

## 2009 China Top 10 Mobile Phone Brands

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### 1. Lenovo

Founded in 2002, Lenovo Mobile Communications is the No. 1 domestic mobile brand in China. Originally, it was the mobile division of Lenovo, the Chinese electronic manufacturing giant known for desktop PCs and notebook computers, and later sold to a group of investor in 2008. Word has it that Lenovo plans to buy the mobile business back.

With its headquarter in Xiamen, Fujian Province, Lenovo Mobile Communications is a handset manufacturer that insists independent research and development and has established R&D centers in Beijing, Shanghai and Xiamen respectively as well as overseas business centers. In addition, the company is one of the sponsors and core member of the TD-SCDMA alliance, giving it advantage in 3G and smart phone sectors. In 2005, its ET960 received the Industrial Design Excellent Award from American Business Week. In August 2009, its market share hit 4.5%, ranking the third in Chinese market share, following Nokia and Samsung.

### 2. K-touch

K-touch is a mobile handset brand owned by Beijing Tianyu Communication Equipment Co.Ltd. Founded in 2002 with its base in Beijing, the corporation is one of the few enterprises that have obtained license to manufacture GSM/GPRS, CDMA mobile phones. Concentrated on domestic market, K-touch has grown quickly and gained leading place in the market and recorded sales of 21 million in 2008. In August 2009, its domestic market share reached 3.6%, equivalent to that of LG in China.

### 3. ZTE

ZTE is one of China's largest telecommunication equipment and network solution provider. Founded in 1985 and based in Shenzhen as Zhongxing Semiconductor Co., Ltd, the company operates manufacturing facilities in 50 countries, with major production operations located in Brazil, Sweden, and the US.

In 2007, the company received the first permission to sell 3G TD-SCDMA equipment in China from China's Ministry of Information Industry. Its powerful R&D capacity has brought hundreds of thousands of intellectual property rights, with over 1,000 patents in 3G communication field alone. As a global telecommunication equipment provider, ZTE provided 45 million handsets to the worldwide market in 2008, with a focus of providing low-cost phones to emerging markets.

### 4. Dopod

Dopod is the leading electronic manufacturer of Windows Mobile Smartphone in China, with HQ in Shanghai and production base in Wuhan, Hubei Province. Established in 2002, it is now directly owned by HTC, the largest Taiwan-based Windows Mobile devices manufacturer.

To make it more implicit, Dopod is branded on mobile devices by HTC for Chinese markets while products for global market are branded under the names of mobile network operator such as T-mobile. Dopod's latest models include: Dopod A3288, Dopod A6288, Dopod T8388, Dopod T5399 and Dopod T5388.

#### 5. Gionee

Founded on 2002, Gionee Communication Equipment Co., Ltd is a telecommunication devices manufacturer that focuses itself on both domestic and overseas sales. It obtained licenses in 2005 for the production of GSM and CDMA mobile phones with an annual quota of 7 million phones.

#### 6. Haier

Haier is primarily a manufacturer of household appliances with a wide ranger of products, based in Qindao, Shandong Province. It is a renowned brand in white goods and has expanded to mobile phone production by the end of the 1990s.

Thanks to its high reputation of reliability and product quality in white goods, Haier mobile phones also earn a big share of in China phones market. In 2008, the company recorded sales of over \$17.8 billion across all divisions.

#### 7. CECT

CECT cell phones are produced by CECT, a subsidiary of Qiao Xing which is the first Chinese telephone company listed on the NASDAQ. The company has production lines of both Dual Sims and PDA phones, with predominating technology in GSM, GPRS, PDA, and CDMA. CECT currently runs two R&D centre respectively in Beijing and Huizhou, Guangdong and has an important role to play in software and industrial design of mobile phones in China's telecommunication industry.

#### 8. Huawei

Huawei is the largest networking and telecommunication equipment supplier in China, which specializes in research and development (R&D), production and marketing of communications equipments, and providing customized network solutions for telecom carriers with 35 of the world's top 50 telecom carriers being its clients.

Huawei Technologies was included in the World's Most Respected 200 Companies list compiled by Forbes magazine in May 2007. In December 2008, Business Week magazine puts Huawei at number 3 after Apple and Google in their first annual list of The World's Most Influential Companies. In January 2009, a United Nations agency reported Huawei was the world's top on the list of applicants for World Intellectual Property Organization (WIPO) patent protection in 2008

Huawei is also a brand of China mobile phone, well-known in the area of CDMA and 3G phone. But its high-end handsets are directed for international market, with 14 million of its 20 million sales being exported.

#### 9. KONKA

KONKA is a leading enterprise in consumer electronic manufacturing. After nearly 30 years of development, it has grown to include a diversified production line ranging from refrigerator to flat panel TV to mobile phones.

Using low price as leverage, KONKA gains favorable competitive edge in emerging market like India, Southeast Asia and South America. In 2008, KONKA collaborated with the Indian mobile network operator and launched the cheapest cell phone ever in India at less than US \$20. To have more presence in both domestic and overseas market, KONKA has pledged to increase production to join the "10 Million Club" by next year.

#### 10. Amoi

Amoi is a Chinese electronics manufacturing company incorporated in Xiamen, 1997. It is a mobile service provider which integrates manufacture, R&D and sales of mobile communication devices. Compared with its peak at the beginning of the century, Amoi's mobile market share in China's domestic was dropping. On the hand, Amoi's 3G mobile phone overseas sales performance gives the company hopes that will help it regain ranking as leading mobile brand in China by focusing on 3G and smart phones overseas markets.

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