

# Connectors



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### Product & price trends

Prices and specifications of 94 top-selling export products

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# CONNECTORS

## Supplier capability in China

### EXECUTIVE SUMMARY

The connectors industry in China is continuing its steady upward climb spurred by strong demand from the consumer electronics, telecom, computer, power and industrial sectors. Already the third-largest connector supplier worldwide, the country's output and exports are expected to increase further in coming years as the application and product ranges expand to match rising orders.

China has traditionally been strong in A/V connectors, leveraging its robust A/V consumer electronics segment. Recently, however, more manufacturers have been expanding into the computer and telecom sectors to widen market reach.

The power connectors line has been growing 5 to 10 percent in recent years. The USB connectors segment has also been expanding 20 percent annually, fueled by increased usage of the interface in PCs and peripherals, and other digital devices. The rising supply of high-definition home entertainment products is generating more orders for HDMI connectors.

For memory card connectors, the momentum is driven by the popularity of digital cameras, mobile phones, PDAs, MP3/MP4 players, laptops and digital photo frames. Portable electronics are spurring the upsurge in the FPC/FFC segment.

The following are some of the key trends in China's connectors industry:

- Prices will likely remain in a downward trend as makers boost their price advantage over foreign competitors.
- In preparation for rising demand, most suppliers are planning to increase capital expenditure in coming months.
- To boost margins, companies are implementing cost-reduction programs and increasing operating efficiency. Many are forming partnerships with foreign enterprises and government agencies to bolster R&D capability.

- Product development is geared toward enhancing durability, cosmetic design and anti-EMI features. Emphasis is on smaller form factors, reduced pitch size and faster transmission rates.

- Multifunction models will rise in supply. New RJ-45 connectors integrate transformers and LED indicators, while power connectors incorporate line switches, fuse holders and circuit breakers.

- North America will remain China's major export destination for connectors but many manufacturers will increase shipments to the Middle East, the EU and the Asia-Pacific region.

- Price competition is one of the major challenges that companies in this industry face. Fluctuating material costs exacerbate the situation for many suppliers. The continued dominance of foreign players in certain segments is another major concern.

China's selection of connectors may be broadly classified into A/V, computer, industrial, power, and telecom and networking types, each comprising a slew of variants. These are also the scope of this report.

Each category has its own section that provides details on the common features and price determinants of major product lines. The latest trends in terms of design and materials are also discussed.

The Industry Overview section discusses developments in the different sectors, including makers' strategies to survive current market challenges. It also mentions key trends and R&D priorities in coming months.

China has more than 1,000 makers of connectors. Over 70 percent of them are locally owned and the rest are foreign-invested. The former generally concentrates on low-end and midrange products, and the rest focuses on upscale units.

### In this report

- 24 in-depth company profiles
- 34 additional suppliers
- 94 top-selling export products
- Supplier demographics
- Supplier survey
- Industry statistics & charts

### METHODOLOGY

To produce this report, Global Sources surveyed a wide range of suppliers. Rather than focus simply on high-profile makers, we compiled a representative sample of large, midsize and emerging manufacturers. All profiled companies are export-oriented professional suppliers that may or may not be clients of Global Sources.

The selection of suppliers is designed to reflect the composition of the industry in China in terms of geographic spread, business type and company ownership.

For in-depth company profiles, our research teams interviewed senior executives and export managers who discussed their recent performance and provided price, R&D, production and export forecasts for the next 12 months. The interviews were done in person, by phone or e-mail.

In each case, companies were required to answer specific questions designed to verify their manufacturing and export credentials, including their production and export statistics, and a breakdown of exports by product type and market. Our production checklist details the product-specific manufacturing capability of each supplier.

All profiled suppliers participated in a survey designed to provide insight into product and price trends, and challenges facing the industry. All survey questions are single choice. Results were calculated based on the actual number of valid responses to each question.

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## INDUSTRY OVERVIEW

China, currently the world's third-largest manufacturing hub for connectors, continues to strengthen its leadership position even as the industry faces numerous challenges. The country produced 50 to 60 billion connectors, plugs and switches in 2008. Continued expansions in both application and product ranges will boost output and export volumes further.

Makers are leveraging China's strong consumer electronics, computer and telecom industries to bolster the connectors sector. Many are confident of sustained growth despite dipping export sales in recent months due to canceled or reduced orders. In addition to demand from traditional sectors, they project adoption in the power, automotive and industrial segments will help propel the line.

To further broaden the buyer base, a rising number of suppliers are exploring new applications in portable electronics. They are investing in the development of miniature, fine-pitch and multifunction connectors. Those engaged in making RJ-45 variants, for instance, have started switching from conventional models

to units integrating transformers, LED indicators, USB connectors or even Power-over-Ethernet functions, all under efforts to add value.

Mainland China makers have traditionally been strong in A/V connectors, targeting them at both local and overseas audio and video equipment manufacturers. Many grew their business alongside the mainland's robust consumer electronics market.

In recent years, companies have been strengthening their capability to produce high-quality computer, telecom and networking connectors, which are the turf of Taiwan and Japan players. But since the last two concentrate on high-end models, mainland enterprises are exploring the low-end and midrange segments.

### Growth areas

Strong demand for consumer electronics, telecom, computer, power and even industrial applications is sustaining China's connectors industry despite weakening sales in some key export markets due to the financial crunch. The power connectors sector, for instance, has been growing 5 to 10 percent in recent years, buoyed by

### Supplier summary

Suppliers surveyed	24
Export sales	\$67.4mn
Export ratio	66%
OEM business	28%
Capacity utilized	71%
Annual R&D spending	\$16.7mn
Full-time employees	12,647

Data: All surveyed suppliers

adoption in home appliances, portable electronics, computers and peripherals, industrial equipment and devices, and lighting products. Orders from the automotive segment have also been rising.

Power connectors currently account for 20 to 30 percent of the country's aggregate supply. Domestic and export sales of this type reached \$1.52 billion in 2008, based on estimates from the China Electronic Components Industry Association.

Besides power connectors, the key growth areas are the FPC/FFC, memory card, USB and HDMI segments.

The trend for portable electronics is fueling the FPC/FFC connectors line. Rising demand from the mobile phone industry, in particular, has

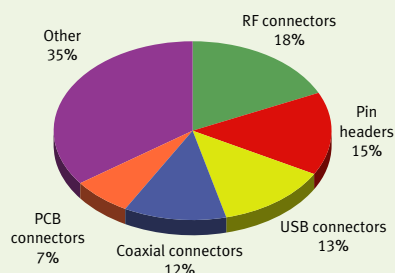
## Global Sources online metrics

### Connectors

Online metrics are taken from buyer and supplier activity in the featured product group on [www.globalsources.com](http://www.globalsources.com) in the month preceding publication of this update.

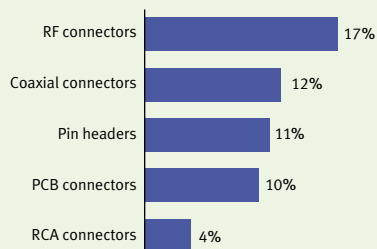
- **Buyer requests** track total inquiries from our worldwide community of more than 800,000 buyers.
- **Product profiles** represent the total number of unique products available from suppliers in our online catalogs.
- **New product postings** indicate the number of new product profiles added by suppliers during the period.

#### Top buyer requests

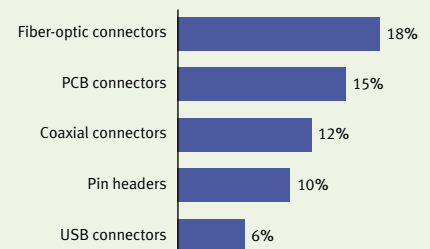


Percent of all online activity for this product group

#### Top product profiles



#### Top new product postings



## Danyang Beite Electron Co. Ltd

Danyang Beite expects overseas sales to increase by 10 to 20 percent in the next 12 months as it boosts marketing efforts targeting South Africa and Brazil.

Last year, exports of A/V and telecom and networking connectors amounted to \$3 million. Ninety percent of output was shipped to North America, the EU, non-EU countries, the Asia-Pacific region and the Middle East. OEM orders accounted for 80 percent of shipments abroad, and ODM the rest.

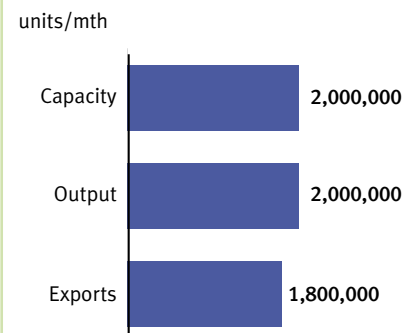
Operating at full capacity, the Hong Kong-invested supplier turns out 2 million connectors per month.

Production is carried out at a 10,000sqm factory in Zhenjiang, Jiangsu province in mainland China. The 105-member workforce includes eight QC staff and a six-engineer R&D team. The latter receives an annual allocation equivalent to 5 percent of sales, or \$160,000 of the \$3.2 million revenue in 2008.

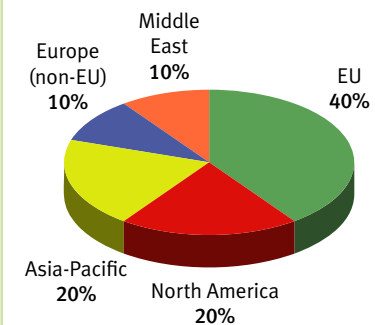
Danyang Beite is holding capital expenditure at current levels. Prices of its products have increased slightly at less than 5 percent in the past three months. The company also makes pigtailed and cables.

### Profile

#### Production



#### Export markets



#### Contact details

##### Business contact

WU Annice

##### Phone

(86-511) 8631-2560

##### Fax

(86-511) 8631-1383

##### E-mail

sales@chinabeite.com

cnbeite@globalsources.com

##### URL

www.chinabeite.com

www.globalsources.com/cnbeite.co

##### Address

15 Xinnong, Houxiang, Danyang,  
Zhenjiang, Jiangsu, China

### Company facts

Year established	1994
Business type	Manufacturer
Company ownership	Hong Kong-invested
Head office location	Zhenjiang (Jiangsu)
Number of factories	1
Factory location(s)	Zhenjiang (Jiangsu)
Total factory area	10,000sqm
No. of full-time employees	105
No. of R&D/design staff	6
No. of QC staff	8
Annual sales (all products)	\$3.2mn
Annual R&D spending	\$160,000
ISO certification	Pending

### Sales & output: Connectors

Annual sales	\$3.1mn
Share of total sales	95%
Annual export sales	\$3.0mn
Total monthly capacity	2,000,000 units
Average monthly output	2,000,000 units
Capacity utilized	100%
Average monthly exports	1,800,000 units
Export ratio	90%
OEM % of exports	80%
ODM % of exports	20%
OBM % of exports	—
Major customer	Digiturk (Turkey)
Other products made	Pigtails, cables

### Capability

#### Production checklist

Casting	Yes
Extrusion	Yes
Plating/finishing	No
Tooling	No
Final assembly	Yes
QC/QA testing	Yes

#### Exports by product

A/V connectors	85%
Computer product connectors	—
Telecom & networking connectors	15%
Power connectors	—
Industrial connectors	—

#### Exports by market

North America	20%
European Union	40%
Europe (non-EU)	10%
Asia-Pacific	20%
Middle East	10%
Other	—

### Survey

- **Export prices**  
Increased
- **Export price increase**  
Less than 5%
- **Export sales**  
Increase 10-20%
- **Target market**  
South Africa, Brazil
- **Capital expenditure**  
No increase
- **Major challenge**  
Price competition
- **Export capability**  
Decrease product defects
- **R&D focus**  
Enhance durability

### Popular export models



#### Telecom & networking connector

Model	BTC-1
Minimum order	5,000 units
Packaging type	Carton
Delivery time	10 days
Indicated price	\$1.80

**Description:** RF connector; nickel-plated brass contact and shell; 5,000Mohm insulation resistance; 1,500V dielectric strength; 500V maximum withstanding voltage; -65 to 165 C operating temperature; CE, RoHS



#### Telecom & networking connector

Model	12-008
Minimum order	10,000 units
Packaging type	Carton
Delivery time	10 days
Indicated price	\$0.50

**Description:** RF connector; brass contact and shell; 5,000Mohm insulation resistance; 1,500V dielectric strength; 500V maximum withstanding voltage; -65 to 165 C operating temperature; CE, RoHS



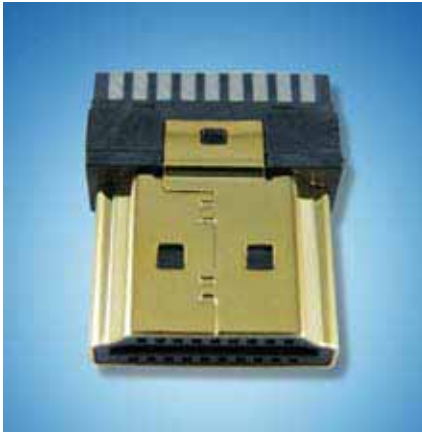
#### Telecom & networking connector

Model	03-110
Minimum order	50,000 units
Packaging type	Carton
Delivery time	10 days
Indicated price	\$0.11

**Description:** RF connector; brass contact and shell; 5,000Mohm insulation resistance; 1,500V dielectric strength; 550V withstanding voltage; -65 to 165 C operating temperature; CE, RoHS

## PRODUCT GALLERY

### A/V connectors



**Dongguan Liansi**  
(profile page 42)

**Model:** LS-001 HDMI Connector

**Minimum order:** 1,000 units

**Packaging type:** Tube

**Delivery time:** 10 days

**Indicated price:** \$0.15

**Description:** HDMI connector; phosphor bronze contact; gold-plated shell; 30mohm maximum contact resistance; 10Mohm minimum mated, 100Mohm minimum unmated insulation resistance; 40VAC rated, 300VAC inserting, 500VAC withdrawing voltages



**Jiaxing Changjiang Electronics**  
(profile page 46)

**Model:** 103

**Minimum order:** 10,000 units

**Packaging type:** Carton

**Delivery time:** 30 days

**Indicated price:** •

**Description:** 3GHz F female-to-female adapter; zinc and copper body; ultrahigh return loss and low insertion loss; for CATV/MATV applications



**Jiaxing Changjiang Electronics**  
(profile page 46)

**Model:** 406

**Minimum order:** 10,000 units

**Packaging type:** Carton

**Delivery time:** 30 days

**Indicated price:** •

**Description:** RG11 water-resistant needle; aluminum alloy material; patented single-piece design; 360-degree radial seal; >30dB return loss at 3GHz; for coaxial broadband networks, and video, data and telephone applications



**Jiaxing Changjiang Electronics**  
(profile page 46)

**Model:** 208

**Minimum order:** 10,000 units

**Packaging type:** Carton

**Delivery time:** 30 days

**Indicated price:** •

**Description:** Water-resistant RG59/RG6 compression connector; nickel-plated brass material; for CATV/MATV applications



**Jiaxing Changjiang Electronics**  
(profile page 46)

**Model:** 209

**Minimum order:** 10,000 units

**Packaging type:** Carton

**Delivery time:** 30 days

**Indicated price:** •

**Description:** Water-resistant RG59/RG6 compression connector; nickel-plated brass material; for CATV/MATV applications



**Trantek**

(profile page 64)

**Model:** 1810105001925002-HDMI

**Minimum order:** 5,000 units

**Packaging type:** Carrier tape or plastic container

**Delivery time:** 7 days

**Indicated price:** •

**Description:** HDMI connector; 19 pins; 0.5mm pin pitch; 1.35mm pin length; 0.01N insertion force; 10VAC/DC withstanding voltage; -55 to 85 C operating temperature

• Information not disclosed

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