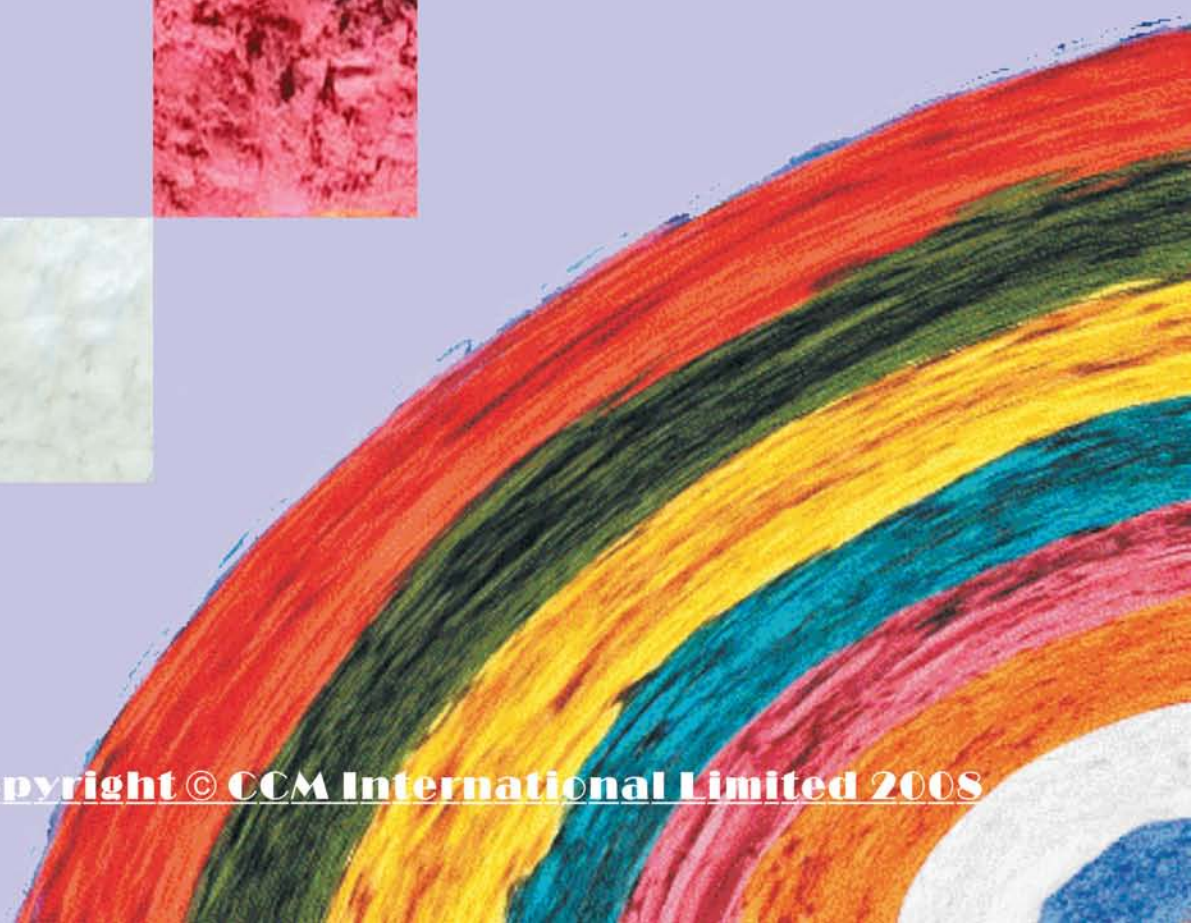
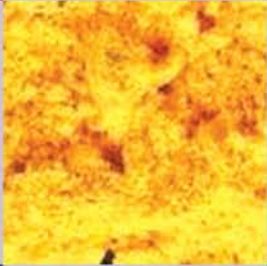
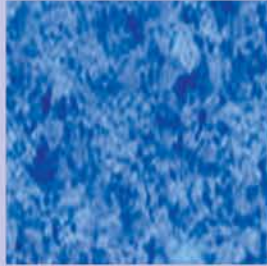
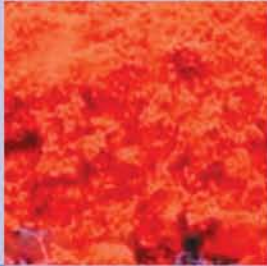


# Pigments China News



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## China: the Kingdom of Pigment

China is the biggest pigment producer in the world with rapidly increasing output in recent years. Its pigment output in 2007 is estimated to be about 1,800,000 tonnes, surging by 22.4% year on year. The output of 1,470,000 tonnes in 2006 was 8.93% more than that in 2005. It is predicted that the output of China's pigment will go on increasing by 10% in the coming years, reaching 2,400,000 tonnes in 2010.

China is also the biggest pigment export country in the world. The export volume of pigment is 797,000 tonnes in 2006 and 900,000 tonnes in 2007 with increasing by 24.5% and 12.9% comparing with the last year, respectively. China's pigment is mainly exported to US, Germany, Belgium, Japan, Holland, South Korea, Italy, UK, and some Southeast Asian countries.

The dominance of China's pigment production and export is attributed to many reasons. Firstly, China's pigment industry is promoted by its thriving downstream industries, such as coating, ink, plastic and rubber, papermaking, textile, and so on. For example, China's coating industry, which needs around 50% of total home-made pigments, has an output growth rate of 20% year on year, and its output reaches 6 million tonnes in 2007. Besides, the output of other downstream industries is all increasing too.

Second, some important international events to be held in China also contribute to the increasing demand of pigment in China, such as Beijing 2008 Olympic Games, World Expo Shanghai 2010, the 16<sup>th</sup> Asia Games in Guangzhou in 2010 and so on, as a large quantity of pigment is needed in the construction of the buildings and venues for these events.

Last but not the least, the production technology of pigment is gradually maturing in Chinese pigment enterprises and their product performance is almost as good as, or even superior to that of imported products. Overseas companies to invest in China's pigment industry can still enjoy policy preferences from the government at present, and the cost of land use and labor is relatively low in China.

Many overseas and domestic pigment producers are

constructing or planning to construct new pigment plants in China, in order to bite into China's huge pigment market, including DuPont, Bayer, Rockwood, Elementis, Astron and Henan Billions Chemical, Shanghai Yipin Pigments, and etc.

Between the two categories of pigment, namely, inorganic pigment and organic pigment, inorganic pigment is in an absolute leading place and its output constitutes 88% of the total pigment output, the rest being organic pigment in China. Currently, the output of the top four inorganic pigments, titanium dioxide, ferric oxide, lithopone and Chromium pigment, constitute more than 90% of the total pigment output in China, and their export volume about 71.1% of China's total pigment export. The output and export volume of these inorganic pigments have both been growing in recent years.

Although Chinese pigment output is huge and some pigments are of high quality, problems do exist in China's pigment industry, such as monotonous product categories, some low grade products, and lack of sufficient raw material resources, for pigment, such as titanium ore and iron ore.

Therefore, China pigment producers are looking forward to cooperation with overseas companies to exploit China's huge market. The demand of pigment with high performance and special functions are increasing.



To keep track of China's pigment industry will keep you informed of the current market dynamic of China's pigment, and of the competitive strategies of pigment producers in China, facilitate your search for opportunities in China's huge market, and etc.

**Pigments China News** brings you the latest information on market trends, supply and procurement opportunities of raw materials, new applications and application dynamics, price updates, area and company dynamics, new policies and legislations.

## Main Contents

### ◆ Market Analysis

Cover the update information on pigment industry, including the situation of Chinese main pigments, such as titanium dioxide, ferric oxide, azo pigments, etc., and their development trend in China.

Exclusively analyze what the impact of a development trend is and what has caused the impact.

Major pigments in China

Inorganic pigments	Organic pigments
Titanium dioxide	Azo pigments
Ferric oxide	Phthalocyanine pigments
Lithopone	High performance pigments
Chromium pigments	Triarymethane pigments
Cadmium pigments	Anthraquinone pigment
Carbon black	
Aluminium powder	

### ◆ Upstream

Keep track of the latest news about demand, supply and production of raw materials, fillings, intermediates and additives which are needed in pigment production in China. CCM will focus on main raw materials, fillings, intermediates and additives.

Exclusively analyse the influencing factors, including price, supply and demand, policies, etc., and how they influence the development of pigment industry.

Main raw materials include titanium ore, ferric ore, barium ore, zinc ore, aluminum ore, etc.

Intermediates include 2-hydroxy-3-naphthoic acid, 2B acid, 3-hydroxy-N-(3-nitrophenyl)-2-naphthalenecarboxamide, ethyl carbazole, etc.

Fillings include calcium carbonate, kleit, talc powder, bentonite, mica powder, etc.

### ◆ Downstream

Report the latest news on end users of pigment in China. CCM will focus on the industries of coating, plastics, ink, papermaking, and adhesive, etc., which influence pigment industry largely in China.

Exclusively analyze how and what they are influencing or will influence Chinese pigment industry. Figure out main reasons of fluctuant demand for pigment, including launch, enlarge and cuts in production of pigment end users, which are driving by market demand and supply, environmental protection, production cost, etc.

### ◆ Price updates

Update the price of pigment and relative products, including raw materials, downstream products and additives, and etc. Current and future price trend will be analysed.

Figure out the factors leading to the fluctuations of price, such as raw materials and other elements necessary for the production, market demand and supply, cost of environmental protection, etc.

### ◆ Area and Company Dynamics

Report the latest news on area and Chinese companies, including the development of priority industry in some areas, industrial construction, and the new launch of new



production line, new products, company expansion, acquisition, merger, cooperation and etc.

Find out the stories behind the news, including company strategy, policies, and global market dynamics and etc., and figure out how the company will explore pigment market, where and when.

Analyse the impact of the activities of the company, including the impact on the company itself, the local or national or even the international market, from the aspects of price, supply and demand, import and export, and so on.

### ◆ Polices and Legislations

Introduction to new local, national or international policies related to pigment industry, including policies directly targeting the pigment industry, policies of the upstream and downstream industries involving pigment, and macro policies in which pigment industry is directly or indirectly involved.

Follow closely the impact of such policies on pigment industry, from the aspects of its production, products, application, export and import, price, even the industry structure.

Analyse how and why the policy will influence China's pigment industry, and keep track of the measures to be taken by parties concerned in response to the policy.

### Pigments China News could satisfy

- **Pigment manufactures** who want to know their competitors' latest actions in China's pigment market, or looking for Chinese partners or planning to supply China with pigments
- **Import/export companies** targeting China's pigment market or paying close attention to the supply of pigment, raw materials and its application
- **Raw materials suppliers** targeting China with high quality raw materials.
- **End users** desiring to purchase pigments from Chinese pigment producers, or to know the latest situation of

pigment in China.

- **Analysts and consultants** trying to gain insight into the China's fast-growing market of pigment industry

### How do we achieve our goals?

The following methodology is employed by professional researchers in CCM.

- **Telephone interview**

CCM will interview pigment manufactures, pigment associations, wholesalers, raw materials suppliers, end users and so on, to gain first-hand information about China's pigment industry.

- **Face-to-face interview**

CCM carries out face-to-face interviews with pigment companies, experts, experienced salesman and end users, to make in-depth analysis & comment on relative issues.

- **Experts consultancy**

CCM has established long-term business relationships with experts in pigment industry via payment or information offering, and they would contribute stories or comments to CCM termly.

- **Database searching**

CCM has established its own database for relative products, and latest data would be added to the database before verified.

CCM can get authoritative data from Pigment Industry Association, Coating Industry Association, China Custom, National Bureau of Statistics, etc.

- **In-depth investigation**

CCM can carry out in-depth investigations on Chinese pigment companies, which have great influence on China's pigment market or global market.

- **Exhibition attendance**

CCM will attend exhibitions to obtain the latest information on new development trend, company dynamics, and price etc. CCM will keep in touch with these exhibitors and work out database of these exhibitors for future work.



- **Professional data processing and forecasting**

Team members in CCM are professionals in processing information concerning pigments, coatings, inks, econometrics, national trade, polymer chemistry, biochemistry ecology, etc.

Professional software for data processing and forecasting, including SPSS/SAS, Vensim, Eviews, are applied to facilitate our work. Specialized backgrounds will ensure our work well done.

- **Other methods helpful to our work**

Any working method feasible and helpful to our work is adopted. For instance, internet searching is an important way for information retrieval. Registering to be members of authoritative websites, some useful information could be obtained.

### Why to subscribe?

- To keep track of your competitor's actions in China
- To find out where the Chinese pigment market will go next and how your business can be involved in
- To identify new business opportunities in China – where should you invest and when?
- To ensure your procurement – which company can provide high-quality and low-price products
- To gain the latest information on export and import of Chinese pigment
- To analyze the impacts of guidelines and legislations on pigment industry in China

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