

**Tongxiang “three steps” promotes the
innovation and development of glass fiber
export base – the glass fiber export of the
city has achieved contrarian growth in
January-October**

[Http://www.jiaxing.gov.cn/art/2015/12/21/art_1555542_26833787.html](http://www.jiaxing.gov.cn/art/2015/12/21/art_1555542_26833787.html)

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Since the beginning of this year, Tongxiang's glass fiber exports have achieved contrarian growth. From January to October, the cumulative export of glass fiber was 304,000 tons, up 5.9% year-on-year. The cumulative export value was 339 million US dollars, up 10.4% year-on-year. The export growth rate was 12.9, 9.4 and 10.2 percentage points higher than the national, provincial and city average export growth. Under the grim situation that China's foreign trade exports have continued to decline and the growth rate of China's foreign trade exports has narrowed sharply, the contrarian trend of glass fiber exports has made positive contributions to the healthy and stable development of the city's foreign trade. Tongxiang Glass Fiber Export Base is a national export base. Fiberglass is one of Tongxiang's main export products, accounting for 13% of the city's total

exports. Up to now, there are 44 enterprises in the city with glass fiber export performance, but the export enterprises are highly concentrated. The cumulative exports of Jushi Group, Hengshi Fiber and Lianyang Technology accounted for 95% of the city's total glass fiber exports, of which Jushi Group has exported glass fiber. US\$24.68 million, up 6.3% year-on-year; Hengshi Fiber's cumulative export of glass fiber was US\$64.09 million, up 18.2% year-on-year; Lianyang Technology's cumulative export was US\$8.8 million, up 86% year-on-year. From the perspective of exporting countries and regions, the city's glass fiber is mainly exported to 104 countries and regions around the world. Among them, the United States, the European Union and West Asia export the top three, exporting 80.27 million US dollars, 71.3 million US dollars and 47.42 million US dollars respectively.

In order to actively promote the sustainable development of the Tongxiang glass fiber industry, in recent years, the city has promoted the transformation and upgrading of the glass fiber industry from three aspects: strengthening policy guidance, improving the construction of public service platforms, and accelerating the pace of “going out” of enterprises, and promoting foreign trade in the glass fiber industry. The transformation of development methods.

1. The policy guides the development direction of the glass fiber industry.

The Tongxiang Municipal Government attaches great importance to the construction of export bases and regards the establishment of export bases as an important platform for enhancing the international competitiveness of the glass fiber industry and accelerating the upgrading of the glass fiber industry. First, the

municipal government set up a leading group for the construction of a glass fiber export base, which is headed by the mayor, and consists of 15 departments including the Commerce Bureau and the Finance Bureau. Second, the establishment of the glass fiber export base construction work promotion group and the glass fiber export base association. The third is to introduce the "12th Five-Year" Development Plan for the "Fiberglass Industry" and the "Twelfth Five-Year" Development Plan for the "Fiberglass Export Base". Fourth, the municipal government issued the "Implementation Opinions on Accelerating the Construction of Fiberglass Export Bases" and "Promoting the Foreign Trade Transformation and Upgrading Support Policy of Tongxiang Fiberglass Export Base" and established a special support fund for the glass fiber export base. Under the careful guidance and support of the superior business department, the Tongxiang Glass Fiber Export Base was recognized by the Ministry of Commerce as the second batch of national foreign trade transformation and upgrading professional demonstration bases in 2012.

2. The construction of public service platforms will help enterprises transform and upgrade.

Under the guidance of the Bureau of Commerce, seven foreign trade public service platforms have been established in the city's glass fiber export base. The three platforms of foreign trade supply chain platform, public inspection and testing platform and public technology research and development platform are listed as provinces. The public service platform, especially the foreign trade supply chain

platform, was listed as one of the first 10 foreign trade integrated service platform pilots by the Provincial Department of Commerce. This is the only platform in the Jiaxing area. The glass fiber public technology research and development platform was rated as “Zhejiang Key Foreign Trade Public Service Platform. There are more than 800 engineers and technicians in the platform, including more than 70 senior talents (including 11 doctors and more than 40 masters). The R&D center, the chemical research and development center, the glass research center, the tooling technology center and the public and auxiliary technology center jointly serve the enterprises in the base. The platform has more than 70 million yuan of experimental equipment. Since the establishment of these public service platforms, it has accumulated more than 100 The company provides public services such as foreign trade services, quality inspection, product research and development, and saves more than 10 million yuan for the company.

3. “Going out” development enhances the international competitiveness of enterprises.

The city actively guides and encourages fiberglass enterprises to implement the “going out” strategy. Up to now, enterprises in the base have established overseas marketing agencies and production bases in 19 countries and regions around the world. Jushi Group and Hengshi Fiber are mainly foreign countries. The market has carried out overseas marketing network distribution. In particular, Jushi Group has established overseas trading companies and 2 production bases in 14 countries and regions including the United States, South Korea, Italy, Canada,

Spain and France, and has 2 companies in the UK and Germany. The exclusive distributor, which invested 162 million US dollars in the fiberglass pool kiln drawing line project in Egypt, played a role in creating an international fiberglass leading enterprise and evading international trade barriers. At the same time, it actively encourages enterprises to accelerate the pace of independent brand building. Up to now, Jushi Group has registered 180 trademark applications in five categories related to fiberglass in 36 countries and regions such as the United States, Canada and the United Kingdom. “Jushi” brand fiberglass products have become a well-known brand in the international fiberglass market. The rest of the glass fiber companies such as Hengshi Fiber and Lianyang Composite have also registered overseas trademarks in major export markets.

桐乡 “三步走” 推动玻璃纤维

出口基地创新发展——1-10

月全市玻璃纤维出口实现逆势

增长

http://www.jiaxing.gov.cn/art/2015/12/21/art_1555542_26833787.html

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今年以来桐乡玻璃纤维出口实现逆势增长，1-10月玻璃纤维累计出口30.4万吨，同比增长5.9%，累计出口金额33900万美元，同比增长10.4%，出口增幅高于全国、全省和全市平均出口增幅12.9、9.4和10.2个百分点。在我国外贸出口持续下降，我市外贸出口增幅大幅收窄的严峻形势下，玻璃纤维出口的逆势飘红为全市外贸健康稳定发展作出了积极贡献。

桐乡玻璃纤维出口基地是国家级出口基地，玻璃纤维是桐乡主要出口产品之一，占全市出口总额13%。截止目前全市共有44家企业有玻璃纤维出口实绩，但出口企业高度集中，巨石集团、恒石纤维和联洋科技三家企业累计出口占据了全市玻璃纤维出口总额95%，其中巨石集团累计出口玻纤24068万美元，同比增长6.3%；恒石纤维累计出口玻纤6409万美元，同比增长18.2%；联洋科技累计出口880万美元，同比增长86%。从出口国家和地区看，我市玻璃纤维主要出口到全球104个国家和地区，其中，美国、欧盟和西亚列出口前三位，分别出口8027万美元、7130万美元和4742万美元。

为积极推动桐乡玻璃纤维产业的持续发展，近年来，我市从加强政策引导、完善公共服务平台建设、加快企业“走出去”步伐等三方面推动玻璃纤维产业转型升级步伐，促进玻璃纤维产业外贸发展方式转变。

1．政策引导玻璃纤维产业发展方向。

桐乡市政府高度重视出口基地建设，把打造出口基地作为提升玻纤产业国际竞争力、加快玻纤产业升级的重要平台。一是市政府成立玻纤出口基地建设工作领导小组，由分管市长任组长，由商务局、财政局等 15 个部门组成成员单位。二是成立了玻纤出口基地建设推进小组和玻纤出口基地协会。三是出台《玻纤产业"十二五"发展规划》和《玻纤出口基地"十二五"发展规划》。四是市政府出台《关于加快玻纤出口基地建设的实施意见》和《促进桐乡市玻纤出口基地对外贸易转型升级扶持政策》，并设立了玻纤出口基地专项扶持资金。在上级商务部门的精心指导和支持下，桐乡玻璃纤维出口基地于 2012 年被商务部认定为第二批国家外贸转型升级专业型示范基地。

2．公共服务平台建设助力企业转型升级。

在商务局的引导下，截止目前我市玻纤出口基地内共建立了 7 个外贸公共服务平台，其中的外贸供应链平台、公共检验检测平台和公共技术研发平台三个平台均为列为省级公共服务平台，特别是外贸供应链平台是被省商务厅列为全省首批 10 家外贸综合服务平台试点之一，这是嘉兴地区唯一的一家平台。玻璃纤维公共技术研发平台被评为“浙江省重点外贸公共服务平台，平台内现有工程技术人员 800 多人，其中高级人才 70 多人（含博士 11 人，

硕士 40 多人)。平台由产品研发中心、化工研制中心、玻璃研究中心、工装技术中心和公辅技术中心组成，共同为基地内的企业服务。平台有超过 7000 万元实验设备。这些公共服务平台建立以来，已经累计为 100 余家企业提供外贸服务、质量检测、产品研发等公共服务，累计为企业节省费用 1000 余万元。

3. “走出去”发展提升企业国际竞争力。

我市积极引导和鼓励玻纤企业实施“走出去”战略，截止目前基地内企业已经在全球 19 个国家和地区建立了境外营销机构和生产基地，巨石集团、恒石纤维等企业均在国外主要市场开展了境外营销网络布点，特别是巨石集团已在美国、韩国、意大利、加拿大、西班牙、法国等 14 个国家和地区设立了海外贸易公司和 2 个生产基地，并在英国、德国拥有 2 家独家经销商，其中投资 16200 万美元在埃及设立的玻纤池窑拉丝线项目，为巨石打造国际玻纤领军企业、规避国际贸易壁垒发挥了作用。同时积极鼓励企业加快自主品牌建设步伐，截止目前巨石集团先后在美国、加拿大、英国等 36 个国家和地区对与玻璃纤维有关的 5 个类别注册了 180 件商标申请。“巨石”牌玻璃纤维产品已成为国际玻璃纤维市场知名品牌。其余如恒石纤维、联洋复合等玻纤企业也均在主要出口市场开展了境外商标注册。

