

MIRA INFORM REPORT

Report No. :	529217
Report Date :	14.09.2018

IDENTIFICATION DETAILS

Name :	SEADA INDUSTRY (HK) CO.
Registered Office :	Room 07, 19/F., Block B, Galaxy Factory Building, 25-27 Luk Hop Street, San Po Kong, Kowloon
Country :	Hong Kong
Date of Incorporation :	25.11.2009
Com. Reg. No.:	51557977-000-11
Legal Form :	Sole Proprietorship
Line of Business :	Importer, exporter and wholesaler of all kinds of led lighting products, computer peripherals, electric appliances, power supply
No. of Employees :	4.

RATING & COMMENTS

(Mira Inform has adopted New Rating mechanism w.e.f. 23rd January 2017)

MIRA's Rating :

B

Credit Rating	Explanation	Rating Comments
B	Medium Risk	Business dealings permissible on a regular monitoring basis

Status :	Moderate
Payment Behaviour :	No Complaints
Litigation :	Clear

NOTES :

Any query related to this report can be made on e-mail : infodept@mirainform.com while quoting report number, name and date.

ECGC Country Risk Classification List

Country Name	Previous Rating (31.12.2017)	Current Rating (01.04.2018)
Hong Kong	A1	A1

Risk Category	ECGC Classification
Insignificant	A1
Low Risk	A2
Moderately Low Risk	B1
Moderate Risk	B2
Moderately High Risk	C1
High Risk	C2
Very High Risk	D

HONG KONG - ECONOMIC OVERVIEW

Hong Kong has a free market economy, highly dependent on international trade and finance - the value of goods and services trade, including the sizable share of reexports, is about four times GDP. Hong Kong has no tariffs on imported goods, and it levies excise duties on only four commodities, whether imported or produced locally: hard alcohol, tobacco, hydrocarbon oil, and methyl alcohol. There are no quotas or dumping laws. Hong Kong continues to link its currency closely to the US dollar, maintaining an arrangement established in 1983.

Excess liquidity, low interest rates and a tight housing supply have caused Hong Kong property prices to rise rapidly. The lower and middle-income segments of the population increasingly find housing unaffordable.

Hong Kong's open economy has left it exposed to the global economic situation. Its continued reliance on foreign trade and investment makes it vulnerable to renewed global financial market volatility or a slowdown in the global economy.

The mainland has long been Hong Kong's largest trading partner, accounting for about half of Hong Kong's total trade by value. Hong Kong's natural resources are limited, and food and raw materials must be imported. As a result of China's easing of travel restrictions, the number of mainland tourists to the territory surged from 4.5 million in 2001 to 47.3 million in 2014, outnumbering visitors from all other countries combined. After peaking in 2014, overall tourist arrivals dropped 2.5% in 2015 and 4.5% in 2016. The tourism sector rebounded in 2017, with visitor arrivals rising 3.2% to 58.47 million. Travelers from Mainland China totaled 44.45 million, accounting for 76% of the total.

The Hong Kong Government is promoting the Special Administrative Region (SAR) as the preferred business hub for renminbi (RMB) internationalization. Hong Kong residents are allowed to establish RMB-denominated savings accounts, RMB-denominated corporate and Chinese government bonds have been issued in Hong Kong, RMB trade settlement is allowed, and investment schemes such as the Renminbi Qualified Foreign Institutional Investor (RQFII) Program was first launched in Hong Kong. Offshore RMB activities experienced a setback, however, after the People's Bank of China changed the way it set the central parity rate in August 2015. RMB deposits in Hong Kong fell from 1.0 trillion RMB at the end of 2014 to 559 billion RMB at the end of 2017, while RMB trade settlement handled by banks in Hong Kong also shrank from 6.8 trillion RMB in 2015 to 3.9 trillion RMB in 2017.

Hong Kong has also established itself as the premier stock market for Chinese firms seeking to list abroad. In 2015, mainland Chinese companies constituted about 50% of the firms listed on the Hong Kong Stock Exchange and accounted for about 66% of the exchange's market capitalization.

During the past decade, as Hong Kong's manufacturing industry moved to the mainland, its service industry has grown rapidly. In 2014, Hong Kong and China signed a new agreement on achieving basic liberalization of trade in services in Guangdong Province under the Closer Economic Partnership Agreement (CEPA), adopted in 2003 to forge closer ties between Hong Kong and the mainland. The new measures, which took effect in March 2015, cover a negative list and a most-favored treatment provision. On the basis of the Guangdong Agreement, the Agreement on Trade in Services signed in November 2015 further enhanced liberalization, including extending the implementation of the majority of Guangdong pilot liberalization measures to the whole Mainland, reducing the restrictive measures in the negative list, and adding measures in the positive lists for cross-border services as well as cultural and telecommunications services. In June 2017, the Investment Agreement and the Agreement on Economic and Technical Cooperation (Ecotech Agreement) were signed under the framework of CEPA.

Hong Kong's economic integration with the mainland continues to be most evident in the banking and finance sector. Initiatives like the Hong Kong-Shanghai Stock Connect, the Hong Kong- Shenzhen Stock Connect the Mutual Recognition of Funds, and the Bond Connect scheme are all important steps towards opening up the Mainland's capital markets and have reinforced Hong Kong's role as China's leading offshore RMB market. Additional connect schemes such as ETF Connect (for exchange-traded fund products) are also under exploration by Hong Kong authorities. In 2017, Chief Executive Carrie LAM announced plans to increase

government spending on research and development, education, and technological innovation with the aim of spurring continued economic growth through greater sector diversification.

Source : CIA

NOTE

[Formerly located at:
Unit 3-4, 2/F., Laurels Industrial Centre,
32 Tai Yau Street, San Po Kong,
Kowloon, Hong Kong.]

COMPANY NAME AND DRESS

SEADA INDUSTRY (HK) CO.

ADDRESS: Room 07, 19/F., Block B, Galaxy Factory Building, 25-27 Luk Hop Street, San Po Kong, Kowloon, Hong Kong.

PHONE: 852-2753 8455

FAX: 852-2753 8455

MANAGEMENT:

Manager: Mr. Zeng Long

COMPANY SUMMARY

Establishment: 25th November, 2009.
Organization: Sole Proprietorship.
Capital: Not disclosed.
Business Category: Importer, Exporter and Wholesaler.
Employees: 4.
Main Dealing Banker: Not available.
Banking Relation: Not applicable.

ADDRESS

Head Office:-

Room 07, 19/F., Block B, Galaxy Factory Building, 25-27 Luk Hop Street, San Po Kong, Kowloon, Hong Kong.

Associated Companies:-

Dongguan Seada Computer Co. Ltd., China.

Kingstar Int'l Development Ltd., Taiwan.

Seada-Tech Corporation Sdn. Bahd., Malaysia.

BUSINESS REGISTRATION NUMBER

51557977-000-11

MANAGEMENT

Manager: Mr. Zeng Long

SOLE PROPRIETOR

Name: Mr. ZENG Long

Residential Address: Room 404, Unit 2, Bihua Court, Feicui Shanhu, Fenggang Town, Dongguan City, Guangdong Province, China.

HISTORY

The subject was established on 25th November, 2009 as a sole proprietorship concern owned by Mr. Zeng Long under the Hong Kong Business Registration Regulations.

Formerly the subject was located at 'Unit 3-4, 2/F., Laurels Industrial Centre, 32 Tai Yau Street, San Po Kong, Kowloon, Hong Kong', moved to the present address in August 2017.

Apart from these, neither material change nor amendment has been ever traced and noted.

OPERATIONS

Activities: Importer, Exporter and Wholesaler.

Lines: All kinds of LED lighting products, computer peripherals, electric appliances, power supply,

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Employees: 4.
Commodities
Imported: China, other Asian countries, etc.
Markets: China, other Asian countries, Europe, South America, Middle East, etc
Terms/Sales: As per contracted.
Terms/Buying: L/C, T/T, O/A, etc.

FINANCIAL INFORMATION

Capital: Not disclosed.
Profit or Loss: Made small profits in past years.
Condition: Keeping in a satisfactory manner.
Facilities: Making rather active use of general banking facilities.
Payment: No Complaints.
Commercial Morality: Satisfactory.
Banker: Not available.
Standing: Normal.

GENERAL

Seada Industry (HK) Co. is a sole proprietorship set up and owned by Mr. Zeng Long in November 2009.

The subject is trading in the following products:

All kinds of LED lighting products, etc.

Computer peripherals,

Electric appliances,

Power supplies,

Colouring Agents, etc.

Some of the products are manufactured by its associated factories in China. The subject is also an agent for the other manufacturers in Asia. Especially from those Taiwan manufacturers.

The main associated company of the subject is Dongguan Seada Computer Co. Ltd. [DSC] which is in Dongguan City, Guangdong Province, China.

Established in September 2006, DSC is a private enterprise mainly engaged in the production of computer peripheral products and OEM ODM measuring instruments. It has a production factory that produces the following products:

1. Power supply Computer case,
2. Bladeless water meter,
3. Gas alarm,
4. Earthquake emergency radio,
5. Highway wireless toll terminal,
6. Telephone and radiotelephone.

Its monthly production capacity is 100,000 sets, other OEM/ODM products, 20,000 units. The main markets are Japan, Malaysia, Thailand, Taiwan, the United States, and the European Union countries.

The subject also acts as an agent of the following companies:

A: Taiwan Chuanyu Industrial Co. Ltd. which has the following products:

L-700A-50 main agent, L-700B hardener, L-800A main agent, L-800BS-RM hardener, DH-100H/DP-100HN diffuser, CP-200A red, CP-GL green, CP- Y yellow, CP-500 orange, CP-600N blue, ZSR-150 400WB marking paste.

B: Taiwan Delta Group which has the following products:

Delta's new generation of products: intelligent energy-saving ventilation fan.

Besides, the subject also has related companies and production bases in Fenggang Town, Dongguan City which are engaged in manufacturing power supply for personal computers.

The businesses of DSC and the subject are managed by Mr. Zeng Long. The history of the subject in Hong Kong is over eight years and nine months.

On the whole, consider the subject good for normal business engagements in moderate credit amounts.

FOREIGN EXCHANGE RATES

Currency	Unit	Indian Rupee
US Dollar	1	INR 72.32
UK Pound	1	INR 94.42
Euro	1	INR 84.08
HKD	1	INR 2.33

Note : Above are approximate rates obtained from sources believed to be correct

INFORMATION DETAILS

Analysis Done by :	NIS
Report Prepared by :	KET

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RATING EXPLANATIONS

Credit Rating	Explanation	Rating Comments
A++	Minimum Risk	Business dealings permissible with minimum risk of default
A+	Low Risk	Business dealings permissible with low risk of default
A	Acceptable Risk	Business dealings permissible with moderate risk of default
B	Medium Risk	Business dealings permissible on a regular monitoring basis
C	Medium High Risk	Business dealings permissible preferably on secured basis
D	High Risk	Business dealing not recommended or on secured terms only
NB	New Business	No recommendation can be done due to business in infancy stage
NT	No Trace	No recommendation can be done as the business is not traceable

NB is stated where there is insufficient information to facilitate rating. However, it is not to be considered as unfavourable.

This score serves as a reference to assess SC's credit risk and to set the amount of credit to be extended. It is calculated from a composite of weighted scores obtained from each of the major sections of this report. The assessed factors are as follows:

- Financial condition covering various ratios
- Company background and operations size
- Promoters / Management background
- Payment record
- Litigation against the subject
- Industry scenario / competitor analysis
- Supplier / Customer / Banker review (wherever available)