Paving the Road to International Markets

Client profile
SAIC-IVECO HONGYAN Commercial Vehicle Co Ltd is a heavy truck manufacturing enterprise with joint investment from Chongqing Machinery and Electronics Holding (Group) Co Ltd and SAIC-IVECO Commercial Vehicle Co Ltd. The company currently has 15 departments, two manufacturing bases and one technical centre, and employs over 4,000 people, including upwards of 1,100 professional technicians, 180 senior engineers and six national vehicle experts. In addition to an investment of over RMB2 billion in a vehicle production base in the Chongqing New North Zone, with annual production of 80,000 cars, the company has also established a Shuangqiao production base, which specialises in the manufacture of key components. The Shuangqiao production base has become one of the most important heavy truck manufacturing bases in China.

Challenges
- When SAIC-IVECO HONGYAN started to develop overseas markets, it had little knowledge of the international certification needed for products exported to different markets.
- Different markets have different access requirements. As SAIC-IVECO HONGYAN continues to develop, it is important that the company find a trustworthy partner that can provide it with the technical support it requires over the long term.

Solutions
- Our proficient expert team and profound know-how of global market access have helped SAIC-IVECO HONGYAN to successfully launch its international business.
- Our global service network is knowledgeable of global market access requirements, and offers consulting and coaching services to SAIC-IVECO HONGYAN to keep it up to date with the latest legal and standards information.

Client comment
Excellent technical competence and prompt response time, although manpower needs to be improved.

— Li Hongbo, Manager, Homologation and Regulation, Technical Center, SAIC-IVECO HONGYAN Commercial Vehicle Co Ltd
Cooperation

Following strategic adjustment, SAIC-IVECO HONGYAN first cooperated with TÜV Rheinland through an open bid in an effort to expand its overseas markets. Now, after several years of cooperation, and as SAIC-IVECO HONGYAN devotes increasing effort to further expanding those markets, it is entrusting TÜV Rheinland with a growing number of certification projects. Although disagreements have arisen in the cooperation process over the past three to four years, the two parties have gradually reached a tacit understanding. At present, both the certification and testing departments are working with SAIC-IVECO HONGYAN. That company has gained a great deal of experience on the international certification process, and has accordingly proposed a number of suggestions for domestic certification reform. Due to the nature of third-party cooperation, SAIC-IVECO HONGYAN has a relatively long conformation period, and processes need to be repeated during the testing proposal phase. Although TÜV Rheinland has been completely cooperative, it realises that it needs to enhance its manpower to better meet the requirements of the high-intensity SAIC-IVECO HONGYAN testing and certification environment.

Related services

- E-mark certification for whole vehicle/key system
- Interpretation of and tutorship on standards and market access