

“CEC New People”

Movement – Non-coils Manufacturing Business and Trading Business

Listed on The Stock Exchange of Hong Kong Limited for nearly two years since November 1999, CEC's goal is the maximisation of shareholders' value through working closely and actively with its customers, in an efficient and effective manner, to supply the products that suit their needs most. In a bid to broaden its distribution network and product lines, CEC equipped itself with a multiple of experienced arms for non-coils manufacturing business and trading business, namely the “CEC New People”, for the production, sales and marketing of electronic components. Four new subsidiaries have been set up since CEC's listing in order to meet the challenges ahead.

As to the manufacture of electronic components, in response to the growing demand of CEC's existing customers for electrolytic capacitors, CEC-ECAP Limited (“CEC-ECAP”) was formed in March 2000. CEC-ECAP has been dedicating to the design, development, manufacture and sale of a wide range of high-quality aluminum electrolytic capacitors with high temperature endurance. Its factory premise is located in Dongguan, Guangdong Province, with over ten years of experience in the production of electrolytic capacitors. CEC-ECAP's pursuit of quality assurance was recognised by the accreditation of ISO9002 certificate from DNV Certification Ltd. in 2000.

In August 2001, CEC-Electric Co., Limited (“CEC-Electric”) transformed from a trader of electronic components to a manufacturer of power supply devices. Its factory premise is also located in Dongguan, Guangdong Province. CEC-Electric's product series include AC/DC power converters, battery chargers, power transformers, linear adaptors and switching power supply, etc., all of which have already complied with international safety standards. Its major markets consist of Hong Kong, South-East Asia, Europe, North America, South Africa, Australia and New Zealand, etc.

Electrolytic capacitors and power supply devices are, in fact, indispensable components in many categories of electronic products. Therefore, CEC-ECAP's and CEC-Electric's products are widely applied in telecommunication and information technology equipment, office automation equipment, home electrical appliances, toys, audio and visual products, etc. For the first quarter of the financial year 2001/2002, CEC-ECAP and CEC-Electric respectively achieved a turnover of approximately HK\$4,754,000 and HK\$75,000, compared to approximately HK\$6,483,000 and HK\$460,000, respectively, for the fourth quarter of the financial year 2000/2001.

On the electronic components trading front, CEC established CEC-Smart Good Enterprises Limited (“CEC-Smart Good”) in November 2000, which successfully gained the distribution right for various types of Samsung passive components such as chip capacitors, chip resistors, electrolytic capacitors and ceramic capacitors, etc. In February 2001, CEC took another step forward to strengthen its sales and marketing power by the establishment of CEC-Unitech Electronics Limited (“CEC-Unitech”), which is mainly engaged in the distribution of semiconductors, kit set of consumer electronic products and

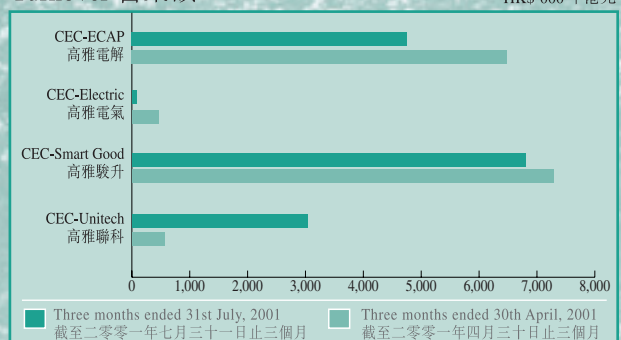
other electronic components. Both CEC-Smart Good's and CEC-Unitech's major markets are Hong Kong and Mainland China. For the first quarter of the financial year 2001/2002, CEC-Smart Good and CEC-Unitech achieved a turnover of approximately HK\$6,798,000 and HK\$3,037,000, respectively, whereas the comparative figures for the fourth quarter of the financial year 2000/2001 were approximately HK\$7,291,000 and HK\$560,000, respectively.

Amidst the increasingly keen competition in nowadays' electronics markets, customers' requirements in terms of product quality and price are becoming tougher and tougher. Subsequent to the attack on the United States of America by terrorists, the global economy was severely stricken and has been falling into a precipitous downturn since then. Faced with the unprecedented challenges and harsh operating environment, “CEC New People” targeted to maintain their stable business development in the second half of the financial year. With respect to the manufacturing side, CEC-ECAP will strengthen its research and development for materials in a bid to lower the production cost and maintain its quality competitiveness, thereby establishing closer relationships with customers. CEC-Electric's manufacturing business was also launched after both extended and intensive planning. With CEC's sophisticated and advanced manufacturing systems, such as the production facilities for ferrite cores, metal parts and plastic accessories, etc., CEC-Electric is expected to still have plenty of rooms for improvement in production cost structure. On the trading side, CEC-Smart Good will stick to its role as the bridge between Samsung and customers. Also, both CEC-Smart Good and CEC-Unitech will stay close to the latest market dynamics and reinforce their relationships with the international supply network, all with a view to meeting the needs of customers.

As at 31st July, 2001, the aggregate investment in CEC-ECAP, CEC-Electric, CEC-Smart Good and CEC-Unitech was approximately HK\$35,000,000. Looking ahead, with CEC's never-ending marketing development and sharp acumen for the international electronics markets, “CEC New People” will definitely launch more products of even higher quality and diversity in order to cater for the demands of customers and create win-win solutions in the near future.

(End of first edition; to be continued)

Turnover 營業額



「CEC 新人類」▶

動向篇 — 非線圈生產業務與貿易業務

CEC於一九九九年十一月在香港聯合交易所有限公司上市，至今已接近兩年。CEC之宗旨為透過與客戶緊密及積極聯繫，以快捷及有效之方式提供最能滿足其需求之產品，從而提高股東之投資價值。為著進一步擴闊其銷售層面及產品線，CEC已在非線圈生產業務與貿易業務方面增添多支具有豐富經驗的電子元件生產、銷售及市場推廣隊伍，名為「CEC新人類」，並於上市後成立四間新的附屬公司，以迎接未來的挑戰。

在電子元件生產方面，由於CEC現有客戶對電解電容器之需求日益殷切，高雅電解電容器有限公司（「高雅電解」）於二零零零年三月成立，專門從事設計、開發、生產及銷售多種類優質而極耐熱的鋁質電解電容器，其廠房設於廣東省東莞市，已有超過十年生產電解電容器之經驗，並已於二零零零年獲DNV Certification Ltd.頒發ISO9002證書，證明其對品質之保證已獲得認定。

高雅電氣有限公司（「高雅電氣」）則於二零零一年八月開始由經營電子元件貿易業務轉型為製造電源供應產品，其廠房亦設於廣東省東莞市，產品系列包括AC/DC電源轉接器、電池充電器、電源變壓器、線性電源供應器及交換式電源供應器等，均已符合世界各國的安全標準，主要銷售往香港、東南亞、歐洲、北美洲、南非、澳洲及新西蘭等市場。

電解電容器及電源供應產品均為眾多電子產品中不可缺少之零部件，因此高雅電解及高雅電氣之產品均廣泛應用於電訊及資訊科技設備、辦公室自動化設備、家居電器、玩具及影音器材等。高雅電解及高雅電氣於二零零一／二零零二年度第一季之營業額分別約為4,754,000港元及75,000港元，比對二零零零／二零零一年度第四季則分別約為6,483,000港元及460,000港元。

在電子元件之貿易業務方面，於二零零零年十一月，CEC成立高雅駿升企業有限公司（「高雅駿升」），並成功取得南韓三星（「Samsung」）品牌之

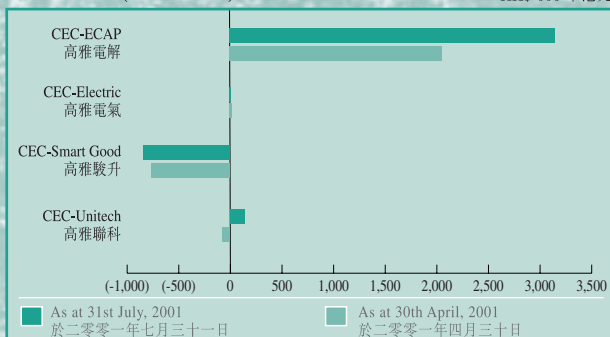
無源元件，如片狀電容器、片狀電阻器、電解電容器及陶瓷電容器等之分銷權。於二零零一年二月，CEC進一步加強其銷售及市場推廣之力量，成立高雅聯科電子有限公司（「高雅聯科」），主要從事半導體、消費電子產品之套件及其他電子元件之分銷。高雅駿升及高雅聯科之客戶均以香港及中國內地為主，而這兩支銷售及市場推廣隊伍亦已取得不俗之成績，高雅駿升及高雅聯科於二零零一／二零零二年度第一季之營業額分別約為6,798,000港元及3,037,000港元，而比對二零零零／二零零一年度第四季則分別約為7,291,000港元及560,000港元。

在現今的電子市場上，競爭日趨激烈，客戶對產品質素及價格的要求均一天比一天嚴謹。加上美國受恐怖襲擊事件的影響，全球經濟受到嚴重打擊而急速下滑。面對前所未有的挑戰及艱苦的經營環境，「CEC新人類」於下半財政年度的經營目標為達致平穩發展。在電子元件生產方面，高雅電解將會不斷於物料方面加強研究與開發，務求既可降低成本，亦能保持質素之競爭力，從而與客戶建立更緊密之關係。高雅電氣之生產業務亦經過長時間而周密的部署，憑藉CEC完善及先進的生產系統，如鐵氧體磁芯、五金元件及塑膠配件等之生產設施，高雅電氣之生產成本結構預期將仍有改良的空間。至於貿易業務方面，高雅駿升將會緊守其作為Samsung與客戶之間的橋樑角色。此外，高雅駿升及高雅聯科均會緊貼市場最新動態，加強其與國際供應網絡之關係，以迎合客戶的需要。

於二零零一年七月三十一日，CEC於高雅電解、高雅電氣、高雅駿升及高雅聯科四間附屬公司之總投資額約為35,000,000港元。展望未來，隨著CEC不斷拓展市場及具備對國際電子市場的敏銳觸覺，「CEC新人類」於不久的將來定會推出更優質、更多元化的產品，以滿足客戶的需求，達致雙贏局面。

（首篇完；待續）▶

Net assets (liabilities) 資產（負債）淨值 HK\$'000 千港元



Net profit (loss) 純利（虧損） HK\$'000 千港元

