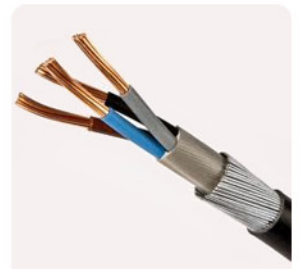
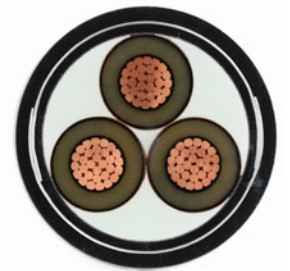
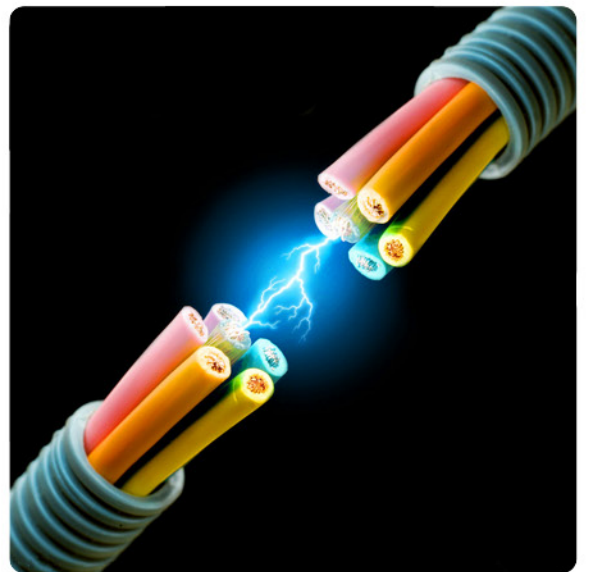


2012 Wire and Cable

Industry Analysis Report

2013.05



Made-in-China.com

IAR

Produced by IAR Team
Focus Technology Co., Ltd.

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1. Chinese Wire and Cable Export Situation Analysis

Customs data show that in 2012 Chinese wire and cable export volume amounted to 1,936,500 tons, with an increase of 3.4%; export value amounted to 17.425 billion U.S. dollars, with an increase of 12.5%.

Seen from sub-categories of the products, export value of electrical conductors with connectors rated voltage less than 1000V amounted to 7.226 billion U.S. dollars, accounting for 41.5% of Chinese wire and cable total export value over the same period. Export value of Ignition wiring sets for motor vehicles and other wiring sets reached 3.142 billion U.S. dollars, accounting for 18%; export value of coaxial cable and other coaxial electric conductors amounted to 1.446 billion U.S. dollars, accounting for 8.3%.

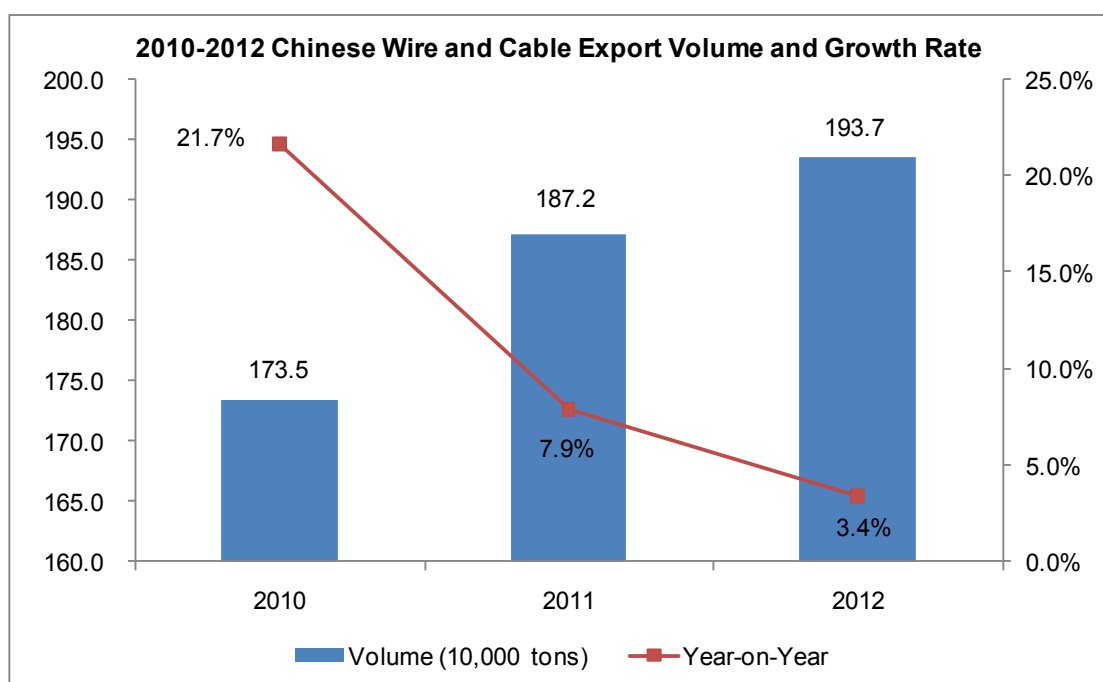
Judging from export value growth, export Value of which grew more than 20% are other vehicles, aircraft, marine ignition wiring sets and other wiring sets; cables, 35kV <rated voltage ≤ 110kV; cable each composited of coated optical fiber; other electric conductors with connectors, rated voltage ≤ 80V; other electric conductors, rated voltage ≤ 80V; cable, 1kV <rated voltage ≤ 35kV, with an increase of export value were separately 47.3%, 41.3%, 37.4%, 26.3%, 21.5%, 20.1 %.

Products of which export value substantial decline are cable, 110kV <rated voltage ≤ 220kV; cables, rated voltage > 220kV, with a decrease by 48.8%, 71.9%.

1.1. 2010-2012 Chinese Wire and Cable (HS: 8544) Export Trend Analysis

1.1.1. 2010-2012 Chinese Wire and Cable Export Volume Annual Trend

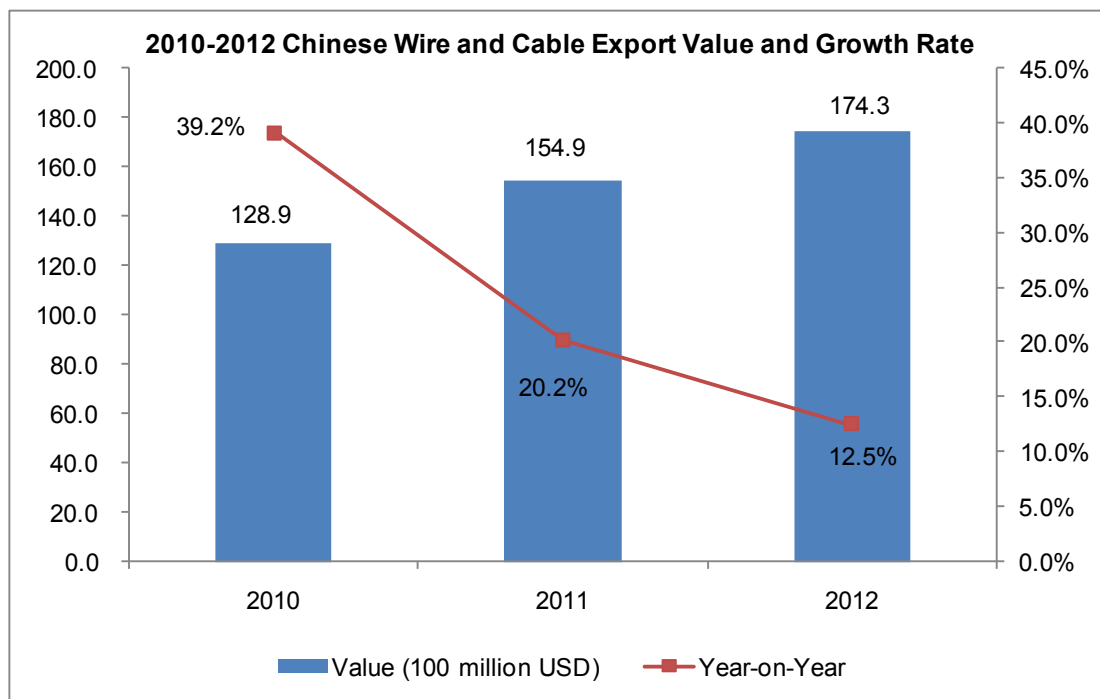
- 2010-2012 Chinese Wire and Cable Export Volume and Growth Rate



2010-2012 China wire and cable export volume increased year by year, but the increase gradually narrowed, in 2012 export volume amounted to 1.937 million tons, with an increase of 3.4%, which decreased by 4.5 percentage points compared to 2011 increase.

1.1.2. 2010-2012 Chinese Wire and Cable Export Value Annual Trend

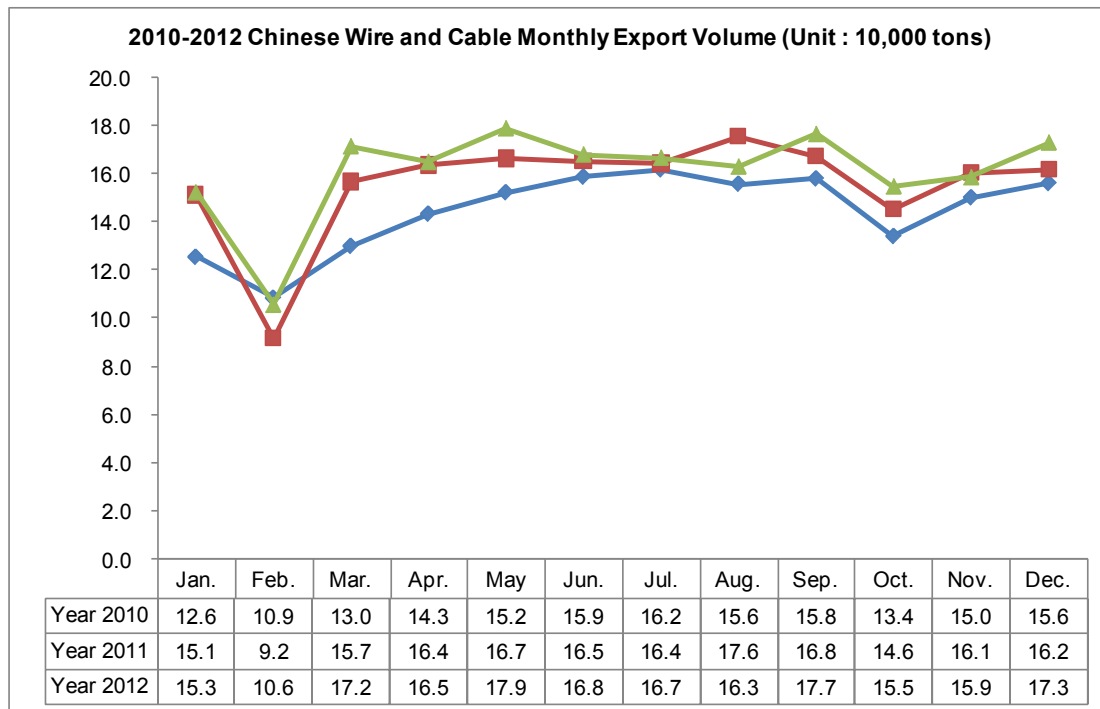
- 2010-2012 Chinese Wire and Cable Export Value and Growth Rate



Consistent with export volume trend, 2010-2012 Chinese wire and cable export value increased year by year, the increase gradually narrowed, export value of 2012 amounted to \$ 17.43 billion, with an increase of 12.5%, which decreased by 7.7 percentage points compared to 2011 increase.

1.1.3. 2010-2012 Chinese Wire and Cable Export Volume Monthly Trend

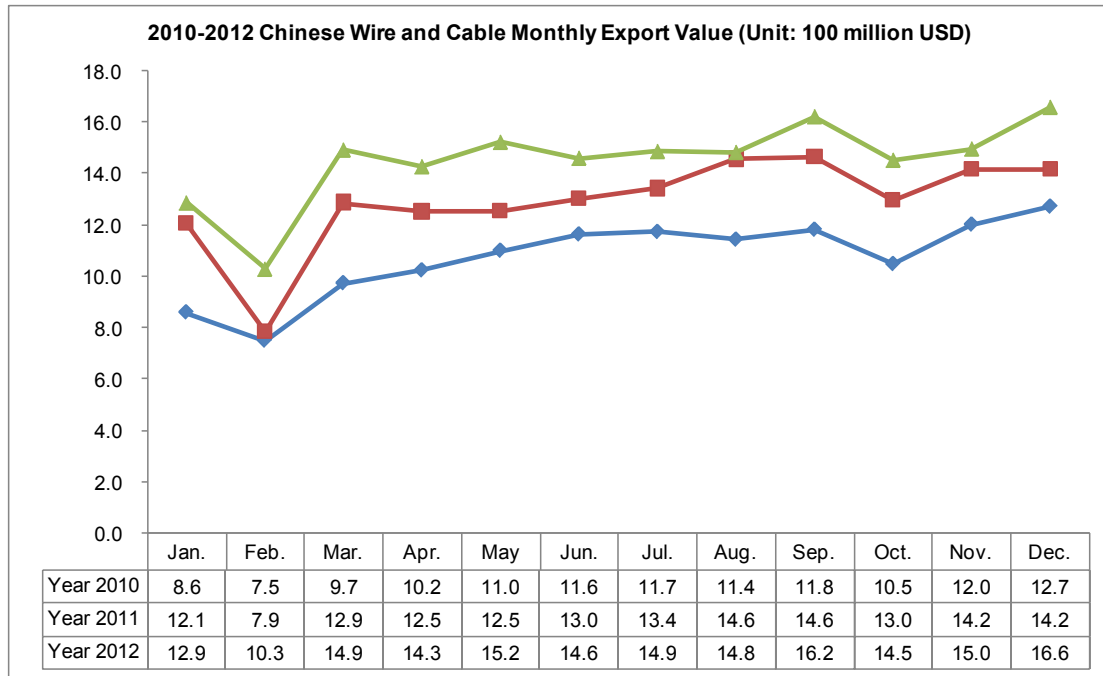
- 2010-2012 Chinese Wire and Cable Monthly Export Volume (Unit : 10,000 tons)



From the monthly export volume trend can be seen February was export off season, while in March export volume increased rapidly and maintained at a high level, and in October dropped slightly. The monthly export volume in 2011 increased significantly, while the export volume for each month of 2012 is basically maintaining 2011 levels.

1.1.4. 2010-2012 Chinese Wire and Cable Export Value Monthly Trend

- 2010-2012 Chinese Wire and Cable Monthly Export Value (Unit: 100 million USD)



Consistent with export volume monthly trend, the annual lowest export value was in February, while in March export value increased rapidly and maintained at a high level, and in October dropped slightly. Export value of each month in 2012 increased year on year, which was different from export volume.

1.1.5. 2010-2012 Chinese Wire and Cable Export Market Trend

No.	Country/Region	China's Export Value to Main Country/Region (Unit: 100 million USD)			Export Value Increase 2012 compared with 2010
		2010	2011	2012	
1	↑ Hong Kong	19.28	22.96	28.41	47.35%
2	↑ USA	20.67	22.97	27.38	32.47%
3	↑ Japan	21.19	23.36	26.52	25.15%
4	↑ South Korea	9.98	13.60	14.07	41.02%
5	↑ Australia	3.40	4.82	4.90	43.87%
6	↑ Singapore	2.56	3.02	4.06	58.88%
7	Germany	3.13	3.65	3.58	14.35%
8	India	3.66	4.21	3.50	-4.39%
9	↑ Thailand	1.81	2.77	3.32	83.35%
10	↑ UK	2.79	3.06	3.19	14.29%

No.	Country/Region	Market Share		
		2010	2011	2012
1	Hong Kong	14.96%	14.83%	16.30%
2	USA	16.03%	14.83%	15.71%
3	Japan	16.44%	15.08%	15.22%
4	South Korea	7.74%	8.78%	8.08%
5	Australia	2.64%	3.12%	2.81%
6	Singapore	1.98%	1.95%	2.33%
7	Germany	2.43%	2.36%	2.05%
8	↓India	2.84%	2.72%	2.01%
9	↑Thailand	1.40%	1.79%	1.90%
10	↓UK	2.17%	1.97%	1.83%

Note: “↑”represents the indicators listed continued to rise from 2010 to 2012, “↓”represents the indicators listed continued to decline from 2010 to 2012.

Hong Kong, the United States and Japan are Chinese wire and cable three major export markets, accounting for total exports of wire and cable 16.30%, 15.71% and 15.22% in 2012. 2012 compared to 2010 increased by 47.35%, 32.47%, 25.15%.

Judging from the growth in export value, except for Germany and India, China export value to the top ten wire and cable export markets have maintained continuous growth. Among them, the export value of Thailand increased the fastest, with an increase of 83.35% compared 2012 to 2010, followed by Singapore, with an increase of 58.88%.

Seen from changes of market share, market share of Thailand accounting for Chinese wire and cable export value increased year by year, while India and the United Kingdom decreased year by year. In addition, Hong Kong market share growth trend is more obvious, while Japanese market share decline significantly.

1.1.6. 2010-2012 Chinese Wire and Cable Export Source Area Trend

No.	Country/Region	Export Value (Unit: 100 million USD)			Export Value Increase 2012 compared with 2010
		2010	2011	2012	
1	↑ Guangdong	49.32	57.19	67.90	37.67%
2	↑ Zhejiang	20.06	24.71	26.45	31.84%
3	↑ Jiangsu	20.10	23.79	25.56	27.16%
4	↑ Shandong	12.27	15.36	16.84	37.17%
5	↑ Shanghai	7.83	9.36	10.07	28.67%
6	↑ Fujian	4.63	5.74	6.15	32.72%
7	↑ Tianjin	2.43	3.12	3.16	30.37%
8	↑ Liaoning	2.22	2.59	2.78	25.22%
9	↑ Beijing	1.69	2.17	2.21	30.63%
10	↑ Hebei	0.99	1.49	2.09	111.96%

No.	Country/Region	Market Share		
		2010	2011	2012
1	Guangdong	38.26%	36.93%	38.97%
2	Zhejiang	15.56%	15.95%	15.18%
3	↓ Jiangsu	15.59%	15.36%	14.67%
4	Shandong	9.52%	9.92%	9.66%
5	↓ Shanghai	6.07%	6.04%	5.78%
6	Fujian	3.59%	3.71%	3.53%
7	Tianjin	1.88%	2.02%	1.82%
8	↓ Liaoning	1.72%	1.67%	1.60%
9	Beijing	1.31%	1.40%	1.27%
10	↑ Hebei	0.76%	0.96%	1.20%

Note: “↑” represents the indicators listed continued to rise from 2010 to 2012, “↓” represents the indicators listed continued to decline from 2010 to 2012.

Guangdong Province is our country's largest wire and cable export province, the export value of which accounting for nearly 40 percent of total export value of Chinese wire and cable in 2012. Zhejiang, Jiangsu, Shandong and Shanghai were ranked second to fifth place separately.

Judging from the growth of export value, the top ten export source areas export value remained sustainable growth from 2010 to 2012. Hebei Province increased the fastest, with an increase by 111.96% compared 2012 to 2010.

Seen from changes of market share, market share of Jiangsu, Shanghai, Liaoning continued declining, among which Jiangsu Province declined more obviously. Market share of Hebei increased year by year.

1.2. 2012 Chinese Wire and Cable (HS: 8544) Export Situation and Analysis

1.2.1. 2012 Chinese Wire and Cable Export Volume and Value

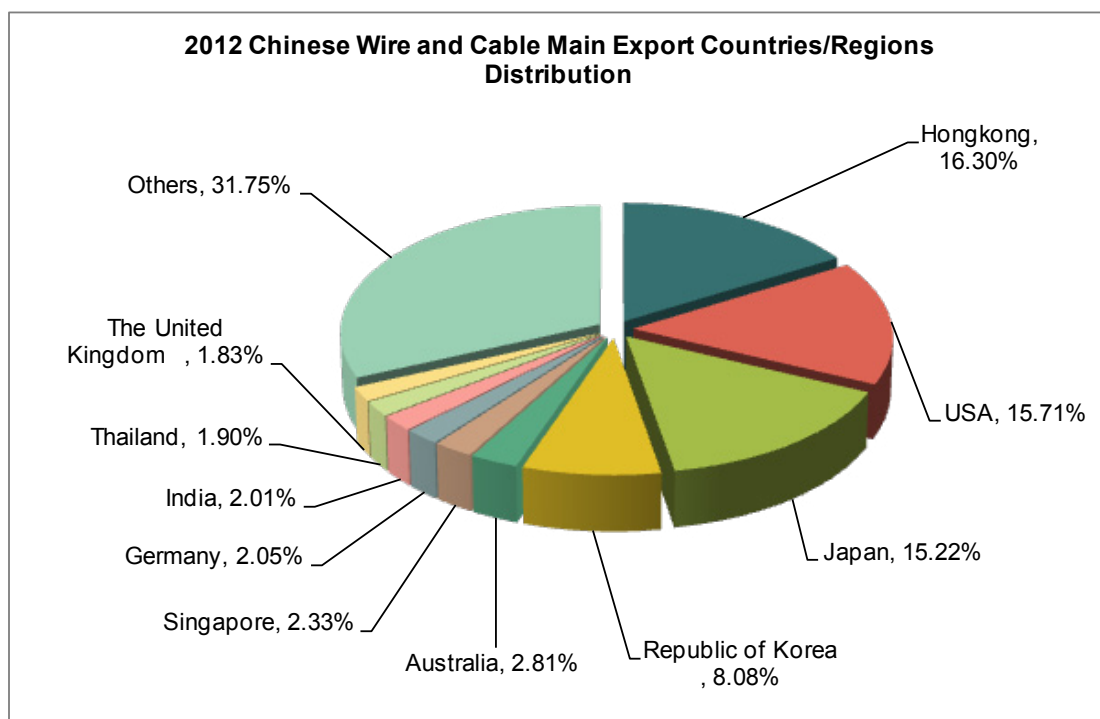
Month	Volume (10,000 tons)	Value (100 million USD)	Volume Year on Year	Value Year on Year
January	15.3	12.9	0.7%	6.5%
February	10.6	10.3	15.2%	30.9%
March	17.2	14.9	9.5%	16.0%
April	16.5	14.3	0.9%	14.0%
May	17.9	15.2	7.5%	21.5%
June	16.8	14.6	1.7%	12.1%
July	16.7	14.9	1.5%	10.8%
August	16.3	14.8	-7.1%	1.9%
September	17.7	16.2	5.4%	10.8%
October	15.5	14.5	6.4%	12.1%
November	15.9	15.0	-1.2%	5.6%
December	17.3	16.6	6.9%	17.1%
Jan.-Dec. Total	194	174.3	3.4%	12.5%

2012 Chinese wire and cable export volume amounted to 1.94 million tons, with an increase of 3.4%; export value totally amounted to \$ 17.43 billion, with an increase of 12.5%. Throughout the year, ten months' export volume increased year on year.

1.2.2. 2012 Chinese Wire and Cable Main Export Countries/Regions Distribution (By Export Value)

No.	Country/Region	Jan.-Dec. Total		Total Year on Year	
		Volume (10,000 tons)	Value (100 million USD)	Volume	Value
1	Hong Kong	20.19	28.41	-16.6%	23.7%
2	USA	31.51	27.38	15.2%	19.2%
3	Japan	12.08	26.52	6.1%	13.5%
4	South Korea	12.79	14.07	-6.3%	3.5%
5	Australia	7.67	4.90	9.1%	1.5%
6	Singapore	5.00	4.06	26.5%	34.7%
7	Germany	4.75	3.58	-2.5%	-2.0%
8	India	5.83	3.50	-12.5%	-16.9%
9	Thailand	5.25	3.32	18.2%	19.9%
10	UK	4.70	3.19	-4.0%	4.5%
11	Indonesia	5.01	3.14	16.2%	8.6%
12	Canada	2.53	3.13	7.6%	19.0%
13	Vietnam	2.96	3.07	1.6%	27.6%
14	Malaysia	3.38	2.90	39.7%	64.5%
15	Taiwan	1.85	2.31	-15.1%	-16.6%
16	Philippines	3.22	2.06	26.4%	25.1%
17	Netherlands	2.41	2.04	0.6%	5.7%
18	UAE	4.29	1.95	5.2%	5.7%
19	The Russian Federation	3.54	1.94	-4.4%	-1.0%
20	Brazil	2.90	1.87	-6.1%	10.1%

- 2012 Chinese Wire and Cable Main Export Countries/Regions Distribution

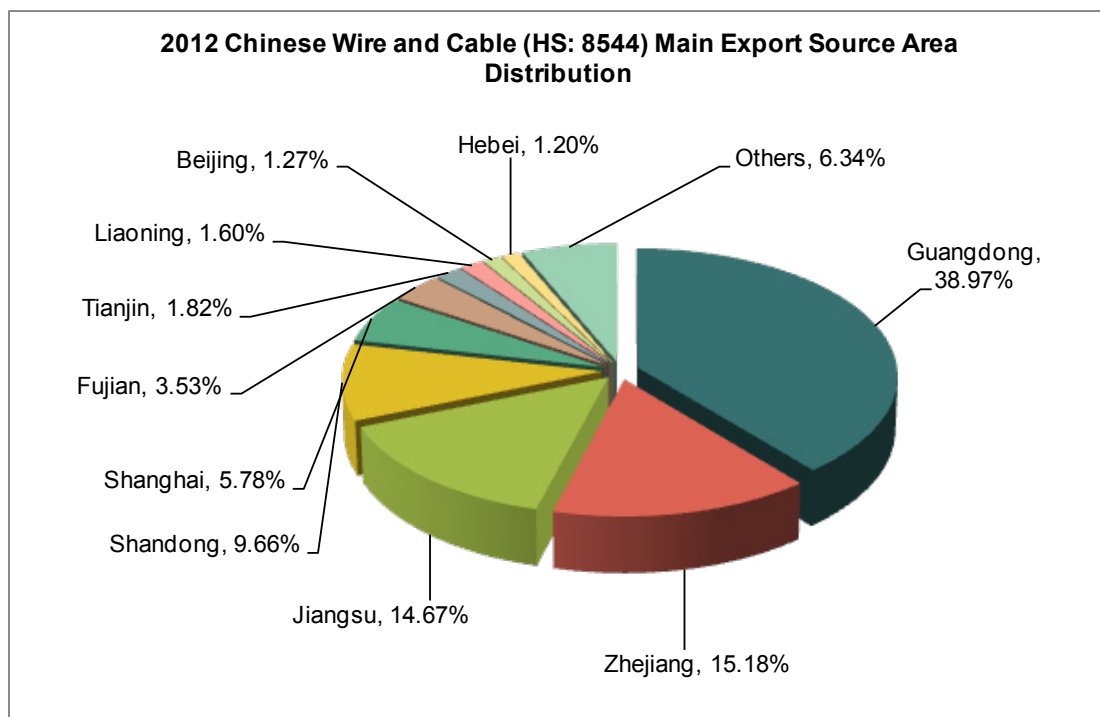


In 2012, Hong Kong, the United States, Japan, Korea and Australia are Chinese wire and cable's top five export markets, accounted for 16.3%, 15.71%, 15.22%, 8.08% and 2.81%.

Among Top twenty largest export destination markets, the export volume to the twelve countries/regions increased year on year, while the other eight decreased. Seen from export volume year on year, the largest increase was in Malaysia (an increase of 39.7%), followed by Singapore (an increase of 26.5%), the Philippines (an increase of 26.4%).the largest decline was in Hong Kong, with a decrease of 16.6%.

1.2.3. 2012 Chinese Wire and Cable Main Export Source Area

- 2012 Chinese Wire and Cable (HS: 8544) Main Export Source Area Distribution



Chinese wire and cable export source area is very concentrated. The top five source areas are Guangdong, Zhejiang, Jiangsu, Shandong and Shanghai. The total export value accounted for 84.25 percent of total export value over the same period.

2. Global Wire and Cable (HS: 8544) Major Import and Export Market Trend Analysis

2.1. 2010-2012 Global Wire and Cable Major Import Market Trend Analysis

No.	Country/Region	Import Value (Unit: 100 million USD)			Import Value Increase 2012 compared with 2010
		2010	2011	2012	
1	↑USA	125.39	146.49	163.45	30.35%
2	Germany	84.41	104.00	93.70	11.01%
3	↑Japan	53.91	57.78	65.76	21.98%
4	↑China	46.39	54.32	55.75	20.18%
5	↑Mexico	39.76	45.17	46.57	17.11%
6	↑Canada	29.99	36.65	39.39	31.33%
7	France	34.94	41.81	37.67	7.81%
8	UK	31.46	37.48	37.36	18.76%
9	↑Hong Kong	24.43	27.73	35.43	45.04%
10	↑South Korea	18.93	23.67	24.42	29.01%
11	Czech	16.58	22.54	20.49	23.61%
12	Spain	20.13	23.32	17.51	-13.02%
13	Hungary	15.01	17.74	15.57	3.75%
14	Austria	12.27	16.78	15.54	26.61%
15	Italy	14.69	17.83	15.53	5.72%
16	↑Thailand	9.86	13.50	14.98	51.88%
17	↑Singapore	11.03	12.60	14.01	26.97%
18	Poland	11.89	14.57	13.92	17.05%
19	Romania	11.26	14.69	13.65	21.20%
20	The Russian Federation	8.88	14.17	13.42	51.17%

Note: “↑”represents the indicators listed continued to rise from 2010 to 2012, “↓”represents the indicators listed continued to decline from 2010 to 2012.

Global wire and cable main import markets concentrated in North America, Asia and Europe.

From 2010 to 2012, among the twenty largest wire and cable import markets listed above, export value of United States, Japan, China, Mexico, Canada, Hong Kong, South Korea, Thailand and Singapore increased year by year, and the largest increase was in Thailand, with an increase of 51.88% compared 2012 to 2010.

2.2. 2010-2012 Global Wire and Cable Major Export Market Trend Analysis

No.	Country/Region	Export Value (Unit: 100 million USD)			Export Value Increase 2012 compared with 2010
		2010	2011	2012	
1	↑China	128.90	154.87	174.25	35.19%
2	↑USA	75.91	85.83	94.70	24.75%
3	↑Mexico	67.72	80.21	88.52	30.70%
4	Germany	64.49	79.08	71.73	11.23%
5	↑Hong Kong	27.14	31.08	37.75	39.12%
6	↑South Korea	29.11	34.45	35.96	23.50%
7	Romania	25.74	33.60	31.81	23.58%
8	Italy	29.65	36.83	31.32	5.63%
9	↑Czech	21.85	25.93	26.67	22.03%
10	Japan	23.81	24.80	24.66	3.56%
11	France	23.55	26.03	24.58	4.34%
12	Poland	24.63	28.26	24.40	-0.92%
13	↑Turkey	18.06	23.14	23.83	31.95%
14	Spain	17.81	24.40	23.81	33.68%
15	Hungary	17.64	24.56	19.83	12.41%
16	↑Philippines	11.45	11.70	15.35	34.05%
17	Slovakia	12.74	16.21	13.66	7.20%
18	Sweden	13.60	14.83	12.93	-4.95%
19	Netherlands	10.06	13.48	12.79	27.15%
20	UK	11.06	13.21	12.28	11.03%

Note: “↑” represents the indicators listed continued to rise from 2010 to 2012, “↓” represents the indicators listed continued to decline from 2010 to 2012.

Global wire and cable main export markets concentrated in Asia, North America and Europe.

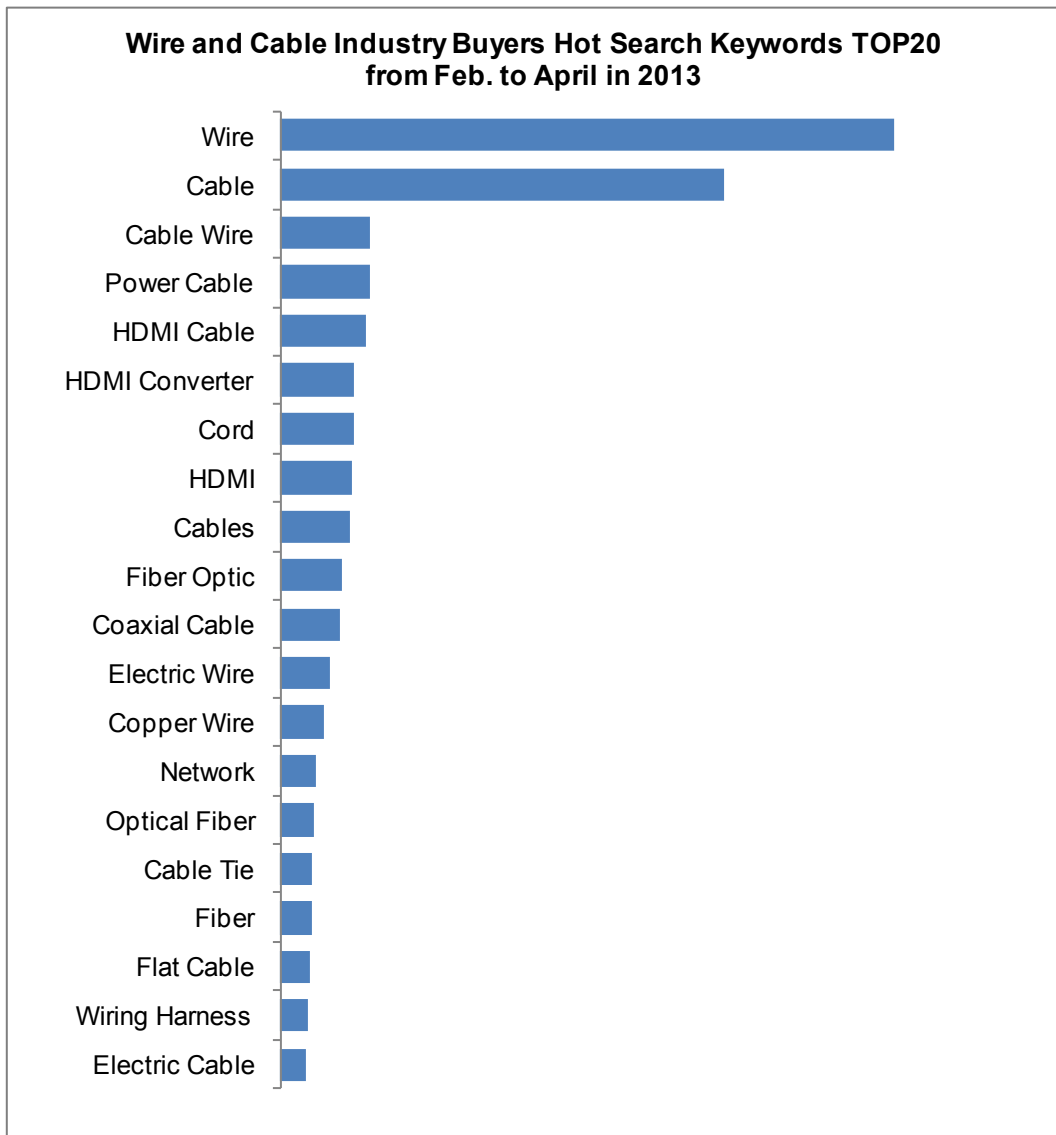
From 2010 to 2012, among the twenty largest wire and cable export markets listed above, export volume of China, the United States, Mexico, Hong Kong, South Korea, the Czech Republic, Turkey and the Philippines increased year by year, with an increase of 35.19%, 24.75%, 30.70%, 39.12%, 23.50%, 22.03%, 31.95%, 34.05% separately compared 2012 to 2010.

3. Wire and Cable Industry Data Analysis on Made-in-China.com

The following data sources: Made-in-China.com

3.1. Wire and Cable Industry Buyers Hot Search Keywords from Feb. to April in 2013

- Wire and Cable Industry Buyers Hot Search Keywords TOP20 from Feb. to April in 2013



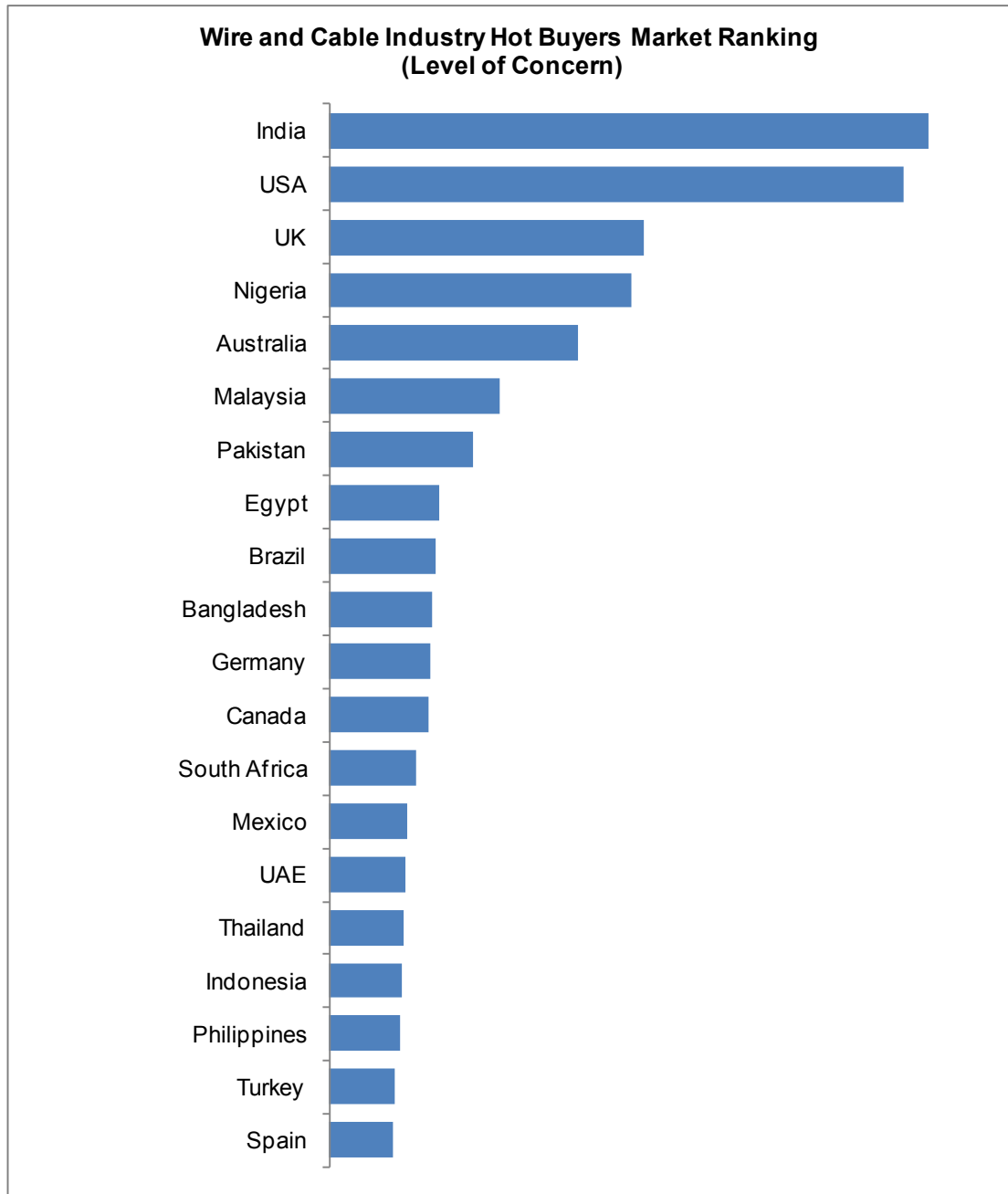
Made-in-China.com nearly three months' data show that Wire and Cable are the highest two search keywords in wire and cable industry. The search amount of cable is nearly 5-fold of search amount of Cable Wire which ranked the third.

Seen from sub-categories involved by keywords, the most concerned wires and cables are: power cable, HDMI cable, patch cords, fiber optic, coaxial cables, copper wire, cable, wire and cable related products with HDMI Converter cable ties.

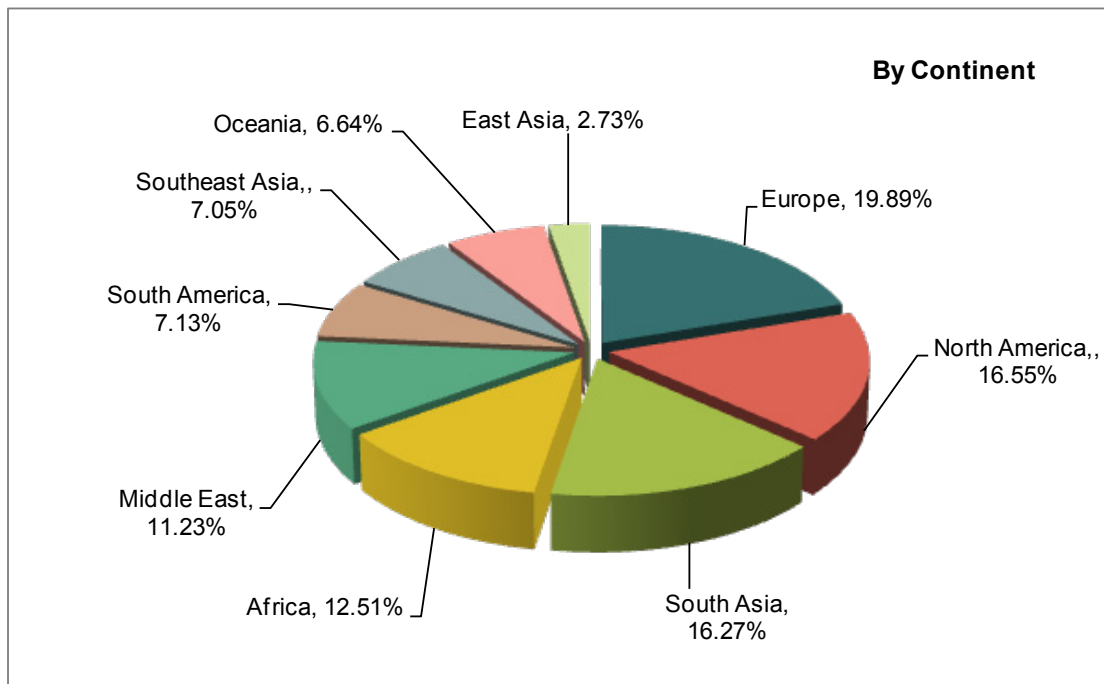
3.2. Wire and Cable Industry Buyers Distribution from May 2012 to April 2013

- Wire and Cable Industry Hot Buyers Market Ranking (Level of Concern)

By Country:



By Continent:



Made-in-China.com nearly a year data show that wire and cable industry buyers are mainly distributed in Europe, Asia, Africa and the Middle East. Among them, Europe, North America, South Asia, Africa and the Middle East buyers' attention accounted for 19.89%, 16.55%, 16.27%, 12.51%, and 11.23%.

The top ten countries of Wire and cable industry attention are India, USA, UK, Nigeria, Australia, Malaysia, Pakistan, Egypt, Brazil, and Bangladesh. India and the U.S. buyers' attention accounted for 10.79% and 10.34%, significantly higher than in other countries.

The IAR Team of Made-in-China.com dedicates to surveying,excavating and collating industry information for supplying the service of timely and exact information analysis, providing necessary information and dates for clients'decision.

Thanks for reading the report, if you have any questions,opinions or advices, please contact us.

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