

Jewelry & Watches

Essential sourcing intelligence

July 2012

US\$395

China supplier profiles

Detailed profiles of 42 companies with verified manufacturing and export credentials

Product gallery

Specifications and full-color images of 116 top-selling products

Industry trends

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



Sample Page Only

Supplier capability in China

JEWELRY & WATCHES

Significant shifts are in store for China's jewelry and watches industry in line with efforts to reinvigorate business.

Suppliers are partly deemphasizing B2B exports, dabbling instead in the domestic arena, and the international components and retail markets. Bulk shipments, meanwhile, will target emerging countries in Africa and Latin America.

With R&D initiatives in support of these objectives, businesses are optimistic of up to 20 percent expansion in the next 12 months. Such projections are substantial in light of slow business last year. Volumewise, exports of fine and fashion jewelry in 2011 rose only 1 percent YoY. Revenue more than doubling to exceed \$27 billion indicate that products were sent out at higher prices.

The same goes for timepieces, with value increasing 12 percent against just 2 percent at most for quantity.

Scope & methodology

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

Each category has its own section discussing the typical features and prices of low-end, midrange and high-end models.

The Industry Overview touches on the challenges faced by the sector, including rising production costs and reduced overseas orders. The segment also mentions how these obstacles are affecting companies' target markets.

Guangdong and Zhejiang provinces are the main production centers for jewelry and watches. Following this structure, the two areas are represented by 36 and 38 percent of featured suppliers, respectively.

The majority of businesses are locally owned. Less than 20 percent receive

Key findings

1. Watch companies will be funneling a portion of output to local sales networks. This is to help them augment income from foreign transactions while traditional export destinations experience financial difficulties.
2. Other exporters will boost shipments of timepiece parts to clients in Europe. Apart from additional revenue, the cooperation serves as a means of gaining technical insight from their collaborators.
3. Product development for watches will center on using unconventional strap inputs. Functional enhancements include media playback and programs for monitoring exercise.
4. To command higher prices and widen margins, some jewelry manufacturers will be allocating capacity for turning out styles in precious metal and stones. They will hire designers and import equipment for this endeavor.
5. A number of fashion jewelry suppliers are establishing e-commerce portals for B2C sales. Products for retail will highlight nontoxic materials and classic shapes.
6. Companies are also setting their sights on alternative shipping destinations such as Africa, and South and Central America.
7. The majority of businesses will be raising quotes by 5 to 10 percent to offset rising worker expenditure and elevated input rates.
8. Considering the sluggish overseas market, fewer suppliers are inclined to raise capital investment in the year ahead.

funding from Hong Kong and Taiwan.

To produce this report, Global Sources interviewed a wide range of enterprises. 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 to 12 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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Industry Overview

China suppliers of jewelry and watches will be taking bold measures to sustain growth and improve profitability in the year ahead.

Export sales for jewelry in 2011 surged 123 percent YoY to \$27.5 billion. Designs made of precious metal and stones represented three-fourths of this figure. Overseas revenue from fashion models rose 41 percent. Shipments reached 773,800kg, inching up less than 1 percent.

During the same period, 680 million timepieces worth \$1.6 billion were sent abroad, increasing 2 and 12 percent in terms of volume and value.

The significantly slower expansion in quantity implies a much higher average price stemming from rising production costs.

In the past 12 months, gold rates climbed 10 percent to \$1,600 per ounce, while platinum went up 14 percent in 1Q12. Silver, although declining 15 percent since 2011, is still nearly double 2010 values at \$29 per ounce.

Base metal, on the other hand, has been decreasing recently, with stainless steel losing 6 percent between May and June this year. In the same span, zinc alloy and brass tumbled 5 percent.

These adjustments, however, are considered minor and will not yet be reflected in product prices. With companies stocking up on common materials, they continue to utilize inputs that were sourced at higher fees. In addition, businesses are still contending with escalating worker expenditure, especially in a very labor-intensive industry.

For example, Shenzhen raised the minimum wage from \$207 per month to \$235 effective last February. With the nation's 12th Five-Year Plan targeting at least 13 percent annual growth in baseline compensation, employee-related outlay will keep expanding down the road.

These challenges, combined with depressed overseas markets, are pushing watchmakers to focus on

domestic sales. In the first four months of 2012, 46 percent of the country's total revenue in the line came from local transactions, up more than 3 points from last year.

Some suppliers are concentrating on exporting components instead. In 2011, parts represented nearly 17 percent of shipments of timekeeping devices and related elements, an annual increase just shy of 5 points.

This strategy is also an opportunity to partner with experienced small and medium watch companies in Europe looking for affordable cases, straps, buckles and even a few movements. Such an alliance would allow China manufacturers to further develop their design and technological capability.

In terms of appearance, recent releases highlight new materials for traditional bracelet structures. Specifically, oyster, jubilee, expansion and president patterns normally seen on metal bands are adopted in silicone, red sandalwood and maple straps.

Features-laden products are also underscored. Media capture and playback headline innovations in the multifunction timepiece category, with designs able to recognize WMA, WAV, MP3, MPEG-4, AVI, JPEG, BMP and GIF files. Audio and video recording in one or two of these formats is supported. Products are equipped with 1 to 8GB flash memory, USB connectivity and LED displays.

For sports variants, training models that track running or hiking sessions dominate. More watches have GPS capability, measure distance and incline, and calculate speed and burned calories. They also monitor heart rate and the number of steps taken. Some even have a dedicated button to prompt the watch to recite feedback. Internet connectivity enables data sharing. Further, the information can be downloaded to a

Main production centers



Zhejiang

The majority of fashion jewelry manufacturers in Zhejiang can be found in Yiwu. They benefit from a strong network of material providers. Products are generally low-end and midrange.

Guangdong

The province is China's top hub for watches, contributing 60 percent to national output of timepieces. Suppliers are mostly based in Shenzhen and Guangzhou. In 2011, the former city hosted the conference of ISO's technical committee 114 for horology.

SUPPLIER MATRIX

Company	Location	Years established	Total sales \$mn/yr	Export sales \$mn/yr	R&D spending \$mn/yr	No. of full-time staff	Capacity pieces/mth	Average output pieces/mth	Average exports pieces/mth
[REDACTED]	Hong Kong	13	8.0	8.0	0.5	199	200,000	200,000	200,000
[REDACTED]	Beijing	8		1.0	0.1	30			50,000
[REDACTED]	Hong Kong	28	4.0	4.0	0.1	110	500,000	300,000	300,000
[REDACTED]	Zhejiang	6	13.3	13.3	0.16	200	800,000	600,000	600,000
[REDACTED]	Zhejiang	13	6.4	6.4	0.1	260	1,000,000	700,000	700,000
[REDACTED]	Guangdong	18	50.0	50.0	1.0	345	600,000	600,000	600,000
[REDACTED]	Zhejiang	14	1.5	1.5	0.2	100	50,000	50,000	50,000
[REDACTED]	Guangdong	7	2.4	2.4	0.3	200	500,000	400,000	400,000
[REDACTED]	Guangdong	20	0.4	0.4	0.03	360	60,000	60,000	60,000
[REDACTED]	Guangdong	15		3.0	0.15	98			50,000
[REDACTED]	Zhejiang	12	2.4	2.1	0.02	100	400,000	330,000	225,000
[REDACTED]	Hong Kong	12	0.2	0.2	0.03	100	3,000	2,500	2,500
[REDACTED]	Guangdong	13	10.0	6.0	0.2	299	300,000	280,000	168,000
[REDACTED]	Zhejiang	17	3.5	2.6	0.1	300	600,000	400,000	300,000
[REDACTED]	Zhejiang	10	1.6	1.6	0.05	250	600,000	600,000	600,000
[REDACTED]	Fujian	22	78.0	78.0	8.21	3,500	300,000	297,000	297,000
[REDACTED]	Taiwan	36	3.2	3.0		600	1,200,000	1,200,000	1,140,000
[REDACTED]	Zhejiang	14	6.9	6.6	0.35	250	1,000,000	900,000	810,000
[REDACTED]	Hong Kong	23	8.0	8.0	0.1	80	500,000	300,000	300,000
[REDACTED]	Taiwan	13	1.0	0.9	1.25	75	10,000	5,000	4,500
[REDACTED]	Hong Kong	42	1.5	1.0	0.18	100	30,000	30,000	22,500
[REDACTED]	Guangdong	12	4.0	2.0	0.08	600	300,000	100,000	50,000
[REDACTED]	Zhejiang	12		2.0	0.25	150			10,000
[REDACTED]	Guangdong	9	0.9	0.8	0.09	260	800,000	770,000	700,000
[REDACTED]	Taiwan	3	0.3	0.1	0.03	150	10,000	10,000	2,500
[REDACTED]	Zhejiang	20	3.0	3.0	0.3	150	200,000	150,000	150,000
[REDACTED]	Guangdong	14	4.6	3.7	0.02	150	50,000	40,000	32,000
[REDACTED]	Guangdong	11	1.7	1.7	0.04	85	117,000	90,000	90,000
[REDACTED]	Guangdong	9	1.2	1.0	0.2	150	120,000	30,000	25,000
[REDACTED]	Guangdong	8	1.6	0.8	0.1	230	100,000	100,000	40,000
[REDACTED]	Guangdong	24	4.8	2.0	0.25	100	43,000	38,000	20,000
[REDACTED]	Fujian	15	18.0	12.6	0.5	1,000	1,800,000	1,500,000	1,050,000
[REDACTED]	Zhejiang	14	5.0	5.0	0.35	118	500,000	500,000	500,000
[REDACTED]	Zhejiang	12	20.0	20.0	0.5	700	1,200,000	1,100,000	1,100,000
[REDACTED]	Zhejiang	12	2.7	2.1	0.3	150	150,000	150,000	135,000
[REDACTED]	Zhejiang	13	0.5	0.5	0.05	120	30,000	13,000	13,000
[REDACTED]	Guangdong	14	0.8	0.4	0.06	150	50,000	40,000	20,000
[REDACTED]	Zhejiang	17	6.0	5.0	0.8	550	800,000	600,000	500,000
[REDACTED]	Zhejiang	14	8.0	7.0	0.05	260	1,000,000	800,000	700,000
[REDACTED]	Zhejiang	12	60.0	36.0	5.0	449	500,000	500,000	300,000
[REDACTED]	Guangdong	5	1.2	1.0	0.25	120	100,000	90,000	72,000
[REDACTED]	Guangdong	16	5.0	5.0	0.5	400	140,000	90,000	90,000

38 International Holding Ltd



INQUIRE NOW

Established in 1999, 38 International manufactures jewelry and timepieces at its Dongguan, Guangdong province-based factory. The plant is running at full capacity, turning out 200,000 pieces each month.

Releases include bracelets, bangles, anklets, brooches, pendants, chokers, necklaces, rings and earrings. The company offers QA, digital and

analog-digital watches as well. Products are exported to North, Central and South America, Europe, the Asia-Pacific region and the Middle East.

In the year ahead, the supplier plans to raise capital expenditure by up to 50 percent.

Locally owned 38 International has almost 200 workers handling operations.

Company facts

Year established	1999
Business type	Manufacturer
Company ownership	Mainland China-owned
Head office location	Hong Kong
Factory location(s)	Dongguan (Guangdong)
No. of full-time employees	199
Annual sales (all products)	\$8.0mn
Annual R&D spending	\$500,000

Sales & output: Jewelry & watches

Annual sales	\$8.0mn
Share of total sales	100%
Annual export sales	\$8.0mn
Total monthly capacity	200,000 pieces
Average monthly output	200,000 pieces
Capacity utilized	100%
Average monthly exports	200,000 pieces
Export ratio	100%

Contact details

Business contact	CHAN Grace
Phone	(86-755) 8178-1511
Fax	(86-755) 2955-2563
E-mail	hk38000@gmail.com
URL	www.globalsources.com/hk38.co
Address	23A Block A, Neptunus Mansion, Chungye Road, Nanshan, Shenzhen, Guangdong, China



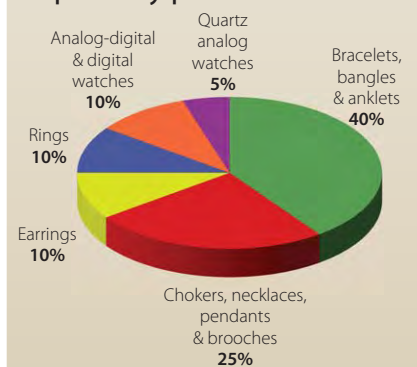
Model: 2008

MOQ: 100 pairs

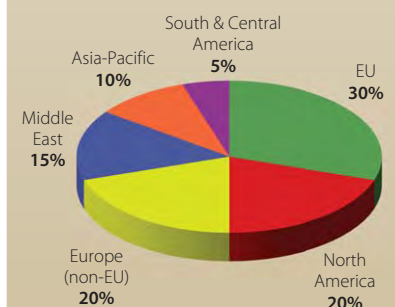
Description: Stud earrings; stainless steel; gold ion plating; CZ trimming; 3,000G SmCo magnets, germanium; emits IR, anions; custom logos, designs; OEM, ODM orders accepted

See more popular export models in the [Product Gallery](#).

Exports by product



Exports by market



PRODUCT GALLERY

Bracelets, bangles & rings



38 International

(profile page 23)

Model: 33999

MOQ: 100 pieces

Description: Ring; tungsten steel; silver plating; 3,000G SmCo magnets, germanium; emits IR, anions; custom logos, designs; OEM, ODM orders accepted



Bling

(profile page 26)

Model: RG1144

MOQ: 300 pieces

Description: Ring; alloy band; antique gold plating; opal, rhinestone trimmings; in various colors; custom designs



Chanch

(profile page 27)

Model: CBE-05711-2

MOQ: 500 pieces

Description: Ring; zinc alloy band; silver plating; freshwater pearl, rhinestone trimmings; in various designs, colors



Chong

(profile page 28)

Model: RRMS0092

MOQ: 30 pieces

Description: Ring; sterling silver; rhodium plating; glass stones, micropaved CZs in various colors; 9x22mm



Dandear

(profile page 29)

Model: SL-1262

MOQ: 600 pieces

Description: Bracelet; intertwined nylon strips; acrylic, wooden bead, shell, alloy trimmings; lobster clasp; rhodium-plated metal parts; in various sizes, colors, designs



Dongguan Baizhao

(profile page 30)

Model: BZ-003

MOQ: 1,000 pieces

Description: Bangle; silicone; emits 1,000 to 2,000 negative ions; in various designs, colors

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