
Baosteel Dongfeng Nissan strategic cooperation summit

Saturday, 13 Jun, 2009

It is reported that Mr Xu Lejiang chairman of Baosteel Group Corporation and Mr Xu Ping chairman of Dongfeng Group Corporation attended Baosteel-Dongfeng Nissan Industrial Strategic Cooperation Summit held in Panyu, Guangzhou.

Both parties had in-depth exchanges on further cementing the strategic partnership, forging the most competitive industrial chain with hands joined and addressing the current changes in market together, during which the common understanding of pioneering with hands joined for excellence and win-win was reached.

Baosteel has formed a long-term and deep-seated strategic cooperative relationship with Dongfeng Group and Dongfeng Nissan. Baosteel provides characteristic services such as agile supply chain and nondestructive logistics for Dongfeng Nissan, so that localized ratio of automotive steel consumed by Dongfeng Nissan increases by a large margin, and the quantity and variety purchased by Dongfeng Nissan from Baosteel keeps increasing. Now Baosteel is able to supply steel for all the car models of Dongfeng Nissan, and the scope of Baosteel's products applied in Dongfeng Nissan keeps expanding, among which the application of high strength steel has formed certain scale. Furthermore, Baosteel has received the honor of "Best supplier to Dongfeng Nissan" for six times, which is unique among all the suppliers.

In the summit, Baosteel Co Ltd. Automotive Sheet Sales Department introduced the general service program of Baosteel automotive sheets. Dongfeng Nissan introduced the current operations and the "third exponent of one" under implementation. Both parties reviewed and summarized the achievements of cooperation between Baosteel and Dongfeng Nissan, and made the outlook for the cooperative fields to be further expanded in future.

Mr Xu Ping thanked Baosteel's long term support to Dongfeng Group in the summit. He said, for many years Baosteel and Dongfeng Nissan have had all-round cooperation in material, technologies, culture and Party construction and this kind of cooperative mode is very rare. This summit is a token of the new stage of cooperation between both parties and both parties will strengthen the cooperation in increasing the localized ratio, technologically cutting down cost and earlier involvement. He pointed out that Dongfeng Group would like to see the mode of cooperation between Baosteel and Dongfeng Nissan to be promoted to other business units of Dongfeng Group, so as to forge a most competitive industrial supply chain.

Mr Xu Lejiang pointed out in the summit that the demands of automakers had always been the source of power that propelled the sustained progress of Baosteel. After the cooperation for so many years, Baosteel and Dongfeng Nissan have formed good foundation for cooperation. In view of the current changes in automobile market, Baosteel will go all out to ensure the material demand of Dongfeng Nissan and provide more powerful support for Dongfeng Nissan's plan to increase the capacity this year. Mr Xu Lejiang also emphasized that the cooperation between Baosteel and Dongfeng shall drive at future. In addition to establishing simple supply and demand relationships, both parties shall have more diversified and deeper cooperation in the construction of supply chain so as to forge a most competitive industrial supply chain. Baosteel has formulated the general service program of automotive sheets at present with a view to better provide value-added service for Dongfeng Nissan and even the entire Dongfeng Group in the automotive extended fields like stamping forming and automotive components.

For more news visit at www.steelguru.com