

Macro Roundup Article

Headline: [Apple's Complex, Secretive Gamble to Move Beyond China](#)

Article Link: <https://www.bloomberg.com/news/articles/2023-04-05/inside-apple-s-plan-to-move-iphone-production-from-china-to-india?sref=U3dOGIDF>

Author(s)	Mark Gurman
Publication	Bloomberg
Publication Date	April 05, 2023

Tweet: [Apple's decoupling strategy is increasingly focused on India. Apple plans to shift 25% of iPhone production to India by 2025.](#)

Summary: The company is moving carefully. Apple's leadership is concerned that China might retaliate if it moves too much capacity to other countries, or transitions too rapidly. Customers in China could turn against US-designed products amid heightened nationalism. Apple's efforts center on India as a location for production of iPhones and accessories, Vietnam for AirPods and Mac assembly, Malaysia for some Mac production, and Ireland—where suppliers currently build the relatively easy-to-produce iMacs—for a range of simpler products. Managers in Apple's operations department have instructed employees to focus on sourcing additional components and locating production lines outside China for more new products coming in 2024, though the company also plans to retain extensive operations in the country.

Related Articles: nan

Primary Topic: Trade (not deficits)

Topics: Factoid, GDP, News article, Trade (not deficits)

Permalink: <https://www.edwardconard.com/macro-roundup/apples-decoupling-strategy-is-increasingly-focused-on-india-apple-plans-to-shift-25-of-iphone-production-to-india-by-2025?view=detail>

Featured Image Link: <https://www.edwardconard.com/wp-content/uploads/2023/04/Apple-Manufacturing-Suppliers-Bloomberg-.jpg>