

SPOTLIGHT

Securing Big Orders: How Ningbo's Firms Are Capturing Global Deals

By Jin Yuhan

Amid a rapidly changing and increasingly complex global environment, a number of Ningbo enterprises are rising to the occasion. Bold in experimentation and innovation, they are leveraging technology to break bottlenecks, embracing smart manufacturing to carve out new paths, and marking their transformation with a steady stream of new orders.

Dahong's Turnkey Triumph

In the workshop of Ningbo Dahong Technology Co., Ltd., located in Jiangshan Town, Yinzhou District, veteran engineer Mr. Ji oversaw a high-stakes industrial machinery order for a local auto parts manufacturer. "This parameter needed further adjustment; the system required an upgrade..." he instructed his team.

For the past two months, Mr. Ji had worked under the most pressing deadline of his career: the client had demanded five sets of equipment within two months, as part of a turnkey solution. Despite the daunting timeline, Mr. Ji and his team managed to deliver. They knew that behind the strict deadline was the client's pressure to secure a larger contract with a major automaker.

Two months ago, when the urgent request arrived, Wang Kaiqiang, General Manager of Dahong Technology, immediately assigned the company's top engineers to lead the project.

Dahong Technology, a comprehensive industrial machinery solutions provider with expertise in R&D, testing, and maintenance, defined its turnkey solutions as: "Clients provide us with a blueprint, and we deliver a fully functional production line."

However, executing these turnkey solutions is far from straightforward. "Even a minor dimensional variation could have derailed a significant order. There was absolutely no margin for error," explained Wang.

For Mr. Ji, the past two months had been spent between



Ningbo Ruyi Joint Stock Co., Ltd. [Photo provided to Ningbo Times]

two critical tasks: debugging by day and reprogramming the system by night. Ultimately, the completed production line, including all necessary equipment, was delivered to the client's factory on schedule.

"We'd like to place another order," came the immediate follow-up request from the auto parts company, an unequivocal endorsement of their turnkey service.

Through its turnkey solutions, Dahong Technology had tapped into the multibillion-yuan market for all-in-one industrial machinery solutions. The previous year, the company's output had surpassed 1 billion yuan, solidifying its position as a leader in China's integrated industrial machinery sector.

YUNSA: A Picture Worth a Billion Yuan

"A client showed us just one product photo, asking, 'Can you develop a new product based on this?' The R&D fee was barely over 100,000 yuan, yet we invested more than 2 million yuan," said Yuan Dingkai, Chairman of YUNSA Power (Ningbo) Co., Ltd., smiling as he recounted the newly secured billion-yuan order. "We took a gamble, and it paid off."

The story began with a photograph. It was a simple

snapshot from a long-time client: a scissor lift with a battery system, taken at a construction site overseas. In March of last year, the client reached out to Yuan, asking: "We've heard this lift's battery system delivers high power and cuts costs. Can you develop something similar?" Many of the client's construction projects are in remote, power-scarce areas. Diesel generators are used power lifts for material handling. But diesel generators are notoriously inefficient, converting only 10% of fuel energy into electricity.

Seeking a solution, the client turned to YUNSA, a trusted partner. As a technology-driven company, YUNSA Power specializes in large cylindrical full-tab ultra-fast-charging batteries. Yuan quickly recognized the potential: while the order itself appeared modest, it pointed to a massive market opportunity. Numerous clients faced the same challenge.

YUNSA sprang into action. They set up dedicated production lines, sourced power management systems, and mobilized their R&D teams. Drawing on the ultra-fast charging capabilities of their batteries, they developed a range-extending high-power energy storage system—pairing a compact diesel generator with a high-capacity battery pack.

The result: operating costs dropped to just 30% of the original.

In March of this year, YUNSA Power sealed the deal. Over the next three years, 10,000 lifts equipped with their battery systems will be shipped overseas, marking a billion-yuan order and the company's first true mass-production contract.

Ruyi: Securing a Deal in Record Time

At the end of June, electric warehouse equipment worth over \$80,000 will be shipped from Ningbo Zhoushan Port to Mexico, setting a new speed record for closing a deal at Ningbo Ruyi Joint Stock Co., Ltd., according to Chairman Chu Jiang.

The breakthrough came just three months after Shi Minxue, the company's deputy general manager, wrapped up a trip to attend a U.S. trade show and rushed directly to Mexico City to participate in the upcoming Logistics World Summit & Expo 2025.

While en route to visit old clients, a towering billboard caught her attention. It featured images of forklifts and other warehouse equipment. Instinctively, Shi thought, "This could be a potential client." She quickly memorized the company's name and phone number

on the billboard. At the first opportunity, she pulled over and went straight to the address.

Though not holding out much hope about the cold-call visit, Shi saw her boldness pay off when a woman from the import department came out to meet her. Shi pitched Ruyi's products to her, emphasizing one key message: a desire for a long-term partnership.

The final push came when the products were showcased at the Expo the following day. The company's owner brought engineers to inspect Ruyi's offerings. "They praised our electric stacker for its smoother lifting and lowering, faster speeds, aesthetic design, and competitive price," Shi recounted.

Shortly after the Expo, good news arrived. The client confirmed their intent to place an order, though they exercised caution with a new supplier. The initial order totaled just over \$80,000. Typically, machinery export deals can take six months or more to secure, especially with new clients. This deal, however, was finalized in just one month, setting a new record for Ruyi.

"The first order is just the beginning," said Chairman Chu with confidence. "We believe this will open new doors for Ruyi in the Mexican market."

Farm Produce for Meals: One Woman's Vision for Tang'ao Village

By Zhao Yu

Luo Guoyin, a 79-year-old resident of Fenghua District, arrived at the Tangyun Xijiang Canteen in Tang'ao Village one morning, carrying freshly harvested peanuts and corn from his farm. "Xingfei, I brought some more produce. Same as before, I will have a bowl of beef noodles," he said.

He called over Jiang Xingfei, founder of the canteen. After weighing the peanuts and corn, Jiang suggested, "The value of these items exceeds a bowl of beef noodles. Should I give you the difference in cash, or would you prefer some extra toppings on your noodles?" Luo smiled and waved her off. "No need for cash. Just give me extra tripe. It's my favorite."

This exchange has become a familiar sight at the Tangyun Xijiang Canteen, where villagers can either pay for meals at affordable prices or trade their farm produce for dishes of equivalent value. The two-story canteen, which opened last week, has also attracted tourists by offering budget-friendly dining options.

Jiang Xingfei, 56, is a respected agriculture entrepreneur in the area. In 2022, after years of working away from her hometown, she returned to Tang'ao Village, where she rented nearly 1,000 square meters of vacant properties. With local support, she turned the space into a "Common Prosperity Workshop".

"Xingfei is truly dedicated to helping the community," said Jiang Minghui, Party Secretary of Tang'ao Village. "After returning, she set up a rest stop for tourists as well as a store selling local produce, providing convenience for visitors and revitalizing Tang'ao's underutilized resources."

Through her work, Tang'ao Village now has new business ventures that greatly boosted the village's rural revitalization efforts. "These ventures have expanded the sales of our produce, provided more dining options for tourists, and enhanced the overall visitor experience," Jiang Minghui explained.

Before Jiang Xingfei's initiative, Tang'ao Village did not have many restaurants. There were few places where tourists could savor authentic local food. That has now changed.

Jiang Xingfei has more entrepreneurial projects in the works. One involves transforming the rooftop space of a nearby hillside building into a café, where villagers and tourists can enjoy coffee under the open sky and unwind in the peaceful rural setting.

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Streamlined Rail Route Enhances Trade Between Ningbo and Central Asia

By Jin Lu

A freight train carrying small household appliances manufactured in Ningbo recently departed from Yining Station in Xinjiang, bound for Almaty, Kazakhstan. The shipment will exit China via the Khorgos border crossing before continuing westward.

Since the launch of the route in February, more than 300 containers of goods, valued at over 280 million yuan, have been transported.

"Ningbo-made lighting, radiators, umbrellas, toys, solar panels, vacuum cleaners, as well as Japanese and Korean goods imported via Ningbo Zhoushan Port are all popular with Kazakh consumers," said

Wang Sijun, chairman of Ningbo Railway-Waterway Intermodal Logistics Supply Chain Co., Ltd.

The new route shortens transit times between Ili and Kazakhstan, cuts logistics costs, and provides a more efficient option for businesses expanding into Central Asia.

Located in the Xinjiang Uygur Autonomous Region, Ili serves as a critical gateway connecting China to Central Asia, West Asia, and parts of Europe. Previously, goods from Ningbo destined for Kazakhstan relied on the Yiwu-Xinjiang-Europe freight service. However, with rising trade volumes between China and Central Asia, congestion has turned Khorgos into a bottle-

neck, especially at peak shipping seasons.

To ease the strain, Ningbo Zhoushan Port partnered with authorities in Ili to establish Yining as a new transit hub. By tapping into the Yining-Central Asia rail corridor, the route improves export efficiency from Ningbo, particularly for electric vehicles and energy storage systems - products that Central Asian markets have growing demand for.

Estimates suggest the train could handle 27,000 tons of cargo annually, boosting trade between China and Kazakhstan by 1 billion yuan.

"We're currently working on launching a direct rail freight service from Ningbo Zhoushan Port to Kazakhstan,



A freight train departs from Yining Station in Xinjiang, bound for Almaty, Kazakhstan. [Photo provided to Ningbo Times]

with the goal of achieving door-to-door delivery in just seven days—more than 40% faster than traditional routes," Wang added.

The new east-west rail corridor helps close a long-

standing gap in direct rail links between Ningbo and Central Asia. It also addresses inefficiencies in traditional sea-rail intermodal systems, such as frequent transfers and inconsistent transit times.

