

Guangxi Fangxin Automobile Technology Elaborates on the Benefits of Using Scoutbee

Over two years into the pandemic and with the Russian invasion of Ukraine showing no signs of ending any time soon, the effects on the [global supply chain](#) are still weighing on the world economy. From jammed ports to record freight rates, to the transportation of raw materials and finished goods that was brought to a halt, procurement professionals and suppliers are still at sea trying to wrap their heads around how to move forward.

To overcome disruptions caused to their business, suppliers have been on the lookout for new opportunities, and one Chinese supplier in particular hasn't lost any time in searching for alternatives. Specializing in the research, development, manufacture, and inspection of auto parts, [Guangxi Fangxin Automobile Technology Co. Ltd.](#) saw Scoutbee as a way around these obstacles.

Scoutbee: Connecting suppliers with global markets

"One of our current challenges is that we are lacking channels to approach new customers. Due to Covid, the traditional ways of approaching customers, like attending global fairs, are rather limited. Moreover, we are less exposed to digital solutions like Scoutbee in the automotive industry in the Chinese market and we wanted to find more resources via Scoutbee. Through companies like Scoutbee, we can better approach customers and build relevant networks," Xuanyu Li, Overseas Sales Manager, tells us.

Focused on producing interior and exterior auto parts, products that power cars such as plastic fuel tanks, and PVC products for car seats - to name but a few - the company is currently working hard to spread its wings in overseas markets.

"We believe manufacturers abroad are heavily impacted by the pandemic. Hence, we want to expand our business presence in markets like Southeast Asia, Europe and North America, given

their proximity to the automotive industry. Not to mention that, in such places, the automotive industry is more mature and advanced," Xuanyu Li adds.

Using the Scoutbee AI-powered platform for the first time

The team at Guangxi Fangxin Automobile Technology Co. Ltd. was first contacted by Scoutbee in November 2021 about a potential bid for a leading car manufacturer operating out of Germany, and has been using the platform ever since.

"After getting shortlisted by this car manufacturer, we were contacted directly by one of its buyers to schedule a meeting so that we could get to know each other better. In terms of next steps, the company in question is scheduled to share a more detailed RFI with us so that we can submit a price proposal."

The benefits of using Scoutbee as a supplier

For Xuanyu Li, the experience has been very positive, and the company looks forward to continuing to work with the Scoutbee team. "From a supplier's point of view, Scoutbee is not complex at all, rather easy to use. In addition to the chance of being a good match for potential new clients, being part of a one stop (global) shop where we can be seen is another sales asset."

Moreover, according to Xuanyu Li, the platform's added value goes beyond typical buyer-supplier matchmaking. "There are some data-focused companies here in China, but Scoutbee has a wider portfolio of customers. The platform is global and opens our visibility / reach to a bigger market. Unlike Scoutbee, similar platforms in China mostly deal with local customers. Scoutbee can provide more relevant projects better suited to our target market, given its extensive knowledge of the procurement industry."

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At the time of the interview, the team at Guangxi Fangxin Automobile Technology Co. Ltd. was laser-focused on getting things moving with the car manufacturer bidding process, as well as leveraging Scoutbee's advanced data-driven capabilities to gain further traction with existing and new customers, and better understand the overall market situation and where the demand lies.

Has the above-mentioned experience resonated with your current strategy of seeking new business opportunities? Want to stand out from a pool of tens of thousands or even hundreds of thousands of global suppliers? Then why not check it out for yourself? Learn more about the benefits offered by Scoutbee [here](#).

Editor's note:

At the time of the interview (March 9, 2022), some countries were still dealing with the territorial impact (health, economic, social, and fiscal) of the COVID-19 pandemic.

Some quotes may have been edited for clarity and readability.

Vendor overview

Supplier: Guangxi Fangxin Automobile Technology Co. Ltd.

Headquarters: Guangxi, China

Industry: Automotive

Products: Bumper, Spoiler, Plastic Fender, Door Panel, Air Duct, Carpet, Headliner, Plastic Intake Manifold, Engine Oil Pan, Ignition Coil Cover, Multi-layers Plastic Fuel Tank, Seat Cover Fabric, Door panel and Instrument Panel Lamination Fabric, Gear Shift Cover Fabric, Front Module, Engine Cover, Spare Tire Tray.

Employees: 1600

Website: <http://www.lzfx.com.cn/>