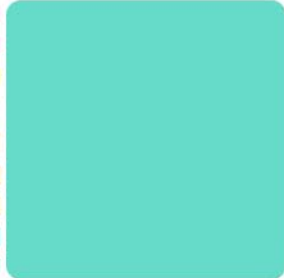


# Pens & Pencils

## Industry Analysis Report

2012



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Produced by IAR Team  
Focus Technology Co., Ltd

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## Explanation for Product Names Corresponding to Customs Codes

Customs Code	Product Name	Abbreviated Names in This Report
9608	ball pens; felt tip and other porous-tipped pens and marker; fountain pens, stylograph pens and other pens; duplicating stylo; propelling pencils; fountain pens barrel, pencils rod and such penholder; parts of products above (including cap, folder), but except the products of HS: 9609	ball pens, fountain pens, propelling pencils and pens
9609	pencils (except HS: 9608); color pencils; lead; crayons; drawing charcoals; chalks for writing or panting and tailor's chalks	pencils, crayons and chalks

## 1. Ball Pens, Fountain Pens, Propelling Pencils & Pens (HS: 9608) Import & Export Data Analysis

### 1.1. Major Importers for Chinese Ball Pens, Fountain Pens, Propelling Pencils & Pens (HS: 9608) from Jan. to May in 2012 (Sorted by Export Value)

No.	Importers	from Jan. to May,2012		Year on Year (±%)		Proportion (%)	
		Export Quantity (-)	Export Value (USD Ten Million)	Quantity	Value	Quantity	Value
	Total	6,292,043,887	65.44	0.2%	13.9%	100.0%	100.0%
1	USA	1,248,170,277	14.31	5.2%	5.8%	19.8%	21.9%
2	Vietnam	225,489,826	3.66	242.2%	160.4%	3.6%	5.6%
3	Japan	148,756,795	3.60	-7.1%	13.2%	2.4%	5.5%
4	Germany	217,765,411	3.53	-2.0%	8.9%	3.5%	5.4%
5	United Kingdom	411,199,781	2.74	14.3%	28.4%	6.5%	4.2%
6	Mexico	227,704,298	1.81	2.3%	19.7%	3.6%	2.8%
7	Malaysia	166,148,091	1.72	0.5%	22.5%	2.6%	2.6%
8	Hong Kong	151,680,059	1.61	-8.4%	2.4%	2.4%	2.5%
9	India	88,745,977	1.50	-32.3%	13.0%	1.4%	2.3%
10	France	117,511,639	1.47	-20.0%	-12.4%	1.9%	2.2%
11	Netherlands	149,957,347	1.46	-11.3%	8.8%	2.4%	2.2%
12	Russian Federation	212,436,756	1.18	-4.1%	18.1%	3.4%	1.8%
13	Canada	100,399,633	1.15	-20.3%	-3.0%	1.6%	1.8%
14	Spain	92,015,135	1.04	-3.4%	5.3%	1.5%	1.6%
15	Brazil	151,949,693	0.98	30.5%	13.8%	2.4%	1.5%
16	Turkey	126,295,726	0.95	-6.3%	-24.8%	2.0%	1.5%
17	Italy	63,159,383	0.92	-30.4%	-1.8%	1.0%	1.4%
18	Thailand	99,756,733	0.90	-6.0%	13.2%	1.6%	1.4%
19	Australia	75,788,319	0.89	17.0%	29.8%	1.2%	1.4%
20	Philippines	119,581,720	0.86	3.8%	7.0%	1.9%	1.3%

From Jan. to May 2012, the export value of Chinese ball pens, fountain pens, propelling pencils and pens was 654 million US dollars, up 13.9% year on year. The top 20 importers were as follows: USA, Vietnam, Japan, Germany, United Kingdom, Mexico, Malaysia, Hong Kong, India, France, Netherlands, Russian Federation, Canada, Spain, Brazil, Turkey, Italy, Thailand, Australia and Philippines, which totally occupied 70.7% of the export value of Chinese ball pens, fountain pens, propelling pencils and pens. USA, Vietnam, Japan, Germany and United Kingdom were the top 5 importers, which accounted for the 21.9%, 5.6%, 5.5%, 5.4% and 4.2% respectively of Chinese ball pens, fountain pens, propelling pencils and pens' export value.

According to the market growth, in the first 5 months of 2012, among the 20 importers listed above, 12 countries' import quantities of Chinese ball pens, fountain pens, propelling pencils and pens decreased year on year. Vietnam Increased the most year on year, which was already the second largest exporting market of Chinese ball pens, fountain pens, propelling pencils and pens. In the first 5 months, export quantity and value for Vietnam were with a great increase of 242.2% and 160.4% respectively. India and Italy were with a large drop. In the first 5 months, the export quantities of Chinese ball pens, fountain pens, propelling pencils and pens for India and Italy declined 32.3% and 30.4% year on year respectively.

### 1.2. Major Importers for Global Ball Pens, Fountain Pens, Propelling Pencils & Pens (HS: 9608) from Jan. to Apr. (Sorted by Import Value)

No.	Importers	Import Value(USD Thousand)	Year on Year (±%)
1	USA↓	324,360	-0.2%
2	France↓	108,424	-17.7%
3	Germany↓	104,987	-5.3%
4	Mexico↑	76,009	0.1%
5	United Kingdom↓	71,153	-13.4%
6	Japan↑	64,434	4.3%
7	China↑	52,972	7.0%
8	Italy↓	52,886	-18.6%
9	Spain↓	41,838	-4.9%
10	Republic of Korea↓	34,627	-3.2%

**Note:** “↑” indicates the import value grew year on year; “↓” indicates the import value declined year on year.

### 1.3. Major Exporters for Global Ball Pens, Fountain Pens, Propelling Pencils & Pens (HS: 9608) From Jan. to Apr. (Sorted by Export Value)

No.	Exporters	Export Value (USD Thousand)	Year on Year (±%)
1	China↑	472,545	9.3%
2	Japan↑	313,936	1.5%
3	Germany↓	242,434	-5.0%
4	France↓	124,025	-9.6%
5	Mexico↓	86,566	-1.7%
6	USA↑	76,613	15.6%
7	Switzerland↓	46,815	-13.8%
8	Italy↓	40,100	-19.1%
9	Republic of Korea↑	33,945	17.0%
10	Malaysia↓	33,196	-8.2%

**Note:** “↑” indicates the export value grew year on year; “↓” indicates the export value declined year on year.

## 2. Pencils, Crayons & Chalks (HS: 9609) Import & Export Data Analysis

### 2.1. Major Importers for Chinese Pencils, Crayons & Chalks (HS: 9609) from Jan. to May in 2012 (Sorted by Export Value)

No.	Importers	from Jan. to May		Year on Year (±%)		Proportion (%)	
		Import Quantity (Kiloton)	Import Value (USD Million)	Quantity	Value	Quantity	Value
	Total	53.12	193.99	-2.1%	4.7%	100.0%	100.0%
1	USA	14.93	43.42	-5.6%	-0.5%	28.1%	22.4%
2	Germany	2.54	10.56	-4.2%	9.9%	4.8%	5.4%
3	Malaysia	1.77	7.73	-20.8%	12.1%	3.3%	4.0%
4	United Kingdom	1.82	6.78	16.3%	18.8%	3.4%	3.5%
5	Thailand	1.30	5.59	-31.7%	-31.4%	2.4%	2.9%
6	France	0.86	5.26	-12.0%	-8.4%	1.6%	2.7%
7	United Arab Emirates	1.10	5.16	49.4%	75.1%	2.1%	2.7%
8	Indonesia	1.39	5.16	-25.9%	-21.6%	2.6%	2.7%
9	Pakistan	1.02	5.11	45.7%	82.8%	1.9%	2.6%
10	Japan	0.94	5.10	-3.7%	-3.6%	1.8%	2.6%
11	Italy	0.64	4.96	-23.5%	-7.5%	1.2%	2.6%
12	Brazil	1.88	4.80	93.0%	95.5%	3.5%	2.5%
13	Russian Federation	1.04	4.41	20.7%	32.8%	2.0%	2.3%
14	Netherlands	2.08	4.07	-5.8%	-2.7%	3.9%	2.1%

No.	Importers	from Jan. to May		Year on Year (±%)		Proportion (%)	
		Import Quantity (Kiloton)	Import Value (USD Million)	Quantity	Value	Quantity	Value
15	India	0.84	3.76	-7.2%	13.8%	1.6%	1.9%
16	Chinese Taipei	0.80	3.73	-38.5%	-35.5%	1.5%	1.9%
17	Republic of Korea	0.94	3.58	-13.0%	3.3%	1.8%	1.8%
18	Spain	0.70	3.56	-9.0%	-4.3%	1.3%	1.8%
19	Mexico	1.21	3.26	44.9%	75.4%	2.3%	1.7%
20	Turkey	0.79	3.10	6.3%	-19.7%	1.5%	1.6%

The export quantity of Chinese pencils, crayons and chinks was 53.1 thousand tons, down 2.1% year on year; the export value was 194 million US dollars, up 4.7% year on year. The top 20 Importers were as follows: USA, Germany, Malaysia, United Kingdom, Thailand, France, United Arab Emirates, Indonesia, Pakistan, Japan, Italy, Brazil, Russian Federation, Netherlands, India, Chinese Taipei, Republic of Korea, Spain, Mexico and Turkey, which totally occupied 71.7% of the export value of Chinese pencils, crayons and chinks. USA, Germany, Malaysia, United Kingdom and Thailand were the top 5 Importers for Chinese pencils, crayons and chinks, which accounted for the 22.4%, 5.4%, 4.0%, 3.5% and 2.9% respectively of Chinese pencils, crayons and chinks' export value.

According to the market growth, in the first 5 months of 2012, among the top 20 exporting markets listed above, 13 countries' import quantities of Chinese pencils, crayons and chinks decreased year on year. Brazil Increased the most year on year, followed by United Arab Emirates, Pakistan and Mexico. In the first 5 months, export quantity and value for Brazil were with a great increase of 93% and 95.5% respectively. The export quantities for United Arab Emirates, Pakistan and Mexico grew 49.4%, 45.7% and 44.9% respectively; the export values for United Arab Emirates, Pakistan and Mexico increased 75.1%, 82.8% and 75.4% respectively. Thailand, Indonesia, Italy and Chinese Taipei were with a large drop. In the first 5 months, the export quantities of Chinese pencils, crayons and chinks for Malaysia, Thailand, Indonesia, Italy and Chinese Taipei decreased 20.8%, 31.7%, 25.9%, 23.5% and 38.5% year on year respectively.

### 2.2. Major Importers for Global Pencils, Crayons & Chinks (HS: 9609) from Jan. to Apr. (Sorted by Import Value)

No.	Importers	Import Value(USD Thousand)	Year on Year (±%)
1	USA↑	100,018	4.3%
2	Mexico↑	19,255	26.8%
3	Germany↓	19,168	-12.1%
4	United Kingdom↓	14,487	-1.8%
5	Japan↑	14,050	13.3%
6	France↓	12,207	-11.3%
7	Italy↓	11,831	-8.2%



No.	Importers	Import Value(USD Thousand)	Year on Year (±%)
8	Spain↑	7,882	10.3%
9	Republic of Korea↓	7,188	-1.0%
10	Netherlands↓	6,897	-9.1%

**Note:** “↑” indicates the import value grew year on year; “↓” indicates the import value declined year on year.

### 2.3. Major Exporters for Pencils, Crayons & Chalks (HS: 9609) from Jan. to Apr. (Sorted by Export Value)

NO.	Exporters	Export Value(USD Thousand)	Year on Year (±%)
1	China↑	138,912	0.2%
2	Germany↓	46,225	-1.4%
3	Brazil↑	22,726	17.6%
4	Mexico↑	21,250	43.8%
5	Czech Republic↑	16,051	3.4%
6	France↓	15,200	-0.2%
7	USA↑	14,488	65.7%
8	Japan↑	9,647	1.4%
9	Thailand↑	8,994	10.3%
10	Republic of Korea↓	8,158	-4.0%

**Note:** “↑” indicates the export value grew year on year; “↓” indicates the export value declined year on year.

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