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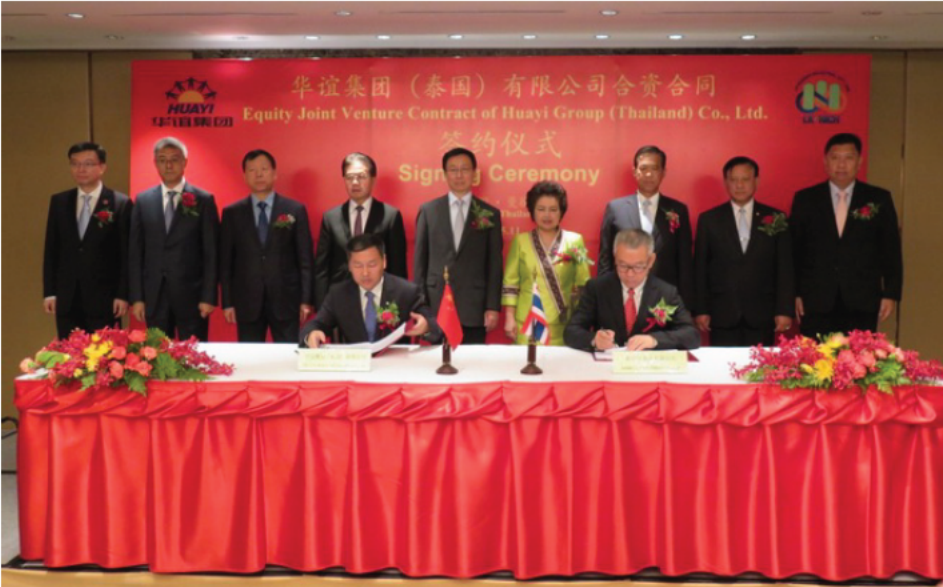
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market channel

A total investment of nearly 2 billion was invested
in the establishment of Double Coin **Tires in Thailand.**

On July 31, 2016, at last, at last, Shuangqian, one of the largest tire companies in China, was about to invest and build a factory in Thailand, and of course it still made tires. It is said that according to China's "One Belt, One Road" development strategy (the full name of the Silk Road Economic Belt and the 21st Century Maritime Silk Road), due to China's domestic excess tire production capacity is exported to Eurasia. Of course, the reason is that building a factory here can avoid the high tariffs imposed on Chinese-made tires by many markets. Shanghai Huayi Group Co., Ltd. (the main owner of the Double Coin Group entity) has signed an agreement to build a new tire factory in Thailand to supply the North American and Southeast Asian markets.



The joint venture agreement between Shanghai Huayi (Group) Company and the Thai company Tribeca Enterprise Co., Ltd. was actually signed on May 16, 2016, which marked the beginning of the establishment of Huayi Group (Thailand). The new factory to be operated by the joint venture company will be built in the local LK Rubber and Plastic Industrial City Center (LK-RICH), and the Tribeca enterprise is located in a rubber plantation covering an area of 391 hectares, which is located in Rayong Province, Thailand. The two parties will invest a total of 300 million US dollars (about 1.95 billion yuan) to build a factory capable of producing 1.5 million sets of truck and bus radial tires and 50,000 industrial tires per year.

The Huayi Group (Thailand) factory explained that this was part of a project accompanying the implementation of China's 13 five-year plan, and that Shanghai Huayi (Group) described it as an "important step" in its internationalization strategy. The plant will be built on a 30-hectare site and will employ around 800 people. Shanghai Huayi (Group) expects the

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- Dunlop tire sedan SP SPORT LM703
- Pirelli Sedan P-ZERO
- Pirelli Sedan P-ZERO
- Bridgestone Sedan H/P SPORT
- Bridgestone Sedan B250
- Pirelli Sedan P-ZERO
- Bridgestone car ECOPIA EP100A
- Bridgestone sedan RE050A
- Bridgestone Sedan H/P SPORT
- Bridgestone Sedan H/T 689

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Tire shop "waiting for customers to come to the door" is not as good as "closed...
Tire e-commerce turned around and set up a physical store?
It's oppressing your tire

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Where does the store's profit come from?
What is the key to the success of tire shop location selection
What kind of wholesaler need
Tire business level test questions
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annual turnover of its joint venture to be around US\$400 million.



LK-RICH Rubber Industrial Park is located about 150 kilometers southeast of Bangkok, Thailand. It is said to be the first industrial zone in Thailand, specially established for the rubber industry. "We provide an integrated manufacturing supply chain, the most competitive new business environment and a hub for rubber-related industries," explained the local organization.

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