



**Global and China Mobile Phone (Cell Phone)
Assembly Industry Report, 2012-2013**

May 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, and National Bureau of Statistics of China etc.

Abstract

The report highlights:

1. Global Mobile Phone Market and Industry
2. China Mobile Phone Market and Industry
3. China Mobile Phone Export
4. 29 Mobile Phone Vendors

In 2012, the mobile phone shipment worldwide approximated 1.606 billion, a meager rise of 1.9% compared to 2011. Against the backdrop of sluggish emerging economies as well as the tenuous economic growth in Europe in 2013, the global mobile phone market is not optimistic, with the expected shipment slightly surging by 2.0% to 1.638 billion sets. Despite the fact that the growth dynamic of smartphone cannot compete with that in 2012, the smartphone shipment in 2013 is expected to exceed that of normal phones for the first time. Looking into 2014, emerging markets are still sluggish and, are greatly likely to see further downward mobility. By contrast, developed economies such as Japan and America are projected to witness stable growth momentum. And it is the same case for Europe whose mobile phone shipment is estimated to hit 1.688 billion sets by 2014.

In 2012, the smartphone shipment worldwide approximated 787 million sets, up 51.3% over 2011. The estimate shows that the figure in 2013 will be 950 million sets, up 20.7% over 2012. In 2013, smartphone is expected to make up 58% of the overall mobile phone market.

In 2012, the mobile phone output on Chinese mainland claimed around 1.210 billion, up 9.2% over 2011. Worldwide, 75% mobile phones are made in the mainland China, in 2011, the figure recorded 70%. It is projected that China's mobile phone output in 2013 will reach 1.28 billion sets, up 5.8% over 2012. In 2012, the mobile phone export volume on Chinese mainland amounted to 1.015 billion sets, of which, at least 10% were resold to mainland China. In China, mobile phone export destinations concentrate in Hong Kong, South Korea, America, EU, ASEAN, India and Mexico. In 2012, the export to Japan came out top in terms of growth, rising by 63%, followed by South Korea (by 39%), Hong Kong (by 30%), and America (by 25%). In particular, China's mobile phone export to the EU grew by 3.6%, while the export to India dived by 18%.

Shipment of Top 18 Mobile Phone Companies in China, 2013Q1(Unit: 1,000 sets)

	Shipment
Huizhou Samsung Electronics	37,489
Nokia Communication	25,273
ZTE Corporation	15,699
China Brilliant Supply Chain Service	15,668
HONGFUJIN Precision Electronics (Zhengzhou)	15,569
Shenzhen Xinlikang Supply Chain Management	14,452
Huawei	12,058
Tianjin Samsung Communication Technology	11,154
ShenZhen Everich Supply Chain Service	9,034
Lenovo Mobile	8,230
Huizhou TCL Communication Electronics	7,779
Futaihua Industrial (Shenzhen)	6,696
Yulong Computer Information Technology (Coolpad)	6,288
BYD	6,088
Pegatron	5,962
LGEYT	5,410
TECNO Technology (Shenzhen)	5,022
Beijing SE Potevio Mobile Communications	4,692

Source: ResearchInChina Global and China Mobile Phone (Cell Phone)
Assembly Industry Report, 2012-2013

Supply chain companies maintained robust growth momentum, with the export volume in 2012 increased by around 90% over 2011 to 192 million. And the export volume of China Brilliant Supply Chain Service, ShenZhen Everich Supply Chain Service, First Flag, Shenzhen Xinlikang Supply Chain Management and Shenzhen Prolto Supply Chain Management all exceeded 10 million sets. In particular, Shenzhen Xinlikang Supply Chain Management realized the export volume as high as 62.25 million sets in 2012, compared to 4.24 million sets in 2011.

1. Global Mobile Phone Market

- 1.1 Global Mobile Phone Market Scale
- 1.2 Mobile Phone Market Occupancy by Brand
- 1.3 Smartphone Market and Industry

2. China Mobile Phone Industry

- 2.1 China Mobile Phone Industry by Region
- 2.2 Ranking of Chinese Mobile Phone Companies by Output
- 2.3 Business Model of Chinese Mobile Phone Vendors
- 2.4 Mobile Phone Manufacturing Under the Supply Chain Outsourcing Model
 - 2.4.1 China Brilliant Supply Chain Service Co., Ltd.
 - 2.4.2 First Flag

3. China Mobile Phone Export

- 3.1 China Mobile Phone Export Scale
- 3.2 China Mobile Phone Export Features
- 3.3 China Mobile Phone Export by Region

4. Mobile Phone Vendors

- 4.1 Nokia
- 4.2 Motorola
- 4.3 Samsung
- 4.4 Sony
- 4.5 LG
- 4.6 RIM
- 4.7 Apple
- 4.8 HTC
- 4.9 TCL Communication Technology
- 4.10 Compal Communications Inc
- 4.11 Arima Communications
- 4.12 FIH
- 4.13 BYD
- 4.14 Flextronics
- 4.15 ZTE
- 4.16 Huawei
- 4.17 Lianchengwen Technology
- 4.18 Dongguan Inflight Electronic
- 4.19 CK Telecom
- 4.20 G'Five International
- 4.21 Beny Wave
- 4.22 Longcheer
- 4.23 Konka

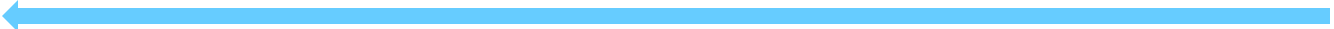
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