

Implementation plan for special actions to cultivate and improve single champion enterprises in the manufacturing industry

Individual manufacturing champion companies refer to companies that have long-term focus on certain specific product segments in the manufacturing industry, have internationally leading production technologies or processes, and have a single product market share among the top in the world. Individual champion enterprises in the manufacturing industry are the cornerstone of innovation and development in the manufacturing industry. Implementing special actions to cultivate and improve individual champion enterprises in the manufacturing industry will help guide enterprises to establish the spirit of "sharpening a sword for ten years", focus on the areas in which the enterprise is good at long-term, and take the "specialized" approach. It is conducive to the implementation of "Made in China 2025", breaking through key areas of the manufacturing industry, promoting the manufacturing industry to move towards the mid-to-high end, and providing strong support for achieving the strategic goal of becoming a manufacturing power; it is conducive to integrating resources on a global scale, occupying a leading position in the global industrial chain and enhancing the international

competitiveness of the manufacturing industry. The following implementation plan is now formulated to carry out special actions to cultivate and promote individual champion enterprises in the manufacturing industry:

1. Overall requirements

- (1) Basic ideas

Centering on the strategic goal of achieving a manufacturing power, with enterprises as the main body and the market as the guide, we will carry out special actions to cultivate and promote individual champion enterprises in the manufacturing industry, strengthen demonstration leadership and policy support, and guide enterprises to focus on innovation and product quality improvement in segmented product markets in the long term. and brand cultivation, drive and cultivate a group of enterprises to grow into individual champion enterprises, promote individual champion enterprises to further become better and stronger , consolidate and enhance their global status, enhance the core competitiveness of China's manufacturing industry, and promote the upgrading of manufacturing quality and efficiency.

- (2) Main principles

Adhere to the combination of enterprise leadership and government guidance. With enterprises as the main body and market

as the guide, we fully mobilize the enthusiasm and creativity of enterprises. The government mainly strengthens services and policy guidance, creates a good development environment for enterprises, and guides and supports the innovative development of enterprises.

Adhere to the combination of cultivation and promotion. We must not only focus on the consolidation and improvement of individual champion companies and give full play to their leading role; we must also pay attention to discovering and cultivating a group of potential companies, guiding and supporting their innovation and development into veritable individual champion companies.

Adhere to the combination of demonstration and leadership with summary and promotion. Screen and publish a list of a number of manufacturing individual champion demonstration enterprises and individual champion cultivation enterprises to give full play to their leading and driving role. Pay attention to summarizing the successful experiences and good practices of enterprises and promote them through various methods.

(3) Target tasks

By 2025, summarize and promote 200 individual champion demonstration enterprises in the manufacturing industry,

consolidate and enhance the company's global market position, further improve technological level, and continue to improve operating performance; discover and cultivate 600 enterprises with the potential to grow into individual champions, and support the cultivation of enterprises Grow into an individual champion enterprise, summarize and promote the successful experiences and development models of a group of enterprises in innovative development, and lead and drive more enterprises to follow the development path of individual champions of "speciality, excellence and excellence".

2. Main conditions

Enterprises can voluntarily apply for individual champion demonstration enterprises (hereinafter referred to as demonstration enterprises) or individual champion cultivation enterprises (hereinafter referred to as cultivation enterprises) according to their own circumstances. The conditions for applying for demonstration enterprises and cultivating enterprises are:

(1) Demonstration enterprise

1. Focus on a limited target market, mainly engaged in 1-2 specific segmented product markets in the manufacturing industry. If engaged in 2 segmented product markets, the products should be directly related, and the sales revenue of specific segmented

products accounts for the entire business of the company. The proportion of income is more than 70%.

Subdivided products can refer to the product classification or industry classification convention of the current "Statistical Product Classification Catalog". Products developed and launched by enterprises in the past three years and cannot be classified in the "Statistical Product Classification Catalog" are considered new products.

2. In the relevant segmented product markets, it has a strong market position and high market share, and the market share of a single product ranks among the top 3 in the world.

3. The production technology and process are internationally leading, the product quality is excellent, and the relevant key performance indicators are at the leading level of similar international products. The enterprise has strong continuous innovation capabilities, owns core independent intellectual property rights (intellectual property rights registered in China, or enjoys global exclusive license rights for more than five years, and is within the effective protection period of Chinese law), and leads or participates in the formulation of relevant Technical standards in business areas.

4. The company's operating performance is excellent, and its

profit margin exceeds the overall level of companies in the same industry during the same period. The company attaches great importance to and implements international business strategies and has good market prospects.

5. The enterprise has long-term focus on the specific segmented product market it is targeting, and has been engaged in the relevant business field for 10 years or more, or has been engaged in the production and operation of new products for 3 years or more.

6. Enterprises that are in line with key directions such as the Industrial Base Strengthening Project and are engaged in subdivided product markets that are key basic materials, core components, special high-end products for the manufacturing industry, and products related to the technology roadmap in key areas of "Made in China 2025" will be given Prioritize.

7. Formulate and implement brand strategies, establish a complete brand cultivation management system and achieve good performance, and announce that enterprises that are industrial brand construction and cultivation demonstrations for our department will be given priority.

8. The company has no environmental violation records in the past three years, and the energy consumption of the company's

products reaches the advanced value of the energy consumption limit standard.

9. Have independent legal personality and have sound management systems for finance, intellectual property, technical standards and quality assurance.

(2) Cultivate enterprises

1. Focus on a limited target market, mainly engaged in 1-2 specific segmented product markets in the manufacturing industry. If engaged in 2 segmented product markets, the products should be directly related, and the sales revenue of specific segmented products accounts for the entire business of the company. The proportion of income is more than 50%.

2. In the relevant segmented product markets, it has a high market position and market share, and the market share of a single product ranks among the top 5 in the world or the top 2 in China.

3. The production technology and process are domestically leading, the product quality is high, and the relevant key performance indicators are at the leading level of similar domestic products. The company has strong innovation capabilities and has independent intellectual property rights.

4. The company's operating performance is good, and its profit level is higher than that of general manufacturing companies in

the same period. The company attaches great importance to and implements international business strategies, has good market prospects, and has the potential to develop into a leading international company in related fields.

5. Focus on the specific product market segments targeted by the company for a long time, and have been engaged in related business fields for 3 years or more.

6. Enterprises that are in line with key directions such as the Industrial Base Strengthening Project and are engaged in subdivided product markets that are key basic materials, core components, special high-end products for the manufacturing industry, and products related to the technology roadmap in key areas of "Made in China 2025" will be given Prioritize.

7. Implement a systematic brand cultivation strategy and achieve good performance. Enterprises announced to be building and cultivating industrial brands in our department will be given priority.

8. The company has no environmental violation records in the past three years, and the energy consumption of the company's products reaches the advanced value of the energy consumption limit standard.

9. Have independent legal personality and have sound

management systems for finance, intellectual property, technical standards and quality assurance.

3. Organization and implementation

(1) Organization recommendation

The industry and information technology departments of all provinces, autonomous regions, municipalities directly under the Central Government, cities under separate state planning, and Xinjiang Production and Construction Corps (hereinafter collectively referred to as the provincial industry and information technology departments) are responsible for organizing the recommendation of manufacturing enterprises in the region. Relevant industry associations can organize the industry Recommended jobs for companies in the field. Enterprises voluntarily apply for demonstration enterprises or cultivation enterprises according to relevant conditions. If they apply for demonstration enterprises, they must fill in the "Enterprise Application Form" (see Appendix 1); if they apply for cultivation enterprises, they must fill out the "Enterprise Application Form" and prepare a "Cultivation and Development Plan" (Refer to Appendix 2) to clarify the goals and tasks, specific plans and measures for the next 3-5 years.

In accordance with the requirements of this plan, the

provincial industry and information technology departments and relevant industry associations shall organize the selection and recommendation of enterprises, put forward recommendations, and submit them to the industry together with formal submission documents, applications, cultivation and development plans, etc. (paper materials in triplicate) and the Ministry of Information Technology (Industrial Policy Department).

(2) Demonstration announcement

The Ministry of Industry and Information Technology organizes experts to conduct demonstrations on recommended enterprises. Enterprises that pass the demonstration will publish their basic information online. If there are no objections to the announcement, they will be announced as "China's Manufacturing Individual Champion Demonstration Enterprises" (hereinafter referred to as Demonstration Enterprises) and "China's manufacturing industry single champion cultivation enterprise" (hereinafter referred to as the cultivation enterprise).

(3) Cultivation and improvement

The announced demonstration enterprises and cultivated enterprises (hereinafter collectively referred to as the two types of enterprises) must deploy, implement and organize the implementation of cultivation and improvement work.

Demonstration enterprises should focus on market segments to further specialize, refine and strengthen, increase investment in research and development, continue to improve technological innovation capabilities, improve product quality, cultivate international brands, and comprehensively consolidate and enhance their global market position. Cultivating enterprises must follow the "Cultivation and Development Plan", clarify the division of tasks and implementation progress, ensure capital investment, report the progress of relevant work every year, and strive to meet the conditions and requirements of demonstration enterprises as soon as possible. Organize enterprises to carry out benchmarking activities for individual champion enterprises in the same industry, target benchmarking enterprises to find gaps and weak links, and continuously improve them to be in line with benchmarking enterprises. Organize experts to carry out training and improvement diagnostic consultation activities.

(4) Dynamic management

The Ministry of Industry and Information Technology implements dynamic management of the two types of enterprises and organizes an evaluation of demonstration enterprises every three years. Cultivated enterprises submit an evaluation application after completing the tasks of the "Cultivation and Development

Plan” and meeting the requirements of demonstration enterprises in self-evaluation. Enterprises applying for assessment must fill out the Assessment Application Form (see Attachment 3) and submit it to the provincial industry and information technology authorities. The provincial-level industry and information technology authorities will fill in the evaluation opinions and submit them to the Ministry of Industry and Information Technology. The Ministry of Industry and Information Technology organizes experts to conduct evaluations, and will revoke relevant announcements according to procedures for enterprises that fail to meet relevant requirements. For cultivated enterprises that meet the requirements of demonstration enterprises, they will be announced as “China’s Manufacturing Individual Champion Demonstration Enterprises.”

4. Safeguard measures

(1) Strengthen policy support. Priority support will be given to the two types of enterprises that apply for national financial support projects such as technological transformation, industrial foundation strengthening projects, major special projects, energy conservation and emission reduction, as well as those that apply for national industrial design centers and technological innovation demonstration enterprises. Strengthen

the tracking of enterprises, analyze the outstanding problems faced by enterprise development, and study and improve policies and measures to promote the innovative development of individual champion enterprises in the manufacturing industry.

(2) Carry out summary demonstrations. Strengthen the tracking and management of the two types of enterprises, carefully summarize the typical experiences and good practices of the enterprises in the cultivation and improvement work, select a group of typical experiences every year, and compile case collections, organize training classes, hold experience exchange meetings, on-site enterprise meetings, etc. Conduct demonstration and promotion in various forms. Summarize and summarize the successful experiences of individual champion companies in other countries around the world, and organize corporate learning and exchanges.

(3) Strengthen organizational leadership. The industrial and information technology departments at all levels should organize and implement the work of cultivating and promoting individual champion enterprises, strengthen guidance, tracking and services for demonstration enterprises and cultivated enterprises, and establish a periodic work summary and supervision and inspection system. Encourage local governments to provide policy support to

these two types of enterprises. Relevant industry associations should strengthen services, guide companies to carry out benchmarking, provide training and improvement diagnostic consulting services, and promote typical experiences.