

# Localization strategy speeds up, Double Star Tire invests 1.438 billion to build a factory in Cambodia

2023-02-24 20:36

Economic Herald reporter Wang Wei

Qingdao Double Star (000599.SZ) accelerated its "localization" strategy.

On February 21, Qingdao Doublestar announced that in order to speed up the development of the international market, especially China's export high-tariff market, actively respond to international trade barriers, and enhance the international competitiveness of Doublestar Tire, Qingdao Doublestar Tire Industry Co., Ltd. (hereinafter referred to as "Double Star Tire") intends to jointly establish Double Star (Cambodia) Tire Co., Ltd. with UBE DEVELOPMENT Co. Ltd., and the joint venture company will act as the main body of the project to invest in the construction of a project with an annual output of 8.5 million high-performance radial tires. The total investment of the project is about RMB 1.438 billion yuan.

## Annual output of 8.5 million high-performance radial tires

At present, the development of China's tire industry is still facing considerable pressure. In order to promote the improvement of the international competitiveness of enterprises, in addition to promoting the transformation of product exports from quantity-based to technology-based and benefit-based, expanding market scope, implementing brand-name strategies, carrying out system certification and export of foreign product certification, using technological advantages to invest or cooperate abroad Building a factory has become an active measure to improve competitiveness and prevent foreign anti-dumping trade risks.

In this context, Doublestar Tire responds to the country's "going global" tire industry development orientation, implements an international development strategy, adjusts the status quo of product structure, and increases the proportion of high value-added products. Provincial special economic zone construction high-performance radial tire project. Kratie Province Special Economic Zone's advantageous geographical location, convenient import and export channels, and favorable tariff policies are especially suitable for raw material import companies to enter. Double Star Tire actively communicated with the local government, while ensuring that the enterprise enjoys general preferential policies and commercial advantages for attracting foreign investment, it also provides more special benefits and conveniences for the project.

"The motivation for Chinese tire companies to build factories overseas is to avoid international trade barriers and maintain the healthy development of enterprises, especially export trade. At present, China's tire industry encounters frequent trade frictions such as foreign anti-dumping, countervailing and special safeguards, especially the United States' tire trade with China. The special protection case has dealt a severe blow to

### Popular Picks

Meerhout: Unsold E-bike for 21  
Electric Bikes | Search Ads

Corporate Recruiter  
Jobat

Cannes Palme d'Or winner "Triang  
Sadness": What kind of beauty car  
Also the spokesperson of Sprite, D  
Chengmin dressed like...

The place where Patrick Bruel lives  
Tuzzy

Promoted Link

Traditional Data Center Is there  
room for improvement?  
HostColorEurope

20 Kissing Scenes That Were  
Never Supposed to Happen  
Daily-Tricks.com

15 most beautiful women in the  
world  
BuzznFun.com

One Teaspoon Every Night Burns  
Body Fat Like Never Before, You  
Health Benefits

Sponsored Links by Taboola

THE  
PERSPECTIVE

SEE WHAT THE  
OTHER SIDE THINKS

READ MORE

EPHY

Best Innovation  
Project

W

Best of News  
Category

WINNER

Finalist  
News & Politics  
2018

### 24 hours hot article

- 1

The official judgment  
situation is "extreme"  
170,000 read
- 2

Chat and make friends  
good looks, don't  
1.7 million reads
- 3

The first layoff of the  
men's basketball t



newsphysical educationcarreal estatetraveleducateFashionscience and technologyfinancial

More

steel radial tires per year in the second half of 2020. In addition, Shandong Jinyu Tire Co., Ltd., Qingdao Fulin Tire Co., Ltd., Shandong Haohua Tire Co., Ltd. and other enterprises have also increased investment in Vietnam, Malaysia, Sri Lanka and other places to expand the scale of overseas operations. [Return to Sohu to see more](#)

Disclaimer: The opinions of this article represent only the author himself. Sohu is an information release platform, and Sohu only provides information storage space services.  
Released in: Henan Province

SEE WHAT THE OTHER SIDE THINKS

READ MORE

EPHY2017Best Innovation ProjectW2017Best of News CategoryTHE WEEKLY2018Finalist News & Politics 2018

first praiseread( 69 )

you might like

Sponsored Links by Taboola

Meerhout: Unsold E-bike for 2023 Are Now Almost Being Given Away!  
Electric Bikes | Search Ads

The place where Patrick Bruel lives today at 63 is sad to see  
Tuzzy

Meet Senior Singles In Meerhout  
Free Dating App | Search Ad

Greta Thunberg's Car Shocks The World, Proof In Pictures  
investing.com

Unsold Sofas in Meerhout Could be Distributed Almost for Nothing (See Prices)  
Unsold Sofas | Search Ads

Living in Belgium? These Are the Richest and Poorest Countries in Europe 2019  
Foodeliciouz

let me say a few words


0 participation, 0 comments

来说两句吧.....


login and post

Sohu "Let me say a few words" user agreement


recommended reading




The fitness female Internet celebrity died suddenly, only 23 years old, the cause of death was exposed, the photos flowed out, and the death process was disclosed  
night rainbow Yesterday 04 21 8




When 172cm Guan Xiaotong bumped into 162cm Liu Yan, the two stood together, netizens: Who lied about their height?  
small dot entertainment yesterday at 11:03



Kissinger was helped into the venue, saying that China cannot afford the price of confronting the United States, and our side spoke harshly  
Dr. Wang Jin yesterday at 11 25 258



15 most beautiful women in the world  
BuzznFun.com



One Teaspoon Every Night Burns Body Fat Like Never Before, You Health Benefits

搜狐 SOHU.com

When 48-year-old Zhou Xun and 43-year-old Dong Jie were in the same frame, I knew the difference between bone beauty and skin beauty  
if you don't gossip, you will die 07-18 09 01 1

Meerhout: These Unsold Storage Units May Now Be Almost Given Away (Find Results!)

Storage Units Deals Search Ads | Sponsored Links

Learn More

Sponsored Links by Taboola

搜狐

"Half of junior high school students can't go to ordinary high school!" People's Daily responded absolutely...