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Linglong Tire to Build Second Overseas Plant in Serbia

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*Located in the **Zrenjanin Free Trade Zone**, the second new **Linglong** (<http://bit.ly/2PJx8er>)'s plant is expected to have an annual capacity of 13.62 million high performance radial **tyres**.*

Linglong's Second Overseas Manufacturing Base Determined

Shandong Linglong Tire Co, Ltd (<https://www.tyremagazine.com/latest-news/posts/2018/august/linglong-tire-holds-foundation-stone-laying-ceremony-for-fourth-plant/>) is building its second overseas plant in **Serbia** with an investment of USD994.41 million. This decision was made after extensive research and careful comparison to enhance the company's international competitiveness, promote its 5+3 strategic layout, effectively expand overseas markets and avoid trade barriers.

The company signed an investment memorandum with **Goran Knežević**, Serbian Minister of Economy, on 23rd August, 2018. **Vučić**, **Prime Minister of Serbia**, and **Li Manchang**, Chinese Ambassador in **Serbia**, attended the signing ceremony.

Located in the **Zrenjanin Free Trade Zone**, the new plant is expected to have an annual capacity of 13.62 million high performance radial **tyres**.

Serbia is the first country in Central and Eastern Europe to establish a strategic partnership



With various global and noted OEMs and retail distributors near **Serbia**, **Linglong** (<https://www.tyremanmagazine.com/latest-news/posts/2018/january/linglong-tire-africa-middle-east-business-conference-successfully-held/>) sees the Serbian manufacturing base as effectively reducing transportation costs. With the development of **Linglong** (<http://bit.ly/2PKxKk3>)'s OE business with **Volkswagen**, the time in supplying products to **Volkswagen**'s European plant would be greatly shortened when the Serbian project is completed.

The Serbian plant would focus on intelligent manufacturing and make full use of artificial intelligence, mobile sensors, industrial big data and industrial robot to realise the product life-cycle management and flexible automatic production. **Linglong** (<https://www.tyremanmagazine.com/latest-news/posts/2018/november/linglong-participates-in-automechanika-frankfurt-2018/>) says the new tyre plant would integrate fine management, superior quality, green manufacturing and high end branding. It is said to be a green tyre plant that demonstrates full-field intelligence and complete automatic processing.

玲珑轮胎与塞尔维亚政府签订投资框架协议

经过前期紧锣密鼓的洽谈后，玲珑王锋董事长与塞尔维亚财政部部长 马里（Sinisa Mali）于9月17日签署投资框架协议，塞尔维亚总统武契奇先生及其他几位部长、玲珑轮胎相关领导见证签约。

欧洲是玲珑轮胎主要的出口市场之一，塞尔维亚工厂的建立，将进一步开拓玲珑欧洲市场，实现公司出口贸易的健康、持续、稳定发展。另一方面，针对欧洲及周边各大主机厂和零售客户，从塞尔维亚工厂直接销售，将更快更有效的服务客户，降低物流成本。同时，推进玲珑轮胎与大众、奥迪等欧洲工厂的深度合作，以及未来欧洲其他汽车制造工厂的项目开发。项目完成后，对于安排就业、提高塞尔维亚居民收入水平和生活水平同样意义深远。

塞尔维亚项目是玲珑落实“5+3”国际化战略的重要举措，有利于公司进一步实现其成为具全球竞争力的世界级轮胎制造商目标。



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Mary has over 20 years experience as the editor of our Malaysian sister magazine, *The Tyreman*. Based in Kuala Lumpur, she writes articles for us on the Malaysian and other South East Asian markets.

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