



The Development and Opportunity of China's Hardware Industry

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01

Part One

**Macroeconomic
Background**

Imbalance of demand and supply

The 19th CPC Report pointed out that the major social contradictions in our country have been transformed into the contradiction between the growing needs of the people and the inadequate supply.

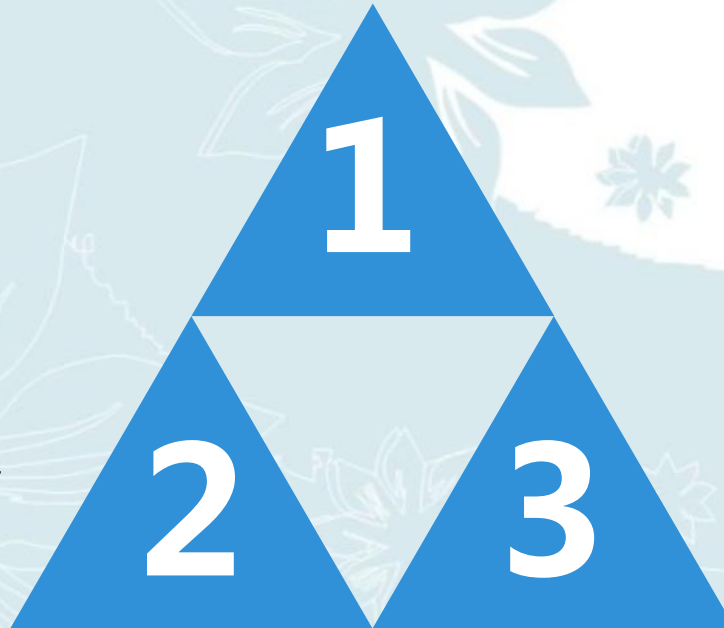


Characteristics of Economic Development

The major social contradictions have been transformed into the contradiction between the growing needs of the people and the inadequate supply.

Growth Kinetic
Energy Recovery

**High Speed to High
Quality Transformation**

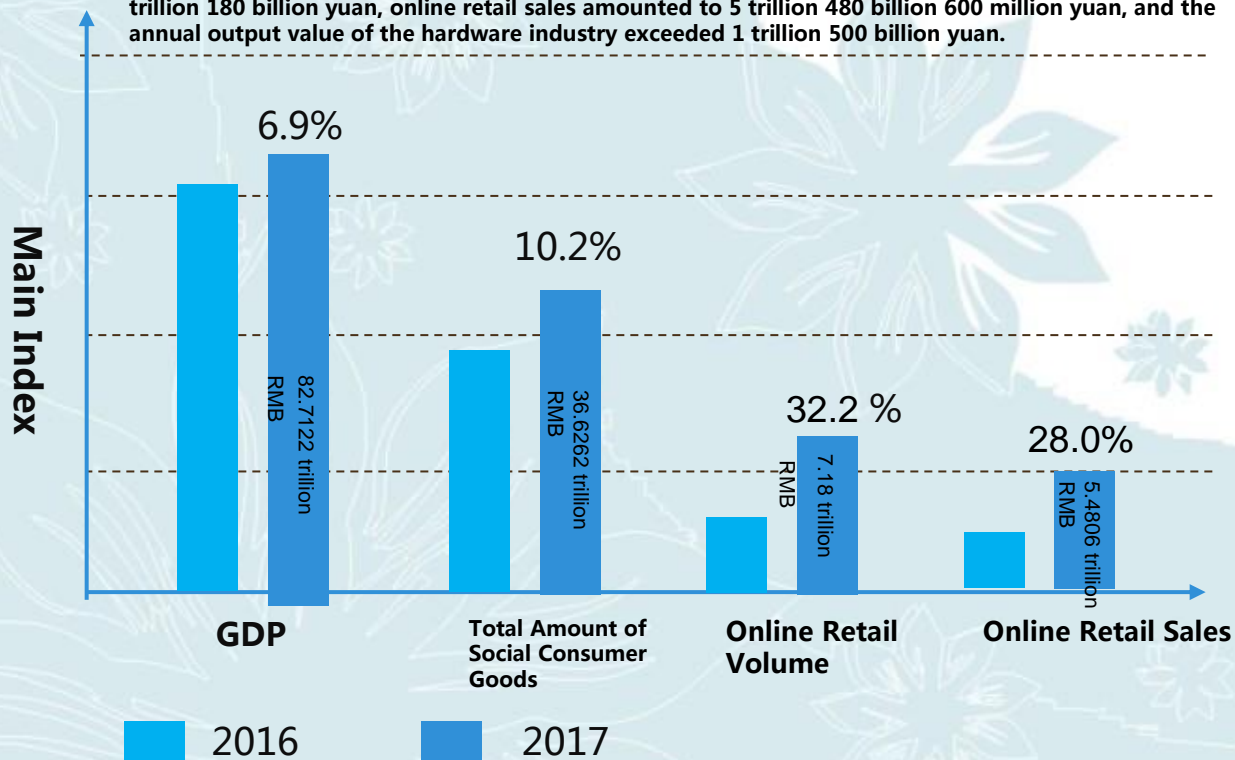


The economy keeps in a good momentum and runs smoothly. The infrastructure, energy motion, quality and profit have been improved.

**Stable and
Active**

Main Index of Economic Development

In 2017, the GDP amounted to 82 trillion 712 billion 200 million yuan, total amount of social consumer goods amounted to 36 trillion 626 billion 200 million yuan, of which the online retail volume was 7 trillion 180 billion yuan, online retail sales amounted to 5 trillion 480 billion 600 million yuan, and the annual output value of the hardware industry exceeded 1 trillion 500 billion yuan.





02

Part Two

The Status of China's Hardware Industry Development

The Status of China's Hardware Industry Development

01

11 Product categories

Daily-used Hardware, Tools Hardware, Building Hardware, Lock, Cooking Utensil, Gas Appliance, Hood, Stainless Steel products, Kitchen Apparatus, Bathroom & Sanitary, Zippers.

03

Large Amount of Import and Export

Exports stabilized at \$100 billion, and imports at \$20 billion.

02

High Gross Output Value

Total output value of nearly 1 trillion 500 billion RMB

04

Large Proportion of Patents

260,552 patents, accounting for 33.7% of the National Light Industry

The Foreign Trade of the Hardware Industry Shows continuous growth

The growth of trade is lower than that of light industry throughout the year, but the growth rate of export is higher than that of light industry.

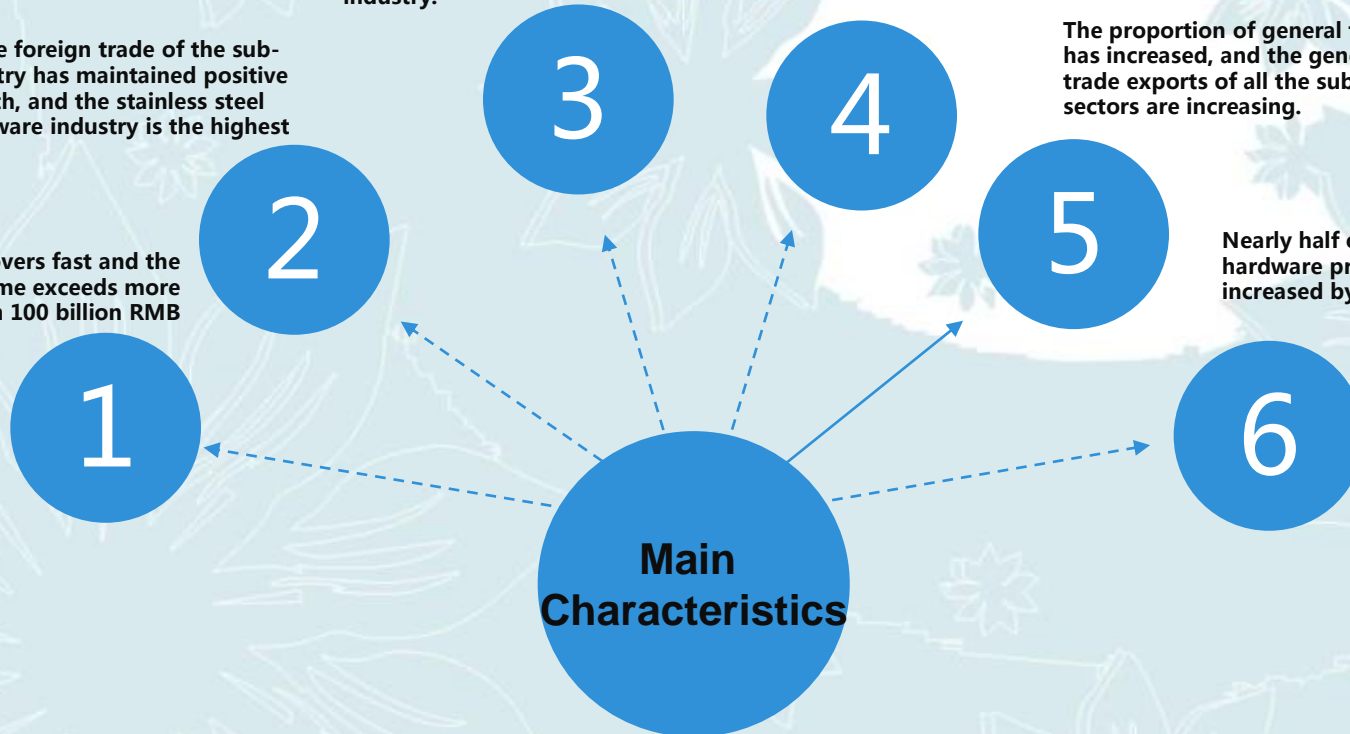
Trade surplus has turned to positive growth again, up by more than 20% compared to last year.

All the foreign trade of the sub-industry has maintained positive growth, and the stainless steel tableware industry is the highest

The proportion of general trade has increased, and the general trade exports of all the sub-sectors are increasing.

Foreign trade recovers fast and the total export volume exceeds more than 100 billion RMB

Nearly half of the foreign trade of hardware products has been increased by more than 10%





03

Part Three

**The Development
Trend and
Opportunity of China's
Hardware Industry**

The Development Opportunity of the Hardware Industry



01

Acceleration of the Domestic Consumption Upgrading

02

Continuous Growth in Domestic Demand

03

Global Economy Recovery

The Main Development Direction of China's Hardware Industry

Promote international cooperation and expand the impact of industry

2014

2015

2016

2017

2018

Continue to promote quality, brand and benefit construction

Promoting innovation driven and green development

Opportunities and Challenges

The economy is faced with problems such as insufficient power of growth, unfair distribution, environmental pollution, and geo conflict.

Challenges



Structural Adjustment

Energy saving and environmental protection

Technology upgrading

Opportunities



In four years, "The Belt and Road" construction has been supported by the "Free Trade Zones", the countries along the interconnection of Asian Investment Bank, and "Silk Road Fund". The "Free Trade Zone", which has become the most popular content.

Free Trade Zone" be highlighted

Release "China made 2025"

Promote the "The Belt and Road" construction



04

Part Four

The Aim of the China National Hardware Association

The Aim of the China Hardware Association

Established in November 1988, as a legal social economic entity and exclusive hardware manufacture association in China. CNHA consists of the key enterprises in daily-used hardware, tools hardware and building hardware sectors, regional hardware associations and chamber of commerce, scientific research and design, inspection and testing, education and training institutions etc. It' s a trans-regional, trans-department and trans-ownership organization.



**Building a bridge between
the government and the enterprise**

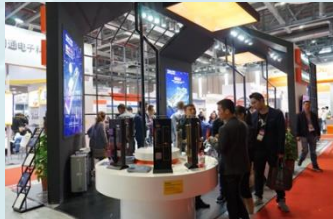
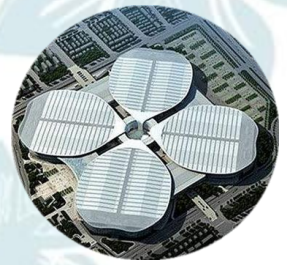


Serving member enterprise



**Promoting the stable development
of the industry**

Continue to Build the Exhibition Service Platform



2018 China International Hardware Show (CIHS' 18)

Date : Oct 22-24, 2018

Venue : National Exhibition & Convention Center (Shanghai)

Scale : 160,000sqm

Visitors : 52,300

Adhering to the market and technology orientation and focusing on Transactions, Exchange and Friendship.

The most important benchmark for the industry

