

2007-2008 Annual Report on the Competitiveness of China's Computer Industry

Report Information

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Enterprises involved: Lenovo, Founder, Hai'er, Tongfang, Inspur, Dell, HP, TCL, Great Wall, Acer, Unisplendour, etc.

Report Highlights

In 2007, with the recovery of the global industry, China's computer industry expanded rapidly in size. The robust notebook segment, which takes up a rising share, fuels the fast growth of the industry. Meanwhile, Vista system promotes the upgrade of hard drives and monitors. In the full-box assembly industry, slim profit margin deprives SMBs of competitive edge, leading to higher production concentration. With the escalation of competition's Matthew effect, Chinese computer brands experience further concentration and consolidation.

Compared with the previous year, China's computer industry experienced a slight drop in investment, and an increase in the number of newly started projects, which will affect future growth potential. Homegrown enterprises have an advantage over foreign players in profitability and market shares in the special equipment industry.

In the face of changes and challenges of international competition situation and computer technology, CCID Consulting releases 2007-2008 Annual Report on the Competitiveness

of China's Computer Industry. The report probes the industry's development characteristics in the international competition environment, to help vendors, investors and industry insiders grasp accurately laws governing the industry's development and identify Chinese computer enterprises' competitive edge:

- 📖 Backed by in-depth and accurate industry research data, the report assesses the industry's competitiveness in the dimension of development environment competitiveness, manufacturing competitiveness, technological innovation competitiveness, market innovation and enterprise competitiveness.
- 📖 It conducts all-sided in-depth analysis of enterprises' competitiveness. On the basis of profound study of major enterprises, it assesses enterprise competitiveness in the dimension of enterprise size, profitability and R&D Investment, and SWOT analysis.
- 📖 It offers scientific and complete of forecasts. Featuring modeling regression modeling and expert verification of key industry segments and analysis of related industries, the report presents valuable trend analysis and quantitative forecast result.

Report Framework

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Main Conclusions

Key Findings

I. Present Situation, Characteristics & Trend of the Global Computer Industry in 2007

(I) Present Situation

1. Industry Size
2. Competition Situation
3. Product Technology

(II) Main Characteristics

1. The American, European and Japanese markets are relatively stable, while the Asia-Pacific market experiences rapid growth
2. Wide-screen notebook remains the mainstream product in the market
3. Technological innovation fuels the industry's development, with fundamental changes in demand orientation
4. The further transfer of industry brings about opportunities for developing countries

- (III) Development Trend
 - 1. Digital, networking and intelligent will remain the development direction of computer technology and products
 - 2. Technology and application drive the industry's development
 - 3. New processing structure such as multi-core and cell: grand migration of computer architecture
 - 4. Wireless technology becomes the hot spot of technology development
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 - 1. Industry Size
 - 2. Competition Situation
 - 3. Product Technology
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 - 1. Price wars engender quality concerns
 - 2. Enterprises beef up their strength; brand effect is emerging
 - 3. As exports continue to grow, international competitiveness improves steadily
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 - 1. Environmentally friendly wide-screen displays will become prevalent
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