

深圳钟表
SHENZHEN

watch & clock

NO.12 SEPTEMBER 2013



Special Report

Designing Industry Future
Manifesting China Watches

2013 China (Shenzhen)
Watch & Clock Fair

New Arrival

FIYTA -Keep Moving Forward
Diligently, Follow up Time Legend

Developing Platforms

深圳市钟表研究院公共服务平台

PREFACE



No.12 Sept 2013

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EDITORIAL

It's a great honor to meet you again at Hong Kong Watch & Clock Fair. In the fair, there are more than 30 exhibitors from China Mainland Delegation. Most of exhibitors in Hall 1 are from inland cities near Hong Kong such as Shenzhen and Dongguan. They all bring abundant products and sufficient cooperative willingness for this exhibition.

2013 is a year full of challenges. For China, the instable exchange rates and shrinking European and American markets make it tougher for enterprises specializing in foreign trade processing business to develop. Take watch & clock industry for example. After nearly 30 years of learning and growth, China has owned a lot of factories with sophisticated equipments and preeminent processing techniques; the management level of entrepreneurs has also been developed. In addition, the dilemma of market-controlled Made-in-China, which results from price competition, is changing, and the mode of long-term cooperation with single customer source is also being broken. Therefore, through participating in the fair, enterprises shall solve the problem of orders declining on the one hand, and expand their opportunities to contact with customers on the other hand. As for selecting customers, enterprises shall consider the diverse markets that their customers involve in, among which there will be one market has needs even though others are at a low tide.

At the China Watch & Clock Fair (CWCF) held in Shenzhen from June 27 to June 30 this year, many buyers expressed their intention to cooperate with more Chinese factories and the wishes for more and richer exhibits at the accessories exhibition area. Indeed, China's urban public service function has made constant progress over the past ten years, and it's more and more convenient to visit Chinese cities or exhibitions via the ports such as Hong Kong, Guangzhou, Shanghai and Beijing. Shenzhen, especially, becomes full-fledged with the help of its short distance to Hong Kong and predominant economy. Shenzhen Convention and Exhibition Center, as the exhibition venue, includes hotels at all levels such as Ritz-Carlton and Shangri-La, as well as subway traffic extending in all directions. Those conveniences will enable buyers from all over the world to be on a comfortable business trip. If the demand and supply of both sides can be negotiated, you'll directly face your desired suppliers in Shenzhen next year, or even visit their factories. Moreover, if you want to sell the high-quality Chinese brands to the market of your country, you'll find Shenzhen and CWCF is the one you want.



Vera Young

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NEW ARRIVAL



FIYTA - Keep Moving Forward Diligently, Follow up Time Legend

飞亚达 - 矢志前行 续写时间传奇历史

Inheriting Classic Focusing on Transcending

传承经典 志在超越

In June 2013, Shenzhou 10 Satellite lunched in Jiuquan Satellite Launch Center and realized manned space docking with the orbiting Tiangong 1 target spacecraft. At the same time, FIYTA space series "Shenzhou 10 Memorial" wristwatch, with 999 limited-quantities, is launched to the market.

In design style, this series continues the arts of FIYTA space watch. The design of FIYTA space series was awarded the "2010 German Red Dot Design Award" for its concise appearance and powerful function. This Red Dot Award, known as "the Oscar Award in the design world", awards high praise to the design concept of the wrist watch. In addition, going beyond the past practice of partial use of titanium alloy, the design of case, bezel, and bottom cover all adopt titanium alloy. It results in light and comfortable wearing feeling, extremely outstanding stability, and better skin affinity to human skin which will not cause allergies. What's more, waterproof depth is lifted to 100 meters, which represents FIYTA's diligence study on technology, and also FIYTA's looking forwards to going more distant and deeper.



Limited Edition of Shenzhou
X space program-GA8602



Photographer-GA8380

Gorgeous Returning Brightening in Basel Fair

璀璨巴塞尔 华丽归来

In this April, with its latest product, FIYTA exhibited in Hall 1, the international brand exhibiting hall of Basel Watch Fair. Tourbillon wristwatches specially are made tailored the 10th anniversary of China's manned space flight. The heartstring series female watches bearing the "aesthetic fashion tugs at your heartstrings" as creative concept, photographer series wrist watch setting in exploring the story of the time, and extreme series wrist watch focusing on recording brave times, are all attracting eyes and shining brightly in the star-studded 2013 Basel Watch Show.

FIYTA Goes Far More

飞亚达 心在更远处

With excellent workmanship, FIYTA not only witnesses China's space exploration journey all the way, but also has provided timing equipments for international sporting events such as Asian Winter Games, Asian Sailing Championship, and Dakar Rally. Each FIYTA watch not only coheres comfortable wearing feeling and aesthetic art value, for its puritan and delicate design, making and assembling, dropped in the flourishing and culture, but also allows the wearer to holding the spirit for going forward with accurate time. FIYTA goes far more..



Extreme-GA8460

Heartouching-LA8406

Watch & Market News in 2013

China's 2013 growth around 7.5%

2013中国经济增长约7.5%

China's economy is stabilizing, and if exports continue to see modest growth in the second half, then the pace of economic growth for the year is likely to be close to 7.5 percent, said a well known economist.

Fan Gang, head of the National Economic Research Institute and former advisor to China's central bank, made the remarks at a forum in Sanya, southern Hainan, Wednesday.

While China cannot tackle problems like excess capacity and bad loans in the short term, stable growth in the property sector, the auto industry and infrastructure mean the economy has stabilized and is rebounding, Fan said.

Data showed property investment in the January–July period rose 20.5 percent year–on–year, 0.2 percentage point higher than the rate in the first half. Vehicle sales jumped 12 percent, almost triple the rate in the whole of 2012.

Double–digit growth is no longer realistic and a rate between 7 and 8 percent – the world's fastest – is a natural rate for China, he said, adding that a rate below 7 percent would bring risks of deflation. Double–digit growth indicated overheating, he said.

China's economic growth slowed to an annual rate of 7.5 percent in the second quarter, in line with the target for the whole year, but the trend has been downward for two consecutive quarters.

The Chinese economy does not lack liquidity, but due to a shortage of opportunities, new bank loans have not trickled into the real economy to spur growth, he said.

China will be the No.1 consumer in the world

中国将成为世界第一消费大国

Even with the ongoing slowdown of China's economic growth, the world's No 2 economy is expected to become the world's largest consumer market in the next five years, according to a new report by Standard & Poor's (S&P).

The report – entitled Financial Risks Are Rising as Retail and Consumer Product Companies Step up their Spending Spree – pointed out that in 2012, total retail sales of consumer goods in China grew 14.3 percent to about \$3.29 trillion, compared with \$4.35 trillion in the more mature market of the US.

China's retail and consumer product industries are refining their growth strategies by looking outside of the domestic market for growth opportunities. Overseas acquisitions, says the report, are attractive options for Chinese consumer companies to improve product quality, increase differentiation, and acquire better brands.

The most recent example is the offer by China's largest meat producer, Shuanghui International Holdings Ltd, to purchase Virginia–based Smithfield Foods Inc, the world's largest pork processor, for \$7.1 billion, including a mix of debt and \$4.7 billion in cash.

The Shuanghui–Smithfield deal is currently being reviewed – for a second time – by the Committee on Foreign Investment in the United States. If it gets approved, it will become the largest takeover of a US firm by a Chinese buyer.

For many Western companies we rate – Yum Brands, Gap, General Motors, the German luxury automakers – Chinese consumer demand is already an important part of their business strategies," said Robert E. Schulz, managing director of S&P's Ratings Services in New York. Part of that strategy incorporates the interest of Chinese consumers in foreign brands, said Schulz, who manages the US retail team.

In the first quarter of this year alone, Chinese companies spent \$2.2 billion for eight acquisitions and nine Greenfield projects in the US, according to Rhodium. Big transactions included Chinese auto–part firm Wanxiang's \$257 million purchase of the bankrupt Massachusetts–based battery maker A123 Systems.

The Ongoing Rising of Tendencies for Watch and Horologe Consumption – Will the Chinese Legion Remain Strong?

钟表消费趋势继续上升——中国军团能否继续强大？

In contrast to the continuous global economic austerity, the export figures for Swiss watch–making industry have never dropped so much as imaged. According to Mr. Francois Thiebaud, chairman of Committee of Swiss Participants, the total amount of export in 2012 for Swiss watch–making industry had reached 21.4 billion SF, still embracing a growth rate of 10.9%, but just a little more modest in comparison to a consecutive growth about 20%, which had been achieved in 2000 and 2011.

Among the global sales figures in 2012, Asia takes the still top shares in all continents with a proportion of 54%, while 30% of Europe and 14% of America. Hong Kong took up 20.4% of the global sales and became the top area. China showed a constrained performance in luxury consumption in second half of the year, with only 7.7% of the global sales, which is the world's third largest market next to US (10.2%).

As the world's third largest market, the media participating in this year have most intuitively experienced that the sponsor paid great attention on "China" brands. For the first time, the sponsor held the press conference for Chinese media. Mr. Ren é Kanm, the CEO of MCH Swiss Exhibition Ltd., whose Chinese name is Kang Zaisheng, humorously said, he knew there was also a Chinese journalist surnamed Kang at the very beginning of his speech. He used Chinese to in the whole speech! The "Chinese style" in this press conference was so companionable for to Chinese media that they would write the style in new titles.



However, it's worth noting that China's importance is not only the consumption of luxury watches. At eve of Basel Fair this year, the news, China Haidian Holdings Limited taking 100% shares of Corum, the Swiss traditional high level watch–making brand, is reissued. Besides the own brands of Ebohr and Rossini, Haidian had also held Eterna and Porsche Design (Watch) last year.

But as many experts highlighted "don't self–satisfied" in years ago when China market in fast growing and becoming the new hot for luxuries consumption, how much the China market and watch industry impact the world watch industry? Conclusions cannot be drawn on basis of the data in one or two year. In fact, watch and horologe industry is an industry featured with long cycles, the watch industry is a long term cycled industry; Swiss watch–making industry must have their own philosophies because they have experienced several worldwide economic crises and survived.

Haidian Successfully Acquired Corum Watch

中国海淀集团成功收购瑞士昆仑表



On April 23, China Haidian Holdings Limited., officially signed agreement in Zurich, Switzerland, successfully held Corum Watch, the top global Swiss brand with 100% shares. During of Basel Watch Fair, China Haidian Holdings Limited. announced, the purchase of Corum Watch, the Swiss high–end watch–making brand with 700 million HKD, and holding 100% shares. This really made China watch–making industry proud, which is also known as the "purchasing Volvo by Geely" in the industry.

Corum Watch was founded in 1955. Although it has a short history, Corum became the most vigorous brand in watch industry on basis of breaking tradition courage and innovation. Corum is famous for the luxury jewelry watch and gold watch manufacturing, the price ranging from 4,000 Euros to 100 thousand Euros in Europe. It has 600 stores globally, and the book net asset was 19.7 million SF at the time of the purchase.

It is known that China Haidian Holdings Limited. (HK0256), the Hong Kong–invested listed company, is a group devoting in the international professional watch–making, with several world famous wristwatch brands. The joining–in of Corum, the top global brand, will further consolidate China Haidian Holdings Limited's status in building aircraft carrier in wristwatches world and the position of wristwatch family of pedigree..

According to other reports, during the big purchase by China Haidian Holdings Limited., Ebohr, the branch brand of Haidian, is also developing their high quality strategy of multi–brand. Ebohr has sub–brands of Ebohr, KANA (ladies jewelry watch), Ebohr Complication (mechanical watch) and infiltrates into mass markets with different product orientations, leading the high market share kept for years. At the hot point of the Basel Watch Fair, Ebohr Complication wristwatch will be sold in Luzerne. Ebohr Complication shows its unique appearance, complicated structure layers and the glamour of complicated mechanical wristwatch integrated with the outstanding mechanical technologies.

Going on sale for Ebohr Complication and Corum joining into the Haidian family are not only good news, but also fortune for China's watch industry. It marked that China's wristwatch industry will face a new marketing competition structure.



Rolex shows off latest on Shanghai's Bund

劳力士在上海外滩展示最新款手表

Rolex recently launched an exhibition showcasing the new watches from Baselworld 2013 at its experience center in Shanghai.

Located at The Rolex Experience in the House of Roosevelt at No 27 on the city's Bund area, the exhibition included six new watches in its Oyster collection from the leading Swiss watchmaker.

From July 9 to Aug 31, Rolex is giving the public its first look at the luxury brand's latest watches.

The new Rolex models, all chronometers that are certified by the COSC for their precision, are the latest incarnations of legendary watches that have evolved over decades in an inexorable march toward perfection.

The Rolex Experience occupies more than 800 square meters. It combines the educational features of a museum with an interactive playground, and it is the only one of its kind in the world.

The exhibition space features the new Rolex Stand launched at Baselworld 2013. It embodies the status and values of the leading Swiss watch brand.

The stand for displaying individual watches has new materials and new decorative elements inspired by details of the brand's watches and new aquatic motifs that hint at the Oyster's environment of choice.

The themes of the exhibition include celebrating speed, heritage and innovation, a passion for the sea, prestige and elegance.

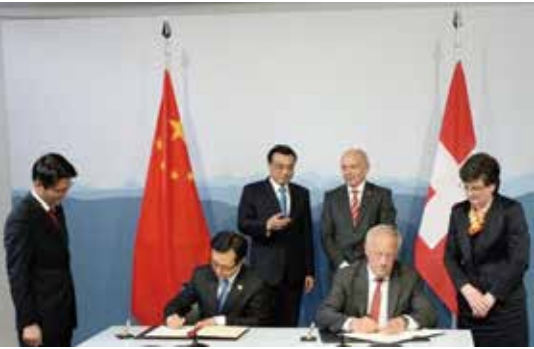
The Cerachrom bezel insert, a ceramic component developed and patented by Rolex in 2005, is also featured in an innovative way on the new Oyster Perpetual GMT–Master II in 904L steel.

Rolex has developed a single–piece Cerachrom bezel insert in two colors.

The new GMT–Master II's 24–hour bezel insert is half blue and half black, representing daytime hours and nighttime hours. It echoes the traditional two–color bezel of the original GMT–Master, which was created in 1955 to allow airline pilots to read the time in two different zones simultaneously.

Sino-Swiss free trade pact signed in Beijing

中瑞在北京簽署自由貿易協定



China and Switzerland formalized a free trade agreement on Saturday, making it the first such pact that China has signed with a continental European nation.

It signals Beijing's commitment to opening up the economy further and comes at a time when China and the European Union are still negotiating a trade dispute over Chinese exports of solar panels.

The FTA is not just a milestone for China-Switzerland relations, but will also have a positive impact on China-EU cooperation, Premier Li Keqiang said during an official meeting with Swiss Economy Minister Johann Schneider-

Ammann on Saturday.

It sends a strong signal to the world that both countries are against trade protectionism, Li added.

Amid a complicated world economic recovery, facilitation in trade and investment is a good way to boost global economic growth, Li said.

"The FTA fully reflects China's determination and confidence in continuing to open up its market, and the country's willingness to further advance trade ties with European countries," Chinese Commerce Minister Gao Hucheng said during the signing ceremony on Saturday in Beijing.

While China and the EU are still at odds over the export of solar panels, wine as well as telecom equipment, the bilateral trade pact shows the joint efforts of the two countries in fighting trade protectionism and promoting trade liberalization, Gao said.

The two countries started FTA negotiations in January 2011, and went a total of nine rounds of talks over three years.

During his visit to Switzerland in May, on one of four stops during his first overseas trip

since taking office in March, Premier Li signed a memorandum of understanding after concluding negotiations on the bilateral agreement with Swiss President Ueli Maurer.

"The China-Switzerland FTA is one of the highest level and the most comprehensive FTAs that China has signed," Gao said.

Once the FTA is ratified, Switzerland agrees to remove tariffs on up to 99.7 percent of Chinese exports and China will exempt tariffs on 84.2 percent of Swiss exports.

The FTA will also provide a platform for the two countries to enhance cooperation in industries including watch-making and traditional Chinese medicine.

For the first time, the pact also included new issues, such as government procurement, environment, labor cooperation and intellectual property rights and competition.

Currently, China has signed FTAs with 10 economies and is in talks with six others, according to the Ministry of Commerce.

Premier Li said China welcomes all talks on free trade pacts with other EU countries.

In consideration of fast development of science and technology, it will be difficult to forecast the future of Facebook. As reported, Facebook will be difficult in developing Chinese market due to the strong competition of WeChat. The popularity of WeChat will extremely narrow Facebook's developing space in China.

In terms of users, supported by its 195 million monthly active users, WeChat has become the globally second largest instant messaging software only next to WhatsApp. It is different from WhatsApp that among approximately 400 million registered users, only 70 million are overseas users, which proportion shows WeChat's predominance in Chinese market.

WeChat has the same functions with Facebook in service. As the communication software for smart phones, you may use WeChat to communicate with friends by words, audio and video. Meanwhile, it has location-based services. WeChat also a social networking function incorporating Friends Circle. In addition, WeChat has attracted many famous media and brands, such as Nike and Starbucks. The service could realize the interaction between such company and consumers. WeChat may even incorporate the functions of mobile payment and social games. Such functions, for the purpose of better serving the users of mobile devices, will further consolidate WeChat's status.

It is worth to note that WeChat has begun the international striding. With Messi, the famous football star acting as its spokesman abroad, WeChat will surely embrace a vigorous development in Asia, Africa and Latin America and Europe. It is also said that Tencent Company will establish an US office to reinforce its competition with Facebook and WhatsApp. With the further development WeChat in China and global market, Facebook will have little chance to win the market in China.



WeChat's International Market Exploitation Blocking Facebook's Development in China

微信大步挺近国际市场，阻碍Facebook在华发展之路

On July 28, TNW, the foreign website, reported that Facebook, the abroad most popular social networking service tool has been on the rise all the time internationally, particularly fast growing in Asia. However, Facebook is facing difficulties in China, because of the localization and vigorous completion of WeChat.

In Asia, the largest user zone, Facebook increases at a rate of 25% quarterly, reaching 247 million USD (approximately 1.52 billion RMB), which is almost twice of 135 million USD one year ago. According to Tech In Asia, Facebook would certainly remain Asia as a key zone of development in terms of new registered users, usage rates and AD revenue. The developing tendency will be easily related to the development concept of Mark Zuckerberg, one of the founders and CEO of Facebook, that the whole world could be connected with Facebook (created by himself).

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2013 China (Shenzhen) Watch & Clock Fair

— Shape the Future Manifesting China Watches

2013 “中国（深圳）国际钟表展” —— 设计产业未来 彰显国表风采

On June 27, the annual China International Watch & Clock Fair was opened in Shenzhen, starting also at the same time "2013 China Watch & Clock Culture Week". This session of China Watch & Clock Culture Week will be featured with the theme of "culture, art, fashion and boutique" and the integration of products exhibit, brands marketing, culture communication, information releasing and trends study, continuing with its concentrated presentation to the industry both domestically and internationally even more new highlights.

As a comprehensive service platform for domestic and international Clock brands' exploration into China's domestic demand market, in addition to the presentation of up-to-date wristwatches, more importantly, Clock distributors from all over the world will continue to make orders for their wristwatches intended to be put on sale in the next half of the year. The Fair has attracted the participation and visit by a number of overseas brands and trade associations.

Beginning from 2011, the Fair has been promoting itself on a specialized, large-scale and integration basis to the full extent by means of consolidating the industrial resources integration and international

communication. The Fair for this year will keep on with last year in its scale that the total exhibition area will cover 37,500 m2., and the products to be on display will consist of wristwatches of domestic and international brands, movements, clocks, digital information calendars, radio-controlled clocks, clocks/watches parts & accessories and watch & clock equipment and machinery, by means of which China's enormous market capacity and excellent and high-efficient production supporting capabilities will thus be presented.

On the basis of the elaboration by the advantageous resources from the platform of the third session of China Watch & Clock Culture Week, the integration of products display, brands marketing, culture communication, information releasing and trends study will concentrate on presenting even more new highlights for the industry, pioneering the development for enterprises' "internationalization of brands, elaboration of manufacture and fashion of industries".

During this session of the Fair, sections with respect to the display of horologic culture will be further reinforced that a specially-arranged antique clock museum will be debuted, featuring a theme boutique exhibit of "European antique striking clock – the splendid memory of human civilization" for the purpose of consolidating the Fair's cultural atmosphere. And also abundant cultural interaction activities highlighted with the Clock collection and maintenance lecture themed "Assembly of Chinese Collectors (Shenzhen)" etc. will be held.



Introduction for China (Shenzhen) Watch & Clock Fair

走进深圳钟表展

What kind of surprise the annually-based Shenzhen International Watch & Clock Fair, as the attention-arousing "China's first watch & Clock Fair" will bring about for us at its exhibition site for this year? And how the domestic watch and clock brands within the siege from a number of big brands could find their own way out to develop? And what are the internationally-famous brands attending the Fair in a brand-new fashion? Now let's take a look of the most expectable focuses for 2013 Shenzhen Watch Fair!

China Watches' Collective Exhibition 国表集体展示

Soon after its completion of its tour in Basel, FIYTA shifts to Shenzhen to continue with its retrospect to the development history of the ten anniversaries of its aerospace watch, and at the same time, to present its new watch series featuring more focus on the design, which is among the "core members" of Shenzhen Watch & Clock Fair together with Tianwang Watch, Seagull Watch and Beijing Watch displayed at the centered and eye-catching place. And it is also notable that it happens to be the 55th anniversary of Beijing Watch and the 25th anniversary of Tianwang Watch, both of which will thus present their excellent product series for commemoration therefor.



Promoting Clock Culture 推广时钟文化

As Chinese people attach importance to the concept of "family", the exhibit area for clocks may thus be recognized as a major highlight for Shenzhen International Watch & ClockFair. Brands including Polaris, Power, RHYTHM, Messica, GUTEN and Qingya will all participate in the Fair by presenting their newest products, among which Polaris, in particular, happening to be in its 100th anniversary, will launch its celebration ceremony of "celebrating the 100th anniversary and continuing with the legend" at the Fair.

MatthewNorman, the mechanical timepiece brand affiliated to Switzerland's SWIZA Group and SWIZA, the modern quartz timepiece brand will also make available of their new products. Moreover, during the Fair an antique clock museum will be specially arranged for the purpose of initiating a theme boutique exhibit of "European antique striking clock – the splendid memory of human civilization".



Exploring secrets of Swiss Independent Watch-Making 探秘瑞士独立制表

As the concept of "Independent watch manufacture" has been getting more popular in China, Swiss independent watch manufacture brands such as Pilo&CoGeneve, Evilard and Etoile will appear in the "Swiss Brands Area" of this Watch & Clock Fair, at the same time, BadecGeneve also a brand from Switzerland will debut at Shenzhen Watch & Clock Fair, thus all together they will help to establish better intimacy between watch & Clock fans interested in this area and Swiss independent watch manufacturers.

Thicker Fashion Atmosphere 时尚气息愈发浓郁

As Shenzhen Watch & Clock Fair labels the promotion of "fashionization of industries" as one of its purposes, a number of major fashion wristwatch products including Lamborghini, IsseyMiyake, Candino, JEEP, Julius and Laco gather at the Fair, in addition to which there are also CHARLESHUBERT, ZERONE, FESTINA and Storm, the British fashion brand, all are newly-joining-in brands for this year. Major fashion brands have had extraordinary performance in this year's Basel Exhibit featuring a tendency of more specialization, thus it is believed that this will also be at least in part exhibited in Shenzhen Watch & Clock Fair. [Pic.5 pictures for pavilions of trendy and fashion brands] no captions

European Antique Striking Clock

— Great Memories of Human Civilization

欧洲古董自鸣钟——人类文明的伟大记忆



It is the first time China (Shenzhen) International Watch & Clock Fair introduces the exhibit of European machinery striking clocks, where at the exhibit site approximately 60 items will be exhibited consisting of striking clocks and over 30 antique clocks from Britain, France, Germany, Holland, Spain, Japan and China, radiating their beauty mutually with modern clocks to exhibit the splendid memory of magnificent and grand human's civilization. This Fair is jointly sponsored by its organizer and Time Lord Watch Clock History and Culture Institute.

The antique clock collections exhibited at the Fair are majorly comprised of 17–19 centuries European machinery striking clocks, which are all from the private collections of Mr. Wei Guangwen, the famous antique clock collectors, featuring the largest numbers and most diversified types all over the country. For the purpose of helping the visitors to know about the cultural inheritance of striking clocks in the modern world, there is also a batch of European top-brand classical striking clocks and the Time–Load annatto clock embedded with the cultural exchange and integration between the east and west both of which are illustrational for the inheritance and development relationship between tradition and modern time to be presented. All kinds of table clocks, bracket clocks, wall clocks, floor clocks and framework clocks "gathering all together"; and the traditional workmanships including gilding, copper-casting and engraved designs, flower carving, ivory mosaic, fine-workmanship wooden slice mosaic, hawksbill paster, gilded pearl strings ornaments and lacquer art will also make a pose here, together with well-known architectures, bone–china wares featured with historically different art styles.

Time–Load Horologe, featured with the brand concept of "hereditary taste" and the development orientation of "professionalism, classics and promotion of horologic culture", is the first brand organization among the country to introduce and overall promote European high-end striking clocks, to establish professional chain–stores for high-end striking clocks, to build up its own brand "Tianlun Clock", the high–end annatto striking clock, to initiate the striking clock exhibit jointly with a national–level museum, and to cooperate with Guangzhou Guardian Company to hold a specially–arranged auction for western antique striking clocks. The initiation of "European antique striking clock – the splendid memory of human civilization" theme boutique exhibit will undoubtedly elevate the Fair's cultural abundance to a large extent.



3



1



2



4



5

1 Jeremias Pfaff hexagon horizontal table clock from Germany (17 century) 德国“耶利米·百富”六边形平卧式台钟 (17 世纪)

Jeremias Pfaff, 1651–1701, was a 17–century clockmaker in Augsburg, also a "watch & clock maestro". This clock exhibits a typical Augsburg's post–renaissance style, that all of its six corners have pillar ornaments featured with god statues. It is equipped with a then–typical 1–day spring motor movements, early–stage chain going trains, the spring–controlled verge escapement (balance wheel), and hourly audio and ring alarming. Its movement has had a history of 350 years, and fine engraved designs at positions including the balance cock and ratchet wheel covers.

2 The copper-gilt lady-reciting-poems bracket clock from France (19 century) 法国 铜鎏金贵妇吟诗壁炉钟 (19 世纪)

A copper–gilt statue bracket clock arising from France's Romantic Period, which is shaped like a lady idle at home who is reciting poems, with the ink cartridge, the opened book and an exquisite crest ornaments on her table. The multi–layer substrate is also adorned with different flower–shaped dermatoglyphic pattern. The clock is featured with a white enamel face, a clover–shaped pointer, the Paris–style 8–day spring–driven movement and half–hour and hourly alarming.

3 Chronos walnut wood-carved floor clock from France (19 century) 法国“柯罗诺斯”胡桃木雕花落地钟 (19 世纪)

Its walnut cabinet is composed of three parts, and all of its panels are ornamented with carved Rococo–style patterns featured with flowers with rolled leaves. The bust at the top of the clock is Chronos, the ancient Greek primitive god in charge of time. The clock adopts a Paris–style 8–day spring–driven movement, and half–hour and hourly alarming. The face of the clock is made of white enamel with a signature of "Leroy Paris". Louis – Charles Le Roy (1794–1865) was the famous royal watch & Clockmaker in France in 18 century, who'd founded the well–known Leroy et Fils Company, a clock–making brand later becoming one among the best jointly with his father. On the back of the movement there is a signature from a famous watch & Clock seller: "BRÉVETÉ GLT SGD 832".

4 William Clock mahogany pub-style wall clock from Britain (19 century) 英国“威廉·柯劳克”桃花芯木酒馆式挂墙钟 (19 世纪)

The cabinet of the clock is made of mahogany, exhibiting a chevron–shaped "flame" pattern that is unique with mahogany, adorned with concise engraved ornamentation. It is equipped with a 8–day movement and the anchor escapement and hourly alarming, arising from a well–known clockmaker in Wolverhampton, Britain in 19 century.

5 Tianlun "collection" serial siam rosewood grandfather clock from China (modern times) 中国天轮“馆藏”系列大红酸枝老爷钟 (现代)

It is a classic siam rosewood floor clock featured with the classic model of western floor clocks, exhibiting modesty, elegance and luxury. It adopts superior siam rosewood as its materials and traditional raw lacquer workmanship for its face ornament, as an overall inheritance to the essence of the ancient workmanship of traditional chasing and lacquer coating. It is also featured with a 9–sound–tube German Hermle movement inlaid with artificial diamonds which is driven with heavy hammers, Westminster Abbey, Willington and Saint Michel quarter–hour alarming, and automatic alarming cease at night. This clock has been collected by Guangzhou Museum, the National–Level A museum as a permanent collection representing the development and continuation of "Guangzhou clock" in modern times, for which a formal collection certificate has been granted to Time–Load Horologe. [Pic. 6 pictures of antique clocks]



To Realize Big Country with Watches & Clock, Don't Always Pursuit "High"—11th China Watch & Clock Summit Forum

实现钟表强国之路 莫一味攀“高”——第十一届中国钟表高峰论坛

Experts Gathered to Discuss on Future of China's Brands

专家云集，畅谈国产品牌未来

One day previous to the opening of the Watch Fair, experts and scholars both within and without the industry gathered at the eleventh China Watch & Clock Summit Forum to make design for the middle and long-term strategies for the watch and clock industry from different view angles and aspects and by engaging in topics including "status-quo of watch-making industry's development in countries all over the world, the long-term influence of mega-development of science and technology on the watch and clock industry, exploration for the new marketing strategies for watch and clock design in new media times, and the changes in the sales of imported watches and the way out for national watches under the impact by the economic environment and policies thereof". In the environment that the advantages supporting China's high-speed economic development environment for a long time are now weakening

and constituting the restriction for the economy's further growth, what kind of a new pattern will be formed for the watch and clock industry? Under the new economic and environment, industries of luxury goods have begun to conduct meticulous consideration for future development strategies, and that has also brought opportunities for China's own brands, so how to build up China's native top brands? How far away Chinese brands' road to internationalization is yet to fulfill? Those have all become the hot topics for guests from all walks at the eleventh China Watch & Clock Summit Forum.

"China's watch and clock brands should orient themselves as middle-class watches rather than blindly endeavouring to surpass Switzerland", Zhang Shusheng, the well-known wristwatch collector at the eleventh China Watch & Clock Summit Forum pointed out pungently that Chinese watch and Clock had fallen behind of Switzerland to a large extent not only in terms of its manufacturing and designing, but even more in terms of the difference in marketing methods. From the point of the global

work division, nowadays even Japan and US have given up their competition against Swiss watches, in consideration that all of them have their own competitive advantages, with respect to aspects such as the industry chains, resources and personnel. He stressed that if we could concentrate on the orientation of middle-class watches and even make it up to the extent of monopoly in the world just like the brands of Coca Cola and McDonald's that had been popular to all of us, we could still find the way out for Chinese watch and clock to construct the country.

Representatives of watch and clock commerce chambers from Germany, Italy, France and Malaysia have been specially invited to take part in this session of the Forum to engage in the summit dialogues in terms of topics including the development tendencies of the industry, brand construction and wristwatch culture. And for the theme forum of "Industrious Revolution at the Times of New Media – Marketing of Answers: The Marketing Rules for the Age of WEB 3.0" Professor Du Zijian, the "godfather of microblog"

has also been specially invited to instruct for the marketing rules for the age of WEB 3.0.

Adhering to the spirit of its previous ten sessions, the eleventh China Watch & Clock Summit Forum is featured that experts, scholars and knowledgeable and prominent people from all walks of the society both within and without the industry, in the face of the watch and clock industry's new development structure where opportunities emerging from crises, gather their wisdom together to passionately engage in rivalry and sagacious comments from different view angles and aspects, as well as to design the middle and long-term strategies for the watch and clock industry by referring to topics including "status-quo of watch-making industry's development in countries all over the world, the long-term influence of mega-development of science and technology on the watch and Clock industry, exploration for the

new marketing strategies for watch and Clock design in new media times, and the changes in the sales of imported watches and the way out for national watches under the impact by the economic environment and policies thereof".

Chinese Brand Watches Successfully Entering International Market

国产手表成功进军国际市场

In recent years, the wristwatch business in our country has achieved a high-speed development that some of the brands leading the whole industry including FIYTA, Tianwang, Seagull and Ebohr have been producing surprises time and time again at the Shenzhen Watch Fair over the years; and some younger brands such as RARONE, Tianba, GOLGEN and POSCER have also won the acclamation from both the domestic and international market in

terms of their design and quality.

For many of the Clock and watch makers domestic watches' marching to the international market has no longer been a dream so unreachable, since beginning from 2011 FIYTA has formally settled its place at No. 1 Pavilion of Switzerland's Basel Watch Fair, the Pavilion for International Brands priding the whole Chinese Clock and watch industry. According to Mr. Zhu Shunhua, the vice chairman of China Clock Association and the executive vice president of Shenzhen Watch & Clock Association, "Not all kinds of persistence will be able to build up a classic, but all kinds of classics come from persistence." The way ahead for made-in-China is still a long journey, and the technical breakthrough and designing innovation still need more insights and endeavouring.

Du Xi, GM of FIYTA Sales,, Talks on "National Complex"--Good Brands, No Boundaries

飞亚达销售有限公司总经理杜熙谈“民族情结”——好品牌不分国界

It occurs to me that it is a very interesting topic, since from my point of view there should be no boundaries among good brands. Firstly, we've been emphasizing so much on our own attributes that we are in need of the passion of patriotism and regional attachment, however, in such a time of globalization, overstating that may not be a good thing, and it must be dealt with very carefully.

Moreover, I think a good brand should be able to bring about its consumers a unique sense of value for the brand culture, including any emotion and recognition that may be thus produced, and I believe such recognition sometimes will also exceed the boundaries.

The technologies, design and the culture, and the value embedded in the brand are also to some extent worthy of our study. Therefore, we have nowadays an excellent macro background to help more consumers to establish the sense of "I'd like to select this brand", however, the real breakthrough still depends on ourselves.



China Pavilion at Baselworld 2013

BASELWORLD, The World Watch and Jewellery Show. Each spring, some 1450 companies from the watch, jewellery and precious-stone industries, together with related sectors, showcase their latest developments and innovations in Basel. The world's most renowned brands display their collections exclusively at BASELWORLD 2013. About 120,000 visitors from the specialist retail and wholesale trade make their way to Basel from all over the world to discover the current trends and view the latest creations from the watch and jewellery sectors. The presentation staged at BASELWORLD is truly unique, providing an opportunity to experience brand worlds at the topmost level. Enjoy the sophisticated ambiance that prevails at this leading world event. BASELWORLD offers you the ideal networking platform. Here you can forge valuable personal contacts in an exclusive business atmosphere. BASELWORLD offers watch and jewellery brands, and also the entire watch and jewellery industry, the world's best platform and a perfect setting for providing specialist dealers and consumers with a fascinating, high-quality brand experience. We, CHINA PAVILION experience this exceptional setting and to combine the fascinating world of watches and jewellery with business success.

BASELWORLD- CHINA PAVILION's Global Showcase

“BASELWORLD- 中国展团 ” 全球精彩亮相



China Pavilion's Voices at the press conference for the first time, transmitting "Fashion Culture of Modern China"

“中国展团”首次在新闻发布会发言，输出“现代中国时尚文化”

At the BASELWORLD press conference held on April 24, 2013, Mr Zhu Shunhua, head of "China Pavilion", executive vice president and general secretary of Shenzhen Horologe Association, made a speech. He introduced the development status of Chinese watch & clock industry and jewelry industry, as well as China Pavilion. At the same time, commercial counselor of the Chinese embassy in Switzerland, Shenzhen government delegation visited China Pavilion. On April 29, China Pavilion held the promotion show for Swiss Area. of 24th China (Shenzhen) Clock & Watch Fair, 2013 .

2013 BASELWORLD- CHINA PAVILION takes up a total area of 450 m², exhibiting products from 20 clock & watch, and jewelry enterprises. Among which, 16 companies are from Shenzhen. According to the introduction, clock & watch, and jewelry industries are representatives of Shenzhen's fashion industry, which are leading the industry in technology, export scale, brand quantity, and national market share.

FIYTA, TTF and LONGI Exhibited in Hall 1

飞亚达、TTF、廊桥表，继续进驻国际品牌馆

In BASELWORLD, Hall 1 is the one reflects the development trend of world clock & watch industry, with various top brands gathering here to show new products and release the latest technology. When it comes to the highest point in China pavilion this year, it must be Chinese famous watch brand FIYTA's continuing to exhibit in International Brand Pavilion 1 with expanded exhibiting area, with top Swiss brands.

TTF the Shenzhen jewelry enterprise and LONGIO the Shenzhen independent brand exhibited in No. 2 brand pavilion, to compete with other international brands. With their brands rising internationally, they will have better booths this year.

At the same time, other enterprises of "China Pavilion" , such as Berny, Starking, Time2U, Polaris, Shandong Eaststar, Especial, Lintai, Hongtong, Jinhongda, CSJ, exhibit for the first time in No. 4.1 Pavilion, the new independent exhibition area. And jewelry enterprise Shenyang Moonlight brings new products to the exhibition. These enterprises present new image of "Made in China", which enterprises will compete with other international brands in their more confident new images.

Shenzhen Watch & Clock Industry Base, one of the nine advanced manufacturing bases of Shenzhen, is also a major professional park in Guangming New District. The planned area of the base is 1,140,000 m², and it is a modern ecological industrial base integrated with R&D, product sales, exhibition promotion, talent training, and jewelry processing.

During the exhibition, special exhibition for Shenzhen Clock & Watch Industry base will be specially set to show its strength and glamour to global watch industry.



Remarkable trading achievements on the Fair, enhanced the enterprises' foreign trading
参展交易成果喜人，企业外贸能力增强

According to official statistics of Basel Fair Organizing Committee, the exhibition has 1460 exhibitors coming from 40 countries, 122000 visitors and 3610 media attending the exhibition. Products exhibited at "China Pavilion" of novel styles attract many international buyers to negotiate, visit, and order. Brand agents from Europe, the United States, and the Middle East constantly contact with Chinese companies, and China Pavilion receives over 18000 visitors. Through negotiating with buyers from all over the world, 80% of the exhibitors at the scene receive order deposits. For Shenzhen pavilion, the trade volume is higher than that of last year, actual deal amounts to \$20 million and intention deal to \$40 million. In addition, some enterprises at the exhibition scene also receive cash purchase transaction, the amount of which reaches up to \$50000.

In addition, SZWA will also organize "China Pavilion" members to visit Swiss famous senior clock & watch and luxury goods companies, to study advanced management experience from international high-end brands. The first batch of China's clock & watch makers represented by "China pavilion", will be committed to promoting internationalization of Chinese brand, and at the same time create new "fashion culture of modern China" through learning and integration, and also spread this Chinese fashion culture to the world.



Walking into Watch Culture Kingdom, Switzerland
走进瑞士钟表文化王国

During Basel Watch Fair, the first batch of members of enterprises and public intuitions, and watch hobbyists set foot on the journey of "Journey of Swiss watch hobbyists" especially organized by Shenzhen Fitime Culture Co., Ltd. They walked into watch kingdom, and strolled in the fashionable place of Europe, and completed a luxurious and honorable ultimate fashion experience. In this journey, the brands created by independent watch makers with representativeness were especially selected to be visited to let people feel the root cause for the sustainability and survival of Swiss watch industry.

Visiting ROGER DUBUIS watch factory and Geneva signaled top technology for movement line.
参观 ROGER DUBUIS 表厂，览尽全线机芯获日内瓦印记的顶尖科技

Roger Dubuis brand was established in 1995 after an important meeting of Roger Dubuis, the watchmaker and Carlos Dias, a designer and entrepreneur with adventure spirit. Comparing with other tycoons engaging in watch making for hundreds of years, although Roger Dubuis is young, its distinctive style and noble temperature make it can be easily differentiated from others even you have seen all the high-grade watch brands. Within the short six years after its establishment, the factory of the brand was established at Mellan-Geneva in 2001. It respects the traditional watch making technology culture of Geneva and combines with the nearly perfect top technology. It has become a shining new star in watch industry and is also the only watch factory whose whole line movement obtained Geneva seal. All wrist watch products of the brand have Geneva seal and the technology level is unquestionable.

Visiting Greubel-Forsey, the Swiss famous high-grade wristwatch custom-tailored enterprise
参观瑞士著名的高级腕表定制企业 Greubel-Forsey 高珀富斯

Watch hobbyists came to La Chaux-de-Fonds, the Swiss watch concentration area and visited the production and operation center of Greubel-Forsey. It is a tourbillon system especially designed for wrist watches and obtained patent right. Greubel Forsey becomes famous immediately on the promotion of this new invention and got unprecedented success. In 2009, Greubel Forsey set up a new workshop at La Chaux-de-Fonds. The workshop is composed of two buildings. One is an old farm house built in the 17th century and repaired, and the other is a workshop of modern architectural style. As Mr. Forsey knew we, the watch hobbyists, came from a far place, he introduced the unique technology of tourbillon watch for us personally.

Visiting Haute Ecole Arc Ing é nerie in Neuenburg, Switzerland, to feel the management process of top precision technology and extend the international vision

The professor from this institute introduced the development history and operation and mainly trained watch talents of this institute to purchaser group. According to the introduction, the students trained in this watch institute not only need to master the theoretical knowledge, but are required to have at least one year of practical experience in watch and clock enterprises. This kind of solid and strict training system keeps providing talents for high-grade watch making industry. Meanwhile, it is also the foundation for Swiss high-grade watch making industry to be prosperous and be in the leading position in the world all the time. The purchaser group also visited relevant laboratory, equipment and creative movement design products of students in the institute.



2013 Hong Kong Watch & Clock
Fair—Shenzhen Pavilion

Brand / Company

FIYTA SALES CO., LTD
SHENZHEN BERNY INDUSTRIAL CO.,LTD
SHENZHEN MEIGEER WATCH CO.,LTD
SIMITTA INTERNATIONAL TRADING LIMITED
FURI TIME(HK) LIMITED
SHENZHEN TIME EASY WATCH CO., LTD
SHENZHEN ININ WATCH CO., LTD
SHENZHEN CHENJING ELECTRONIC CO.,LTD
SHENZHEN BAIWEIZHEN WATCH & CLOCK COMPANY LIMITED
CHUANG XING WATCH INDUSTRY
SHENZHEN DST WATCHES CO.,LTD
SUNG SHIM AD TRADING CO.,LTD
SHENZHEN OVERFLOWS PERMANENTLY TITANIUM INDUSTRY
SHENZHEN DINGXING WATCH CO.,LTD
BERZE WATCH (TECHNOLOGY) CO.,LTD
SHENZHEN JINGRI WATCH INDUSTRIAL COMPANY LIMITED
SHENZHEN JIEYONG STARKING CLOCKS & WATCHES CO., LTD
SENGKEY BOUTIQUE(SHENZHEN) CO.,LTD
LEADER WATCH CO.,LTD
SHENZHEN FENGDI ADVERTISEMENT CO., LTD
ZHEJIANG ZHUOYUE ELECTRONICS CO., LTD
SHENZHEN YONGHONG WATCH&CLOCK CO., LTD
SHENZHEN JUNSD INDUSTRY CO.,LTD
SHENZHEN DWG WATCH & CLOCK COMPANY LIMITED
YI WU CHUANHUI HOROLOGE FACTORY
GLOBAL VICTORY PACKAGING LTD
BYNA WATCH CO.,LTD
WENZHOU ROUNDSTAR TIMER CO., LTD
SHENZHEN BAOAN XIXIANG XINLIDA WATCH MANUFACTORY
SHENZHEN BRS IMP & EXP CO.,LTD
TAIGY TRADING CO.,LTD

Hall/Booth ID

3G-C08
3E-B02
3E-B06
3E-B08
3E-B10
3E-B12
3E-B15
3E-B16
3E-B17
3E-B18
3E-B19
3E-B20
3E-B21
3E-B22
3E-B23
3E-B25
3E-C02
3E-C05
3E-C06
3E-C07
3E-C08
3E-C09
3E-C12
3E-C10
3E-C15
3E-C16
3E-C17
3E-D05
3E-D07
3E-D09
3E-D11



FIYTA

FIYTA SALES CO., LTD
Booth No. 3G-C08



STARKING

SHENZHEN JIEYONG STARKING CLOCKS
& WATCHES CO., LTD
Booth No. 3E-C02



BERNY

SHENZHEN BERNY INDUSTRIAL CO.,LTD
Booth No. 3E-B02

SINOBI
SHENZHEN YONGHONG WATCH&CLOCK CO., LTD
Booth No.3E-C09



NEWPHADO
SHENZHEN DINGXING WATCH
CO.,LTD
Booth No.3E-B22



BERZE/OJLINA
BERZE WATCH
(TECHNOLOGY) CO.,LTD
Booth No.3E-B23



INTIMES
SHENZHEN ININ WATCH CO., LTD
Booth No.3E-B15



TIME EASY
SHENZHEN TIME EASY WATCH CO., LTD
Booth No.3E-B12



FORMIL
FURI TIME(HK) LIMITED
Booth No. 3E-B10



NAKZEN
SHENZHEN MEIGER WATCH CO.,LTD
Booth No.3E-B06

BAIWEIZHEN
SHENZHEN BAIWEIZHEN WATCH & CLOCK
COMPANY LIMITED
Booth No.3E-B17



LEADER
LEADER WATCH CO.,LTD
Booth No.3E-C06



ORINNA/LORINSER
SIMTTA INTERNATIONAL TRADING LIMITED
Booth No.3E-B08



DST/SIMAX
SHENZHEN DST WATCHES CO.,LTD
Booth No.3E-B19

MINGRUI
ZHEJIANG ZHUOYUE ELECTRONICS CO., LTD
Booth No.3E-C08



POLIT
YI WU CHUANHUI HOROLOGE FACTORY
Booth No.3E-C15



JUNSD
SHENZHEN JUNSD INDUSTRY CO.,LTD
Booth No.3E-C12



XINLIDA

SHENZHEN BAOAN XIXIANG XINLIDA
WATCH MANUFACTORY
Booth No.3E-D07



ELEGANGS

BYNA WATCH CO.,LTD.
Booth No.3E-C17



TITANIUM

SHENZHEN OVERFLOWS PERMANENTLY TITANIUM INDUSTRY
Booth No.3E-B21



DWG

SHENZHEN DWG WATCH & CLOCK
COMPANY LIMITED
Booth No.3E-C10



GVP

GLOBAL VICTORY PACKAGING LTD
Booth No.3E-C16



ROUDSTAR

WENZHOU ROUNDSTAR TIMER CO.,LTD
Booth No.3E-D05

Xingwang Jewelry Factory

Shenzhen Xingwang Jewelry Factory is a professional stainless steel and titanium jewelry manufacturer. Our products cover wide range categories from ear ring, necklace, bracelet, bangle, ring, pendant and jewelry sets to other kinds of steel jewelry. What is more important, our staff is full of experience of stainless steel jewelry manufacturing. Basing on the win-win principal and having an eye to the future, we always spare no efforts to establish good reputation in the industry.

Our factory is direct manufacturer, so we are sure to offer you a competitive price and on-time delivery. Bearing the theories of Honesty, Creative and Customer oriented, we are willing to cooperate with jewelry industry to create a brilliant future for stainless steel jewelry in the 21st Century. We are expecting to establish life-long relationship with the customers from all over the world

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<http://www.xingwangshipin.com>

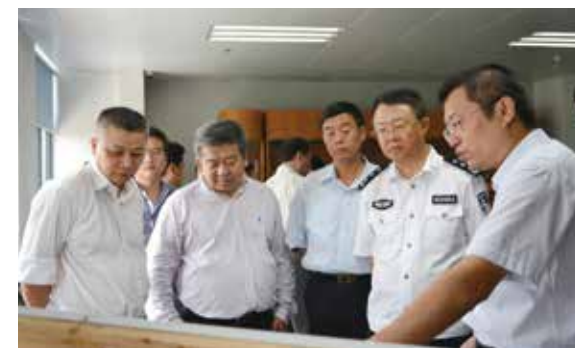


Overview of Guangming New Area

光明新区

Guangming New District is located in northwest of Shenzhen connection with Bao An District and Dongguan City to the North. As known the key connection at the "City Corridor" of Guangzhou — Shenzhen — Hongkong.

Guangming New District is a pilot area of recycling economy and independent innovation which also a resource-effective and environmental friendly ecological area district, with a cluster of knowledge-intensive and technology-intensive industry. The new district should be designed to develop its Hi-tech industry, advantageous vanced traditional industry, high-end service industry, characteristic tourism and green ecology-agriculture. It will focus on the introduction of low energy-consuming, high-tech technology content and high added-value industries.



Shenzhen Clock & Watch Industrial Agglomeration Base

深圳市钟表产业集聚基地

As one of the nine advanced industrial industry bases, Shenzhen Clock & Watch Industrial Agglomeration Base (called Clock & Watch Base for short) is also the key development project in Guangming New Area. The watch base is planned to be 1.14 million m2 and is an ecotype modern industrial cluster with the function of research and development, manufacturing, marketing, training and jewelry crafting.

December 2011, Shenzhen Clock & Watch Base was honored the first "Professional Base Upgrading Model" by the National Commerce Department. It reflects the future and prospect of watch industry in Shenzhen and even in China.

Many well known watch corporations from home and abroad set up their subsidiaries here, including FIYTA, Ebohr, SQR, Berny, Junsd, Ruihui, Geya and Senfung. The estimate yearly output will reach 2 billion as soon as operation starts. Now Berny and Junsd have started to operate, and the rest are under construction. The Clock & Watch Base is facing an great development opportunity.

Guangming New Area and the Clock and Watch Base provide great opportunities and a bright future for investors. We sincerely welcome you to research and invest in Guangming New Area.

The mature watch industry and fledged industry supporting facility in Shenzhen provides good conditions for Shenzhen Industrial Cluster Base of Watch and Clock.

Shenzhen is one of the global watch manufacturing bases and has an absolute advantage in China domestic market. The well-developed supporting industry including jewellery, mold manufacturing provides strong support for the development of watch industry. The biggest mold industrial agglomeration base in

Shenzhen with 10 billion output was established in Guangmin New Area as well. It forms a fledged supporting area together with the watch industry base.

Meanwhile, the Shenzhen public watch technology platform and the headquarter economy supporting area are under construction to provide a better development platform for the watch industry.

The rapid development of Guangming New Area has laid a solid foundation for Shenzhen Clock & Watch Industrial Agglomeration Base.

Focusing on industry development and community improvement, Guangming New Area aims at the construction of the city public facility. The development of Guangming New Area provides excellent condition for industry development. Last year, over 200 high-tech enterprises submitted registration applications. With the constantly improvement of infrastructure and public facility, companies have also settled and operated. The urban function and industry level will be greatly improved. The New Area is becoming a paradise for entrepreneurs.

The unique location and resources of Guangming New Area provide a great opportunity for Shenzhen Clock & Watch Industrial Agglomeration Base.

Studies suggest that the crescent economic belt represented by India, Southeast Asia, China, Japan and Northeast Asia is growing up rapidly. As an important core of the Pearl River delta, Guangming New Area is in the middle between mainland China and Hong Kong. The outstanding location provides a great condition for enterprise to open domestic and foreign market.



FIYTA 飞亚达（集团）股份有限公司

Established in 1987, Fiyta Holdings Ltd. is a leading watch and clock enterprise and the only listed company in the timepiece industry in China. The company focuses on watches and clocks industry, principally engaging in the manufacturing and sales of timepieces under its proprietary brand Fiyta and the retailing of world's high-end watches.

Fiyta has devoted to the research and development and applications of chronometric watches and possesses the world's most leading platform so far for the research and development of production technique and for the manufacturing of craftworks. Since 2003, Fiyta has been providing high quality chronometric instruments for China's astronauts..

"The Harmony World Watch Centre" of the company is the national largest luxurious watches chain network with standardized trade name. Currently, it has become one of the leading brands of the luxurious timepieces retail industry.

In recent years, Fiyta is striving to strengthen its foundation, actively expand its sales network and adhere to its goal of "Building an international brand image and Becoming a world-class enterprise".



GEYA 深圳市格雅表业有限公司

Shenzhen GEYA Watch Co., Ltd. is a large-scale and diversified watch company , devoting into the integration of watch's research and development, design, manufacturing and sales. Founded in 1993, the company holds the managerial tenet of "First-class Quality and First-class Service", introducing the world advanced design concept, watch manufacturing craft and equipment. Each watch is well-designed and produced, making out the classical works GEYA win its public praise with its high quality; develop markets with its brand, and service for consumers with its sincerity.

In twenty years GEYA established three series of watches---CLASSICAL, FASHION AND SPORTY , in which the series of "plum blossoms, orchid, bamboo and chrysanthemum", "Facial Makeup" and "blue and white porcelain" was widely praised. GEYA not only has sound selling networks, but also exports products to America, SWISS, ITALY, SPAIN and south east countries and etc.

GEYA continuously grows up, and transcends itself in twenty years. In 2006 GEYA was awarded Chinese Top 10 Watch Brands, Top 10 Fashionable Wrist Watches and One of Best Fashion Brands. In 2008 Trademark of GEYA was awarded as Guangdong Province Famous Trademark. In 2010 GEYA was awarded "Caring Enterprise" from Red Cross. In 2012 GEYA won "China Famous Brand". In 2013 GEYA was selected "China light industry top ten clock and watch industry", and awarded "The National Famous Brand in Guangdong province"

In the new historical period, facing new development opportunities, GEYA keeps up with the trend of modern people's dressing casual fashion, creating the category of "FORMAL CASUAL WATCH", considering the intelligentsia as core target population, providing all-matching, delicate, and comfortable watches, deducing intellectuality, elegant, and gentle brand character.



JUNSD 深圳市君斯达实业有限公司

Shenzhen Junsd Industry Co.,Ltd was founded in 1995.In year 2008,JUNSD is granted as shenzhen hi-tech enterprise, shenzhen famous brand, committee of shenzhen watch & clock associate, committee of China stationery & sports and drafter for national standards of liquid crystal digital quartz stopwatches.



EBOHR 依波精品（深圳）有限公司

Luxuries International Ltd., specialized in watch manufacturing, marketing, product design and development, is subordinate to China Haidian Holdings Ltd. The company technology center, set up under the headquarters under the enterprise R & D center design, precision manufacturing center, logistics center, brand marketing center, marketing management center, international business center and administrative center and other eight operations center. Company also owns Shenzhen PAMA products manufacturing Co. Ltd., Shenzhen EBOHR boutique online Agel Ecommerce Ltd, a wholly owned subsidiary of enterprises, more than 1900 employees.



JIEYONG 深圳市捷永星皇钟表有限公司

Shenzhen JieYong StarKing clockes and watches co ltd was founded in 1993, set design, development, production and sales into one large manufacturer. Shenzhen JingRui movement co., ltd., who is the subsidiary of Starking. Is a only manufacturer of watch movements inshenzhen.

Based on independent innovation, StarKing brand won many times in all kinds of quality and credit quality awards competition because dedication to quality . "the one of ten public most favorite trademark "Award; "Shenzhen well-known brand"; "one of ten China watches brand"; " the most popular watch brand of the year "," Guangdong famous trademark "," Shenzhen customer satisfaction product ";

Look back to StarKing for 20 years,time brings a great change , there are too many glory and applause. Walk through the ups and downs of the years, StarKing always working hard and competitive. StarKing who spirited and energetic with a whole new look and new faith today , the StarKing brand became a shining star in watch industry of the world.

Our gathering place in Shenzhen watch industry, has invested a lot, build a modern industrial park----Starking Technology Park, concerted efforts and unrelenting struggle to build a Kingdom of local manufacturing of China watch movements industry.



RUIHUI 深圳市瑞辉钟表有限公司

RUIHUI watch company was established in 2005, is a collection development, production and marketing in one of the professional watch business. POSCER was established by the MACOR, the subsidiary of RUIHUI in 1997.

Since its establishment, RUIHUI watches adhere to the original route, to form unique core competitiveness. POSCER acquires wide recognition, and wins the title of China famous trademark. In addition, POSCER has launched series concept of wrist watch such as Jane Eyre, The Aviator, leading consumers to elegant, classic taste of life.

At present, RUIHUI watches become the first batch of enterprises as clocks and watches industry base in shenzhen, the newly built industrial building occupies 50000 square meters. Its success is due to its innovative design teams, advanced technology and ambition.

RUIHUI watches actively introduce Swiss core technology, and has more than 1000 sales outlets throughout the country. In the future, the company will further strengthen product development, marketing and brand value-added investment, and continue to broaden and optimize sales network all over the world.



BERNY 深圳市伯尼实业有限公司

BERNY, originated from the pioneer's spirit, was established in 1995. From its early beginning, BERNY has been imbued with a commitment to innovation, creativity, heritage of the craftsmanship of watchmaking.

During the past 20 years, BERNY has been devoting to high-quality watches and best service to customers worldwide, and thereof achieved excellent performance. Nowadays, Its partners and alliances are all over the world. BERNY brand watches are also popular in Europe, America, Asia, etc.

By embodying the universe of Brilliance,Elegance,Respect,Noble,Young at heart as always, BERNY is obliged to comfort the customers' emotion, share their highest performance, and witnesses their legend of success.



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