

22 March 2008

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Dell will shift its attention to the Chinese market  
Dell

## [Dell Starts the Chinese, Indian Markets Offensive](#)

*The company will release products especially tailored for these markets*

System vendor Dell is currently pitching at distributing its PC offerings on the Chinese and Indian markets. According to the company's CEO and founder Michael Dell, the company experiences high demand on the Asian markets. More and more computer manufacturers are designing their products for the Chinese market. Dell and Lenovo are only a few of the PC vendors that introduced low-cost computers targeted at the rural and entry-level markets. However, Dell plans to give the industry a boost: it will pump up to 50 percent more mobile units than in the previous year. Among the new models, Dell will also introduce products tailored to fit the Chinese users' demands. "When we look at the potential for expansion, we do see enormous opportunity ahead," Dell said. "As far as the U.S. goes, I think the U.S. will be OK, but not the fastest-growing. We expect more growth in Asia." Dell reported that demand in its products on the Chinese market increased more than 54 percent last year, which is an important boost, given the fact that the average increase is about 17 percent. Market analysis company Gartner claims that Dell controls 18 percent of China's market by revenue and 10 percent by number of units sold, with a worldwide market share reaching 16.1 percent. As part of its market offensive, Dell will extend its Chinese retail business to 1,200 cities by the end of this year, as compared to the 45 cities covered in 2007. "By this summer, we will have more unique products coming to China," said Amid Midha, Dell Greater China president. "We have a lot of things to do before we can consider ourselves to be successful in China," he continued. Dell currently has two manufacturing facilities located in Xiamen, in the south-eastern part of the country, and a design center in Shanghai, which is at the same time the company's biggest unit of its kind over the United States border.