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### **Why choose a China manufacturer for your products?**

If you are building your brand, concentrate on your designs and stop worrying about the quality. China is on that job. China manufacturers have come a long way. We have seen the 'made in china' mark all too much to worry whether they are good at the job or not. Did you know that 50% of the world's cameras and 25% of the refrigerators are produced in China? The list doesn't end there! China produces more than 12% of the world's consumer goods. And quality is just the variable the China manufacturers are on a constant race to improve.

In a country that thrives on its production lines, there is too much competition and the China manufacturers battle every day to improve quality to keep their head above water. Consider Eddie Leung of Dailywin Watch Products. His company produces about 1.5 million pieces a year and this is a very high figure when you realize the fact that he produces them for Lacoste and Tommy Hilfiger, Jennifer Lopez and Titan, you name the brand. Talking about Leung in an article, Roger Cohen of The New York Times said, "You can be all-American like Hilfiger or very French like Lacoste. Then you get China to develop that image at a low cost."

China manufacturers understandably vie for clients like Mr. Leung has and the country itself produces more electronic and mechanical engineers than any place in the world. Industry Week recently surveyed the manufacturers in China and the USA and it was learnt that 54% of the China manufacturers have innovation as their top objective compared to a mere 26% of the U.S. manufacturers. Plants in China invest heavily in infrastructure and some of the manufacturing plants are more modern than the most developed countries in the world.

So, why choose China as your manufacturing destination? A long time U.S. resident in southern China was quoted as saying, "Does America have a choice of a cheaper place for a quality product?" Not any that we know of anyways. One who understands how markets work wouldn't find it difficult to understand why a China manufacturer always puts his customer before himself. Even the growing difficulties in the global markets due to the great recession haven't subdued China's quest for quality. With 9% of the vast country's economy depending on their exports, it is not a risk they are willing to take.

If you want your products in the global mall, no one cuts you a better deal than the China manufacturers. Of course you need to appraise the manufacturer before you cut a deal and there are some trusted consultancies which help you do that. Do your ground work and be rest assured that the China manufacturer will take care of your production line. After all, the 'world' trusts them.