



**China Lighting Source Industry Report,
2011-2012**

Mar. 2012

STUDY GOAL AND OBJECTIVES

This report provides the industry executives with strategically significant competitor information, analysis, insight and projection on the competitive pattern and key companies in the industry, crucial to the development and implementation of effective business, marketing and R&D programs.

REPORT OBJECTIVES

- ◆ To establish a comprehensive, factual, annually updated and cost-effective information base on market size, competition patterns, market segments, goals and strategies of the leading players in the market, reviews and forecasts.
- ◆ To assist potential market entrants in evaluating prospective acquisition and joint venture candidates.
- ◆ To complement the organizations' internal competitor information gathering efforts with strategic analysis, data interpretation and insight.
- ◆ To suggest for concerned investors in line with the current development of this industry as well as the development tendency.
- ◆ To help company to succeed in a competitive market, and

METHODOLOGY

Both primary and secondary research methodologies were used in preparing this study. Initially, a comprehensive and exhaustive search of the literature on this industry was conducted. These sources included related books and journals, trade literature, marketing literature, other product/promotional literature, annual reports, security analyst reports, and other publications. Subsequently, telephone interviews or email correspondence was conducted with marketing executives etc. Other sources included related magazines, academics, and consulting companies.

INFORMATION SOURCES

The primary information sources include NBS(National Bureau of Statistics of China), Wind, and China Illuminating Engineering Society etc .

Abstract

In 2011, China lighting appliance industry produced 19.61 billion electric light sources (up 4.0% year on year), including 4.17 billion incandescent light bulbs (a 3.8% yr-on-yr rise) and 3.32 billion fluorescent lamps (down 1.40% from a year earlier). By output, Jiangsu, Guangdong, Zhejiang, Shandong and Henan ranked the top 5 in 2011, with their output totaling 14.98 billion units, accounting for 76.39% of the national total.

In recent years, the traditional lighting is increasingly replaced. With the application and promotion of high-efficient environment-friendly lighting, the semiconductor lighting industry has developed steadily as a highlight inside the industry. According to the data of China Illuminating Engineering Society, China's semiconductor lighting output value reached RMB13.9 billion in 2010 and RMB18.8 billion in 2011; in 2013, the output value is expected to hit RMB48.9 billion.

Chinese Semiconductor Lighting Market Size, 2008-2013E



Landscape lighting is the main market in the field of the semiconductor lighting. In 2011, Chinese LED landscape lighting market valued RMB14.9 billion, making up 79.3% of the total semiconductor lighting market value. Meanwhile, with the widening scope of applications, the LED landscape lighting market size will present a steady growth momentum.

Copyright 2012ResearchInChina

In addition, indoor lighting is a fastest growing market in the field of the semiconductor lighting. In 2011, Chinese indoor semiconductor lighting market valued RMB637 million, soaring 295.7% from the previous year. As its prices further fall, LED lighting will by degrees tap into the fields of commercial lighting and civil lighting gradually, and substitute for traditional lighting.

The report covers:

1. Market size and demand of China lighting industry;
2. Import and export of products;
3. Market size and demand of the industry segments;
4. Market size, demand and competition pattern of China LED lighting industry, industry segments and related sectors;
5. Output and market share by region;
6. Profile, operation, finance, dynamics, strategy and planning of key players.

NVC Lighting: As of June 30, 2011, NVC Lighting had owned 36 exclusive regional distributors and 2,888 specialty stores in China, with "Lighting Experience Center" in Huizhou, Beijing, Shanghai and Nanjing.

Yankon: From January to September 2011, Yankon achieved the total revenue of RMB1.694 billion, up 9.8% year-on-year; particularly in Q3, the net income hiked due to the subsidies for the promotion of high-efficient lighting. The company plans to focus on low-mercury environment-friendly energy-saving projects, LED lighting and lamp projects in the upcoming three years, with the total investment of over RMB1.4 billion. The move will be a new growth engine of the company.

1. Overview of Electric Light Source Manufacturing in China

- 1.1 Definition and Data Source
- 1.2 Profile
 - 1.2.1 Geographic Distribution
 - 1.2.2 Industrial Scale
- 1.3 Policy Analysis
 - 1.3.1 The 12th Five-Year Plan
 - 1.3.2 Fiscal Subsidy
 - 1.3.3 Environment-friendly Request
 - 1.3.4 Industrial Standards
- 1.4 Policy Analysis of LED Lighting Industry in China
 - 1.4.1 Evolution
 - 1.4.2 LED Lights Transformation during "12th Five-Year"
 - 1.4.3 General Lighting Incandescent to be Eliminated in 2016
 - 1.4.4 LED Lighting Product Standards Have Been Initially Formed

2. Market Analysis of Electric Light Source Manufacturing in China

- 2.1 Market Size
 - 2.1.1 Overview
 - 2.1.2 Output
 - 2.1.3 Sales
 - 2.1.4 Import & Export
- 2.2 Market Size of Product Segments

- 2.2.1 Development and Status Quo of Incandescent Lamp
- 2.2.2 Development and Status Quo of Fluorescent Lamp
- 2.2.3 Development and Status Quo of Other Electric Light Sources
- 2.3 China LED Lighting Market
 - 2.3.1 Market Size
 - 2.3.2 Market Prices of LED Lighting in China and the World
 - 2.3.3 Predicted Scale of LED Lighting Market Segments
 - 2.3.4 Related Industries
 - 2.3.4.1 Order Volume of MOCVD Equipment
 - 2.3.4.2 LED Chip & Packaging Market

3. Competition Analysis of Electric Light Source Manufacturing in China

- 3.1 Competition Pattern
- 3.2 Incandescent Lamp Prohibition Progress and Substitute Process in China and Beyond
 - 3.2.1 Elimination Schedule
 - 3.2.2 Substitute Process of Incandescent Lamp, Fluorescent Lamp, and LED Lamp
- 3.3 Competition Analysis of China LED Lighting Industry

4. Regional Operation of Electric Light Source Manufacturing in China

- 4.1 Overview
- 4.2 East China
- 4.3 Central South China
- 4.4 Southwest China
- 4.5 Northeast China
- 4.6 North China

5. Key Enterprises

- 5.1 Zhejiang Yankon Group Co., Ltd
 - 5.1.1 Profile
 - 5.1.2 Operation
 - 5.1.3 Operating Points in 2011
 - 5.1.4 Major Investment Orientations in Recent Three Years
- 5.2 Foshan Lighting
- 5.3 NVC Lighting
- 5.4 Cnlight
- 5.5 Kingsun Optoelectronic Co Ltd
- 5.6 Guangzhou Hongli Tronic Co., Ltd
 - 5.6.3 Major Events
- 5.7 Ledman Optoelectronic Co., Ltd.
- 5.8 Unilumin Group
- 5.9 Shenzhen AOTO Electronics Co., Ltd.
- 5.10 Shenzhen Liantronics Co., Ltd

- Top 5 Electric Light Source Production Areas and Characteristics in China
- Number and Growth of Electric Light Source Enterprises in China, 2005-2011
- Number of Lighting Companies in China, 2009-2011
- National Standard Statistics of Chinese Electric Light Source Industry
- Industrial Standard Statistics of Chinese Electric Light Source Industry
- Evolution of LED Lighting Industry in China, 2003-2013
- Planning and Financial Support of China and Major Developed Countries for the Development of LED
- Incandescent Phase-out Line in China, 2011-2016
- Growth of Lighting Market and GDP in China, 2006-2011
- Output Value of Export and Consumption of Chinese Lighting Products, 2005-2011
- Main Economic Indicators of Lighting Fixture Manufacturing in China, H1 2011
- Output and Growth Rate of Electric Light Source (Bulb) in China, 2005-2011
- Output of Electric Lighting Industry in China, 2010-2011 (by Province)
- Gross Output Value and Growth Rate of Electric Light Source (Bulb) in China, 2005-2011
- Output/Sales Ratio of Electric Light Source (Bulb) in China, 2005-2011
- Import Tables of Lighting Appliances in China, Jan.-Oct.2011
- Export Tables of Lighting Appliances in China, Jan.-Oct.2011
- Output and Growth Rate of Incandescent Lamp in China, 2007-2011
- Output of Fluorescent Lamp in China, 2006-2011
- Product Structure of Fluorescent Lamp in China, 2006-2013E
- Market Size of LED Lighting in China, 2008-2013E
- Penetration of LED General Lighting in China, 2010-2015E
- Structure of LED Applications in China (by Sum), 2011
- Forecast of LED Application Market in China (by Sum), 2009-2015E
- Price Trend of Lighting LED in China, Q2 2010-Q4 2011

- Global Market Prices of Main Lighting Appliances, 2011
- Sub-sectors CAGR of LED Lighting in China, 2010-2015E
- Market Size of LED Landscape Lighting in China, 2007-2013E
- Market Size of LED Outdoor Lighting in China, 2008-2013E
- Market Size of LED Indoor Lighting in China, 2008-2013E
- Installed Quantity of MOCVD Equipment Worldwide, 2008-2012E
- Supply Capacity of MOCVD Equipment Suppliers Worldwide, 2010-2014E
- LED Output, Chip Output and Import Substitution Rate in China, 2011
- Top 3 Camps in Chinese Electric Light Source Market
- Incandescent Lamp Prohibition (Sales Ban) Progress by Country and Region
- Efficiency Comparison among Several Lighting Modes
- Comparison of LED and Typical Products of Other Lighting Sources (Has Been Included In The Drive Power When Luminous Efficiency Calculated)
- Speed of Drop in LED Lighting Costs, 2010-2015E
- Technology Trends with the Decline of LED Lighting Costs, 2008-2015E
- Cost Price of Global LED Lighting (by Product), 2010-2011
- Market Share of Key Lighting Companies in China, 2007-2011
- Gross Margin of Key Lighting Companies in China, 2010-2011
- Operating Revenue and Net Income of Key Lighting Companies in China, 2009-2011
- Electric Light Source (Bulb) Output of Major Provinces in China, 2011
- Electric Light Source (Bulb) Output by Region in China, 2011
- Output Proportion of Electric Light Source (Bulb) by Region in China, 2011
- Output and Growth Rate of Electric Light Source (Bulb) in East China, 2005-2011
- Output of Electric Light Source (Bulb) by Province in East China, 2011
- Production Shares of Electric Light Source (Bulb) by Province in East China, 2011

- Output and Growth Rate of Electric Light Source (Bulb) in Central South China, 2005-2011
- Output of Electric Light Source (Bulb) by Province in Central South China, 2011
- Production Shares of Electric Light Source (Bulb) by Province in Central South China, 2011
- Output and Growth Rate of Electric Light Source (Bulb) in Southwest China, 2005-2011
- Output of Electric Light Source (Bulb) by Province in Southwest China, 2011
- Output and Growth Rate of Electric Light Source (Bulb) in Northeast China, 2005-2011
- Output and Growth Rate of Electric Light Source (Bulb) in North China, 2005-2011
- Output of Electric Light Source (Bulb) by Province in North China, 2011
- Production Shares of Electric Light Source (Bulb) by Province in North China, 2011
- Operating Revenue and Growth Rate of Zhejiang Yankon Group Co., Ltd., 2008-2011
- Major Financial Indices of Zhejiang Yankon Group Co., Ltd., Jan.-Sep. 2011
- Operating Revenue of Zhejiang Yankon Group Co., Ltd. by Sector and Product, H1 2011
- Operating Revenue of Zhejiang Yankon Group Co., Ltd. by Region, H1 2011
- Main Business Structure of Zhejiang Yankon Group Co., Ltd. by Region, H1 2011
- Successfully Tendered Governmental Promotion Projects of Yankon Group, 2008-2011
- Projects under Construction of Yankon Group, 2011
- Non-public Offering Plan of Yankon Group, H1 2011
- Operating Revenue and Growth Rate of Foshan Lighting, 2007-2011
- Net Income and Growth Rate of Foshan Lighting, 2007-2011
- Gross Margins of Electric Light Source Products of Foshan Lighting, 2007-2011
- Operating Revenue of Foshan Lighting by Region, Q2 2011
- Three Divisions of NVC Products
- Development Course of NVC Lighting, 1998-2011
- Operating Revenue by Division of NVC Lighting, 2007-2011
- NVC Brands and ODM Sales of NVC Lighting, 2007-2011

- Sales Comparison of NVC Lighting (Home and Overseas), 2007-2011
- Number of Specialty Stores of NVC Lighting, 2007-2011
- Segmented Markets of NVC Lighting, H1 2011
- Operating Revenue of Cnlight, 2008-2011
- Major Financial Indices of Cnlight, Q1-Q3, 2011
- Operating Revenue of Cnlight by Sector and Product, Q2 2011
- Operating Revenue of Cnlight by Region, Q2 2011
- Business Structure of Cnlight by Region, Q2 2011
- Operating Revenue and Net Income of Kingsun Optoelectronic Co Ltd, 2008-2011
- Operating Revenue of Kingsun Optoelectronic Co Ltd (by Dept.), 2008-2011
- EMC Project Information Summary of Kingsun Optoelectronic Co Ltd, since 2010
- EMC Project Revenue of Kingsun Optoelectronic Co Ltd, 2010-2011
- Operating Revenue of Guangzhou Hongli Tronic Co., Ltd (by Quarter), 2010-2011
- Net Income of Guangzhou Hongli Tronic Co., Ltd (by Quarter), 2010-2011
- Operating Revenue of Guangzhou Hongli Opto-electronic Co., Ltd (by Product), H1 2011
- Operating Revenue of Guangzhou Hongli Tronic Co., Ltd (by Region), H1 2011
- Operating Revenue and Net Income of Ledman Optoelectronic Co., Ltd., 2007-2011
- Operating Revenue of Ledman Optoelectronic Co., Ltd. (by Product), H1 2011
- Operating Revenue of Ledman Optoelectronic Co., Ltd. (by Region), H1 2010- H1 2011
- Operating Revenue and Net Income of Unilumin Group, 2008-2011
- Integrated Gross Margin of Unilumin Group, 2009-2011
- Inventory, Cost of Sales and Growth of Unilumin Group, 2008-2011
- Operating Revenue, Costs and Gross Margin of Unilumin Group, H1 2011
- Sales YoY Growth Rate of Unilumin Group (by Region), H1 2011
- Operating Revenue and Net Income of Shenzhen AOTO Electronics Co., Ltd., 2008-2011

- Gross Margin of Shenzhen AOTO Electronics Co., Ltd by Business, H1 2010- H1 2011
- Some Quality Customers of Shenzhen AOTO Electronics Co., Ltd., 2010-2011
- Capacity Expansion Schedule of Shenzhen AOTO Electronics Co., Ltd., 2010-2014E
- Operating Revenue and Net Income of Shenzhen Liantronics Co., Ltd.,2008-2011
- Operating Revenue of Shenzhen Liantronics Co., Ltd.(by Region),2009-2011
- Operating Revenue of Shenzhen Liantronics Co., Ltd.(by Sales channels), 2009-2011
- Cost Structure of Shenzhen Liantronics Co., Ltd., 2009-2011
- Average Prices of Raw Materials and Fluctuations of Shenzhen Liantronics Co., Ltd., 2009-2011
- Capacity Expansion Trend of Shenzhen Liantronics Co., Ltd., 2008-2013E

You can place your order in the following alternative ways:

1. Order online at www.researchinchina.com
2. Fax order sheet to us at fax number: +86 10 82601570
3. Email your order to: report@researchinchina.com
4. Phone us at +86 10 82600828/ 82601561

| | | | |
|-----------------|--|-----|--|
| Party A: | | | |
| Name: | | | |
| Address: | | | |
| Contact Person: | | Tel | |
| E-mail: | | Fax | |

| | | | |
|-----------------|---|--------|----------------|
| Party B: | | | |
| Name: | Beijing Waterwood Technologies Co., Ltd (ResearchInChina) | | |
| Address: | Room 502, Block 3, Tower C, Changyuan Tiandi Building, No. 18, Suzhou Street, Haidian District, Beijing, China 100080 | | |
| Contact Person: | Liao Yan | Phone: | 86-10-82600828 |
| E-mail: | report@researchinchina.com | Fax: | 86-10-82601570 |
| Bank details: | Beneficial Name: Beijing Waterwood Technologies Co., Ltd Bank Name: Bank of Communications, Beijing Branch Bank Address: NO.1 jinxiyuan shijicheng, Landianchang, Haidian District, Beijing Bank Account No #: 110060668012015061217 Routing No #: 332906 Bank SWIFT Code: COMMCNSHBJG | | |

| Title | Format | Cost |
|--------------|--------|------|
| | | |
| <i>Total</i> | | |

Choose type of format

- Hard copy2,100 USD
- PDF (Single user license)2,000 USD
- PDF (Enterprisewide license)..... 3,100 USD

※ Reports will be dispatched immediately once full payment has been received.
Payment may be made by wire transfer or credit card via PayPal.