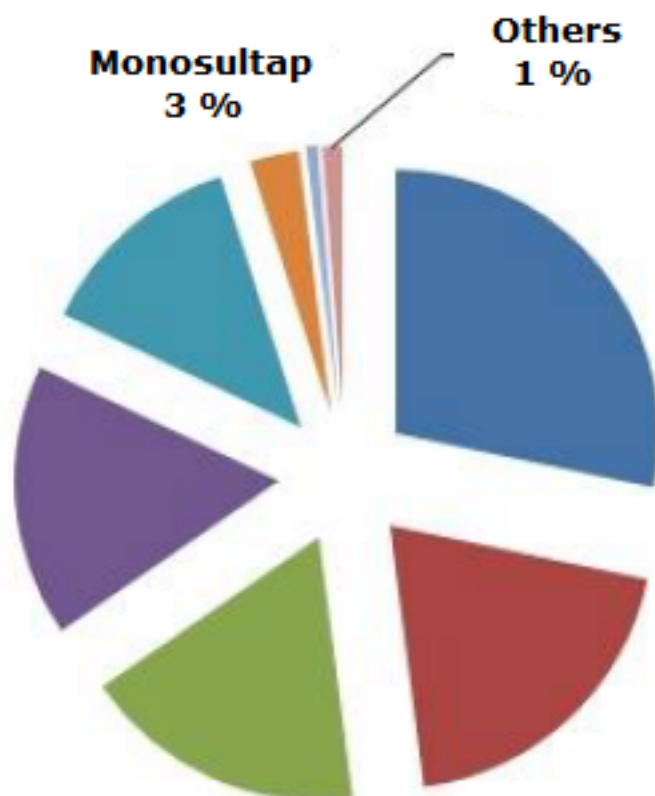
In Oct. 2009, Anhui Huaxing and another two companies set up Anhui Huajian Chemical Co., Ltd., which is engaged in the construction business.

In July 2010, Anhui SinoStar Chemical Group was established.

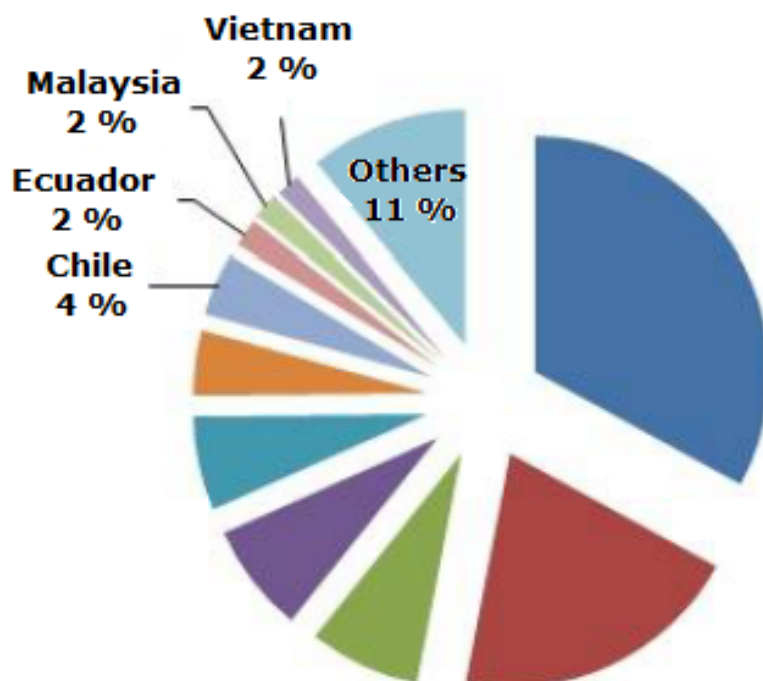
In Sept. 2012, Anhui Huaxing announced to sell XXX % share of Anhui Huaxing Construction Investment Co., Ltd. publicly.

In May 2013, CEFC Shanghai Petroleum Group Co., Ltd. became the largest shareholder of Anhui Huaxing with XXX % shares.

Pesticide export of Anhui Huaxing by market value and variety, Q1-Q3 2013



Pesticide export of Anhui Huaxing by market value and region, Q1-Q3 2013



Marketing and sales mode

Anhui Huaxing is principally engaged in the production and sale of pesticides and chemical products. The company builds a huge network over the domestic and overseas markets; its products are sold in more than 30 provinces and cities across the country and exported to more than 50 countries in Southeast Asia, South Asia, Europe, America and Africa. The company has set up offices or branches in Vietnam, Pakistan, Argentina and five other countries, established extensive product cooperation and technology communion with multiple international agricultural enterprises and research institutes, and registered many products in Southeast Asia, Europe, North and South America and Africa.

Through the brand strategy, the company has been honored as "National Important High-tech Enterprise". The brand of "Huaxing" has been honored Well-known Trademark of China.

Commercial activities

In 2009, Anhui Huaxing cooperated with Anhui Huajian Chemical Co., Ltd. to produce phosphorus trichloride.

In 2009, the company announced to cooperate with Anhui Xiyangyang Agricultural Chain Co., Ltd. to sell its products.

In Nov. 2011, it canceled its subsidiary namely Anhui Huaxing Chemical Industry Chongqing Co., Ltd., whose major business of IDAN met weak market expectation.

In Sept. 2012, it announced to sell XXX % share of Anhui Huaxing Construction Investment Co., Ltd. publicly in order to enhance its pesticide business.

In May 2013, CEFC Shanghai Petroleum Group Co., Ltd. became the largest shareholder of Anhui Huaxing with XXX % shares.

Now Anhui Huaxing stays at the primary phase of its overseas market expansion, which is usually run by sale cooperation with overseas companies or establishment of branch offices. But the company's steps of overseas expansion slowed down more and more. Its holding subsidiary in the US, namely Aigerui International Co., Ltd. (Aigerui International), has been under preparation these years. However, in Dec. 2012, Anhui Huaxing gave up the shares of Aigerui International because of the high cost to obtain

the permission of sale qualification. In addition, it can be said that Anhui Huaxing stands at a relatively low position in the value chain of pesticide products that about XXX % of its export value is attributed to PMIDA, a glyphosate intermediate.

SWOT analysis

Strength

Anhui Huaxing has applied for 50 patents, including 11 for invention.

The company has established a global marketing network and e-commerce platform with a stable market.

The company actively implements the strategy of forming upstream and downstream industry chain, to reduce production costs and improve competitiveness of products in the market.

The company has advantages in rice insecticides such as monosultap and dimehypo, which are its focuses. It enjoys good brand identification.

Weakness

Since getting listed, the company's major shareholders continue to sell shares. Still, the company has external financing difficulties.

The company's product structure is simple, with weak risk-resistant capacity. For example, it was confronted with a loss in 2010 because of the sluggish market and oversupply of glyphosate, one of the company's main products.

Opportunity

With the increasing market demand for pesticides, the company enjoys opportunity to enhance its market share.

The company has registered many products in Southeast Asia, Europe, North and South America and Africa, which helps to improve export of its products.

Threat

From 2008 to 2011, the company saw an unstable performance in its profit, so the company has external financing difficulties owing to its long-term losses.

With the enhanced resistance of pests, the consumption of monosultap will decrease, which will impact its profitability because the company's output of monosultap is the largest in China at present.

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