

Corporate Profile



Zhongshan,
the PRC



Danang City,
Vietnam

MATRIX is a well-established manufacturer of plastic, die-cast and plush toys, with vertically integrated production process including mould making, manufacturing and design. Currently, the Group operates four plants – two in Danang City, Vietnam, one in Zhongshan and one in Shenzhen, the PRC, with total production capacity of 1.5 million units per day. As at 31st December, 2005, the Group employed approximately 17,000 staff in Hong Kong, Macau, PRC, United States of America, Canada and Vietnam. In January 2005, the Group has successfully acquired the Shelcore Companies, 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.