

A Guide to Your Business in China

MARKET REPORT

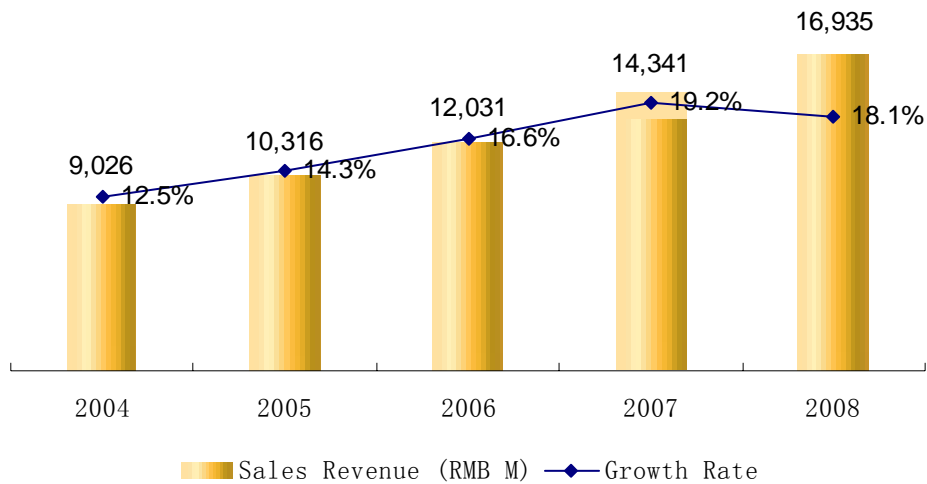
**2008 Report on China's Financial Electronics
Market**

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Description

Years of rapid growth of the economy has greatly popularized bank cards and other financial products and services in China. Against such a background, China's financial electronics market keeps growing at increasingly fast speed in past years. In 2007, the revenue of financial electronics industry in China was RMB14.34bn, up by 19.2% year-on-year. Although the global financial crisis in 2008 had some negative impact on China's financial electronics market, it still grew by 18.1% on the last year, reaching RMB16.94bn.

Figure: Size and Growth of China's Financial Electronics Market 2004-2008



China's flourishing financial market has greatly boosted the financial settlement equipment represented by ATM and POS machines, cash processing equipment represented by coin counting machines, and bank bill processing equipment represented by passbook printers etc. In addition, the prospering retail market has also increased the demand in China for electronic cash registers, cash counting machines, and bank bill printers etc.

While drawing a complete portrait of China's financial electronics market through elaborating on the output, sales volume, import and export, stock levels, investment, structure of industrial chain, competitive landscape and other aspects of it, this report compares the operation of the major financial electronics equipment makers in China. As necessary, this report also forecasts the future of the market, and analyzes the opportunities and risks of investing in the industry.

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www.MarketAvenue.cn
E-MAIL: market@marketavenue.cn
FAX: (+86-10) 62902471
ADDRESS: RM602, Creation Bldg.
Zhongguancun Ave.
Beijing 100085, China

Market Avenue
www.marketavenue.cn