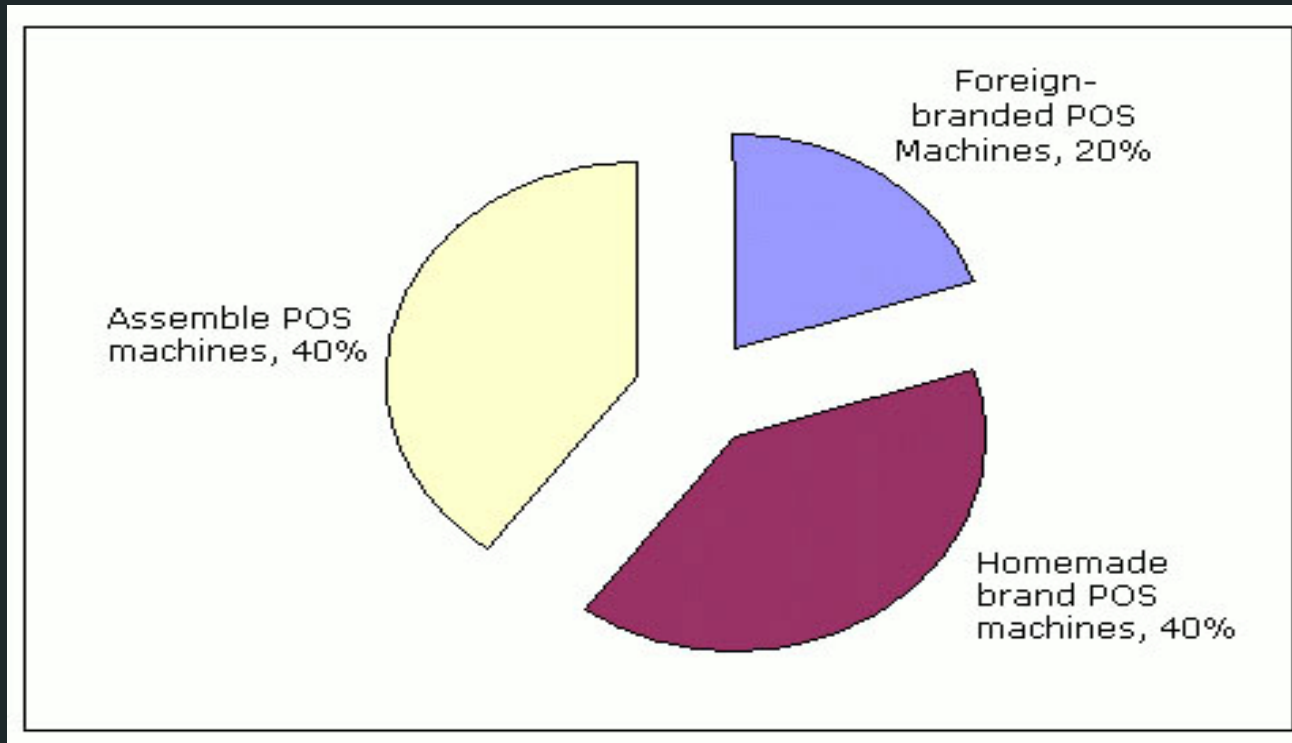


China POS Machine Industry Report, 2008



- In 2007, most foreign brand POS machines exited the Chinese market. The foreign brands still in the market are mainly IBM and Wincor Nixdorf, occupying only 20% market shares. China's homemade POS machines, including brand machines and assemble machines in Mainland China and Taiwan, have become the mainstream of the market, occupying 80% market shares. The prices of POS machines have declined to CNY4,000 to CNY15,000. A large number of companies among China top 100 retail enterprises have adopted homemade POS machines.

Market Share of POS Machines in China, 2007



Source: ResearchInChina

- After China's entry into the World Trade Organization, the Chinese market has become more open, more foreign-branded chain stores and brand shops have entered China. Startup of the "Project of Thousands of Villages and Townships" has brought about a substantial growth in sales of homemade and imported POS cash registers. Generally speaking, China's electronic cash register market has increased more than 20% annually after China's entry into WTO, and meanwhile, the POS market of foreign brand machines, homemade brand machines and assemble machines has also risen more than 30% annually.
- Based on the authoritative statistics of the National Bureau of Statistics and the Ministry of Commerce as well as abundant information from industry associations and a large number of professional magazines at home and abroad, the report makes an in-depth analysis on the current situation, market demand, financial status, competition pattern and development trend of China POS machine industry, and also makes a thorough study on the potential demand and market opportunities of the industry, which provides strategic investors with market intelligence and scientific basis for decision-making.

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