



**Global and China PC Cable Assembly
Industry Report, 2012-2013**

Jan. 2013

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 Company Reports, Wind Information, and National Bureau of Statistics of China etc.

Abstract

Global and China PC Cable Assembly Industry Report, 2012-2013 covers the followings:

1. Global and China PC Market;
2. Global and China Mobile PC Market;
3. PC Cable Assembly Industry;
4. 15 Major PC Cable Assembly Manufacturers.

The PC cable assembly industry is highly overlapped with the PC connector industry, and achieved an industrial scale of approximately US\$2.4 billion in 2012. PC cable assembly can be generally divided into three categories, the first is the Power Cord Assembly, which accounts for about 45% of the industrial scale; the second is the External Signal Cable Assembly with 25%; the third is the Internal Signal Cable Assembly with 30%, of which, the Power Cord Assembly consists of AC power cord and DC power cord.

In terms of Ultrabook AC power cord, except for a tiny number of models with integration of adapter plugs and transformers, most models still maintain the AC power cord design. With lower power, tablet PC mostly integrates plugs and transformers themselves in its adapter design, and for now, only above 10-inch models need AC power cord. With respect to DC power cord, the price of DC power cord for tablet PC is 30% higher

than that for Notebook.

Power cord assembly manufacturers mainly include UK-based Volex, U.S.-based Molex, Taiwan-based ISHENG, Line Tek and Longwell, Mainland China-based Honglin.

External Signal Cable Assembly includes HDMI, USB, DVI, VGA, RGB, LAN, Audio & Video cables. Internal Signal Cable Assembly refers to pure Electronic Wire & Cable, LVDS, FFC (flexible flat cable), MCC (Mini Coaxial Cable), SATA cables, mostly used in Notebook/Laptops; among them, LVDS\FFC\MCC serves as the connecting cable between computer motherboard and screen, also called screen line, of which, LVDS is the cheapest, each about US\$0.4; MCC is more expensive with US\$2 or so; FFC is in the middle, each around US\$0.9-1.1. Most Ultrabooks and tablet PCs adopt MCC, but some tablet PCs adopt FFC for cost reduction, such as Samsung Galaxy Tab.

Top PC Cable Assembly Manufacturer Ranking by Revenue, 2011-2012 (Unit: US\$M)

	2011	2012E
FOXLINK	609	838
Volex	518	508
HONGLIN	289	355
ISHENG	331	296
Longwell	268	267
YFC-BonEagle	188	198
Bizlink	190	191
Well Shin	175	176
Wonderful Hi-Tech	212	168
Line Tek	153	154
Copartner	151	138
Wanshih	129	90
Huacheng	71	70
SSH	80	70
GBE	52	47

source: researchinchina

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1. Global PC Market

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- 1.2 Notebook Market
- 1.3 Notebook Market in China
- 1.4 Ultrabook Market
- 1.5 Tablet PC Market

2. Mobile PC Industry

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