

诚信 奋进 合作 创新



2025 新生智造  
新贵 在初心

• Xingui Group profile

No.5,Xifa Road,Lin Village,Tangxia  
Town,Dongguan





# 新贵集团

Xingui Group

- 历程&架构 History and Org. Structure
- 产品&技术 Products and Technology
- 体系&服务 System and Services
- 规划&未来 Planning and Future
- 文化&荣耀 Culture and Honor

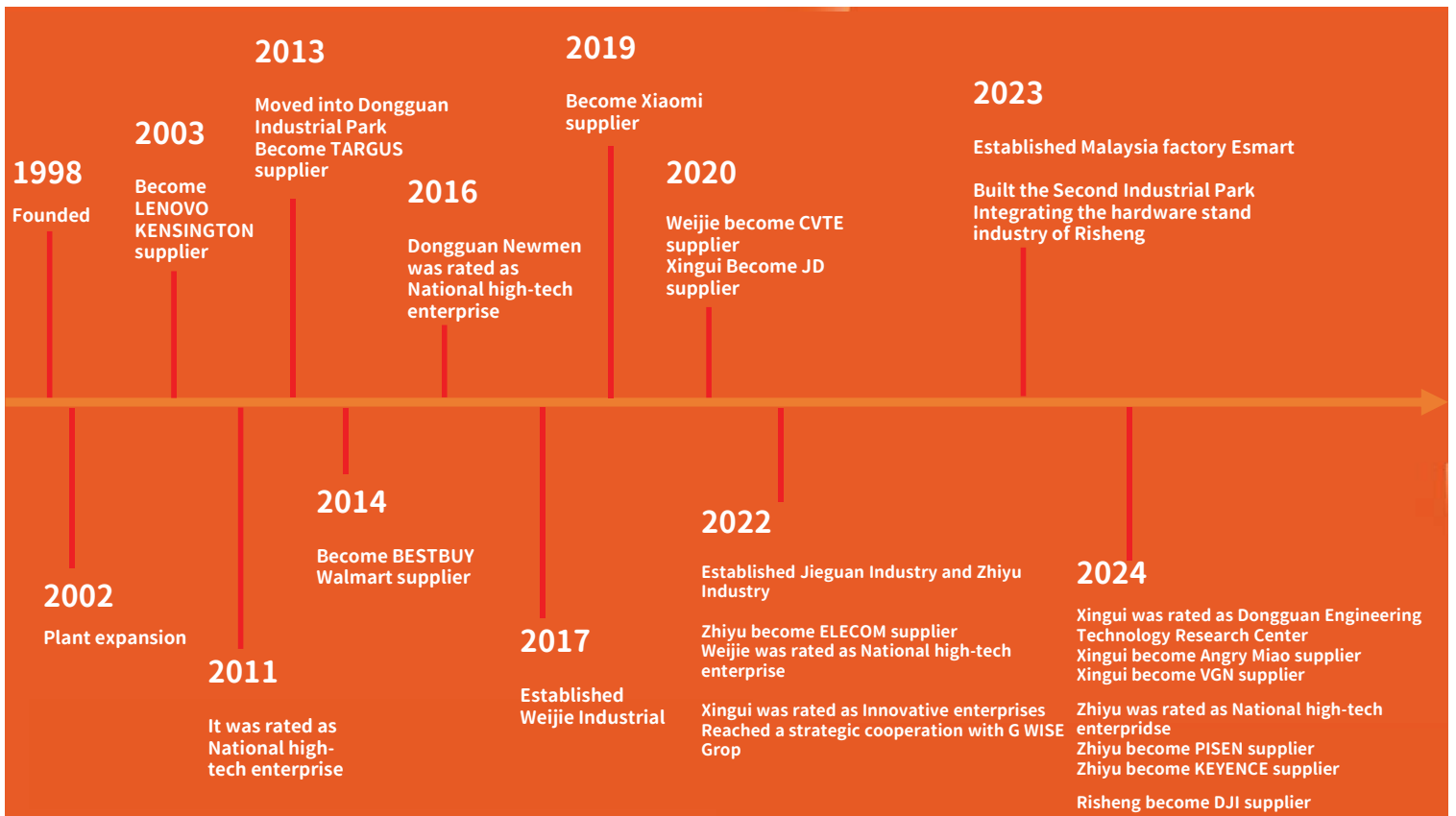


## 2025

History and Org. Structure

# 历程&架构

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## Industry: *5 major industries*

3C peripherals, hardware and health, smart home, new energy, investment, financing and property

Scale: **700<sup>+</sup>**<sub>people+</sub> **400<sup>+</sup>**<sub>people+</sub> **100<sup>+</sup>**<sub>people</sub>

more than 200 R&D/technical people/management

Area: Dongguan production base **38000** m<sup>2</sup>

Dongguan 2<sup>nd</sup> production base **26000** m<sup>2</sup>

Malaysia production base **6000** m<sup>2</sup>

System: **5** standard system

ISO9001/QC080000/ISO14001/ISO45001/SA8000

Client: **More than 100 customers**

more than 60 countries and regions around the world have stable partners

Enterprise  
size





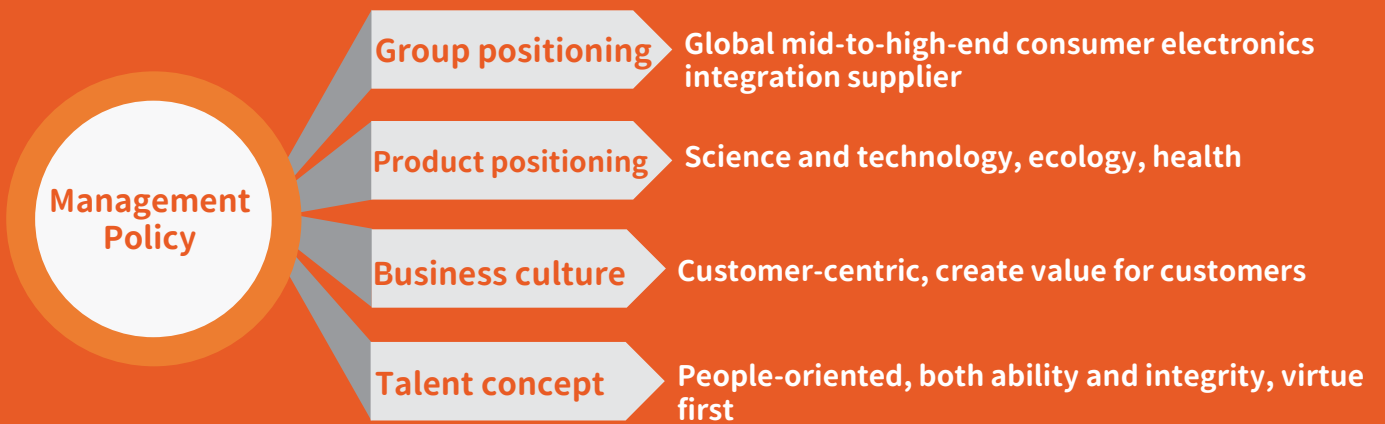
Dongguan production base  
38000m<sup>2</sup>



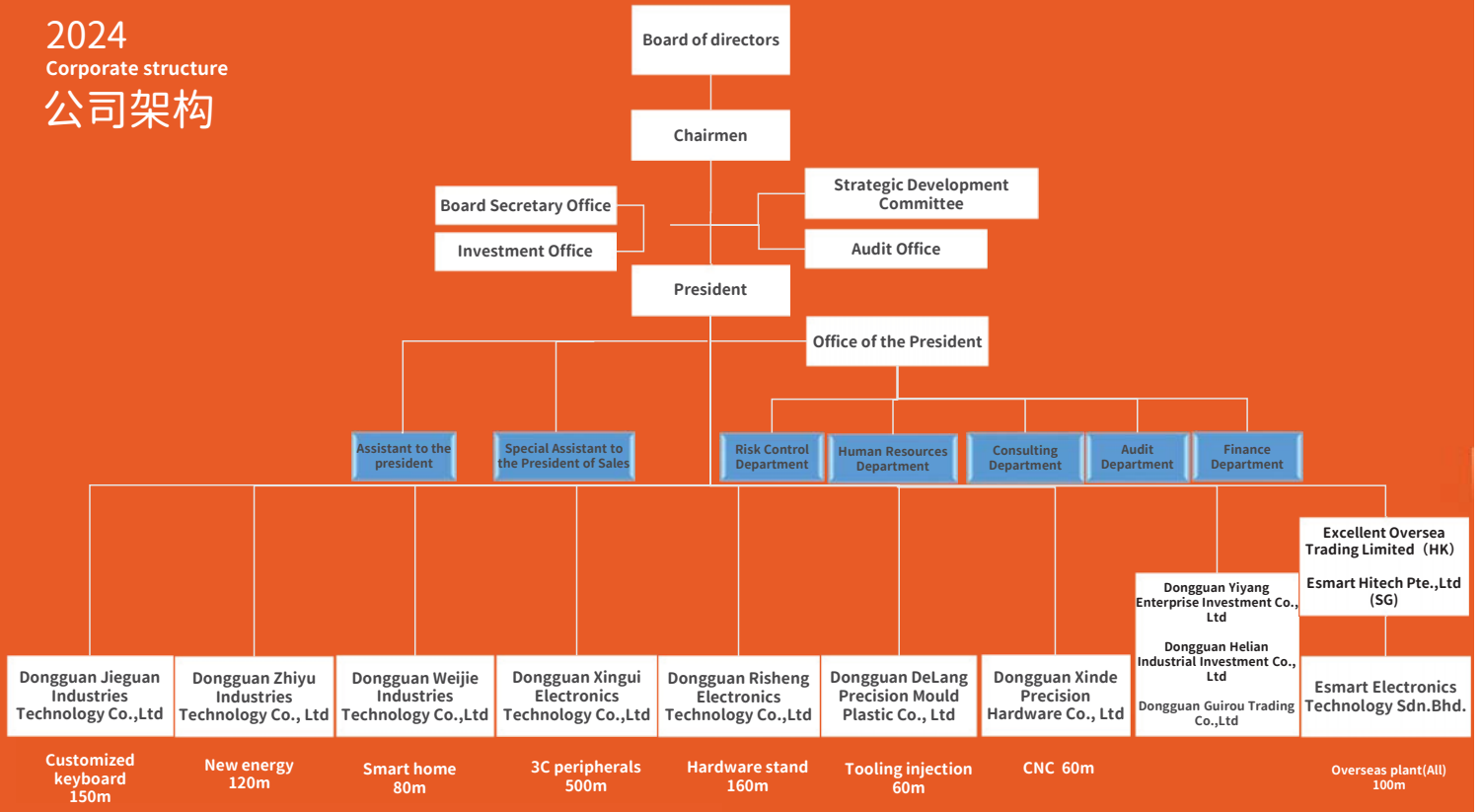
Dongguan 2<sup>nd</sup> production base  
26000m<sup>2</sup>



Malaysia production base 6000m<sup>2</sup>



2024  
Corporate structure  
公司架构



# Technical prowess

**R&D 86 people**

(ID, ME, EE, Graphic designer, Software, etc.)



**Quality team 76 people**

(DQE, PQE, SQE, QA, QC etc.)

**Engineering team 30 people**

(PE, IE, ME, etc.)

# 2025

## Products and Technology

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## Capacity scale

### 3C peripherals



Mouse: 1.5KKpcs/m  
Keyboard: 300Kpcs/m  
Camera: 100Kpcs/m

### New energy



PD power: 500Kpcs/m  
Power bank: 200Kpcs/m  
Energy storage products:  
10Kpcs/m

### Smart home



Remote control:  
300Kpcs/m  
Smart products:  
200Kpcs/m

### Customized Keyboard



Customized keyboard:  
30Kpcs/m

### Health Office



Stent products: 200Kpcs/m  
Custom metal keyboard:  
30Kpcs/m

# Product showcase-Xingui



Presenter

Mouse



Keyboard

Webcam

# Product showcase-Jieguan





# Product Showcase-Risheng



# International partners



# Domestic partners



# Production configuration



4 painting line



22 Cycle automatic production line



10 high-speed SMT machine



5 wave soldering line

# Reliability testing



Push-pull force tester



Keyboard key life tester



Foot pad wear tester



Insertion force tester



Quadratic element measure



UV resistance and aging chamber



Drop tester



Button life tester

# Production process and quality control



Automatic printing machine for solder paste



SMT high-speed placement machine



Automatic plug-in machine



Automatic testing machine



Automatic painting line



Aging room

# Production process and quality control



DIP



Assembly



Test



IPQC



Packing



FQC



OQC



Loading

2025  
System and Services

## 体系&服务

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# Quality certification

CE Certificate



FCC Certificate



RoHS Factory



QC080000

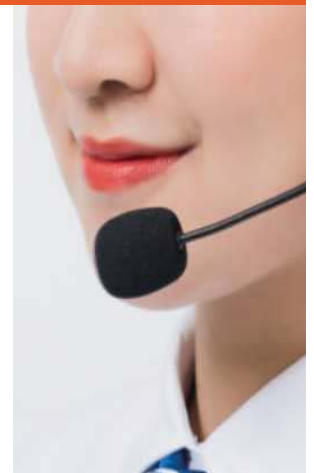


ISO9001 (2015 Version)



## Services:

Customer-centric,  
create value for customers



# Services:

Globalization

Consolidation

Digitization



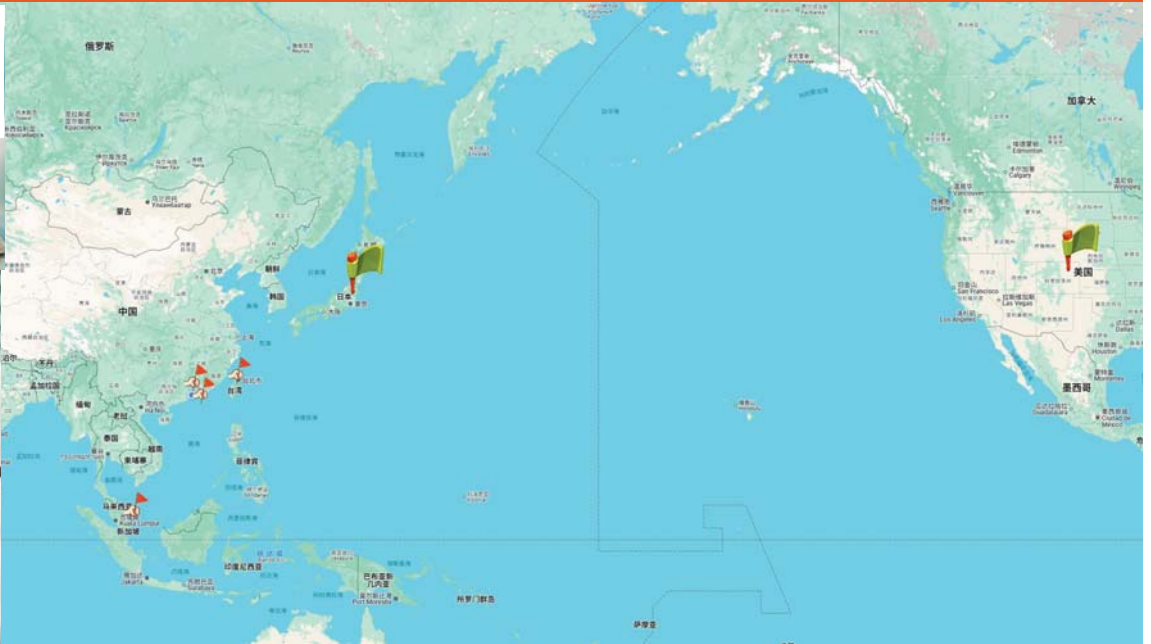
## 2025

Planning and Future

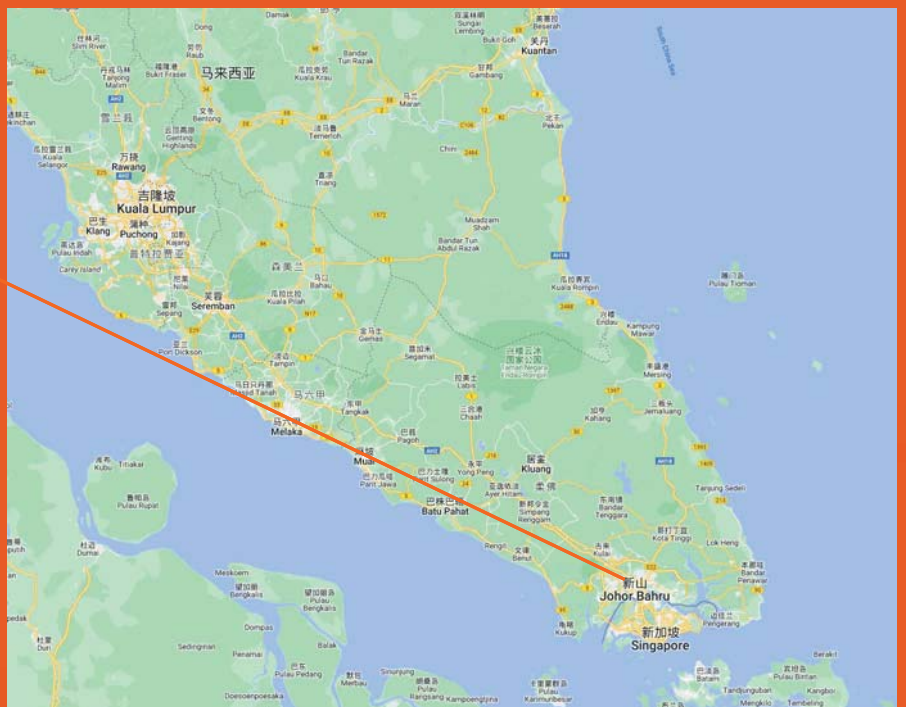
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# Development planning



Tampoi Jaya, 81200,  
Johor Bahru, Johor,  
Malaysia.



## Production Scene – Assembly & Packaging



4 Cycle automatic production line

## Production Scene – Clean Booth (Lens Assembly )



## Production Scene – SMT Lines



1 Automatic printing machine for solder paste



1 SMT high-speed mounting machine

2 SMT middle-speed mounting machine

## Production Scene – Dual In-line Package



1 wave soldering machine



2 Automatic plug-in machine

# Reliability Lab



# Global market distribution





# 2025 Culture and Honor

## 文化&荣耀

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## 企业殊荣

### Corporate Awards



National high-tech: Xingui



National high-tech: Weijie



Specialized and new: Xingui



Innovative enterprises: Xingui

# 企业文化



## Corporate vision

Become a modern international enterprise with people and brand as the core and strong comprehensive strength

## Corporate Mission

Committed to developing, manufacturing and selling novel and fashionable electronic consumer products, bringing consumers a happy high-quality life



## Core values

Sincerity

Forge ahead

Cooperate

Innovate



## Happy @ Xingui life



# Happy @ Xingui life



## 幸福家文化 | @ 温暖新贵情

NEUMEN





新生智造 贵在初心  
THANKS

Thank you for your listening

Aspiring to become a powerful manufacturer  
with comprehensive competitiveness, and  
creating high-quality life for consumers.