

# Time to prepare for the Chinese New Year 2016



The public Chinese New Year holidays 2016 are **February 8th** through to **February 22**. As this is a nationwide national holiday it affects all production, and we are preparing action plans together with our factories to find different ways of working around disruptions.

All our efforts are always focused on your PCB production, and 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.

Our Factory Management team office will be manned during the whole Chinese New Year and thinking ahead and planning for the Chinese New Year is key to avoiding disruption in your production. We will work proactively to book capacity before and after the CNY, if needed we will suggest optional factories whenever applicable for QTA as well as support you with buffer stock solutions. We have made a list of a number of pro-active measures you can also take.

#### WHY IS THE CHINESE NEW YEAR SPECIAL?

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. 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.

#### THE YEAR OF THE MONKEY

According to the Chinese zodiac calendar, year 2016 – which begins on the 8th of February – will be the year of the monkey. The monkey is a clever animal, in Chinese astrology, people born in a year of the monkey are said to be witty, intelligent, and have a magnetic personality!

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

- Together with NCAB Group, plan your production before and after the CNY – look at what could be produced earlier?
- To be sure of receiving your products before the Chinese new Year, place your orders – at the latest – on **December 11, 2015**
- Prioritize your most critical products