



Henan Huaying Shoes Co., Ltd.

Henan Huaying Shoes Co., Ltd.

About Us/Production Capacity/Company Honor/Competitive Edge/Enterprise Partner



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01

ABOUT US



About Us

- Located in the China Central Plains Economic Zone Shoes Base, the Sui County Industry Cluster District of Shangqiu City, Henan Huaying Shoes Co., Ltd. was invested to be built by Jinjiang Huaying Group in 2011, with total investment amount of about RMB 150 million and total floor area of 110mu (around 73,333.33m²).
- Henan Huaying is a shoe enterprise that engages in R&D, design, production and sales of shoes, led by sports shoes, supported by related series of shoe materials. We, now, have built nine standard workshops, one modern office building, two dormitories and a canteen, total construction area even exceeding 66,000 square meters.
- We're capable of producing more than 3 million pairs of shoes per year, sold to over 40 countries and regions, such as the United States, Europe, South America, Middle East, ROK and Japan.





Corporate Culture



1

Position

World Famous OEM

2

Philosophy

Professional, Integrity, Unity,
Innovation, Resources

3

Target

International, Branding, Professional

4

Mission

Quality First, Customer First



Corporate Philosophy



Integrity Makes Quality

Innovation Leads the Future

- We are professional to design, develop, produce and sell high-quality products;
- We build one hundred percent trust of customers and suppliers on the basis of integrity;
- We pursue the common interests of company and all staffs, working together, being solidary and friendly;
- Thinking innovation, technology innovation and cost innovation;
- Staffs are the most precious resources of company. We will keep improving staffs' working and living conditions and devote to cultivating talents.

Core Value



For Huaying, customers are forever partners and talents are the capital.

- Oriented by customer demand, we respond fast, keep innovation and constantly develop new products in accordance with customer market trend.
- We concern every partner's growth, respect and care for staffs and strive to improve their skills of production and living.
- We establish labor union and staff home, organize colorful staff activities, create a good enterprise cultural atmosphere and build a perfect reward and promotion system to make benefits for staffs.



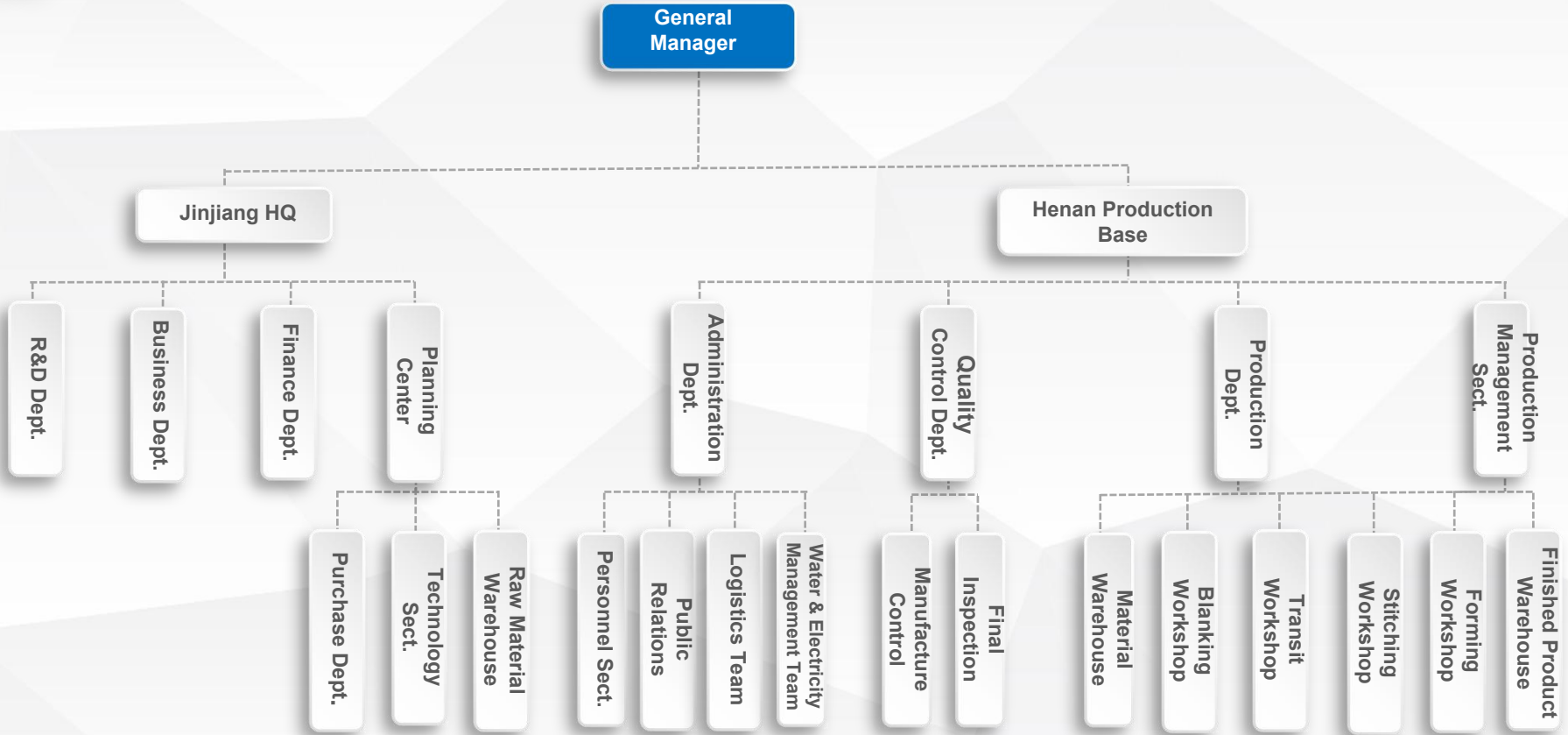
Social Responsibility

- We work on receiving more orders to create more jobs locally by well serving customers and getting customers' recognition.
- We focus on social benefits and contributions to the local people.





Organizational Structure





Organizational Structure

- **We have R&D and purchase center in Jinjiang, Fujian and have manufacture base in Sui County, Henan.**
- **Business Department, R&D Department, Finance Department and Planning Center (Purchase Section, Technology Section and Raw Material Warehouse) are placed in Jinjiang, Fujian.**
- **Administration Department, Product Control Department, Production Department and Finished Product Management Warehouse are placed in Sui County Production Base, Henan.**
- **All departments well cooperate to ensure smooth production and sales of products.**



02

PRODUCTION CAPACITY



Production Capacity

30pcs of New 30T Oil Hydraulic Clickers



Annual output exceeds 3 million pairs of shoes and annual turnover is around 150 million yuan.



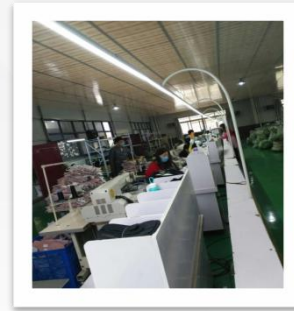
Production Capacity

Perfect supporting facilities

High-frequency
Workshop



Computer
Workshop



Printing
Workshop



We own high-frequency, printing and computer workshops, and thus outward processing is not required, greatly improving work efficiency and quality control ability.



Production Capacity

Stitching & Forming & Assembly



We own 8 stitching machine sets and 4 wholly-owned vamp workshops, requiring around 350 staffs in total. And we can finish the vamp of 15,000 pairs of shoes per day.



We own four modern infrared flow production lines that can produce 10,000 pairs of high-quality finished shoes per day.

Quality Management Processes

Quality Management Process

We have perfect QA\QC department and also routine inspection for stitching and forming, to report defective products to superior department and to draw up improvement plan in time.



Quality Management Process

Quality inspection stations are placed after vamp and forming processes, ensuring each pair of vamps and finished shoes to have quality inspection.

Quality Management Process

We choose bulk finished products to make laboratory test every day.





Product Photos



Product Photos





Product Photos





03

COMPANY HONOR



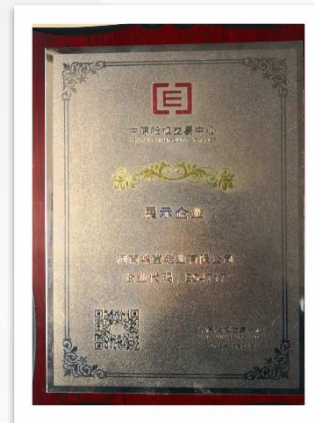
Company Honor



Qualification Honor

- “2018 Annual Consumption Integrity Demonstration Unit in Shangqiu”;
- “2017 Most Influencing Manufacturer in Shangqiu”;
- “Henan Technology-based SME”;
- “Advanced Unit in Production Safety”;
- “May 1st Labor Metal of Sui County Federation of Trade Unions”;
- “Standing Vice President Unit of Shangqiu Apparel and Footwear Association”;

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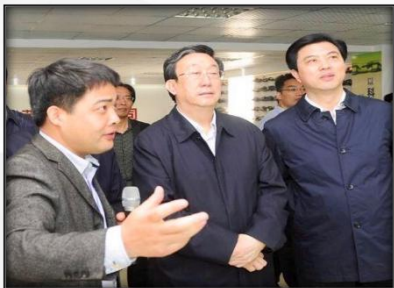
Certification Audit



We have passed the certification audit of many trademark inspectors, such as BSCI, Disney, Kmart, Academy and PRIMARK, accepted by EU countries.



Government Concerns



Guo Gengmao, Secretary of the Henan Provincial Party Committee, visited our company for guidance.



Lu Changjian, Commander of the Henan Military Area, visited our company for guidance.



Deng Kai, President of the All China Federation of Trade Union, visited our company for guidance.



Ji Jianjun, Secretary of the Sui County Party Committee, was talking with our staffs.



Yu Xueyou, Mayor of Shangqiu City, visited our company for guidance.

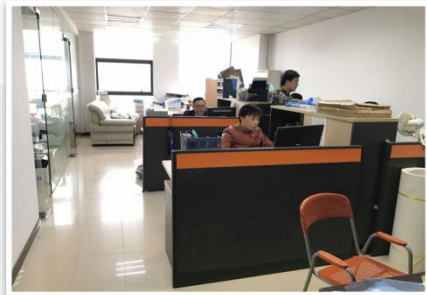


04

COMPETITIVE EDGE



Competitive Edge



Professional R&D and Design Team

Professional skills bring keen insight.

Explore the market, collect popular elements and catch fashion trend.

Develop new products, try new materials and new processes and introduce new technologies.





Competitive Edge



Normative Production Management

Well placed production materials

Clean production and living environment

Complete safety production facilities



Competitive Edge



Rich Human Resources

Henan is the most populous province in China and its labor output ranks the first nationwide.

Centering on Henan Huaying, the population density in a radius of 100km reaches 15 million, sending more than 5 million laborers to coastal areas throughout the year; most of them work on shoemaking industry at the coastal areas of Guangdong and Fujian. Our stable order volume and good welfare attract plenty of local skilled laborers to stay and work in their hometown.



Competitive Edge



Fully Finished Regional Industrial Chain

The Sui County Industry Cluster District in Henan was defined as the Central Plains Economic Zone Shoes Base in 2012.

Now, over 200 shoemaking related enterprises have entered the zone with complete supporting industries, and thus we may get almost all raw materials locally. We believe that with the policies and capital support of local government, Sui County will become the new Shoe City in Central China.



Competitive Edge



Developed traffic, low transportation cost and convenient export

Our factory in Henan is only around 380km away from Lianyungang Port and 700km from Qingdao Port. Transportation is very convenient. It only takes 4-6 hours to the Port of Lianyungang.



05

ENTERPRISE CUSTOMER



Customers





Major Customers



45%

Bidding customers of relevant countries and governments

Training sports shoes for national army and police in such countries, as Sri Lanka, Afghanistan and Saudi Arabia.



35%

Big supermarket customers in Europe and America

SEARS
ALDI
LIDI
ACADEMY,
DEICHMANN



25%

Some brand customers

FILA
KAPPA
KELME
SLAZENGER
LOTTO
UNBRO
HUSH PUPPIES,
etc.



Contact Us



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Closing

New Market

New Project

New Opportunity

New Model

New Thinking

THANKS

Speaker:

