

- Home Page
- Asia
- Europe
- U.S.
- World
- World Business
- Technology
- Science & Space
- Entertainment
- World Sport
- Travel
- Weather
- Special Reports
- ON TV
- What's on
- Business Traveller
- Design 360
- Global Office
- Principal Voices
- Spark
- Talk Asia
- Services
- Languages

# WORLD



## Badminton proves a lucrative game

By CNN's James MacDonald in Guangzhou  
 Wednesday, May 18, 2005 Posted: 0529 GMT (1329 HKT)

**(CNN) -- If you've ever played badminton, chances are you've used the product that made Anthony Chau a wealthy man -- the humble shuttlecock.**

His company, DH (Double Happiness), is the world's largest maker of shuttlecocks, churning out about 45 million a year for brands such as Wilson, Prince and RSL.

Chau originally hadn't planned to enter into such a venture.

"I was working in a bank. After about three or four months, I found the work terribly tedious and boring, so I thought I must change my profession," Chau says.

In 1978 he did just that, finding his way into a business with very little competition.

Back then, most shuttlecocks were made in Europe, but from his Hong Kong home, Chau saw a potential goldmine beyond the border into China.

Equally important, China has feathers -- a standard ingredient for the production of shuttlecocks.

Goose is a popular dish in many parts of China, which gave DH access to a seemingly endless supply of the raw materials.

### Quality control

But producing the perfect shuttlecock isn't easy.



DH is the world's largest maker of shuttlecocks.

### VIDEO

Inside the world of shuttlecocks  
[PLAY VIDEO](#)

### RELATED

E-mail us: Do you have an opinion about the issues covered in Eye on China? Do you have a question for the CNN Connects debate? [E-mail us.](#)

### HOT ECONOMY

#### GDP GROWTH

- 2001: 7.3 percent
- 2002: 8.0 percent
- 2003: 9.3 percent
- 2004: 9.5 percent
- 2005: 8.0 percent (est.)

Source: IMF

### EYE ON CHINA

advertisement  
[Your E-Ma](#)  
[Travel the](#)  
[CNNarabic](#)  
[Sports Up](#)

PLAY AGAIN

THE II  
 TV EX  
 VISIT O



ERIC  
 TAKING

In DH's factory in the city of Guangzhou in Guangdong province, shuttlecocks fly around the room hour after hour, each flight path monitored carefully.

DH's marketing director Duncan Chau, who's Anthony's son, says quality control is critical to the company maintaining its reputation.

"That's why the company has to constantly improve its equipment, technology and process -- from selecting the feathers, to inserting them in the cork, to tying and glueing the shuttle," he says.

Ultimately, the completed shuttlecocks end up in the factory's testing room for final scrutiny. They're fired out of machines to see how far they'll fly, ensuring each one is game ready.

But no amount of testing or quality control can give a shuttlecock a limitless life. In a high intensity game, the shuttles take a pounding.

This is a bonus for DH, as shuttlecocks need to be continually replaced -- creating an on-going demand for the product.


Contributing to this demand is the fact that the sport of badminton is growing, especially in Asia.

"In my city Guangzhou, more and more people are playing badminton. And not just in the city. This sport has reached outside to the whole world," a player of the game enthuses.

To keep up with demand, DH is about to open a new feather processing plant, also in China.

"People always thought that the badminton shuttlecock business is very small, but actually it's a million-dollar business. They don't realize that," Chau says.

- [Economy sets a sizzling pace](#)
- [Giant aspires to superpower status](#)
- [Shanghai: China's business engine](#)
- [Space: China's great leap skyward](#)
- [Environment pays price of progress](#)
- [Asian tussle for dominance](#)
- [Rural citizens fighting back](#)
- [IT warms cooperation with India](#)
- [Games heads leave little to chance](#)
- [Xinjiang: On the new frontier](#)
- [Young, angry ... and wired](#)
- [Tiger in house of the flying hero](#)
- [Middle Kingdom 'best under heaven'](#)
- Special report: [Eye on China](#)



**Story Tools**

-  [SAVE THIS](#)
-  [E-MAIL THIS](#)
-  [PRINT THIS](#)
-  [MOST POPULAR](#)

advertisement

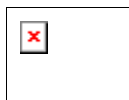
[Click Here to try 4 Free Trial Issues of Time!](#)



**WORLD**

WORLD NEWS ▾

[Iran poll to go to run-off](#)



- [U.N.: Truck bomb killed Hariri](#)
- [EU 'crisis' after summit failure](#)
- [U.S. House votes to keep U.N. dues](#)

**TOP STORIES**

CNN.com HOME PAGE ▾



[EU 'crisis' after summit failure](#)

- [Iran poll to go to run-off](#)
- [40 million credit cards exposed](#)
- [U.S. House votes to keep U.N. dues](#)

[CNN US](#) [Languages](#)  [On CNN TV](#) [E-mail Services](#) [CNN Mobile](#) [CNN AvantGo](#) [CNNtext](#) [Ad info](#)

SEARCH [The Web](#)  [CNN.com](#)

© 2005 Cable News Network LP, LLLP.  
A Time Warner Company. All Rights Reserved.  
[Terms](#) under which this service is provided to you.  
Read our [privacy guidelines](#). [Contact us](#).

 All external sites will open in a new window. CNN.com does not endorse or guarantee the accuracy of external sites.  
 Denotes premium content.