

Jewelry & Watches

Essential sourcing intelligence

March 2011

US\$395

China supplier profiles

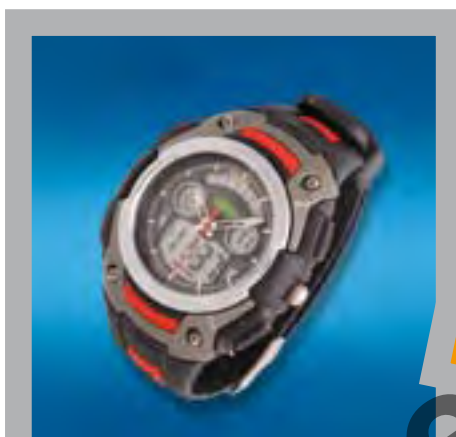
Detailed profiles of 31 companies with verified manufacturing and export credentials

Product gallery

Specifications and full-color images of 80 top-selling products

Industry trends

Coverage of current issues, plus insight into products, pricing, R&D and supply centers



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YEARS

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Supplier capability in China

JEWELRY & WATCHES

Export sales of China-made jewelry and watches are gaining momentum, with the majority of suppliers profiled in this report anticipating at least 10 percent overseas revenue growth this year.

Customs statistics show that from August 2010 to January 2011, outbound shipments of costume jewelry, and QA, mechanical and digital timepieces jumped 17 percent YoY to reach \$1.7 billion. During the previous corresponding period, the increase was only 8 percent.

North America, the EU and the Asia-Pacific region accounted for about 80 percent of revenue.

With the steady recovery of key markets from the economic downturn, makers are embarking on differentiation and efficiency initiatives that can sustain growth even amid surging production costs. Ecological reforms in the plating sector are contributing to the industry's global competitiveness as well.

Key findings

- Suppliers are boosting R&D budgets by 10 to 50 percent. The fund is put toward hiring more technicians and providing them with updated software and computers, and skills training. It is also used to subsidize public design competitions and projects with trade associations and educational institutions.
- Watch manufacturers will be entering the domestic market and reintroducing OBM lines as demand for midrange and high-end models within China is expected to surge. Capacity will be augmented to maintain the volume of foreign transactions.
- In response to escalating material and labor costs, makers are acquiring and developing equipment that improves efficiency and reduces dependence on individual workers.
- They are also replacing some components with less expensive versions.
- The appreciation of the yuan is pushing up rates for imported modules and movements. Even so, timepiece companies will continue employing Japan-made and Swiss mechanisms to meet buyers' quality standards. Price increases will be inevitable because of this.
- The national government's crackdown on water and air pollution in the electroplating industry is benefiting suppliers of jewelry and watches. Businesses will be able to work with coating specialists that have access to waste treatment systems. Such developments address increased ecological awareness among clients, thereby strengthening viability.

Scope & methodology

This report covers the major products of China's jewelry and watches industry, namely earrings, necklaces, bracelets, rings, brooches, pendants, and fashion, sports, multifunction and classic watches.

Each category has a section discussing design trends specific to the line. It also details the features and prices of low-end, midrange and high-end models. The manufacturing and QC processes are included as well.

The Industry Overview explains suppliers' strategies for boosting R&D capability and dealing with more stringent environmental standards and higher production costs. The provinces of Zhejiang and Guangdong are the main sourcing centers. Reflecting this structure, more than 50 percent of featured companies come from Zhejiang. About one-fourth is based in Guangdong.

To produce the report, Global Sources interviewed 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 are verified by Global Sources.

Each supplier is confirmed to be authentic with a legally registered business. All companies are visited three or more times by Global Sources to ensure they are export-ready and have real offices and products.

The listed contact person has been verified to represent the registered company. In each case, companies were required to answer specific questions designed to verify their manufacturing and export credentials.

All profiled suppliers participated in a

survey designed to provide insight into price trends, sales outlook and target markets in the next six months. All survey questions are single choice. Results were calculated based on the actual number of valid responses to each question.

Global Sources supplier rankings

★★★★★★

Suppliers are ranked using a 6-star ranking system. Companies with a higher star ranking provide more business information and verification reports on their Global Sources online homepages.

Suppliers rated 5 or 6 stars have a Credit Check report from First Advantage or Sino-Trust and a Supplier Capability Assessment report provided by Bureau Veritas online.

The rankings are correct at the time of publication and may be subject to change.

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Baoding Sino-Chem Industry Co. Ltd



INQUIRE NOW

Baoding Sino-Chem exports digital, mechanical and QA watches to North, Central and South America, Europe, Africa, the Middle East and the Asia-Pacific region. Overseas sales in the line amounted to \$1 million last year.

About 20,000 pieces are sent abroad each month. Products are sourced from two partner factories based in Shenzhen, Guangdong province.

In 2011, foreign revenue is projected to increase 10 to 20 percent, with the EU as the key destination. Capital expenditure will be raised by as much as 50 percent.

The locally owned trading company spends about \$100,000 on R&D every year. Its services include sample making, export documentation, shipping, and in-house packaging and assembly.

Company facts

Year established	1992
Business type	Trading company
Company ownership	Mainland China-owned
Head office location	Baoding (Hebei)
No. of subcontracting factories	2
Factory location(s)	Shenzhen (Guangdong)
No. of full-time employees	20
Annual export sales (all products)	\$2.0mn
Annual R&D spending	\$100,000

Sales & exports: Jewelry & watches

Annual export sales	\$1.0mn
Share of total export sales	50%
Average monthly exports	20,000 pieces
Sample making	Yes
Export documentation	Yes
Shipping	Yes
In-house assembly	Yes
In-house packaging	Yes

Contact details

Business contact	LI Richard
Phone	(86-312) 590-0158
Fax	(86-312) 593-6598
E-mail	market@bdsino.com
URL	www.bdsino.com www.globalsources.com/ sinochem-gao.co
Address	8 Fuxing Road, Baoding, Hebei, China



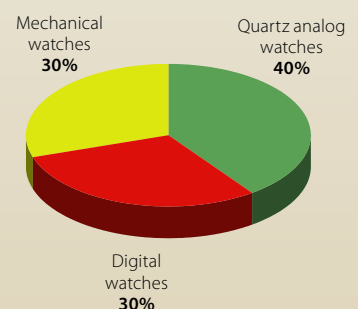
Model: SCQW020

MOQ: 500 pieces

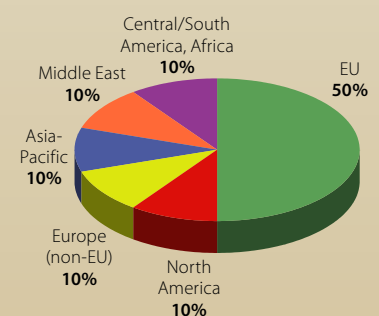
Description: Fashion watch; alloy case; Japan movement; genuine leather band; 3ATM water resistance; custom designs, colors, printed or debossed logo; one piece per bubble bag, 10 pieces per box; CE, RoHS

See more popular export models in the Product Gallery.

Exports by product



Exports by market



PRODUCT GALLERY

Bracelets, bangles & anklets



Boka
(profile page 30)
Model: BK-BR321
MOQ: 100 pieces
Description: Bracelet; clear crystals; in various sizes, colors



Centuria
(profile page 31)
Model: BT20006S
MOQ: 5,000 pieces
Description: Bracelet; brass, iron or aluminum; in various plating colors, chain styles; 19.5cm long; 14g; cadmium-, lead-, nickel-free; custom designs; CPSIA, California Proposition 65



Centuria
(profile page 31)
Model: BT50005
MOQ: 120 pieces
Description: Bracelet; zinc alloy; Czech stone trimming; cadmium-, lead-, nickel-free; custom designs; CPSIA, California Proposition 65



Chinge Long
(profile page 34)
Model: D07026
MOQ: 120 pieces
Description: Bracelet; alloy; lead-, nickel-free; custom materials, colors accepted



EE
(profile page 37)
Model: D8035584
MOQ: 300 pieces
Description: Bracelet; zinc alloy; antique brass plating; enamel, glass bead, ribbon trimmings; nickel-free



EverFashion
(profile page 38)
Model: JLT1005008
MOQ: 600 pieces
Description: Bracelet; zinc alloy; silver plating; rhinestone trimming; in various sizes, colors; REACH

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