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Grand Opening of Zhongce Rubber (Thailand) Co., Ltd.

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On June 29, 2015, the opening ceremony of Zhongce Rubber (Thailand) Co., Ltd. was grandly held in the Thai-Chinese Rayong Industrial Park in Rayong Province, Thailand. More than 700 guests including executives of Zhongce Rubber Group, representatives of the Chinese Embassy in Thailand, assistant minister of the Ministry of Industry of Thailand, representatives of Bank of China Bangkok Branch, distributors and suppliers from all over the world attended the opening ceremony.

In the afternoon of the same day, the company held the Zhongce Mid-year Distributors Conference with the theme of "grasp the future and move forward solidly". Shen Jinrong, general manager of Zhongce Rubber Group, and Ge Guorong, deputy general manager, delivered wonderful speeches respectively, which received positive responses from the guests.

Zhongce Rubber (Thailand) Co., Ltd. covers an area of about 850 mu, with a total investment of about 2.7 billion RMB. It is the first overseas factory built by Zhongce Rubber Group and the largest tire factory in Thailand. The successful opening of the company this time means that Zhongce Rubber Group has taken a substantial step towards globalization. It will continue to adhere to the "five most" strategy, give full play to the advantages of local resources in Thailand, combine the headquarters' technical research and development strength and management system, create first-class quality and brand, and serve markets such as Southeast Asia and the United States.

Bank of China Investment Zhesang Industrial Fund cooperated with several leading professional investment institutions to complete the investment in Zhongce Rubber Group in 2014. Taking the successful opening of Zhongce Rubber Thailand Company as an opportunity, relying on the global network of Bank of China and rich comprehensive financial support, it will continue to assist the company in implementing the "going out" strategy and actively expand overseas markets.



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