

Corporate Profile



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 approximately 1.5 million units per day. As at 31st December, 2006, the Group employed approximately 19,000 staff in Hong Kong, Macau, PRC, Vietnam, United States of America, Canada and Europe. The Shelcore Companies, well-established US-based toy companies designing, manufacturing and selling plastic toys for infant and pre-school children for almost 30 years, were merged into the Group since 2005.



Zhongshan, the PRC