

**PRYSMIAN GROUP**  
**ONE BELT ONE ROAD**

**Prysmian**  
Group



## ONE GROUP

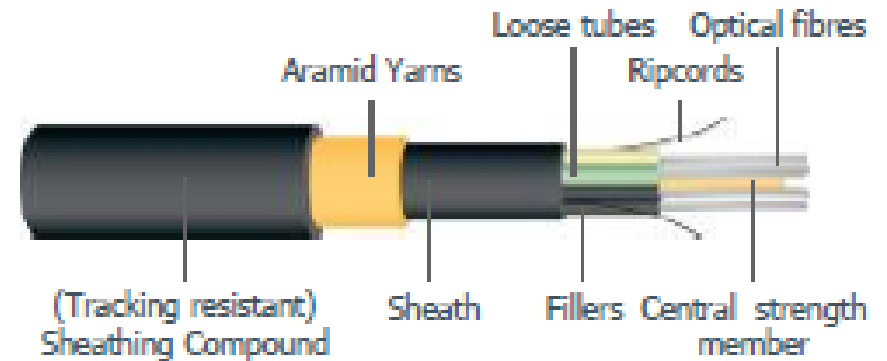
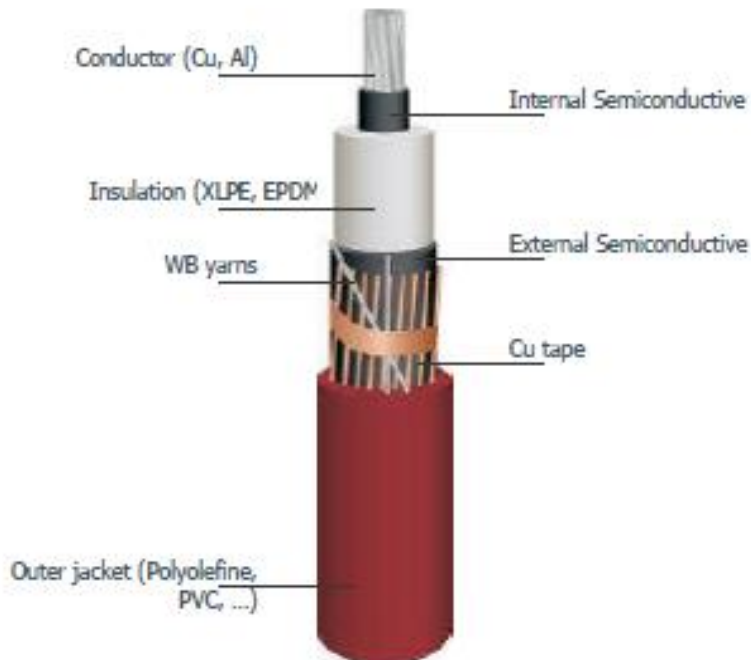


## TWO BRANDS

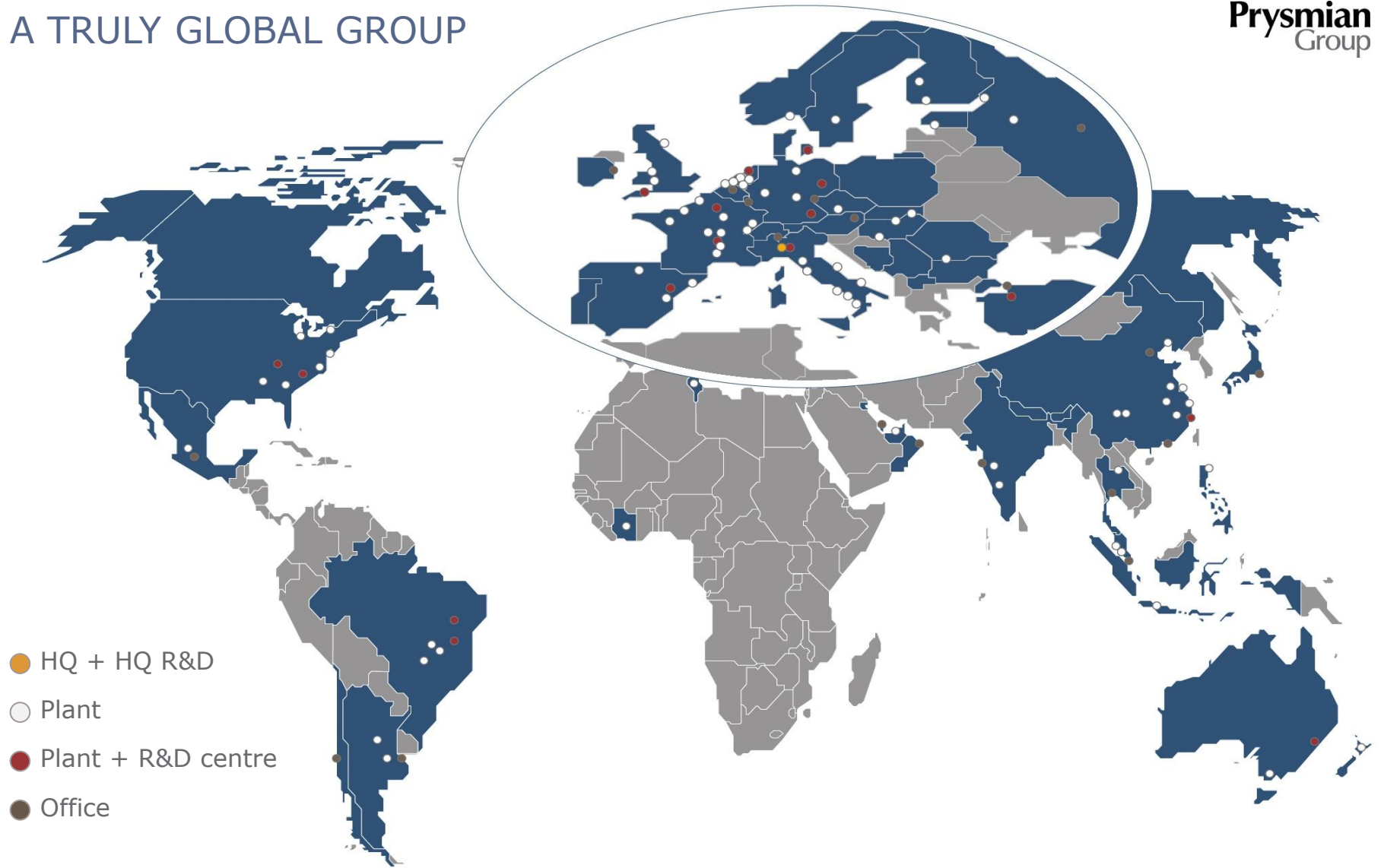


## ENERGY CABLES & SYSTEMS

## TELECOM CABLES & SYSTEMS



# A TRULY GLOBAL GROUP



Almost **140** years of history

 **50** countries

 **82** plants

 **17** R&D centres


 About **21,000** employees


€ About **7.5** billion sales in 2016

# PRYSMIAN GROUP IN CHINA

SHARING VALU  
UNIQUE ORGANIZATION T  
ZATION TWO S  
COMMERCIAL BRA  
AU  
LEA  
普睿司曼  
集团中国  
区分布图  
Prysmian  
Group China




 **4** services locations

 **3** services centres

 **10** plants

 **1** R&D centre

 **>1,500** employees

 **>3** billion RMB sales



## One Belt, One Road

China's modern-day adaptation of the ancient Silk Road aims to revive the routes via a network of railways, ports, pipelines and highways



# ONE BELT, ONE ROAD



## WHAT?

### MAINLY INDUSTRIAL PRODUCTS & SYSTEMS FOR

- CIVIL INFRASTRUCTURES
- PORTS
- AIRPORTS
- ROLLING STOCK
- POWER PLANTS
- ...

## WHERE?

### MAINLY

- GREAT CHINA
- ASEAN
- EAST AFRICA
- MIDDLE EAST
- MIDDLE/EAST EUROPE

## WHOM?

### 1) CHINESE EPC:

- CCCC
- CRC
- ZPMC
- CNBM
- ...

### 2) DIRECTLY TO FINAL USER: NEEDED 'APPROVAL FROM CHINESE EPC'

## WHY?

### 1) LOCAL CONTENT IN CHINA: DUE TO CHINESE FINANCING and/or

### 2) HIGH-TECH CONTENT: KNOW HOW NEEDED



## WHEN?

- 1) COMPANY'S INTRODUCTION THROUGH VARIOUS WAYS
- 2) COMPANY VISIT TO SHOW KNOW HOW AND PEOPLE
- 3) TECHNICAL PRESENTATION & COMMERCIAL PROPOSALS
- 4) COOPERATION BY PROJECT and/or LONG TERM AGREEMENTS

## HOW?

- 1) BRAND & QUALITY STANDARD
- 2) PRICE COMPETITIVE VS CHINESE PRODUCTS
- 3) DELIVERY SHORT DUE TO LACK OF PLANNING
- 4) PAYMENT TERMS LONG DUE TO FINANCING REQUIREMENTS

## FEW CHINESE STATE OWNED ENTERPRISES

- China Non-ferrous Metal Industry's Foreign Engineering & Construction (NFC);
- China Civil Engineering Construction Corporation (CCECC);
- China Technical Import & Export Corporation (CNTIC);
- China International Intellectech Corporation (CIIC);
- China Machinery Engineering Corporation (CMEC);
- China Harbour Engineering Company Ltd. (CHEC)
- Sinoma International Engineering Co., Ltd.
- China CITIC Construction Co., Ltd. (CCC);
- Minmetals Engineering Co., Ltd. (MME)



## FEW CHINESE FINANCIAL INSTITUTIONS

- Silk Road Funds (Mainly equity investment);
- China Development Bank (policy bank);
- Sino-Africa Cooperation Funds
- Joint Chinese-Venezuela Fund;
- The Import & Export Bank of China;
- Concessional/preferential loans;
- Asian Infrastructure Investment Bank (AIIB)
- Insurance SinoSure



SilkRoadFund  
丝路基金



国家开发银行  
CHINA DEVELOPMENT BANK



中国进出口银行  
THE EXPORT-IMPORT BANK OF CHINA



ASIAN INFRASTRUCTURE  
INVESTMENT BANK



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**THANKS**