

IT Hardware

US tariffs to weigh on costs & demand

Key message

- Mexico, Canada, and China already face US tariffs, but Taiwan, Vietnam, and India may also have tariffs imposed by the US government, which will weigh on Taiwan's supply chain.
- Under US government's reciprocal tariffs on the "dirty 15 countries", potential tariffs on Mexico, Taiwan, and Vietnam will add to financial burdens on the server supply chain, as most suppliers will need to expand capacity in the US to mitigate the tariff impact.
- There will be a heavier negative impact on the PC and smartphone supply chain than that on servers as consumer products are more price sensitive. Uncertainties will lead to a lukewarm share performance for the IT hardware industry.

Event

The US government will place reciprocal tariffs on the "dirty 15 countries", which are expected to take effect on April 2. Mexico, Canada, and China already face US tariffs, while Taiwan, Vietnam, and India may also have tariffs imposed by the US government.

Impact

Servers. After Trump took office in January, he discussed imposing a 25% tariff on imports from Mexico and 20% on those from China. Currently, the US government has delayed the implementation of tariffs on imports from Mexico until April 2. Meanwhile, reciprocal tariffs may also be imposed on the US' top 15 trading partners, labeled "the dirty 15", including several countries with server production sites, such as Taiwan and Vietnam. In order to meet client demand, US production sites have become necessary for tech companies. As such, we have seen some IT hardware firms announce new production sites or rising investment in the US, including Wiwynn (6669 TT), King Slide Works (2059 TT), and Hon Hai Precision (2317 TT). Although manufacturing costs in the US are uncompetitive, the ability to meet client demand for manufacturing flexibility is the main priority. We believe opex will increase in the coming years. In the near-term, we have seen early pull-in for server shipments in February-March. Taiwan's server ODMs account for over 90% of global server motherboard production, and over 80% of server assembly, with motherboards mostly manufactured in Taiwan and China, and assembly in Mexico, Southeast Asia (i.e. Vietnam, Thailand, Indonesia), Taiwan, the US, and the Czech Republic. According to the International Trade Centre (ITC), US server import value was 67% from Mexico in 2024 and 26% from Taiwan (Figure 1), with Taiwan's value growth at 110% due to rising AI server demand. Currently, ODMs have production sites in Mexico to meet demand from North America (33% of global demand in 2024), and have expanded Southeast Asian production sites to meet demand from Asia (7%), with production in China to meet local demand (35%). If the US imposes tariffs on Mexico, or further on Taiwan and Vietnam, it will have a negative impact on server costs. As a result, most server ODMs have announced capacity expansion in the US (Figure 5). California and Texas are the key regions for assembly sites as they're near Mexico and close to data center clusters. To mitigate rising costs, automation of production lines will be crucial. Tariffs and rising costs (labor and overhead) for servers made in the US can be passed on to clients via price, but additional capacity expansion will still result in a rising financial burden for the supply chain.

PCs. NB ODMs and component firms have expanded non-China capacity in Southeast Asia, especially Thailand and Vietnam (Figure 3) since 2018, during the first round of Trump-imposed tariffs on China. By brand, Apple (US) suppliers, such as Hon Hai and Quanta (2382 TT), have built capacity in Vietnam for MacBooks and wearable devices. Dell (US) and HP (US) have accelerated their capacity shift to Southeast Asia. Motherboard and graphics card makers have also moved production from China to Taiwan in recent years, and Taiwan is ranked the No.1 importing region to the US in graphics cards, with a share of 59% in 2024 (Figure 2), vs. second place Mexico at 24%. We think if additional tariffs are imposed on imports to the US from Vietnam and Taiwan, rising costs reflected in higher product prices will weigh on demand, negatively impacting the supply chain.

Smartphones. Apple aims to increase iPhone manufacturing allocation in India, a "dirty 15" country. Hon Hai, Pegatron (4938 TT), and Tata (IN) have set up capacity in India for the iPhone, and India will play an important role for iPhone demand outside of China in the future. If tariffs are imposed, rising retail prices will dampen demand growth.

Stocks for Action

We believe the impact of US tariffs on PCs and smartphones will be more than that on servers as consumer products are more price sensitive. We expect uncertainties will lead to a lukewarm share performance for IT hardware plays.

Risks

Weak demand; manufacturing and financial cost increase.

Taiwan



Figure 1: Share of value of US imported servers from Mexico is 67% and from Taiwan is 26%

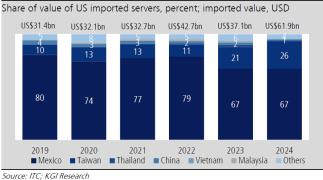
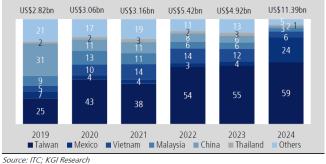


Figure 2: Share of value of US imported graphics cards from Taiwan is highest at 55-60%

Share of value of US imported graphics cards, percent; imported value, USD



| Sector | Company | Ticker | Taiwan | China | Southeast Asia | India | Mexico | USA | Europe |
|-----------------|---------------|--------|--------|-------|----------------|-------|--------|------|--------|
| Semiconductor | TSMC | 2330 | 88 | 6 | | | | 3 | |
| | UMC | 2303 | 82 | 10 | | | | | |
| | VIS | 5347 | 85 | | | | | | |
| | ASE | 3711 | 60 | 22 | | | | | |
| | Chipbond | 6147 | 100 | | | | | | |
| EMS & Component | Hon Hai | 2317 | <5 | 70 | <10 | <10 | <10 | <10 | <10 |
| | Quanta | 2382 | <20 | 65 | <5 | | <5 | <20 | <5 |
| | Wistron | 3231 | <15 | 40 | <40 | | <10 | | |
| | Wiwynn | 6669 | 10-15 | | <15 | | 70 | | 10-15 |
| | Inventec | 2356 | <15 | <60 | <15 | | <15 | | <10 |
| | Pegatron | 4938 | <5 | 85 | <5 | <5 | <5 | | <5 |
| | Compal | 2324 | | 70 | <30 | | <5 | | |
| | SZS | 3376 | 40-50 | 50-60 | <5 | | | | |
| | Chicony | 2385 | | 70-75 | 25-30 | | | | |
| | Simplo | 6121 | | >90 | | | | | |
| | Sunonwealth | 2421 | 5-10 | >80 | 5-10 | | | | |
| | Lotes | 3533 | | >90 | < 0.5 | | | | |
| | King Slide | 2059 | 100 | | | | | | |
| | Repon | 6584 | | 80-90 | <10 | | | | |
| | Fositek | 6805 | | 80-85 | 15-20 | | | | |
| | Chenbro | 8210 | 50 | 50 | | | | 2Q25 | |
| Power | Lite-On | 2301 | 5-10 | 75-80 | 10-20 | | | <5 | |
| | Delta | 2308 | | 60-65 | 25 | 3-5 | | 1-2 | |
| PCB | Compeq | 2313 | 37 | 58 | 5 | | | | |
| | CHIN POON | 2355 | 54 | 37 | 9 | | | | |
| | EMC | 2383 | 11 | 79 | 10 | | | | |
| | Tripod | 3044 | 5 | 93 | 2 | | | | |
| | Kinsus | 3189 | 95 | 5 | | | | | |
| | ZDT | 4958 | 3 | 95 | 2 | | | | |
| | Flexium | 6269 | 65 | 35 | | | | | |
| | GCE | 2368 | 30 | 62 | 8 | | | | |
| | Unimicron | 3037 | 68 | 29 | 3 | | | | |
| | ITEQ | 6213 | 7 | 86 | 7 | | | | |
| | Nanya PCB | 8046 | 73 | 27 | | | | | |
| | TUC | 6274 | 34 | 54 | 12 | | | | |
| Networking | Accton | 2345 | 65 | 15 | 20 | | | | |
| - | Arcadyan Tech | 3596 | | 25 | 75 | | | | |
| | Zyxel Group | 3704 | 15 | 70 | 15 | | | | |
| | Gemtek | 4906 | 5 | 25 | 70 | | | | |
| | Sercomm | 5388 | 10 | 30 | 40 | 20 | | | |
| | Wistron NeWeb | 6285 | 40 | 15 | 40 | | 5 | | |
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Source: Company data; KGI Research estimates

Alpha Networks

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| Wistron NeWeb 6285 TT V V Ha Nam, Vietnam | Plzeň, Czech Republio |
| Source: Company data: KGI Research | |

Source: Company data; KGI Research



Figure 5: ODMs have announced capacity expansion in the US & Southeast Asia

| Company | Ticker | Date | Location | Investment amount (US\$mn) | Announcement | Remarks |
|----------------|---------|------------------------|--------------------------------|-------------------------------|--|--|
| ODM Hon Hai | 2317 TT | 2024/2/27 | Jalisco, Mexico | 25 | Obtained Property on behalf of FII AMC Mexico | Expand capacity of AI Server |
| Ion nai | 231711 | 2024/3/4 | Henan, China | 118 | Obtained PP&E on behalf of Fulian Technology(Jiyuan) | Expand capacity of Al Server |
| | | 2024/8/26 | Shenzhen, China | 9 | Obtained ROU Plant on behalf of FUTAIWA Industrial(Shenzen) | |
| | | 2024/9/26 | Shenzhen, China | 7 | Obtained ROU Plant on behalf of FUTAIWA Industrial(Shenzen) | |
| | | 2024/10/16 | Zhengzhou, China | 20 | Obtained ROU Property on behalf of FUTAIWA Industrial(Shenzen) | Expand capacity of EV and battery |
| | | 2024/11/12 | Kancheepuram, India | 12 | Obtained ROU Property on behalf of Hon Hai Technology India Mega Development | Expand capacity of iPhone |
| | | 2024/11/26 | Texas, USA | 33 | Obtained Property and Plant on behalf of FOXCONN ASSEMBLY | Expand capacity of AI Server |
| | | 2024/12/31 | Shenzhen, China | 0.4 | Obtained ROU Plant on behalf of FUTAIWA Industrial(Shenzen) | Expand capacity of Ar Server |
| | | 2024/12/31 | Shanxi, China | 9 | Obtained ROU Plant on behalf of FUTAIWA Industrial(Shenzen) | |
| | | 2025/1/1 | Shanxi, China | 4 | Obtained ROU Plant on behalf of Taiyuan Fuchi Technology | |
| | | 2025/1/1 | Shanxi, China Shanxi, China | 4 | Obtained ROU Plant on behalf of Taiyuan Fuchi Technology | |
| | | 2025/1/15 | | 32 | | Funand canadity of iDhana |
| | | 2025/1/15 | Kancheepuram, India | 128 | Obtained Power equipment on behalf of Hon Hai Technology India Mega Development Obtained Property and Plant on behalf of Ingrasys | Expand capacity of iPhone |
| | | | California, USA | 0.4 | | Expand capacity of Al Server |
| | | 2025/1/23 2025/3/24 | Shenzhen, China Texas, USA | 142 | Obtained ROU Property on behalf of FUTAIWA Industrial(Shenzen) Obtained Property and Plant on behalf of Ingrasys | Successful and a first of ALC and a |
| | 2202 TT | | | | | Expand capacity of AI Server |
| Quanta 2382 | 2382 TT | 2024/3/25 | Chonburi, Thailand | 11 | Obtained Equipment on behalf of QMB | Expand capacity of Server |
| | | 2024/4/16 | California, USA | 53 | Obtained Equipment on behalf of QMN | Expand capacity of Al Server |
| | | 2024/5/15 | Tennessee, USA | 100 | Announced indirect cash capital increase of QMN | Expand capacity of AI Server |
| | | 2024/8/6 | Chonburi, Thailand | 24 | Announced new plant construction plan QMB F10 on behalf of QMB | Expand capacity of Server |
| | | 2024/9/9 | California, USA | 17 | Obtained ROU Assets on behalf of QMN | Expand capacity of AI Server |
| | | 2024/9/30 | California, USA | 79 | Obtained Equipment on behalf of QMN | Expand capacity of AI Server |
| | | 2024/10/8 | Nam Dinh, Vietnam | 50 | Announced cash capital increase of QMH Computer | Expand capacity of NB |
| | | 2024/10/8 | Eschweiler, Germany | 30 | Participated in Cash capital increase of QCG Computer GmbH | Expand capacity of AI Server |
| | | 2024/11/14 | California, USA | 230 | Announced indirect cash capital increase of QMN | Expand capacity of AI Server |
| | | 2024/11/14 | Chonburi, Thailand | 18 | Announced power construction plan on behalf of QMB | Expand capacity of Server |
| /istron | 3231 TT | 2024/3/12 | Bengaluru, India | 16 | Obtained ROU Assets on behalf of ICT Service Management Solutions(India) | |
| | | 2024/5/10 | California, USA | 15 | Participated in cash capital increase of Alpha EMS Corporation (WAE) | |
| | | 2024/5/10 | California, USA | 24 | Obtained ROU Assets on behalf of Alpha EMS Corporation (WAE) | Expand capacity of AI Server |
| | | 2024/7/5 | Ha Nam, Vietnam | 5 | Obtained ROU Assets on behalf of Wistron Technology (Vietnam) | Expand capacity of LCD, NB, DT, and |
| | | 2024/8/12 | Texas, USA | 72 | Participated in cash capital increase of SMS Infocomm Corporation | Expand capacity of AI Server |
| | | 2024/8/12 | Texas, USA | 72 | Obtained PP&E on behalf of SMS Infocomm Corporation | Expand capacity of AI Server |
| | | 2024/8/12 | Bengaluru, India | 40 | Announced plant construction plan on leased property on behalf of ICT Service Management Solutions (India) | Budget updated to US\$50mn on 2025/02/24 |
| | | 2024/8/12 | Juarez, Mexico | 81 | Announced plant construction plan on leased property on behalf of Wistron Infocomm Mexico | Expand capacity of AI Server |
| | | 2024/12/20 | Ha Nam, Vietnam | 37 | Obtained ROU Assets on behalf of Wistron Infocomm (Vietnam) | Expand capacity of LCD, NB, DT, and N |
| | | 2025/2/24 | Ha Nam, Vietnam | 15 | Announced plant construction plan on leased property on behalf of Wistron Infocomm (Vietnam) | Expand capacity of LCD, NB, DT, and N |
| Viwynn | 6669 TT | 2024/1/18 | Johor, Malaysia | 100 | Participated in cash capital increase of Wiwynn Technology Services Malaysia | Expand capacity of AI Server |
| | | 2024/6/4 | Johor, Malaysia | 16 | Announced plant construction plan on own property on behalf of Wiwynn Technology Service Malaysia | |
| | | 2024/8/8 | US | 500 | Participated in cash capital increase of Wiwynn International Corporation | |
| | | 2025/2/27 | Texas, USA | 300 | Participated in cash capital increase of Wiwynn Technology Corporation | Expand capacity of AI Server |
| nventec | 2356 TT | 2024/7/30 | Pathoni, Thailand | 178 | Announced plant construction plan on own property on behalf of Inventec Electronics (Thailand) | |
| | | 2024/8/13 | Modrice, Czech Republic | 52 | Leased plant on behlaf on Inventec (Czech Republic) | Expand capacity of automotive electon component |
| egatron | 4938 TT | 2024/1/8 | Kancheepuram, India | 15 | Announced plant construction plan on leased property on behalf of Pegatron Technology India | |
| | | 2024/1/25 | Juarez, Mexico | 75 | Announced investment of Pegatron Mexico | |
| | | 2024/1/25 | Kancheepuram, India | 26 | Announced obtain of equipment from Pegatron on behalf of Pegatron Technology India | |
| | | 2024/3/0 | Juarez, Mexico | 23 | Announced domitory construction plan on own property on behalf of Pegatron Mexico | |
| | | | | | | Manufacturing PC and accessories, |
| | | 2025/3/7 | Hai Phong, Vietnam | 47 | Announced plant construction plan on leased property on behalf of Pegatron Vietnam | electonics, COMM, and healthcare products |
| lompal | 2324 TT | 2024/3/12 | Silesia, Poland | 17 | Participated in cash capital increase of CGS Technology (Poland) | |
| | | 2024/7/4 | Silesia, Poland | 2 | Announced obtain of property on behalf of CSG Technology (Poland) | |
| | | 2024/7/4 | Silesia, Poland | 13 | Announced plant construction plan on own property on behalf of CGS Technology(Poland) | Expand capacity of automotive electro |
| | | 2025/2/14 | Silesia, Poland | 20 | Participated in cash capital increase of CGS Technology (Poland) | |
| | | 2025/2/14 | Tennessee, USA | 10 | Participated in cash capital increase of Compal USA (Indiana) on behalf of Billion Sea Holdings | |
| /litac | 3706 TT | 2024/1/23 | Hanoi, Vietnam | 28 | Announced plant construction plan on behalf of MITAC Technology(Vietnam) | |
| | | 2024/1/23 | Hanoi, Vietnam | 30 | Participated in cash capital increase of MITAC Technology (Vietnam) | |
| | | 2024/10/15 | California, USA | 25 | Announced cash capital increase on behalf of MITAC Information System | |
| | | | | 200 | Announced participation in cash capital increase of Mega Prosper Group on behalf of MiTAC | Expand capacity of Server |
| | | 2025/1/21 | California, USA | 200 | Computing Technology Corporation | Expand capacity of Server |

Note: announcement colored with red means the expansion is for server or AI server

Source: Company data; KGI Research



Figure 6: Component firms are expanding capacity in Thailand & Vietnam, while server-related firms are building new factories in the US; networking firms have expanded capacity in Vietnam

| Company | Ticker | Date | Location | Investment amount (US\$mn) | Announcement | Remarks |
|---------------|-------------|------------|------------------------|-------------------------------|--|---|
| Motherboard & | graphic car | ds | | | | |
| Asustek | 2357 TT | 2024/10/22 | Milano, Italy | 11 | Announced obtain of property on behalf of ASUSTEK ITALY | |
| Gigabyte | 2376 TT | 2024/4/17 | Tokyo, Japan | 10 12 | Announced obtain of property on behalf of Nippon Giga-Byte | |
| | | 2024/4/17 | Tokyo, Japan | 12 | Participated in cash capital increase of Nippon Giga-Byte | Expand capacity of AI Server (Contract |
| MSI | 2377 TT | 2024/11/12 | California, USA | 179 | Announced plant construction plan on own property | total budget updated to NTD 3.56bn on 2025/01/17) |
| Asrock | 3515 TT | 2024/11/1 | California, USA | 36 | Announced obtain of plants on behalf of Calrock Holding | Expand capacity of Server |
| | | 2024/12/2 | California, USA | 28 | Announced participation in cash capital increase of Calrock Holding on behalf of Asiarock Technology | Expand capacity of Server |
| Thermal | | | | | Technology | |
| Auras | 3324 TT | 2025/3/7 | Samut Prakan, Thailand | 27 | Announced plant construction plan on own property on behalf of Thai-Horng Technology | Expand capacity of Liquid cooling module |
| AVC | | 2024/3/13 | Ha Nam, Vietnam | 50 | Participated in cash capital increase of AVC Tech (Vietnam) | Expand capacity of Liquid cooling module Expand capacity of Liquid cooling product |
| AVC | 501711 | 2024/3/13 | Dongguan, China | 10 | Announced obtain of property and plant constuction plan on behalf of AVC (Dongguan) | Investment update to US\$175mn on |
| | | 2027/11/12 | Ha Nam, Vietnam | 17 | Announced second phase plant construction plan on behalf of AVC TECH(Vietnam) | 204/06/14 Expand capacity of Liquid cooling product |
| Sunowealth | 2421 TT | 2024/11/12 | Batan, Philippines | 20 | Participated in cash capital increase of Sunon Properties | Expand capacity of Eiglid cooling product |
| Sunowearin | 242111 | 2024/5/3 | Batan, Philippines | 50 | Announced plant construction plan on own property on behalf of SUNON Properties | Expand capacity of Air cooling fan module |
| Jentech* | 3653 TT | 2024/3/3 | Taoyuan, Taiwan | 18 | Announced cash capital increase of Kenly Precision Industrial | Expand capacity of All cooling fail floodile |
| Components | 505511 | 2024/0/7 | Tuoyuun, Tuiwan | 10 | Announced cash capital increase of Kenty Precision industrial | |
| Argosy* | 3217 TT | 2024/11/11 | Hanoi, Vietnam | 4 | Announced plant construction plan on behalf of Agrosy Technology (Vietnam) | |
| Bizlink | 2665 TT | 2024/5/15 | Xiamen, China | 57 | Announced plant construction plan on own property on behalf of BestLink Electronics | |
| DIZIIIIK | 200211 | 2024/3/13 | Aldinen, China | 57 | (Xiamen) | |
| | | 2024/6/21 | Batam, Indonesia | 13 | Participated in cash capital increase of Pt. Bizlink Technology | Expand capacity of high speed, industrial, and automotive wire connection |
| | | 2024/6/21 | Friesoythe, Germany | 32 | Announced obtain of ROU Assets on behalf of Bizlink Special Cables Germany GmbH | |
| Sinbon | 3023 TT | 2025/3/6 | Miaoli, Taiwan | 97 | Announced investment of plants and Tongluo Subsidiary | |
| Lintes* | 6715 TT | 2024/2/26 | Chonburi, Thailand | 7 | Participated in cash capital increase of Lintes Technology (Thailand) | |
| King Slide | 2059 TT | 2024/8/19 | Texas, USA | 14 | Announced obtain of property from King Slide Technology USA on behalf of King Slide Technology China | |
| Chenbro | 8210 TT | | Johor, Malaysia | 11 | Obtained property on behalf of Chenbro (Malaysia) | |
| | | 2024/11/7 | Johor, Malaysia | 18 | Participated in cash capital increase of Chenbro (Malaysia) | |
| SZS | 3376 TT | 2024/12/12 | Bac Giang, Vietnam | 7 | Participated in cash capital increase of Smart Point | |
| | | 2025/2/11 | Suzhou, China | 18 | Announced plant construction plan on leased property on behalf of Xinrixing Precision Electron (Suzhou) | |
| Fositek | 6805 TT | 2025/3/3 | Ha Nam, Vietnam | 8 | Participated in cash capital increase of Fositek (Vietnam) | |
| Jarllytec* | 3548 TT | 2024/11/12 | Chachoengsao, Thailand | 5 | Announced investment of Jarllytec (Thailand) on behalf of Smart Hinge Holdings | |
| Chicony | 2385 TT | 2024/5/6 | Chachoengsao, Thailand | 56 | Announced budget of second phase construction plan on own property on behalf of Chicony Eletronics (Thailand) | Expand capcity of keyboards and PSU products |
| Simplo | 6121 TT | 2024/10/25 | Bac Giang, Vietnam | 18 | Announced plant construction plan on own property on behalf of SIMPLO Technology | |
| Power | | | | | (Vietnam) | |
| Delta | 2308 TT | 2024/4/12 | Samut Prakan, Thailand | 88 | Announced construction plan of WG3/WG4 on behalf of Delta Electronics(Thailand) | Expand capcity of PSU products |
| | | 2025/1/24 | Hessen, Germany | 20 | Announced obtain of ROU Assets on behalf of TB&C Outset Center GmbH | ,, |
| | | 2025/2/5 | Texas, USA | 12 | Announced obtain of pre-sold property on behalf of Delta Electronics(USA) | |
| | | 2025/2/14 | Samut Prakan, Thailand | 13 | Announced obtain of equipment on behalf of Delta Electronics(Thailand) | Expand capcity of PSU products |
| Lite-On | 2301 TT | 2024/2/26 | California, USA | 21 | Participated in cash capital increase of Leotek Electronics USA | , |
| | | 2024/4/30 | Quang Ninh, Vietnam | 24 | Announced obtain of ROU Assets on behalf of Lite-on Technology Vietnam | Expand capcity of PSU products |
| Networking | | | | | | |
| Accton | 2345 TT | 2024/6/21 | Vinh Phuc, Vietnam | 11 | Announced obtain of property on behalf of Vietnam Acction Technology | |
| Arcadyan Tech | 3596 TT | 2024/1/25 | Vinh Phuc, Vietnam | 9 | Announced obtain of equipment on behalf of Arcadyan Technology(Vietnam) | |
| Gemtek | | 2024/5/29 | Ha Nam, Vietnam | 10 | Participated in cash capital increase of Gemtek Vietnam | |
| Wistron NeWeb | 6285 TT | 2025/1/14 | Ha Nam, Vietnam | 15 | Announced obtain of ROU Assets on behalf of Neweb Vietnam | Expand capacity of LEO products |

Note: announcements colored in red means the expansion is for servers or AI servers

Source: Company data; KGI Research

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