



CUMIC STEEL LIMITED/中联物产有限公司  
CHINA UNION MATERIAL (SHANGHAI) CO.,LTD / 中联恒业 (上海) 国际贸易有限公司  
CUMIC STEEL USA, INC.  
CUMIC PTE. LTD.

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**BUILD THE FUTURE WITH STEEL +**  
以优质的钢铁与服务共创美好未来!



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## 前言

# FOREWORD

### Who we are

CUMIC Steel Limited was established in 2006 with the goal of providing the highest quality steel products and solutions to the world market. We have built a proud reputation and a truly global network that we believe secures both our present and future.

### What we do

At CUMIC we are committed to providing our customers with reliable and targeted steel specific services tailored to their needs. We are also focused on working with steel mills to establish reliable and stable international business channels.

### What we offer

CUMIC provides integrated solutions for steel trade, such as: reliable supply, qualitative products, competitive prices, on-time delivery, financial support, after-sale service and etc.

### 我们的角色

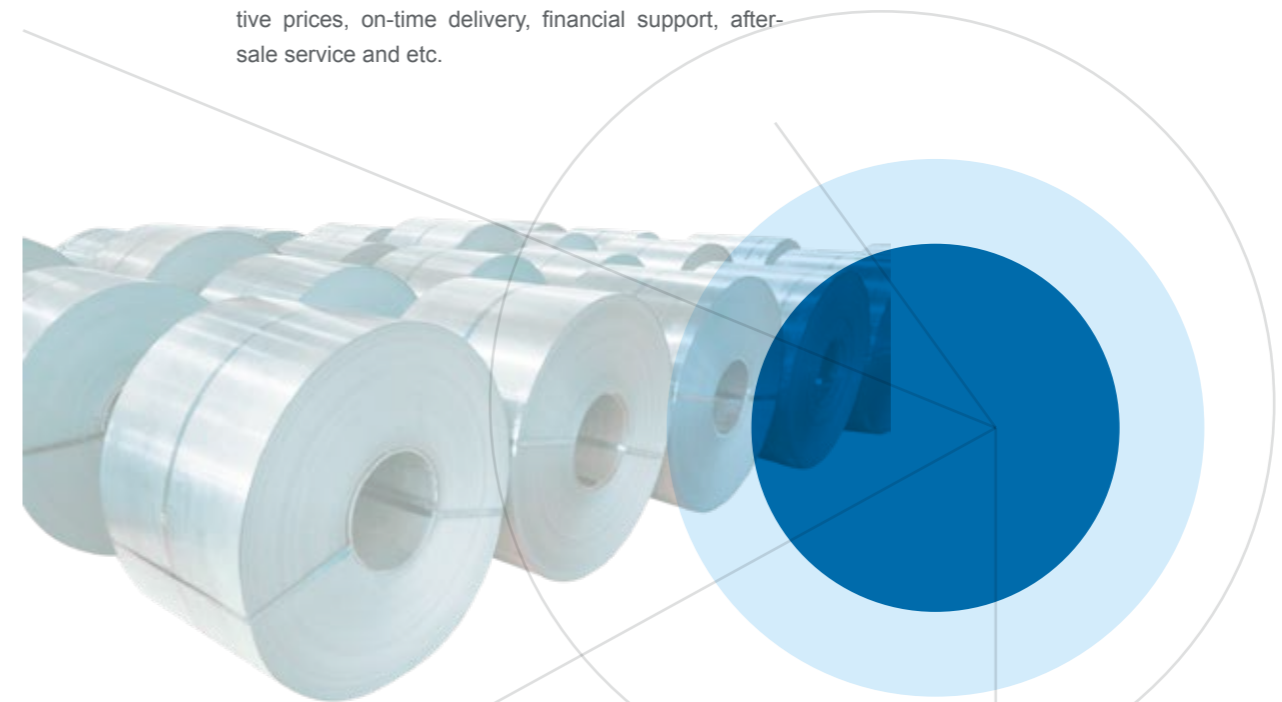
中联物产有限公司是一家高度专业化、全球化的钢铁国际供应服务商，业务运营覆盖全球各地，在钢铁国际流通服务行业享有良好的声誉。

### 我们的使命

中联物产致力于为全球钢铁用户和客户提供最可靠、最满意的钢铁国际供应方案；与钢厂一起建立更可靠、更稳定的国际营销渠道。

### 我们的价值

中联物产提供综合的钢铁贸易解决方案，包括了可靠的供应、合格的品质、有竞争力的价格、及时的交货、融资支持、售后服务等。



# CORE VALUES

## 核心价值观

CUMIC aims to be one of the most professional and trustworthy international steel trading service provider.

Our goal is based on the following values——

中联物产立志成为最专业、最值得信赖、最具合作价值的国际钢铁流通服务商之一。

战略目标的达成建立在如下价值观上——



### CORE VALUES

**Integrity:** Treat each other with integrity internally and externally. Be abided strictly by contract and be loyal to the company. Integrity is the foundation of trust, and trust is the foundation of everything.

**Service:** With a heartfelt spirit of service and excellent professionalism. Being pragmatic, being efficient, and taking responsible. Creating unique value for teams and partners.

**Wisdom:** With an optimistic and inclusive mindset, to have in-depth thinking and unique cognition of people, things, objects, society, time and space, etc. For people, we advocate self-knowledge and knowing people as foundation; For things, we focus on innovation and results as direction.

**Evolution:** Evolution is a kind of positive and progressive spirit. It is an act of striving for excellence or creation. It is a necessary condition for the team to evolve and it is also an intrinsic gene for the company's sustainable development.

### 核心价值观

**诚信:** 对内对外，以诚相待，重守契约，忠诚企业。诚信是信任的基础，信任是一切的基础。

**服务:** 具有发自内心的服务精神和卓越的专业能力，务实、高效、勇于承担责任，为团队和合作伙伴创造独特价值。

**智慧:** 以乐观和包容的心态，对人、事、物、社会、时空、相对性等深度的思考和独特的认知，对人，我们倡导以自知与知人为基础；对事，我们注重以创新与结果为导向。

**进取:** 进取，是一种积极上进的精神，是一种争取优秀或创造可能的行为，是团队不断进化的必要条件，也是公司可持续发展的内在基因。

# WELCOME TO CUMIC

## 走进中联物产



CUMIC Steel was established in 2006 with the goal of providing the highest quality steel products and solutions to the world market. Combining a management team with vast industry experience, with professional and enterprising teams, we are able to provide innovative services to a wide range of customers. We have built a proud reputation and a truly global network that we believe secures both our present and future.



At CUMIC we are committed to providing our customers with reliable and targeted steel specific services tailored to their needs. We have already provided high quality solutions to over 1500 customers in more than 60 countries. Our diverse clientele represents industries such as civil engineering, special products, automotive, home appliances, tube making, re-rolled steel and many more. We are also focused on working with steel mills to establish reliable and stable international business channels. CUMIC services over 200 mills from mainland China, much of Asia, Europe and a number of other countries and regions.



Another important aspect of our business is the maintenance of close partnerships with globally renowned organizations that specialize in areas such as logistics, banking, insurance, commodity inspection, consulting training and office management. These partners provide invaluable support to the infrastructure of our global network.

At CUMIC we put our hearts into everything we do. We are honored by the opportunity to contribute to the continued growth of the steel industry at large and that of each and every one of our partners and customers.

中联物产有限公司是一家高度专业化、全球化的钢铁国际供应服务商，成立于2006年。公司的经营团队具有丰富的行业经验、优秀的管理能力、持续的服务创新能力，业务运营覆盖全球各地，在钢铁国际流通服务行业享有良好的声誉。

中联物产致力于为全球钢铁用户和客户提供最可靠、最满意的钢铁国际供应方案，至今已为全球60多个国家的1500多家钢铁用户和客户提供着优质的服务，涉及的用户包括工民建、特殊工程、汽车机械、家用电器、五金器械、再轧钢铁等行业。

中联物产致力于同钢厂一起建立更可靠、更稳定的国际营销渠道，至今已为超过200多家钢厂和钢制品生产企业提供稳定的服务，主要包括中国大陆、中国台湾、韩国、日本、越南、印度、土耳其、乌克兰、俄罗斯、欧洲等国家和地区。

同时，中联物产与国际上知名的物流、银行、保险、商检、咨询、培训、办公等专业机构有着最可靠和稳定的合作关系，为公司的全球化运营和管理提供最专业的支持与保障。



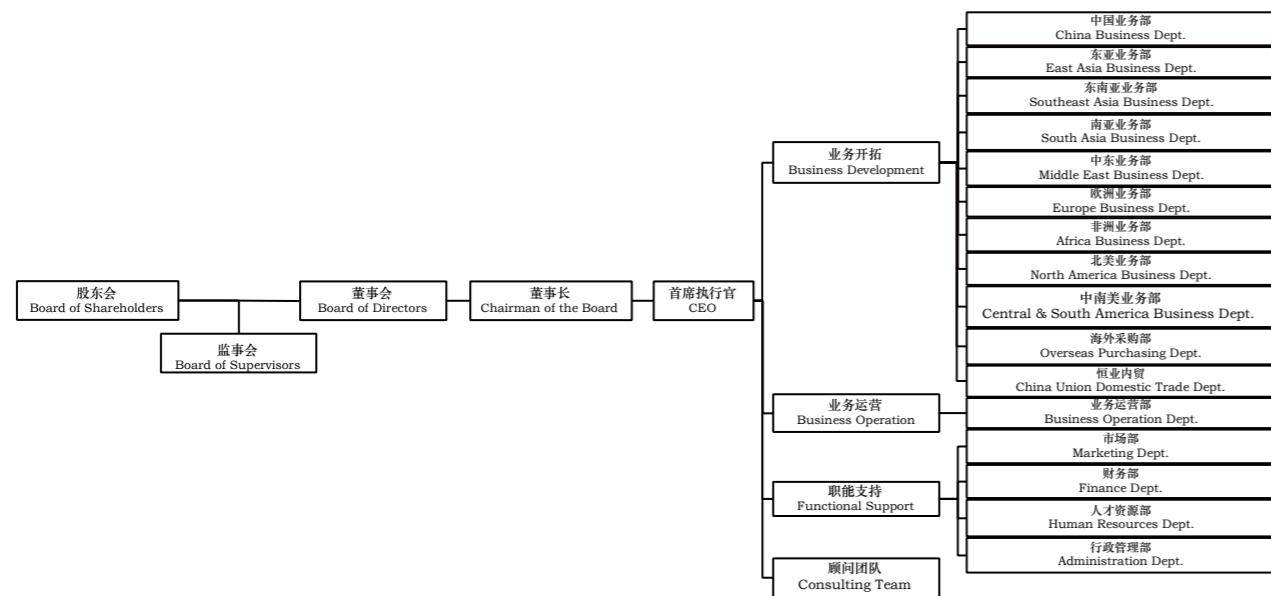
# OUR TEAM

## 我们的团队

CUMIC is dedicated to creating a communicative and innovative team with close cooperation and professional efficiency. We attract the talent through reasonable compensation, fair opportunity for advancement to guarantee CUMIC's competitive advantages in human resources. The company pays close attention to the development of employees. We provide opportunities of training and further learning annually in order to encourage employees to obtain new skills and knowledge in relevant fields. The company has introduced performance appraisal systems to set definite annual goal and accordingly measure performance of employees to ensure stable development of the company as a whole!

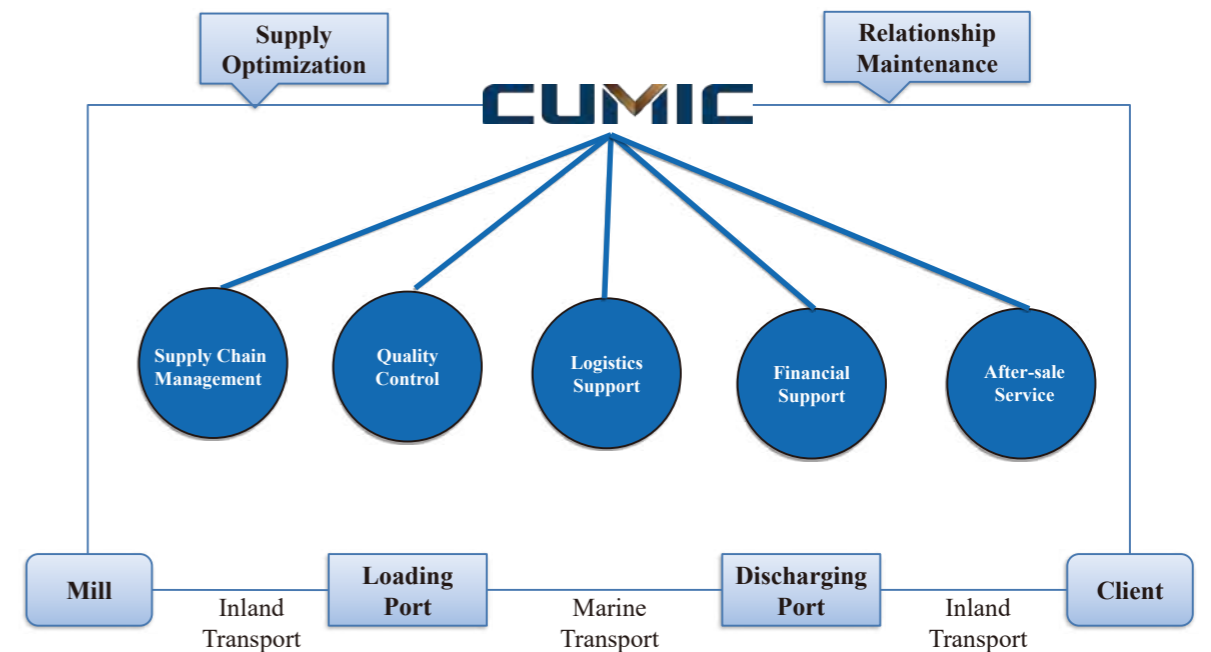


中联物产致力于打造一支紧密合作、专业高效、沟通与创新的团队。我们通过合理的薪资、公平的晋升机会来吸引最好的人才，以此保证中联物产在人力资源上的竞争优势。公司关注员工的成长，我们每年都会提供培训和学习的机会，以此鼓励员工在相关领域获取新技能、知识。公司引进了绩效考核制度设置明确的年度目标，并据此衡量员工的表现，以保证公司整体的稳定发展！



# OUR SERVICES

## 我们的服务



### Supply Program

CUMIC has many years of experience in steel trade industry. We have established a long-term cooperative relationship with over 100 mills making our supply steady and reliable. On this basis, we provide well-directed supply program for customers. First is to establish a unified order in connection with common customer demand in different markets to form scale procurement advantage and lower procurement costs; second, optimal supplier and cooperative partner are selected from many supplier mills to lower procurement costs; third, optimized supply combination is conducted in accordance with single customer demand order and combining advantages of different supplier mills to lower order procurement costs.

### 供应方案

中联物产在钢铁贸易行业拥有多年丰富的从业经验；与我们建立长期合作关系的工厂超过200家，供应稳健、可靠。在此基础上，我们为客户提供针对性的供应方案，一是针对不同市场的客户共性需求，汇集成一订单，形成规模采购优势，降低采购成本；二是在多家供应工厂中选择最优供应方，最优化合作选择，降低采购成本；三是针对单一客户需求订单，根据不同供应工厂的优势组合进行可能的组合供应，降低订单采购成本。



### Quality Control

Prior to production, we communicate with customers on information comprehensively to specify product application, standard and special requirements on quality and size and enter them into strict agreement with production mill accordingly to implement production. In the process of production, we supervise production process of mills and conduct sampling inspection on surface and internal quality of products. Prior to shipment, we engage internationally known third party inspection organizations, such as SGS, BV, Intertek, to carry out strict quality inspection, and recheck product appearance, dimensions and quantity, and supervise hoisting, binding and securing to guarantee that the delivered products fulfill requirements of customers.

### 质量控制

在生产之前，我们将与客户进行全面的沟通，以明确产品的用途、标准以及对于质量、尺寸的特殊要求，并据此与生产工厂签署严格的协议以落实生产。在生产期间，我们将监督工厂生产流程，对产品表面质量、内部质量进行抽检。在产品装运前，我们聘请国际知名第三方检测机构，如SGS、BV、Intertek等，进行严格的质量检测，并再次检验产品外观、尺寸、数量，并对吊装、捆扎加固等情况进行监督，以保证送达客户手中的产品满足客户的要求。



### Logistics Support

We provide transportation service including container, break bulk, air transport, rail transport, warehousing, and international combined transport, and design reasonable transportation method in connection with customer demand and cargo characteristics and with comprehensive consideration on safety measures such as lashing, securing, and stowage.

We also maintain good cooperative relationship with mainstream ship owners, ports, shipping agents and insurance companies for major shipping lines, bring on-time transportation guarantee and price advantage in logistics through scale effect and long-term steady cargo transportation demands, and provide safe, efficient, comprehensive logistics services at a lower price.



### 物流支持

我们提供集装箱、散杂、空运、铁路运输、仓储、国际联运等在内的运输服务，针对客户需求和货物特性，设计合理的运输方式，综合考虑绑扎、加固、配载等安全措施；

同时，我们保持与各大航线主流的船东、港口、船代、保险公司等的良好合作关系，在主要航线通过规模效应及长期稳定的货物运输需求带来物流的及时运输保障和物流价格优势；为客户提供安全、高效、实惠的全方位的综合物流服务。

### Financial Service

We maintain good cooperative relationship with many world-renowned banks such as HSBC, BNP, RABO and DBS, provide many kinds of settlement methods for international trade such as TT, LC, DP, OA and confirmation. We also provide various financing and convenient settlement services for customers to ensure that customers gain highly efficient and safe services and also competitive price of funds.

### 金融服务

我们与包括HSBC、BNP、RABO、DBS等在内的多家国际知名银行保持着良好的合作关系，并提供TT、LC、DP、OA、保兑等多种国际贸易结算方式，并能为客户提供各类资金融通及结算便利服务，确保了客户能得到高效、安全的服务及有竞争力的资金价格。



### After-sale Service

From establishment to now, CUMIC has adhered to the principle of honesty and consider it as the life of corporate. We perform corresponding after-sale service and solve cargo damage and internal quality defects which occur after delivery strictly according to terms of contracts.

### 售后服务

从公司创立至今，中联物产坚守诚信原则，视诚信为企业生命，我们将严格按照合同条款履行相应售后服务，解决交货后发生的货损及内在质量缺陷等问题。



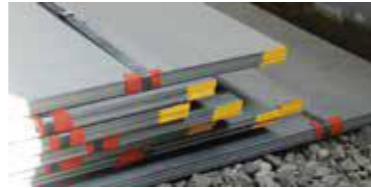
# PRODUCTS

产品

Our core business is steel trade. We act as an intermediary service provider between producers and purchasers, and provide a series of value-adding services. The goods we trade include Flats, Longs, Special Steels, Pipes and Tubes, Semis and so on. Our supplies are used in various industries, including machinery, construction, automotive, home appliances, light industry and oil and gas transmission.

中联物产的核心业务是钢铁贸易，我们是生产者与购买者之间的中间服务提供商，并提供一系列配套的增值服务。我们的经营产品包括板材、长材、特钢、钢管、钢铁制品、钢坯等。我们提供的产品用于多种行业，包括机械、建筑、汽车、家电、轻工、油气输送等。

Industries	Application	
Resources	Wind Power (GWEC)	Wind Tower
	Gas& Oil	Fuel Tanks
	Solar Energy	Water Tanks
Manufacturing	Home Appliance	Outer and Inner Panels of Refrigerator, Air Conditioner
	Automobile	Inner Panel, Outer Panel, Oil Filter
	Fastener	Steel Wire, Steel Cord
	Construction Machinery / Mining Equipment	Large Rigid Dump Trucks
		Coal Mining Equipment
		Articulated Dump Trucks
		Sag Mill, Ball Mill
	Mining	Material Handling Application
	Aluminium	Electrode
	Shipbuilding	Body of Ship, Anchor Pile
Pipe Making	Welded Pipe	
Roofing	Roof Tile, Sandwich Panel	
Construction	Steel Structure	Building Structure, Bridge Building
	Modular Room	Isolated Panel
	Piping	Chimney, Water Supply, Pollution Treatment
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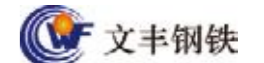


# MILLS 工厂



We are focused on working with steel mills to establish reliable and stable international business channels. CUMIC services over 200 mills from mainland China, much of Asia, Europe and a number of other countries and regions.

中联物产致力于同钢厂一起建立更可靠、更稳定的国际营销渠道，至今已与全球200多家钢厂建立了深度、融洽、稳定的合作关系，主要包括中国大陆、中国台湾、韩国、日本、越南、印度、土耳其、乌克兰、俄罗斯、欧洲等国家和地区。





# CUSTOMERS

客户



CUMIC is a trustworthy business partner. We keep our promises on the concluded transactions, and provide reliable steel trade service to customers from countries in the Middle East, Asia, Africa, Europe, Australia and North and South America. Also, we have opened offices in Dubai, UAE and Houston, USA to ensure good services and close proximity with our customers in the region. We will indefatigably continue to provide satisfactory services for customers all over the world, and endeavor to do it better and more professionally to reward customers which choose to cooperate with us.

中联物产是值得信赖的合作伙伴，我们信守已达成的交易，并且向包括中东、亚洲、非洲、欧洲、澳洲、北美和南美在内的多国顾客提供可靠的钢铁贸易服务；同时，我们在阿联酋迪拜和美国休斯敦设立了办事处及分公司来为当地的客户提供更好的服务。我们今后将继续孜孜不倦地为世界各地的客户提供满意的服务，努力把服务做得更好、更专业，以此来回馈那些选择与我们合作的客户。

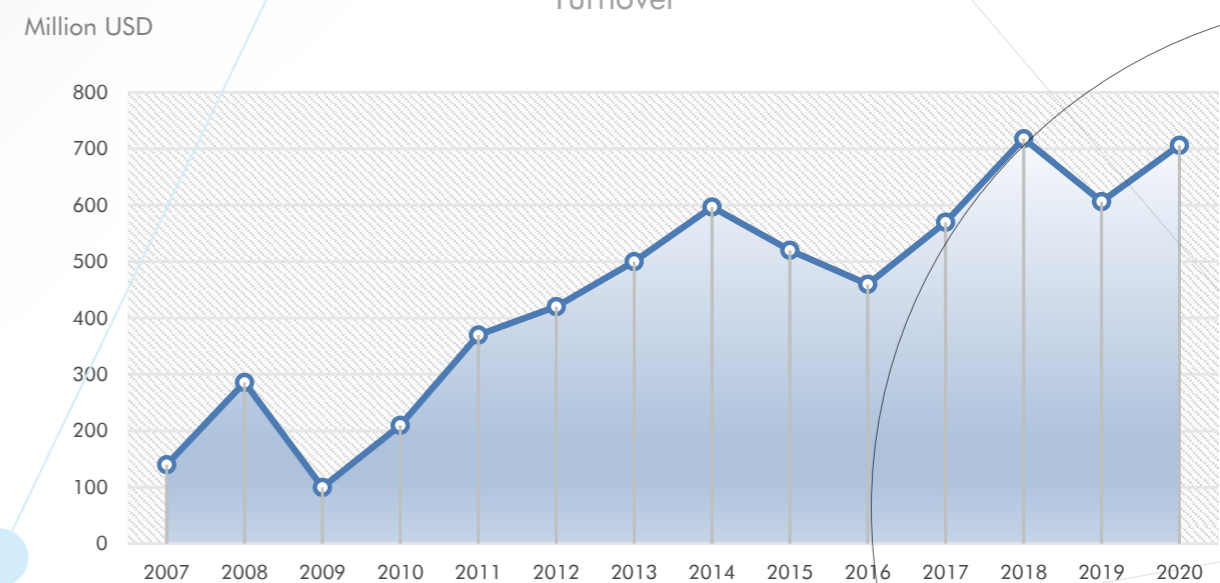
# PERFORMANCE

历年业绩

Sale Volume



Turnover



# HISTORY

## 发展历程

- CUMIC Steel Limited was founded.
  - Shanghai Operation Center was put into operation.
  - Moved to Anxin Business Plaza, Shanghai with an upgraded office.
  - China Union Material (Shanghai) Co., Ltd was founded.
  - Optimized enterprise management system and organizational structure for the first time.
  - Utilized an ERP system to upgrade the business operation system.
  - Moved to City Center, Shanghai with an upgraded office.
  - Reached a new high of annual sales volume at approximate 100,000 MT.
  - Released the new logo that fully embodies the customer-focused, professional and reliable spirits of CUMIC.
  - Celebrated the 10th anniversary of CUMIC with the "10 Years' Journey, A Fresh Start" events.
  - Implemented enterprise organizational restructuring for the second time to start the all-round strategic transformation of globalization.
  - Moved to The Place, Shanghai with an upgraded office.
  - CUMIC PTE. LTD. was founded.
  - United effectively to face the COVID-19 pandemic and achieved steady development.
  - Celebrated the 15th anniversary of CUMIC.
  - ISO 9001:2015 certification approved by SGS.
- 2006**
- 中联物产有限公司成立。
  - 上海运营中心于上海-现代交通商务大厦投入运营。
- 2008**
- 办公室升级扩展，入驻上海-安信商业广场。
- 2009**
- 中联恒业（上海）国际贸易有限公司成立。
- 2010**
- 第一次企业组织架构调整，运营管理体系优化。
- 2011**
- 启用ERP管理系统，进一步提升企业综合管理能力。
- 2012**
- 办公室升级扩展，入驻上海-虹桥上海城。
- 2014**
- 年度交易量近100万吨。
- 2015**
- 启用全新企业标志，充分体现中联物产聚焦客户、专业稳健的精神。
- 2016**
- 中联物产有限公司成立十周年，开展“十年感恩，梦想起航”系列活动。
- 2017**
- 第二次企业组织架构调整，全面开启全球化战略转型。
- 2018**
- 办公室升级扩展，入驻上海-虹桥南丰城新办公室。
- 2019**
- CUMIC PTE. LTD.成立。
- 2020**
- 团结一致有效应对COVID-19新冠疫情，在波动形势中仍取得稳健发展。
- 2021**
- 中联物产有限公司成立十五周年。
  - 由SGS审核通过ISO9001:2015认证。

