

# Leading the non-ferrous metals industry



LEE KEE is a leading non-ferrous metals supply chain management company specializing in metal processing, sourcing and distribution. It is the bridge between international non-ferrous metals suppliers and end-users in China.

**B**ased in Hong Kong, with 60 years history since the Group's establishment in 1947, LEE KEE is a leader in non-ferrous metals distribution with four major business lines: zinc ingot and zinc alloy, aluminum ingot and aluminum alloy, electroplating chemicals and precious metals in Hong Kong.

Its services range from shipping, transportation and inventory management to technical research and support and excellent customer services for the advancement of the non-ferrous metal industry.

The speciality of LEE KEE is in its cutting edge business intelligent unit weighing heavily on expanding the industrial horizon by conducting an in-house research and technical team to advance the metal processing technology and offer customers discerning prospective on tomorrow's changes in the metal market requirement with just-in-time supply management to let customers of LEE KEE duly stay ahead of the competition.

"We pride ourselves as a one-stop metal specialist company to provide our customers with a holistic metal trading service and market analysis to cater for each of their individual needs for metal supply as well as metal modelling technology," said Clara Chan, Chief



**Clara Chan, Chief Executive Officer of Lee Kee.**

Executive Officer of LEE KEE.

"The non-ferrous metals market is an ever-changing business and the increasingly complex industrial demand for sophisticated metal modelling drives the metal supply industry upstream, to not only understand the market but also master an array of cutting edge metal modeling technologies to meet industrial demands," noted Chan.

### **Specializing in research and nurturing new metal technology**

"LEE KEE is the only company among our peers with an in-house research

department to keep track of the changing market landscape and offer our customers advice on die-casting and production technology as well as make informed purchase decisions and formulate risk management strategies to allow our customers to be better prepared," Chan affirmed.

The robust Chinese economic growth is fuelling heavy demand for Chinese enterprises seeking materials in the global market while they require a lot of support on the technical and metal processing information to develop. This is where LEE KEE's role can help.



In order to better serve such a fragmented and diversified customer base, the supply chain of non-ferrous metals usually involves international and regional sourcing and distributing companies with in-depth knowledge and expertise to act as intermediaries between suppliers and the end-users.

"LEE KEE thereby offers our customers not only the market analysis but also a transfer of knowledge to enhance their overall competitiveness in the global market place and these added-value services set us apart from other market practitioners, making LEE KEE a metal specialist knowledge house," said Chan.

#### **Expansion of network in China**

Demand for non-ferrous metals in the Greater China Region will continue to grow and LEE KEE led the market by occupying a majority market share of approximately 77 percent of the total volume of imported zinc alloy in China in 2005.

As part of the Group's strategy to become a leading international integrated supply chain company, LEE KEE has further diversified into the upstream sector of the metals supply chain through a joint venture in China, Genesis Ningbo, which is an upstream manufacturer of zinc alloy.

LEE KEE is set to expand its distribution abilities in China through setting up logistics companies and representative offices in

major cities and regions such as Shenzhen, East China, North China and Chengdu by 2008 in order to expand the Group's logistics facilities and seek alliance opportunities in various parts of the Greater China Region.

With the Group's customer base of more than 1,100 customers with manufacturing facilities in the Pearl River Delta region, China has been the bedrock of the Group's business.

The company also has an established and extensive network of customers and suppliers. The Group's customer base spans the Greater China Region and to a lesser extent Vietnam, Indonesia, Thailand, Singapore and Malaysia.

"The ultimate goal of LEE KEE is to become a leading international integrated supply chain company in the non-ferrous metals industry that provides "one-stop" solution services to the Group's customers," said Chan, adding: "We believe we could be the link for the world to bridge between international non-ferrous metals suppliers and end-users in China and Southeast Asia."

#### **Strategic partnership**

The Group's principal suppliers are the world's main non-ferrous metals producers, including Zinifex, Inco, Korea Zinc, OMG, Teck Cominco, Alcan and Johnson Matthey. The Group has maintained long-term supply arrangements with certain of these suppliers.

For example, a zinc agreement was entered into whereby the Group agreed to purchase certain zinc alloy products from Zinifex for a term of five years. Furthermore, the Group agreed with Korea Zinc to be its exclusive distributor of zinc alloy in Hong Kong and Guangdong areas.

To explore the expansion of the Group's existing product lines by moving upstream, LEE KEE is determined to enhance its supply chain arm by establishing the Group's own production facilities for manufacturing and processing aluminum alloys with production capacity up to 7,500 metric tonnes per month by 2009.

#### **Company Profile**

Established in 1947 in Hong Kong, LEE KEE is a leading non-ferrous metals supply chain management company specializing in metal processing, sourcing and distribution. The largest zinc importer in the PRC, LEE KEE's total sales of zinc alloy was approximately 77% of the total volume of imported zinc alloy in the PRC in 2005. Apart from zinc and zinc alloy, it also distributes other non-ferrous metals like aluminum and aluminum alloy, nickel and nickel-related products and electroplating chemicals. It has a global network of suppliers and a diverse clientele comprising over 1,100 enterprises in more than 20 industries mainly in China and other Asian countries.