



CITA INTERNATIONAL LTD.

Value of Inspiration

AMY CHIU has infused her winning attributes to the company, leading to a solid product offering and a network of satisfied long-term customers.

With a name derived from the Roman Felicitas, which pertains to a condition of divinely inspired productivity, Cita International Ltd. was established in 1996. Its founder, former China National Team gymnast and teen actress Amy Chiu is a spirited and inspirational figure, whose grace, beauty, and determination served as cornerstone values for the young company.

Chiu's radiant personality and tenacious negotiating skills landed OEM manufacturing contracts with such licensed vendors as Pokémon, Hello Kitty, and Cabbage Patch. These early successes laid the foundation for the continued growth of the Cita Company.

"Our vision is to become a world-class personal care company," says Chiu. "We achieve this by way of building a strong brand, maximizing return on our shareholders' investment, cultivating a work environment for our employees' continuous development, a fair and reciprocal partnership with our vendors, and exceeding customer expectations through excellent quality products and services that are of true benefit to society and the environment."

Building the Company

In the 90s, Cita operated its own OEM cut and sew factory. Back then, the Hong Kong market was gaining strength as a consumer products hub, and Cita was responding to continued opportunities in the international market with aggressive pricing and product innovation. As the toy retail industry became more consolidated, Chiu strategically changed direction, promoting her own line of toiletries and cosmetic gift sets in such local retailers as Watsons and Mannings, as well as overseas "big box" retailers.



Amy Chiu, Cita International Ltd.
Founder and CEO.

As markets continued to grow and mature, Cita has maintained a competitive edge through innovation and pricing, supported by an understanding of the overseas client and the necessity of quick response to product changes and pricing challenges.

"Our response to this increased opportunity and demand is vested in an increased presence among key manufacturers in South China with an ongoing presence during the manufacturing process to ensure both the quality of product and an on-time delivery," says Chiu. "The result of this continued effort is an ever-increasing customer response to our own brand of toiletries and cosmetics, with a focus on continuing our role as key supplier for private label Holiday Gift Sets in bath and body care."

Leveraging Strengths

"Our success lies in continued innovation as to consumer trends and demands. We constantly conduct worldwide market analyses for next generation trends in both product and retail pricing. With the strength of our factory relationships and an eye toward Euro quality requirements, our overseas clients can enjoy the 'Pay Less with Superior Service' aspect of a Cita relationship based on the strength of our Chinese partnerships."

Cita continues to create more value within its product offerings by employing a "grass roots" value added concept to product development. "In hard dollar terms, this means that a Cita product category has several points of differentiation that create a marked separation from our competitors. To buy Cita is to buy value. We deploy a quick response team that can formulate and create product offerings to tailored price points meeting the demands of our customers."

The company's strong relationships with its existing worker base and excellent price negotiations have allowed it to overcome the 2015 RMB drop among other concerns. It is en route to expanding its exports to at least 30 countries, making it a steady source of product innovation in Greater China and the South Pacific region. Upholding its values of accountability, teamwork, mutual respect, innovation, continuous improvement through learning, and passion of purpose, will bring Cita International continued success.

"Hong Kong is a rapidly changing retail landscape and our overseas customers continue to issue challenges as to what will exist in retail 'tomorrow land'," shares Chiu. Cita Group of Companies remains highly successful in brand management across Greater China and the South Pacific Region, particularly in cosmetic and beauty care with Amelie Beauty Company Limited, as well as in health food products through XJT Healthy Life Group Limited. "The continued strengthening of the Cita brand in all walks of the retail environment will insure our success today, tomorrow, and beyond." ■

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