

Time to prepare for the Chinese New Year 2014



THE YEAR OF THE HORSE

The Chinese New Year is the most important traditional holiday in China. It is also known as the Spring Festival, the literal translation of the modern Chinese name. Chinese New Year celebrations traditionally ran from Chinese New Year's Eve, the last day of the last month of the Chinese calendar, to the Lantern Festival on the 15th day of the first month, making the festival the longest in the Chinese calendar.

The Chinese zodiac calendar tells us that 2014 will be the Year of the Horse. In Chinese astrology, Horse years are considered favourable years that bring luck and good fortune. The horse is seen as a heroic creature in China since important battles were won thanks to the power and strength of the Horse.

Unlike our Western Christmas and New Year holidays, which last around 10 days, the Chinese New Year holiday in practice spans around three working weeks. It is also the occasion when many Chinese travel across the country to spend the holiday with their families. The Chinese New Year has been called the largest annual human migration in the world. This also means that all production may not be up and running the same day the holiday is over.

WHEN IS THE CHINESE NEW YEAR 2014?

The public Chinese New Year holidays are January 29 through to February 6.

YOUR PRODUCTION IS OUR FOCUS

All our efforts are always focused on your PCB production; on-time deliveries with zero defects and at the lowest total cost. As the NCAB Group is a truly global operation, bridging cultural, political and economical differences between Asia and the Western world is an important part of our daily work.

We know that not everything can be planned in our fast moving modern world. But thinking ahead and planning for the Chinese New Year is key to avoiding disruption in your production. As this is a nationwide national holiday it affects all production, no matter how big or important a customer you may be, on the home market or abroad.

6 ACTIONS THAT WILL MAKE YOUR CHINESE NEW YEAR A HAPPY ONE

We are preparing action-plans together with our factories to find different ways of working around disruptions and our Factory Management-team will be manned during the whole Chinese New Year. However there are a number of pro-active measures you can also take:

1. **Together with NCAB Group, plan your production before and after the CNY – look at what could be produced earlier?**
2. **To be sure of receiving your products before the Chinese new Year, place your orders – at the latest – on **December 15, 2013****
3. **Prioritize your most critical products**
4. **Book capacity before and after the CNY**
5. **Use optional factories whenever applicable for QTA**
6. **Buffer stock managed by NCAB**