



NEW FEATURES IN CHINA STONE INDUSTRY

Since 2014, with the Chinese economy entered into “the new normal”, the domestic engineering market slowdown in demand growth. China stone industry has to facing more severe situation ever since the Global financial Crisis in 2008. Many enterprises, especially medium and small sized, struggling in the serious situations of shortage of orders, vicious price war, overstock, financial difficulties in addition to the increasing labor costs and environmental pressures have to cut production or even shut down. After 30 years of rapid development and expansion, China stone industry is facing an unprecedented survival challenges, the transformation of the industry development mode brook no delay.

How to achieve the transformation and upgrading to take the lead in the market are the crucial problems must be solved. As early as in 2008, China Stone Association has pointed out the strategy of “realization of product standardization for the home decoration market.” With the guidance of the association, this development strategy gains more and more attention and response from the stone enterprises. In contrast of the overall downturn of demand in engineering market, the demand growth in high-end home decoration market is even more significant.

A group of enterprises with bold innovation has come to the fore, plays a leading and exemplary role in the transformation of the industry.

Take Fujian Shuitou Sansheng Stone Company for example, the medium-sized company owns a team of 50 designers as well as the professional design and construction qualification. The company’s customers in home decoration market are all villas owners. With their fist-class products, techniques and integrated design, installation and after-sales services, the company won their customers’ trust and their customers are all over the country. Among their five branches, the

business of their Yunnan branch even reaches the Southeast Asia. Through word of mouth, the company enjoys good reputation and sees 50% annual growth in business and revenue.

BEST CHEER, leading company in China stone industry, entered home decoration market in 2013, has dozens of well decorated showrooms in large building material markets like Redstar Macalline, located in Shanghai, Chongqing, Jiangsu and Zhejiang provinces and etc. Zongyi Stone Company launched their brand CASVINO in 2012 has formed their origin products in hundreds patterns made of composite stone tile and established brand stores in more than 30 major cities in the country. Evian Stone co., Ltd. with brand MASADI and ZUN group with brand Lapure are also among the named brand in the high-end home decoration market.

Investment on artificial stone (or engineering stone) production are also booming all over the country especially in Hezhou, Guangxi province, a city near Yunfu. Taking advantage as the origin of high quality raw material, white marble powder, Hezhou has become the 3rd cluster in artificial stone production, after Yunfu and Nanan. While the leading companies of artificial stone industry are mostly in Guangdong and Fujian provinces.

UMGG, the leading natural stone company has also stepped into artificial stone industry. They have equipped with the most advanced production lines from BRETON. The brand of their artificial stone is named as UNIPLUS. Wanfeng Stone co., Ltd. based in Foshan, Guangdong province with brand named CIMEON, OMED has flag stores in major cities, such as Beijing and Xiamen, etc. Pengxiang stone based in Nan'an Fujian province are also among the leading companies with brand of artificial stone products in home decoration market.

Above mention companies share the common features on innovation in products structure, management as well as marketing, own brands with standardized products, integrated of design, production, marketing and after-sales service.

China Stone Association has definition of the goal of modern stone industry as advanced technology, scientific management, resource conservation and environmental friendly.

These enterprises will undoubtedly become models in achieving the goal of modern stone industry.

Another feature in China stone industry is the increasing portion of importation of processed stone products. According to the statistics from the Customs, the imports of processed stone products accounted for 0.8% in 2015, a 105% increase of the portion comparing with that in 2010. Though the imports of quantity and amount of processed stone is still rather small comparing with the total imports.

We also see rapid development on stone market investment and upgrading for the need of home decoration and architects. The stone market is only the show room and business room of the stone enterprises or distributors, there is no processing unit in the market; it is for home decoration customers and architects to select stones for their homes and projects. The showrooms are well decorated to let the consumers know how the stones can be used for decoration. In Shuitou, there are more than 5 upgraded stone markets among dozens of traditional stone markets. Donghua Stone Culture Park in Shanghai, Dongsheng International Industry city in Jiangsu Nantong and Parkchain in Chengdu are the samples in the new stone market.

Company Website links:

BEST CHEER: <http://www.bestcheer.com/index.aspx>

ZONG YI: <http://www.casvino.com>

EVIAN STONE: <http://www.masadi.com.cn>

ZUN GROUP: <http://zungroup.com>

UMGG: <http://www.umgg.biz/en>

WANFENG: <http://www.wfstonechina.com/en/index.html>

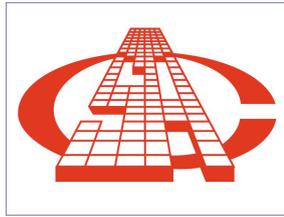
PENGXIANG: <http://www.pengxiang.fj.cn/a/en/index.html>

SANSHENG: <http://www.3sstone.com>

DONGHUA: <http://dh.demoweb.cn/experience-home.asp>

PARKCHAIN: <http://www.parkchain.com/home.asp>

DONGSHENG: <http://www.dongshengstone.cn/main.html>



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