

Happy Valentine's Day

2月情人節 網點祝各位有情人浪漫甜蜜、佳偶天成

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Hot Topic Asia & Hong Kong Retail Forecast on 2012

In the past decade, retailers have always been competing to expand their Asian market. In 2012, the Chinese market remains the main target of retailers.

Asian Countries (Regions) Retail Sales Volume Growth Rate (Annual Growth Rate)

Countries (Regions)	2011	2012	2013	2014	2015
Australia	0.8	1.9	1.6	1.9	2.3
China	9.5	9.8	11.2	10.9	11.2
Hong Kong	4.5	2.8	2.2	2.1	3.2
India	4.4	5.3	5.4	5.4	5.4
Indonesia	4.5	4.6	4.9	4.7	4.7
Japan	-0.8	1.2	0.2	0.6	0.1
Malaysia	3.5	5.0	5.3	4.5	4.4
New Zealand	-1.4	0.6	2.6	2.3	3.3
Philippine	2.5	4.4	4.5	4.8	4.7
Singapore	1.4	2.7	4.3	5.1	4.5
Korean	1.3	1.8	2.3	2.3	2.9
Taiwan	2.8	2.5	1.2	1.5	1.4
Thailand	3.2	5.2	5.9	5.8	5.8
Vietnam	2.2	5.8	8.4	9.8	9.9

Source: Economist Intelligence Department
Data from 2011 is predictive rate

Despite the suppression by inflation in some markets, the whole fashion and apparel markets in Asia will continue to grow rapidly. With the Chinese and Indian markets suddenly developing, the forecast market demand in 2012 will grow by 8.4% and 8.7%.

Apparels Market Demand Growth Rate (Actual Growth Rate)

Countries (Regions)	2011	2012	2013	2014	2015
Asia and Pacific	4.8	5.1	4.6	4.5	4.4
China	7.9	8.4	8.1	8.8	8.3
Hong Kong	5.4	4.4	3.1	2.4	2.0
India	9.5	8.7	8.9	8.2	8.2
Japan	-0.9	1.5	0.9	0.8	0.6
Taiwan	3.8	3.9	3.2	3.7	3.7

Source: Economist Intelligence Department
Data after 2011 is predictive rate

Strong overall economic performance made Hong Kong apparel market in 2011 exceeded the expected growth rate reach 5.4%, more than previously forecasted 3.4%. During forecast period, the apparel demand will continue growing. Hong Kong local brands are strongly developing. It is forecasted that Chinese and Southeast Asian markets will be continually expanding aggressively with great future development in 2012. Hong Kong apparel market will grow from US\$40.34 billion from 2010 to US\$46.16 billion in 2012.

Apparels Market Demand Scale (Millions of U.S Dollars)

Countries (Regions)	2011	2012	2013	2014	2015
China	46,977	55,306	65,168	77,226	90,041
Hong Kong	43,396	46,167	48,622	50,620	52,655
India	8,100	9,253	10,368	11,770	13,328
Japan	27,177	28,078	28,252	28,425	28,034
Taiwan	4,172	4,434	4,673	4,964	5,268

Source: Economist Intelligence Department
Data from 2011 is predictive rate

As the growth of fashion and apparel markets, the future competition in retail industry will become more intense. It is a key of victory to facilitate e-commerce and professional IT management solutions for improving sales effectiveness and strengthen competitiveness by mastering the latest market trends. With the popularity of Internet access in Asia, Internet has played significant role in promoting the growth of retail business. Till June 2011, the Internet penetration rate in Hong Kong reached 68.5%, coupled with the local populous, high mobile and smart phone penetration; all of those elements create a perfect environment, for online retail management system, which can be used anytime, anywhere for using real-time retail management solutions to cope with future competitions.

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