**STORY: Santa’s Workshop in Yiwu China**

**Source: Alibaba.com**

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**Ceci SOT** – Hi, I am Ceci Kwok and welcome to Santa’s workshop in Yiwu China.

**VO 1** – This is Christmas Products Lane in Yiwu, China, known affectionately as Santa’s Workshop in China. It is a paradise of Christmas products and decorations for buyers from around the world. There are at least 700 businesses here selling and supplying holiday cheer to the rest of the world.

Jinlin Chen is the Secretary General of Yiwu Christmas Products Industry Association.

**Mr. Chen SOT 1** – *(English Translations)* The buildings here were constructed in 2008. The Yiwu Christmas Products Industry Association was established in 2009 upon which the Yiwu government formally approved Yiwu Christmas Products Lane. There were 400 some companies selling Christmas products here in 2010. The number increased to over 500 in 2011, and now there are around 700 companies.

**VO 2** – With the rapid surge of new small businesses in the last three years, competition within the Christmas products industry in Yiwu has become increasingly fierce.

**Mr. Chen SOT 2** – *(English Translations)* On the whole sales this year have remained at about the same level as last year. But due to the financial crisis, sales of many small and medium enterprises may drop by about 15-20%.

**VO 3** – Faced with increasing competition and global recession, some businesses have been forced to find ways to innovate and set themselves apart. Yaping Yang is the co-owner of Boyang Craft Factory in Yiwu.

**Mrs. Yang SOT 1**– *(English Translations)* We started selling Christmas products about 11 or 12 years ago. Sales have declined somewhat compared to last year. Santas, snowmen, and reindeer are our biggest sellers every year.

**VO 4** – Despite best efforts to innovate, the global recession has nonetheless taken its toll on the company’s bottom line.

**Mrs. Yang SOT 2**– *(English Translations)* Foreign buyers this year have been affected by the global economy. Their purchasing power is down 20% compared to previous years.

**VO 4** – Like many other companies, Boyang Craft Factory utilizes ecommerce to connect with potential buyers from around the world.

**Mrs. Yang SOT 3**– *(English Translations)* We’ve only been using Alibaba for about three years. It has helped us a lot to develop new customers.

**VO 5** – Even though the economy is in a slump, selling Christmas is still a merry merry business.

**Mrs. Yang SOT** **4**– *(English Translations)* Sitting here every day, being able to look at all these beautiful decorations is really great for your mood.