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*BPA June 2003 audit statement

#EBN-China Online Metrics (November 2003)

Home appliances market faces new round of expansion

China's home electrical appliances market is facing a new round of expansion.

According to a recent survey conducted by the Shanghai Municipal Urban Survey Team, sales of traditional appliances are expected to get a boost from a replacement cycle, while sales of information appliances are seen to maintain rapid growth. New digital products are anticipated to intensify competition in the market.

The survey reports that, at the end of June 2003, every 100 families in China owns 165 color TVs, 103 refrigerators and 94 washing machines – all bought in the 1990s. This will drive the market to enter its peak period of replacement. In addition, for every 100 families in China, there are 104 units of air-conditioners, 71 units of VCD players and 38 units of hi-fi audio systems. More and more families are also purchasing higher-end digital products including digital cameras, camcorders and PDP or LCD televisions.



The survey also indicated that people are becoming more brand conscious, and are paying attention to product design, features and ease-of-use more than the price.

Meanwhile, information and telecom products continue to enjoy robust demand. In June 2003, there were 1,243 mobile phones and 56 PCs for every 100 families in Shanghai, up 330% and 110%, respectively, than levels reached at the end of year 2000. Promotional campaigns and tariff discounts are further stimulating demand from this market.

Source: Xinhua Electronics News (Nov. 24)

Handset makers muster enthusiasm for cameras and videos

More Chinese mobile phone makers are bringing camera-equipped cell phones to the market.

At PT/Wireless & Networks Comm China 2003, several Chinese makers displayed their multifunctional mobile phones, competing against rival foreign makers for the attention of trade show visitors.

Local Chinese handset makers have experienced much growth in business over the past years – although critics point out that they only dominate the low-price cellular phone market. However, these makers are seeking to penetrate the high-end market by actively developing models that integrate multimedia functions such as cameras and video players/recorders.

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Tianjin aims to become a key electronics base



Tianjin City plans to establish itself as a key electronics and information industry base in five to seven years. By then, the industry's output is estimated to hit US\$36.1 billion, accounting for 25% of the local GDP.

To achieve this, the city cooperated with heavyweight multinationals and build a number of homegrown companies. As a result, leading companies such as Motorola, Samsung, LG and IBM have setup operations in the city, while competitive homegrown IT companies, including Zhonghuan Group, Nankai Gede, Global Magnetic Card and Jinbin Digital, were established.

To date, there are about 1,000 electronics manufacturers in Tianjin, of which 60% are foreign-invested.

In the coming months, the city is expected to accelerate reforms in its electronics and information industry, as well as step up the construction of factories for ICs, components, communication, networking and digital A/V products.

Source: Xinhua Electronics News (Nov. 10)



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At Comm China, China Kejian (Kejian) exhibited a mock-up of its K516-model camera mobile phone, which is due to be released by early 2004. This GSM handset has a built-in 300,000-pixel image-capturing device and an LCD that can display 65,000 colors.

Shanghai DBTEL Industry also presented a mock-up of its Model M7 mobile phone that is slated for release in April or May 2004. The phone has a 300,000-pixel CMOS imager and an SD memory card interface. It can also play MP3 audio files, as well as MPEG-4 videos. The 1.8-inch TFT-LCD panel can display 65,000 colors.

Source: Nikkei Electronics (Nov. 18)

China captures 46% share of Asia-Pacific Q3 PC market

PC shipments in the Asia Pacific region totaled 7.7 million units in the third quarter of 2003, with China leading the region by a large margin. With total shipments of 3.6 million units during the quarter, the nation accounted for 46% of the region's PC market, and was up 8.4% over the same period last year.

Country	Q3 2003 Shipments (Units)
China	3,599,039
Australia	731,220
South Korea	727,711
India	655,229
Taiwan	641,761
Rest of Asia/Pacific	1,401,946
Total	7,756,906

Source: Gartner

Meanwhile, China's Legend Group remained number one in regional vendor rankings. The company sold almost 746,000 units during the quarter, a 12.2% rise compared to the third quarter of 2002.

Lillian Tay, principal analyst for Gartner's Hardware and Systems Asia/Pacific Group comments: "The business segment has been spending and demand will continue to strengthen in the coming quarters as the replacement of PCs continue."

Source: Gartner (Nov. 6)

China mobile phone users exceed fixed phone users

The number of mobile phone users in China has exceeded the number of fixed telephone users for the first time.

At the end of October 2003, there were 260 million mobile phone users compared to 255 million fixed telephone users. These figures also represent a sequential increase of 51 million and 41 million users, respectively, over September 2003.

Meanwhile, China's telecommunications business revenues hit US\$46.1 billion in October, up 15% over the same period last year.

Source: People's Daily Online (Nov. 21)

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