

Networking Products

Essential sourcing intelligence

October 2011

US\$495

China supplier profiles

Detailed profiles of 25 companies with verified manufacturing and export credentials

Product gallery

Specifications and full-color images of 63 top-selling products

Industry trends

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



Supplier capability in China

NETWORKING PRODUCTS

China suppliers of networking products continue to bolster output, anticipating climbing demand from the strong Wi-Fi equipment market. They expect a 10 percent increase in yield by year-end.

To match the trend for high-speed wireless connection, companies sustain the release of 802.11n units. In the access point, router and WLAN card segments, the standard has secured mainstream position. Enterprises offering the second are expanding to 802.11n+. Variants based on earlier Wi-Fi protocols remain in the selection as additional option.

The server segment is also shifting to cord-free technology as makers develop 4-port network units based on 802.11b/g. Wired products will keep the lead in the supply of printer and network video variants.

Suppliers of Ethernet and KVM switches are exploring upmarket opportunities while holding on to traditional bases.

Key findings

1. Most surveyed China suppliers plan to reduce prices to counter stiff competition. The majority will keep the adjustment at less than 5 percent to stay buoyant. Others, however, are increasing quotes to counter rising costs.
2. The respondents are unanimous on better exports, with 56 percent expecting to surpass the previous year's performance by more than 20 percent.
3. To bolster sales, a number of suppliers will boost shipments to established destinations North America and the EU. Others plan to break into emerging markets such as the Middle East and the rest of Europe.
4. Indicative of the wireless direction, cord-free access points now represent more than 70 and 80 percent of China's total production and exports for the category.
5. Counterparts in the router sector, specifically those based on 802.11n, are projected to form 60 percent of total output by year-end. Compliant WLAN cards already own an 80 percent share of yield.
6. Some makers of KVM switches are venturing into IP-based units, which are an emerging category. Those in the Ethernet line are boosting Gigabit models, with a few major players offering 10 Gigabit variants.
6. Despite positive projections for Ethernet switches, some companies foresee the category's eventual decline due to falling demand from the public sector.

Scope & methodology

This report covers the major products of China's networking products industry, namely access points, routers, WLAN cards, servers, and Ethernet and KVM switches. For each category, details about the different types offered, their common features and price determinants are provided.

The Industry Overview elaborates on issues affecting production and exports. It also identifies the common strategies manufacturers are employing to boost sales and enhance overall competitiveness.

To reflect the industry structure, the majority of the suppliers featured in this report are local, privately owned enterprises. There are also Hong Kong-, US- and Mauritius-invested companies.

The southeast province of Guangdong is the main production center. Eighty-four percent of featured

manufacturers are based in there.

To produce this report, Global Sources interviewed a wide range of suppliers. 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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Published by Publishers Representatives Limited (on behalf of Trade Media Limited)
 4th Floor, Century Yard, Cricket Square, Elgin Avenue, P.O. Box 32322 SMB, George Town, Grand Cayman, Cayman Islands
 c/o 22/F Vita Tower, 29 Wong Chuk Hang Road, Aberdeen, Hong Kong

ISBN 978-988-15020-9-4

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Dongguan Kexian Technology Co. Ltd



INQUIRE NOW

Dongguan Kexian derives 88 percent of sales from networking products. The line, which includes access points, gateways, routers, cards, adapters and ADSL modems, generated \$7 million in 2010, with \$6 million coming from exports.

The maker anticipates the latter to climb by more than 20 percent in coming months. It will boost marketing

presence in the Middle East, which takes up 40 percent of overseas shipments. The other destinations are Europe, North and South America, Africa and the Asia-Pacific region.

Despite stiff competition, Dongguan Kexian will increase export prices by 5 to 10 percent in the months ahead. The company also plans to raise capital expenditure by more than 50 percent.

Company facts

Year established	2005
Business type	Manufacturer
Company ownership	Mainland China-owned
Head office location	Dongguan (Guangdong)
Factory location(s)	Dongguan (Guangdong)
No. of full-time employees	150
Annual sales (all products)	\$8.0mn
Annual R&D spending	\$600,000

Sales & output: Networking products

Annual sales	\$7.0mn
Share of total sales	88%
Annual export sales	\$6.0mn
Total monthly capacity	300,000 units
Average monthly output	60,000 units
Capacity utilized	20%
Average monthly exports	50,000 units
Export ratio	83%

Contact details

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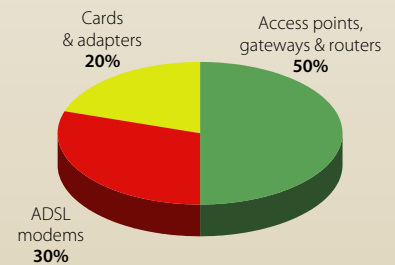
Model: KX-AP150

MOQ: 1,000 units

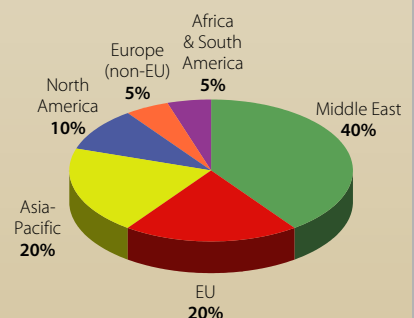
Description: Indoor access point; 802.11b/g/n, 802.3, 802.3u; 32MB flash memory; 150Mbps data rate; 500m operating range; router, client, AP operating modes; one LAN port; DHCP, TCP/IP, UDP, HTTP, FTP, DNS, NTP; 64/128-bit WEP, WPA/WPA2, WDS

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

Exports by product



Exports by market



PRODUCT GALLERY

Access points, gateways & routers



Dongguan Kexian

(profile page 17)

Model: KX-AP150

MOQ: 1,000 units

Description: Indoor access point; 802.11 b/g/n, 802.3, 802.3u; 32MB flash memory; 150Mbps data rate; 500m operating range; router, client, AP operating modes; one LAN port; DHCP, TCP/IP, UDP, HTTP, FTP, DNS, NTP; 64/128-bit WEP, WPA/WPA2, WDS; cable/xDSL modem



Dongguan Kexian

(profile page 17)

Model: KMB-AR300

MOQ: 1,000 units

Description: Wireless ADSL router; 802.11 b/g/n; one DSL, four LAN ports; 32MB flash memory; 24Mbps data rate; 300m operating range; PPPoE, PPPoA, MER, bridged modes; Windows 2000, XP, Vista, 7, Linux OS; 190x130x38mm; 343g; CE, FCC, RoHS



Fujian Star-net

(profile page 18)

Model: HG-AR800 v2.5

MOQ: 500 units

Description: Wireless router; 802.11b/g/n; four 10/100Mbps auto-sensing Ethernet, two FXS VoIP ports; 300Mbps data rate; 50m operating range; 64/124-bit WEP, WPA, WPA2; ADSL2+, PPPoE; nine LED indicators; Windows, Linux OS; 235x173x75mm; 700g



Fujian Star-net

(profile page 18)

Model: HG-D600

MOQ: 500 units

Description: Wireless gateway; 802.11n; four 10/100Mbps auto-MDIX Ethernet ports; 50m operating range; 64/124-bit WEP, WPA, WPA2; PPPoE, PPPoA, ADSL2/2+; eight LED indicators; Windows, Linux OS; 265x175x75mm; 500g



Fujian Star-net

(profile page 18)

Model: HG-W800

MOQ: 500 units

Description: Wireless gateway; 802.11 b/g/n; one USB 2.0, one FXS ports; 300Mbps data rate; PPPoE; 64/124-bit WEP, WPA, WPA2; ADSL2/2+; Windows, Linux OS; 260x210x70mm; 900g



Kasda

(profile page 20)

Model: KW5863

MOQ: 1,000 units

Description: Wireless router; 802.11b/g/n; four 10/100Mbps LAN, one DSL, two FXS, one FXO ports; 300Mbps data rate; 100m indoor, 300m outdoor operating ranges; ATM, PPP; 64/128-bit WEP, WPA, WPA2, WPA-PSK, WPA2-PSK, TKIP/AES

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