

Corporate Profile



Zhongshan,
the PRC



Danang City,
Vietnam

MATRIX is a well-established OEM manufacturer of plastic, die-cast and plush toys, with vertically integrated production process including mould making, manufacturing and design. Currently, the Group operates three plants – two in Danang City, Vietnam and one in Zhongshan, the PRC, with total production capacity of 1.5 million units per day. As at 31st December, 2004, the Group employed approximately 15,000 staff in Hong Kong, Macau, PRC and Vietnam. In January 2005, the Group completed its strategic acquisition of Shelcore group, a well-established US-based toy company which has been designing, manufacturing and selling plastic toys for infant and pre-school children, for almost 30 years.

