Booming Henan Longcheng Group Co., Ltd

Henan Longcheng Group Co., Ltd (referred to as Longcheng Group) was established in 1988. After 26 years of development, it has become a high-tech enterprise which covers special steel, machinery manufacturing, metallurgical materials, heavy steel structure, iron ore resources, IT, clean and effective utilization of coal, tourism and other fields. Now, it has 11 wholly-owned subsidiaries and 2 holding companies, which own more than ten thousand employees in all.

Since its foundation, Longcheng Group continuously places emphasis on launching new projects and conducting R&D, which is based on difficulties. It starts with high-end products, aiming to execute innovation on import substitutes and products that can fill market gaps. It consolidates technical barriers, financial barriers and resource barriers constantly, striving to build the development pattern which makes the utmost of the advantage of coexistence of specialization and diversification. At present, Longcheng Group is always showing a good momentum of development and a strong potential.

In the field of steel plate, the mould fluxes and continuous casting crystallizer copper used by Hanye Special Steel stretches into the upstream industry such as Xuchang Mining, Xincai Mining and the downstream industry like Heavy Steel Structure. Now, Xuchang Mining and Xincai Mining have more than one billion tons iron ore reserves in all, and 3 million tons per year mining production line has been completed and put into operation, which enables themselves to be the stable barn of Hanye Special Steel. Heavy Steel Structure has digested the plate of Hanye Special Steel in large scales. All the above makes the industry chain more scientific and sound.

In addition to this, the profit of Electronic sector is increasing by leaps and bounds. Shenzhen RoadRover Technology Co., Ltd is the “State Torch plans to focus high-tech enterprise” and China’s first to devote itself exclusively to the application and development of GPS, GIS with its strongest comprehensive strength, which owns independent property of navigation hardware & software and navigation database. Meanwhile, it also obtains the patent of vehicle navigation systems, which all ranks the first in this industry in terms of R&D and sales volume.

On tourism sector, it relies on the unique natural scenery and the exploration of the world’s only tour resource in dinosaur eggs and its fossils of Xixia, which enables itself accept over 2 million tourists every year.

With the construction and enhancement of the efficient and comprehensive utilization of clean coal, Longcheng Group not only realizes the strategic vision of coexistence of specialization and diversification, but also further promotes the transformation of itself. This sector will be another milestone in the development history of it.

Longcheng Group implements the consistent management method, while its subsidiaries operate independently. Longcheng Group plays the role to establish, popularize and develop the Group’s culture, aiming to establish the dominant position of work ethics and general requirements in Longcheng culture. It identifies the management strategies of different periods, aiming to build the development pattern that makes the utmost of the advantage of coexistence of specialization and diversification; It dominants the reform and openness, emphasizes on innovations of systems and mechanisms, aiming to build management mode that regards both robustness and openness as equally important. However, its functional departments play a major role in its serve function, coordination function, inspirit function and supervisory functions. All its subsidiaries practice the policy of eating and calculating separately, implement decentralized governance, self-management, self-sustaining and survival of the fittest.
Nanyang Hanye Special Steel Co., Ltd (hereafter referred to as Hanye Special Steel or Hanye Steel), is the wholly-owned subsidiary of the Group. As an iron and steel complex, it integrates sintering, pelletizing, oxygen-making, iron-making, steelmaking, Continuous Steel Casting, mold casting, steel rolling, heat treatment. Now, it has become the Council member and standing director unit of China Iron and Steel Association, vice-president unit of China Chamber Of Commerce for metallurgical Industry and Henan Iron and Steel Association.

Hanye Steel takes steel plate of special type, special weight, special thickness as its dominant product, which covering the medium plate of all specifications. Apart from varied ordinary ingot moulds, the die casting production line also has self-developed water-cooled mould ingot equipments with exclusive patent right, by which the internal quality of ultra-thick plate can reach that of the electro-slag remelting casting steel plate level. This cracks a hard nut of this industry to some extent. At present, the piece weight of the ingot can reach 60 tons. Meanwhile, the more heavy ones can be designed to meet the customers’ needs.

Moreover, the continuous casting production line owns straight-arc continuous casting machine of 420mm * 2700mm that can produce billets of the heaviest piece weight with the world’s largest-section. While the steel rolling, its rolling force can be up to 86000KN, its opening 1200mm. The rolling force and opening holds the world’s leading position in this series of rolling mill, which can satisfy the rolling needs of continuous casting billets and ingots. Now, the piece weight of steel plate can reach 45 tons.

Hanye Steel possesses advanced secondary refining technology and complete heat treatment facilities that makes it possible to manufacture high-end and high-grade steel plates and realize the heat treatment of quenching, tempering, quenching & tempering, normalizing and annealing, satisfying the special requirements of the customers for plates.

The company mainly produces: carbon steel, high strength low alloy structural steel, ship & offshore platform plate, boiler and pressure vessel steel, pipeline steel, bridge steel, tall-building structural steel, mechanical engineering steel, weathering steel, die steel, etc. Its products are widely used in its relevant fields, such as heavy machinery, engineering machinery, steel structure, generating equipment, shipbuilding, bridges construction, oil and petrochemicals, and molding industries. Products are exported to more than 20 countries and regions, such as Europe, South America, Middle East and others.
（II）Henan Longcheng Xuchang Mining Co., ltd

Longcheng Xuchang Mining Co., ltd (hereafter referred to as Xuchang Mining), located in Wuzhuang village, Suqiao town of Xuchang city, is a key construction project invested by Longcheng Group in Xuchang. This project was launched in late 2007 with investment of 1.7 billion and put into operation in 2010 with recoverable reserves of nearly 300 million tons. For the reason that China has become the biggest steel maker and the iron ore price of the world market has been kept rising, as the resource company, Xuchang Mining has a stable product market and broad prospects for development.

Meanwhile, Xuchang iron ore is also the raw material suppliers of Longcheng Special Steel Company. The company is committed to hurdle annually 15 million tons of iron ore and the annual output will reach 50 million. The company will lay a solid resource foundation for the sustainable development of Nanyang Hanye Special Steel in the global background of fierce competition for iron ore.

（III）Longcheng Metallurgical Material Co., Ltd

The Long Metallurgical Materials Co., Ltd, as a wholly-owned subsidiary of Longcheng Group, is the director unit of the Chinese Society for Metals. It is also the most powerful R & D and production base of casting powder used by continuous casting mold. The company currently has 1,300 employees, including more than 500 professionals and 181 staffs with middle-and-high-ranking title. Under its jurisdiction, there are Pre-melting slag Plant, Xixia metallurgical materials factory, and Nanyang metallurgy materials factory.

The company has an annual output of more than 100,000 tons continuous casting mold powder (hollow particles), more than 45,000 tons no-carbon covering agent; pre-melting powder 60,000 tons, more than 50,000 tons, various refining synthetic slags; more than 30,000 tons of all kinds of carburant and high carbon flake graphite products. The products are mainly sold to Bao steel, Wuhan Iron Steel, Shou c, An Steel, Maanshan Iron Steel, Panzhihua Iron Steel, Taiyuan, Jinan Iron Steel, Sha Steel and other domestic hundreds of large and medium-sized steel enterprises, some pre-melting slag products are sold to Germany, Taiwan, Malaysia Russia, Mexico, South Korea, India, Brazil, Canada and other countries and regions.

The Long Cheng Metallurgical Material Co., Ltd. has successfully developed more than 60 kinds of high technological content and added value of new products, it took the lead through the ISO9002 and ISO9001 international quality system certification, recertification audit by the China Quality Inspection and Quarantine of the quality of CAC Certification Group, it has 16 patented technologies of independent intellectual
property rights, including ultra-thin slab continuous casting mold powder, Slab High Speed Casting Mold Fluxes national scientific and technological achievements, extra-wide slab fluxes, fluxes in thick slab fill the gaps of home market, special steel stainless steel and slab fluxes (military steel, special mold steel, special appliances, steel, automotive bearing steel, automotive shaft of steel, automotive panel steel) Continuous casting fluxes is in a leading position in the international industry. Metallurgical covering agent is in the forefront of use and research in the country with good economic benefits.

**IV Longcheng Special Material Co., Ltd**

*Longcheng Special Materials Co., Ltd* (hereafter referred to as *LongchengCopper*), the largest casting copper mould plate R&D, design, production base in the world, is a wholly owned subsidiary of Henan Long Cheng Group. As a high-tech enterprise, *Xixia Longcheng Special Materials Co., Ltd.* is the only one that can self-design, independently complete the continuous casting mould assembly, casting copper mould tube and other series products in China.

*Longcheng Special Materials Co., Ltd* is located in Industrial Park Xixia County, Henan Province, the “Golden Triangle” of Henan, Hubei, Shanxi province. The transportation is very convenient. The plant located at Xixia station exit of Shanghai and Shaanxi Expressway and close to Nanjing-Xi’an Railway and the G209, G311, G312 National Road. There are three airports nearby, Nanyang airport 110km, Xi’an airport 280km, Zhengzhou airport 350 km.

*Longcheng Special Materials Co., Ltd* has successfully researched and developed more than 20 series of high-tech, added value products including various types of casting copper mould used in domestic caster. We have more than 20 independent intellectual property rights, with an annual output of 2,000 sets of continuous casting copper mould plates, repair of 5,000 sets, and 600 sets of continuous casting mould assembly. The main products include: Copper mould plate, Funnel-shaped thin slab copper mould plate, H-shape copper mould plate, Billet copper mould plate, Copper mould tube, Backup, Sink, Assembly and other spare parts.

Our products have been sold to more than 100 Iron and steel company and related mechanical plant in china including Baosteel, Anshan Iron and Steel Company, Shougang, Wuhan Iron and steel Company, Benxi Steel, Panzhihhua Iron and Steel, Handan Iron and Steel and other steel companies. The market occupation is more than 98% market and the market share is over 80%. Our products have been exported to Asia, Europe, North America, South America and other regions and have won the trust of our customers.
（V）Longcheng Heavy Steel-Structure Co., Ltd

Longcheng Heavy Steel-Structure Co., Ltd (hereinafter referred as Heavy Steel Company) is one of subsidiaries in Longcheng Group, is also the member of China Steel Structure Association. With the construction industry (construction engineering) B design qualification, steel structure manufacturing enterprise special grade qualification, qualification of pressure vessel A2, B level lifting machinery manufacturing, installation, repair license, certificate of new wall materials, the company has achieved the ISO9000 quality certificates, environmental management system and occupation health and safety management system certification and obtained 8 utility model patent certificates.

Heavy steel Company is located in the steel structure industrial park along the Hushan Expressway in Huiche Town. The company is the pillar enterprise of Xixia County 1500000 tons steel structure industrial park. It is an important strategic measure of Longcheng Group to length the industrial chain and conduct production structure adjustment. The company has four subsidiaries (Engineering Steel Branch, Special Equipment Company, Henan LongCheng Engineering Technology Co. Ltd., Henan Longcheng Junfeng Construction Engineering Co. Ltd.), six departments and a research and development center; has more than 400 all kinds of professional and technical personnel and more than 700 skilled workers.

The strategic goal of Heavy Steel Company is “to be the largest heavy steel structure manufacturing base of Central China by producing high quality production. By base of Nanyang Hanye Special Steel’s 4 million tons of annual steel output, the Heavy Steel Company is committed to go the path of profession, scale and integration by building three structures of “integrated steel structure building”, “special equipment” and “equipment manufacturing”.

Heavy Steel Company currently has an annual output of 300000 tons of steel, cutting parts, welding parts production and forging 15000 tons of flange, 500000 ㎡ wallboard production. Its main customers are in North China, East China, Central China, Northwest of China and other various regions.

（VI）Dinosaurs Relics Garden Toursim Co., Ltd

Dinosaurs Relics Garden Toursim Co., Ltd is located on the west of Qin Qinling mountains, north of Funiu mountain, Xixia county, Henan province. It consists of Geological Science Square, dinosaur egg fossil museum, Dinosaur Museum, artificial Dinosaur park, amusement park, Waterpark and hotels. It is a theme park of science, tour, amusement and research.

It was formed at cretaceous period, caused of earth shell depression and pleat break.
8 genera (11 species, 15 kinds) of dinosaur eggshell fossil have been found, especially the huge long egg and prism egg which have rare resources in the world, it is the mark stone of Xixia Dinosaur Remains Park. It is called “ninth wonder of world” after Emperor Qin's Terracotta Warriors. The veil of Dinosaur Remains is uncovered when the bornes of Dinosaur were found.

Time flies, the nature recorded the development of the ancient lives and earth shell changes, which showing us the real ancient life. The amusement system bring us from ancient time to modern time, it is an unspoken enjoy experience. it is a park of science learning, exciting and relaxing. It is also a mysterious but real, colourful Dinosaur kindom.

（VII）Longtangou Tourism Development Co., Ltd

Longtangou Tourism Development Co., Ltd is the first company which develops and invests in the Longtango ecotourism zone in 2000.

Longtangou Ecological Tourist Zone - national AAAA level scenic spots, which is the core area of Funiu-Mountain World Geopark, meanwhile it is also Henan’s first service standardization demonstration scenic and famous trademark. The area is located in Funiu Moutain hinterland-the Shuanglong town, Xixia County, Henan Province, 30 km from Xixia County, crossing the State Road 311. The whole mountain of this area is granite, geologically; it is a typical erosion landform. Ladder Falls group is formed by the impact of long-term water and all scenic spots are focused. This scenic spots focused, has the following features: intensive waterfalls, green mountains, odd stone, clear water, lush forests, deep lake, known as the “Paradise on Earth.”

Total scenic length is 12 km, 5 kilometers from natural scenic spots .Because of the natural drop is almost near one thousand meters, the whole mountain looks like two ‘dragon’ entrenched. These scene showed by ‘Dragon’’s head, mouth, horn and body. The most famous scene is that four waterfalls connected together, looks like meandering snake, straight down and spectacular. Both sides of the steep mountain are cliff, forests are dense. Stream pouring down from the cliff, rapids such as injection, spray flying, finally falling into the valley. Waterfall falling into the Lake, the scenery is spectacular. Abundant rainfall in summer and autumn, water sprinkling is very nice. The picturesque scenery will show you in autumn and winter.

Inside of this area, the wooded forest coverage rate reached 96.5 percent. The entire area is full of grand old trees, flowers bloom in three seasons. When you walk among the nature, company with these plants and animals, far away from the bustle of the city, enjoying the natural oxygen, experience in a quiet atmosphere, like being in "Paradise". People really have a feeling like returningnatural.
（VIII）Shenzhen RoadRover Technology Co., Ltd,

Shenzhen RoadRover Technology Co., Ltd, member of Henan Longcheng Group, established in August, 2006, which design, manufacture and distribute to car multimedia navigation system worldwide, is a private high-tech enterprises and member of a key high-tech enterprise of national Torch Plan. Except Administration Headquarters and Research & Development Center in Shenzhen high tech Industrial Park, RoadRover Technology has branch offices in Shenzhen Guangming New District and Zhengzhou Development Zone. There are seven regional sales center and provincial sales management mechanism in China. The products market share covers the mainland turnover and also more than 70 countries and regions.

RoadRover Technology is the earlier firm to enter into the GPS industry, has own brand products base on WINCE and Android System such as Changxin, LC, Chang’an S, Jifujia, Big Dipper, also has Internet of Vehicles platform service products iBOOK and base on LBS Outdoor tourism community products “Luqu net”. RoadRover Technology has more than 1200 people are engaged in Scientific research, production, sales, management.

RoadRover Technology is the pioneer of car navigation entertainment and mobile Internet. After several years’ rapid development, scientific and technological reinforce constantly, gained widespread recognition, enterprise brand was awarded reputation of “National high-tech enterprise”, “National Torch Plan key high-tech enterprise”, “National quality trustworthy Brand”, “Shenzhen High-tech enterprise”, “Shenzhen independent innovation enterprise”, “Commerce Department ‘Business enterprise credit management technical specification’ test unit”, “Top 10 leading brands in Automotive electronics industry”, etc..

（IX）Longcheng High-efficient Coal-utilization Co., Ltd

Longcheng High-efficient Coal-utilization Co., Ltd is a wholly owned subsidiary of Henan Longcheng group. Longcheng group started to study the project of the efficient utilization of clean coal in 2008. In the next five years, by hundreds of lab and production tests, the company has innovated a new High Efficiency Coal-using Technology. The finally test has been finished in 2010 and industrial production started in 2011. The technology of production line has been normal and stable so far. We have applied for 26 domestic patents and 19 was authorized. 60 utility model patents have been applied and was accepted and passed authorized one time. The Group company’s technology center has been approved as “national enterprise technology center”. The company has an annual coal consumption of 3 million tons and will expand the consumption with the development.
As Henan Longcheng Group’s strategic transformation industry, the high efficiency coal-utilization technology is entrusted with the mission of company’s development by leaps and bounds. By unswervingly following the development path of diversification and specialization and building management mode of stability and development, we will further forward to the international company. We sincerely look forward to cooperating with you to achieve mutual benefit and common development!

（X）Sino Dragon Trading Co., Ltd.

Sino Dragon Trading Co., Ltd (referred to as Sino Dragon Company) is a wholly owned subsidiary of Henan Longcheng group. As an international trading company founded in 2008, it includes mining investment, ore trade, coal trade, steel trade, metallurgical equipment & material trade and oversea investment. It also operates all the import and export business of the Henan Longcheng Group.

Sino Dragon Company has six major departments: steel trade department, metallurgical equipment & material trade department, ore trade department, mining investment department, coal procurement department, finance department and logistics department. It has subsidiary in Malaysia named Chenggong Mining Co., Limited and branch offices in Indonesia, Germany, Russia, Mexico, South Korea, Taiwan and some other regions. The company also has made long-term cooperation agreements with Vile of Brazil, Rio Tinto and FMG of Australia on purchasing iron ore. In 2013, the company’s volume of import and export trade totaled $583,086,700, which includes 366,000 tons of steel, $28,586,700 of metallurgical materials and copper mould plate in export and 3.4 million tons of iron ore, 180 tons of ferroniobium and 260 tons of nickel in import.

Aims at enhancing and expanding overseas business and absorbing management experience of advanced enterprises at home and abroad, with the spirit of "integrity, innovation, cooperation, win-win" and the concept of "pursuit of the excellence, striving for the top", Sino Dragon Company will develop consistently to provide better services to the society, contribute to China’s economic development as well as the prosperity of the world economy in the twenty-first century.