



KeyTec

# “KeyTec and KeyTec in China”

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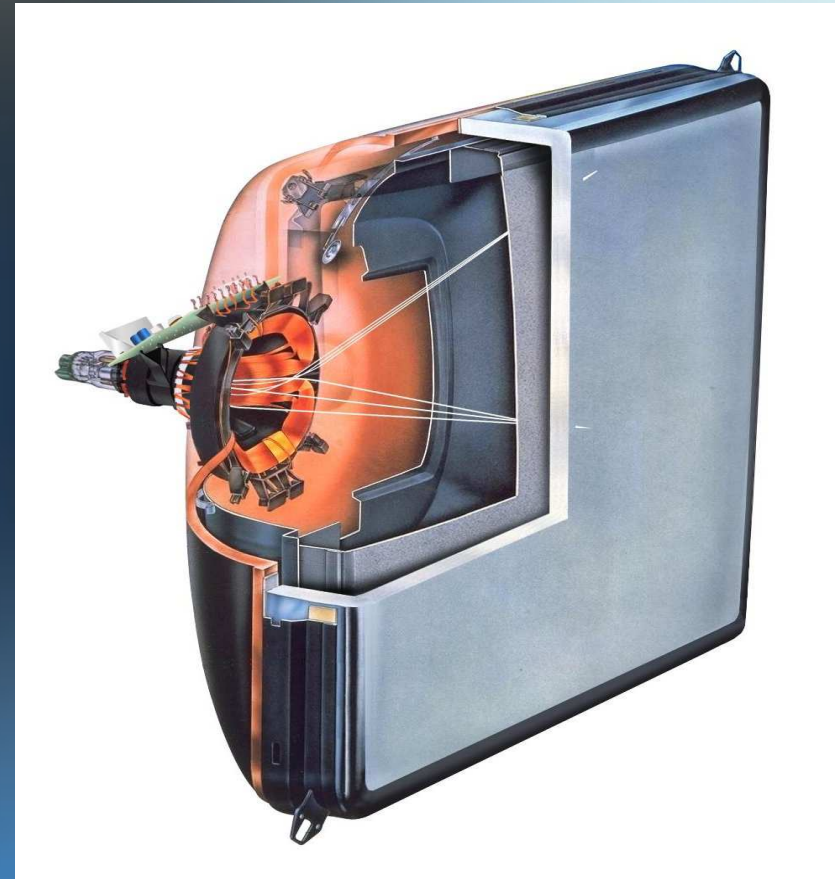
Dag van de Export  
10 juni 2008  
Sittard

KeyTec

# KeyTec History

1999:

- Metal components manufacturer for CRT (“beeldbuizen”)
- Divested from Philips Sittard (NL)



# KeyTec Turnaround

# KeyTec Today:

2008:

- Metal
- Plastic
- Decoration
- Assembly



- Design
- Tooling
- Engineering
- Manufacturing



- Electronics
- Automotive
- Professional
- Medical



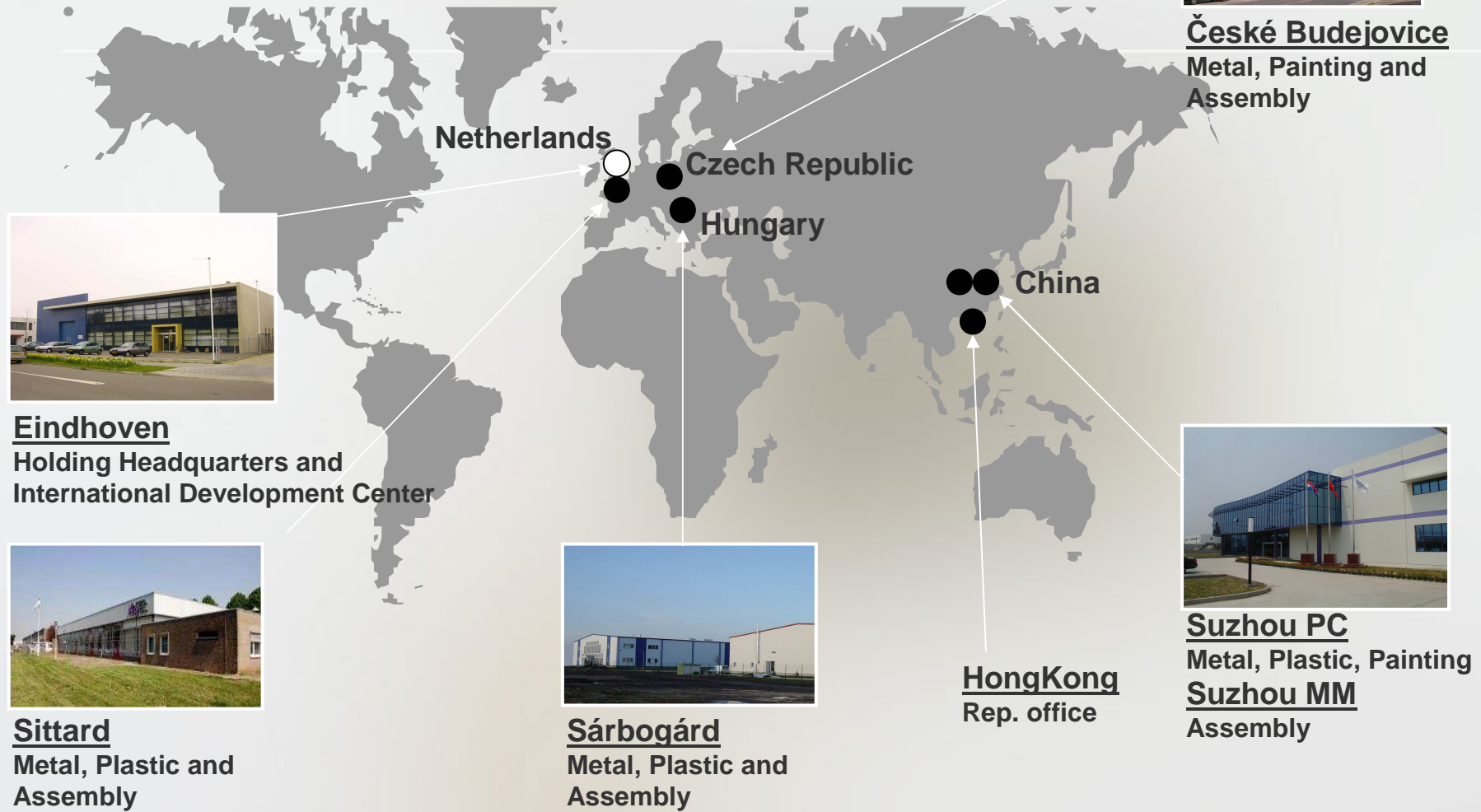
- *“We industrialize your ideas!”*

KeyTec

# Our company

Worldwide production

Turnover 70 M Euro, 1200+ employees



**České Budejovice**  
Metal, Painting and Assembly



**Eindhoven**  
Holding Headquarters and International Development Center



**Sittard**  
Metal, Plastic and Assembly



**Sárbogárd**  
Metal, Plastic and Assembly



**Suzhou PC**  
Metal, Plastic, Painting  
**Suzhou MM**  
Assembly

**HongKong**  
Rep. office

# KeyTec In China

- **Why ?**
  - *“You can’t beat them, join them”*
- **When ?**
  - *In 2000*
- **Where ?**
- **How ?**

## Where in China ?

### **Infinite possibilities....**

- **Investment incentives**
- **Tax incentives**
- **Local/National Authorities**
- **Preferred Technologies**
- **Free trade export zones (EPZ)**
- **HR availability skilled & unskilled**
- **Cooperation forms (JV/WOFE)**

## Where in China ?

- **Szenszen/Guangdong/HK (aggressive)**
- **Beijing (capital bureaucracy)**
- **Nanjing (local bureaucracy)**
- **Shanghai (modern and pricy)**
- **Suzhou (accessable)**
- **Xi'an (in development)**



# Suzhou New District & High-Tech Zone (SND)

## (top 4 national industry park)

- **280 km<sup>2</sup>; 1500 MNC**
- **Semi-government to facilitate WOFE with:**
  - **BUSINESS LICENSE (3 months)**
  - **Optimize import duty, tax, VAT (refund)**
  - **Select preferred technology**
  - **Property & Environmental License**
  - **Fire license !**
  - **HR support**
- **Relations, relations & relations**

# Suzhou KeyTec Precision Components

- **15000 + 12000 m<sup>2</sup>**
- **600-1000 employees**
- **ISO 9000 & 14000**
- **TS16949 & SA8000/EICC**
- **Local mgmt, fluent English**
- **Foreign expert(s)**
- **Average growth 25%/yr**
- **Development hub starting (tools)**



# KeyTec in China

**Also supporting EU/NL start-ups:**



**like Payer, C-star, Matino, MCI**

# Problems & Solutions

## EU/NL delivers:

- Development
- Technical skills
- Quality know-how
- Market(ing) & Customers

## China delivers:

- Low cost (..)
- Logistic flexibility
- On the spot pragmatism
- Eagerness to learn & improve, any challenge
- Obedient & well-organized

*Just use their strengths and combine with ours*

## KeyTec in China

**It is all about relations...**

- **trustworthiness**
- **BE THERE**
- **invest long term**
- **(en)trust & support your people**

KeyTec

**THANK YOU**

KeyTec