



Focus of the Two Sessions: Where is the "Second Growth Curve" of the rubber tire industry?

The 2026 "Government Work Report" proposes that traditional industries, emerging industries, and future industries should develop in this way!

Optimize and enhance traditional industries

We will continue to promote the quality improvement and upgrading of key industries, deploy a new batch of major technological transformation and upgrading projects, and arrange 200 billion yuan of ultra-long-term special treasury bond funds to support large-scale equipment renewal.

Implement a new round of high-quality development actions for key industrial chains in the manufacturing sector, strengthen the rebuilding of industrial foundations and tackle major technological equipment challenges, and create a number of national advanced manufacturing clusters.

We will implement inclusive services of "empowering with cloud computing and data utilization", and continue to increase support for the digital and intelligent transformation of small and medium-sized enterprises.

Expand intelligent manufacturing and build a new batch of smart factories and intelligent supply chains.

Develop intelligent construction, cultivate a modern construction industry chain. Accelerate the upgrading of standards, strengthen quality supervision and brand building, and support enterprises to provide higher-quality and more distinctive products.

Cultivate and expand emerging and future industries

Implement industrial innovation projects, encourage central and state-owned enterprises to take the lead in opening up application scenarios, and build emerging pillar industries such as integrated circuits, aerospace, biomedicine, and low-altitude economy.

Establish mechanisms for future industrial investment growth and risk sharing, and cultivate and develop future industries such as future energy, quantum technology, embodied intelligence, brain-computer interfaces, and 6G.

Establish a mechanism to promote the development and growth of specialized, refined, unique, and innovative small and medium-sized enterprises, and cultivate unicorn enterprises. Efficiently utilize the national venture capital guidance fund, vigorously develop venture capital and angel investment, and government investment funds should take the lead in providing patient capital to promote more start-ups to accelerate their growth into technology leaders.

Emerging industries and future industries represent the direction of a new round of technological revolution and industrial transformation, and are key areas for cultivating new drivers of development and gaining new competitive advantages in the future.

A German research team has developed high-performance composite materials based on polylactic acid (PLA) for use in the electrical industry

Plastics are crucial to the electrical industry - they serve

as insulation and protection, and therefore must possess properties such as heat resistance, flame retardancy, and high mechanical strength. Currently, fossil-based plastics such as polyamide or polycarbonate are the main materials used in the electrical industry, while bio-based alternatives are scarce. In the recently launched two-year joint research project "HighTechPLA", the Fraunhofer Institute for Environmental, Safety and Energy Technology (Fraunhofer UMSICHT) and its partners are jointly developing a bio-based high-performance composite material based on polylactic acid (PLA).

In Germany, the electrical/electronics industry processes approximately 1 million tons of plastic annually, the vast majority of which is fossil-based plastic, while the use of renewable plastics is relatively small. A kind of bio-based alternative material that can be used in the electrical industry is expected to make a significant contribution to achieving the 2050 carbon neutrality goal. The current main challenges lie in endowing bio-based plastics with specific, interactive functions, further developing their technological applications, and making them economically compatible with traditional injection molding processes.

In the "HighTechPLA" joint research project, the R&D team is developing a kind of high-performance electronic component material based on PLA. The alliance brings together experts from research and industry in the fields of material development, injection molding, and production development. Its preliminary goal is to gain a deep understanding of the structure-property relationship of PLA compounds, thereby systematically addressing the performance conflicts between crystallization behavior, impact strength, and flame retardancy.

By establishing a structure-performance model, practical simulation of formulations and processes will be achieved subsequently, and verified in actual production facilities. Christina Eloo from the Fraunhofer UMSICHT Recycling and Bioplastics Department explained, "Our goal is to ensure that project outcomes can be quickly transformed into marketable products. These outcomes also have the potential to be applied to other industries."

It is reported that the members of the project alliance include: Fraunhofer UMSICHT, FKuR Kunststoff GmbH, Georg Schlegel GmbH & Co. KG, Bodo Ehmann GmbH, Werner Langer GmbH & Co. KG, and LED Linear GmbH.

Behind Fortune 500 inclusion: the growing disparity in the tire industry's competitiveness

According to the "Global 500 2026" report released by Brand Finance, the world's leading tire manufacturers continue to maintain their position among the world's most valuable brands, despite facing pressure from the explosive growth of technology and digital platform companies.

According to the latest tire industry ranking, which will be included in the 2026 Global Top 500 list, Michelin continues to maintain its position as the world's most valuable and strongest tire brand, with a brand value of approximately \$8.8 billion and a brand strength index score of 92.6 out of 100. Michelin is currently ranked among the top ten strongest brands globally across all industries, indicating that its brand value far exceeds the tire sector.

Bridgestone ranks as the second largest tire brand globally, with a brand value of approximately \$8.3 billion. Despite slight declines in the Global 500 rankings for both companies due to rapid advancements in technology and digital branding, the top two giants at the pinnacle of the global tire brand hierarchy remain firmly established.

The representation of the tire industry is still limited

Typically, only a handful of tire manufacturers make it to the Global 500 list, and Michelin and Bridgestone have been frequent entrants in recent years. Given the fierce cross-industry competition from giants in technology, finance, and consumer goods, being included on this list is in itself a prestigious honor for tire brands.

Continental Group ranks third in the tire brand ranking, but its brand value has declined by approximately 16% to \$3.9 billion, making it more challenging for it to enter the Global Top 500 or progress upward compared to the top two manufacturers.

Chinese brands have seen the strongest growth

The most dynamic development in the tire industry comes from China and emerging manufacturers. Brands such as Giti, Linglong, Senjoro, and Sailun are considered to be

the fastest-growing in the tire category. Their rapid expansion reflects positive capacity expansion, competitive pricing, and a growing share of original equipment manufacturing (OEM) business. However, their absolute brand value and brand strength index scores are still temporarily below the threshold required for usual inclusion in the Global 500.

Industrial brands are facing pressure

The relative position of tire brands in the Global 500 is becoming increasingly challenging. The explosive growth in brand value of companies in artificial intelligence, semiconductors, e-commerce, and social media means that even those industrial brands that are stable and have ample cash flow may see their rankings decline, despite maintaining stable or slightly increasing valuations.

For tire manufacturers, maintaining a position in such a crowded cross-industry ranking is itself an achievement, indicating their strong resilience and fundamentals in a capital-intensive and fiercely competitive market.

The industry is at a crossroads

The ranking in 2026 indicates that the tire industry is undergoing significant transformation. Traditional leaders

such as Michelin and Bridgestone are leveraging their strong historical heritage, technology, and service systems to withstand the impact from high-end competitors and rapidly emerging challengers.

Meanwhile, the rise of electric vehicles and smart connected cars, evolving travel patterns, and increasingly stringent sustainability requirements are reshaping the components of a strong tire brand. Whether the tire industry can successfully translate technological performance and progress in environmental, social, and governance (ESG) aspects into globally recognized brand strength will determine whether more tire manufacturers can rank among the Global 500 in the coming years.

Despite facing numerous challenges, Michelin and Bridgestone continue to rank among the Global 500, highlighting the enduring strategic value of strong industrial brands. Their performance demonstrates that while technology and digital platforms may dominate headlines and top rankings, well-managed manufacturing brands built on innovation, quality, and consumer trust still possess significant global brand value.