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Chinese factories hope for their own global brand

As manufacturing jobs shift to China, companies see Alibaba, Tencent as models for success.

By STEPHEN NAYE

TAIPEI, Taiwan — For nearly two decades, Taiwan’s electronics manufacturers have helped set the standard for consumer electronics. But now, as China and Europe take over, the company’s survival depends on its ability to make high-quality, low-cost products.

In recent years, the company has been looking to cut costs and increase efficiency. It has invested heavily in automation and is outsourcing production to lower-cost factories. As a result, the company’s profits have been increasing.

The company has also been looking to expand into new markets. It has been especially successful in the European market, where it has seen strong demand for its products.

For these reasons, the company is optimistic about its future. It expects to continue to grow and expand its operations in the coming years.

John Wrenstein, a strategy who has been with the company for over 10 years, said, “We are very excited about the future of our company and are committed to continuing our growth and expansion.”

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