

Newegg.com gets closer to its Asian suppliers with a new base in Taipei

Newegg.com, a retailer of consumer electronics and computer products that caters to technology experts, has expanded its sourcing operations in Asia with a new 6,000-square-meter combined global product management center and Asia headquarters in Taipei, Taiwan.

"A larger percentage of our name brand computer, consumer electronics and communications products offered at our online store were manufactured in Asia," said CEO Simon Hsieh. "We felt it was mission critical to be at the heart of today's technology epicenter, closer to our manufacturing partners, so that we could increase the efficiency of our purchasing and product management operations."

Hsieh said that having an Asia-based product management operation will give Newegg earlier access to the latest technology for its customer base of do-it-yourselfers, small business owners and online game enthusiasts. "By being close to our partners, we can have early knowledge of manufacturer product roadmaps, give them feedback on their products from our 3 million plus registered consumers and work together on co-marketing programs that launch as soon as we receive product in our U.S. warehouses," he said.

Newegg, The 9th largest online retailer, according to the Internet Retailer [Top 400 Guide to Retail Web Sites](#), also has expanded by 6,000 square meters its Shanghai, China, offices, where it operates a global support center including corporate planning, marketing, customer support and other departments.

"We now have major operations in two of Asia's important business hubs, giving us the base to expand into other geographic markets," Hsieh said.