

ChinaIC MONTHLY REPORT

A Brief Introduction



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China

2019-04-13



ChinaIC MONTHLY REPORT

- **ChinaIC Monthly Invest, Market and Technology Research & Analysis Report and Information (ChinaIC Monthly Report for short)** is the only English language, monthly report devoted to the integrated circuits industry in China. Its innovative, multi-faceted approach includes texts, databases, videos, slideshows (PPT etc) presentations, and pictures accompanying each issue.
- This 130+ page per month report is a highly comprehensive, yet concise, compilation with researches, analyses, and information with timely insights into trends, events, and activities affecting consumers, the executives and suppliers. It contains independent and unbiased data, information, interviews and analyses of the market in China on a monthly basis, which is the unique and the only one of such kind available on the market.



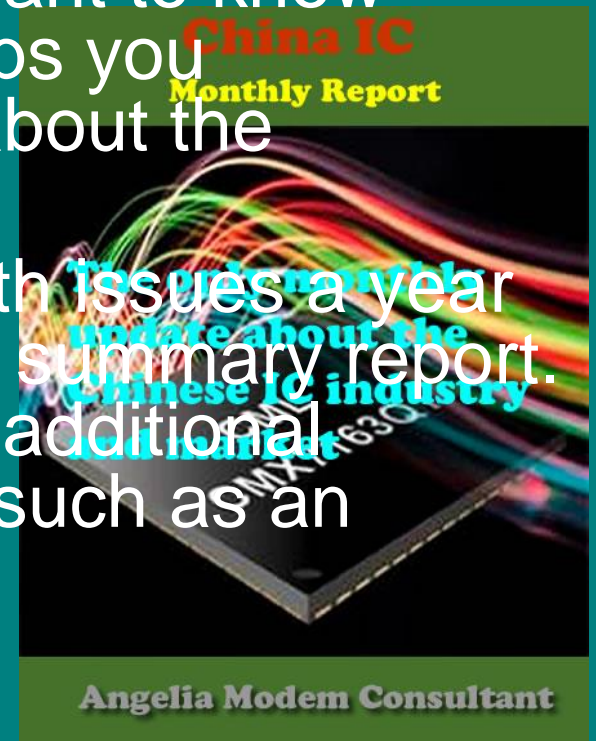
ChinaIC MONTHLY REPORT

The report covers a wide spectrum of topics, incl. major news, research and development, design, progress in manufacturing, testing and packaging technology, international trade and commerce, online business and education, supplies, market trends, pricing information, financing and services, events, government policy and other important issues affecting all kinds of stakeholders of the industry such as designers, foundries, testers and packagers as well as consumers.



ChinaIC MONTHLY REPORT

- The report is targeted to all levels of your organizations - the corporate executives, the marketing people, the R&D members, the manufacturing personnel, who want to know about the market in China. It helps you understand and keep informed about the Chinese market.
- The report has a total of 12 month issues a year and also an annual analysis and summary report. In between we may present you additional reports as the case may arise – such as an important event etc.



ChinaIC MONTHLY REPORT

- Our content is sourced from our proprietary, impartial researches on major issues and current events. We also review leading publications, top tier consultants, leading universities and independent researchers, and governmental sources for additional independent materials of value for our readers.
- The owner and editor of the Reports is Mark Chen, who has been covering the business since 2004.



QUICK FACTS

Frequency:

12 times a year + an annual review and an intermediate report mid of the year

Language:

English

Format of reports:

Basic form of electronic PDF Document (single column), accompanied with slideshow, videos, databases and pictures

Size:

About 130 pages for each issue in A4 paper size with default font type and size

Time of delivery:

At the second half of the month for the previous month.



CLIENTELE



- **ChinaIC** readers are the industry movers and shakers; the senior personnel responsible for running the country's IC industry.
- Decision makers of the silicon industry worldwide, incl. top executives, marketing people, r&d staff, production engineers, IC designers, eda vendors etc
- Tradesmen, government officers, investors and bankers, insurers and brokers are all possible buyers of this report.

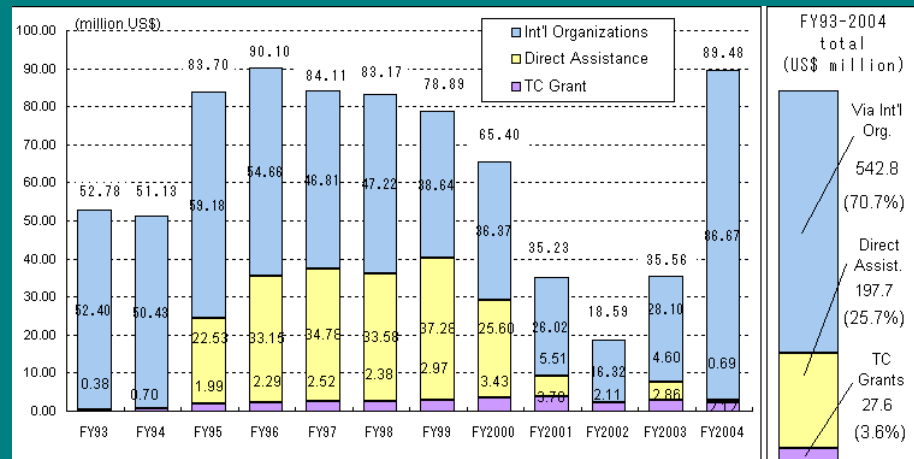
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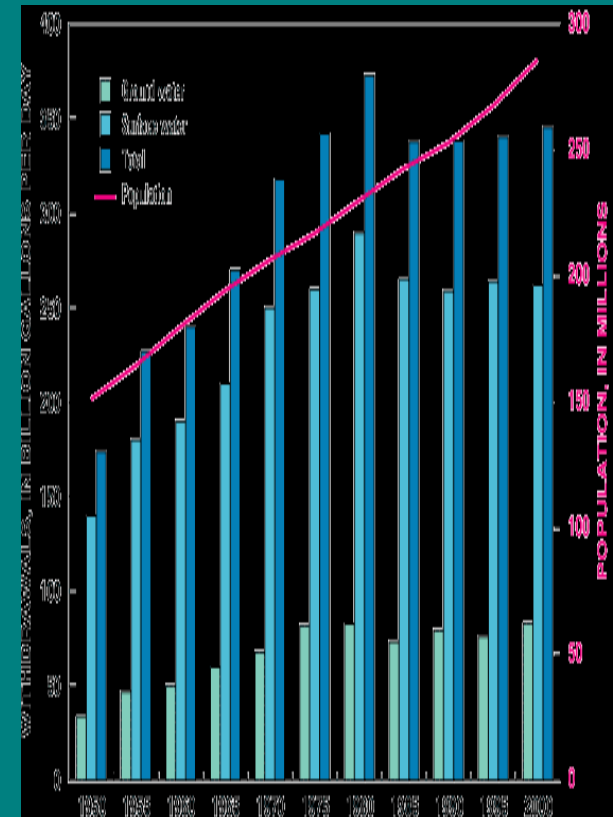
EXECUTIVE SUMMARY

- How the Chinese IC market has performed this month generally?
- What are the possible causes of malfunction of the market?
- What proposals we may put forward to foreign IC producers, designers, investors and other stakeholders?
- How to avoid mismanagement of your strategy next month?



DEVELOPMENT TRENDS

- Does the government plan to curb or encourage development of more ICs etc?
- Will the development pace speeded up or slowed down later?
- Will the price go down next month?
- How about the financing market?
- What about technology development?
- What about design & production ?



REGIONAL

- Geographical Breakdown
- Concentration
- The Yangtze Delta Region
- The Pearl Delta Region and
- Beijing and North China
- The rest of the country

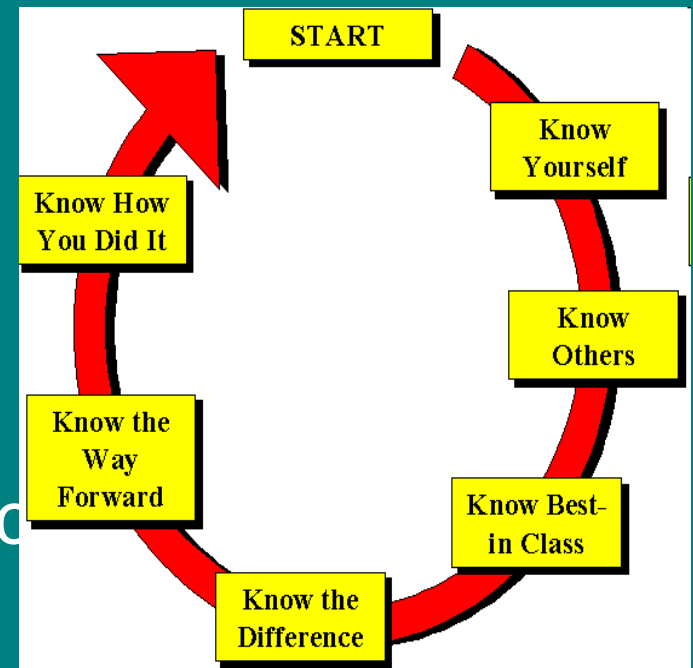


INTERNATIONAL BENCHMARKING

Comparison with international IC
Industry and market on all areas

, incl.

- Policies (regulations and restrictions of development)
- Prices
- Development stand (design , manufacturing technology etc)



RISKS

- Political
- Financial & banking
- Demographical
- Human resources
- Marketing
- Management
- IC security



PROBLEMS, CHALLENGES & ACTIONS

- Challenges
- Problems
- Restraints to Development
- Shortcomings
- Possible actions of the government, industry and others



TRADE WAR & CHINA IC INDUSTRY

- Impact of the US-China trade war on the Chinese IC industry
- Counter measures of the Chinese government and the Chinese IC industry
- Positive sides and negative sides



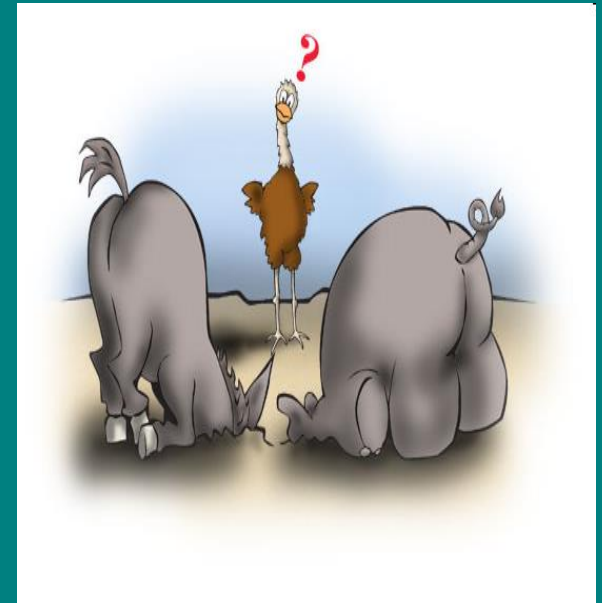
NEWS & SPOTLIGHTS

- Major news
- Hotspots
- **SPECIAL TOPICS**



VIEWPOINTS

- Comments made by leading industrial, academic and government figures
- Comments made by foreign observers and stakeholders of the Chinese IC industry



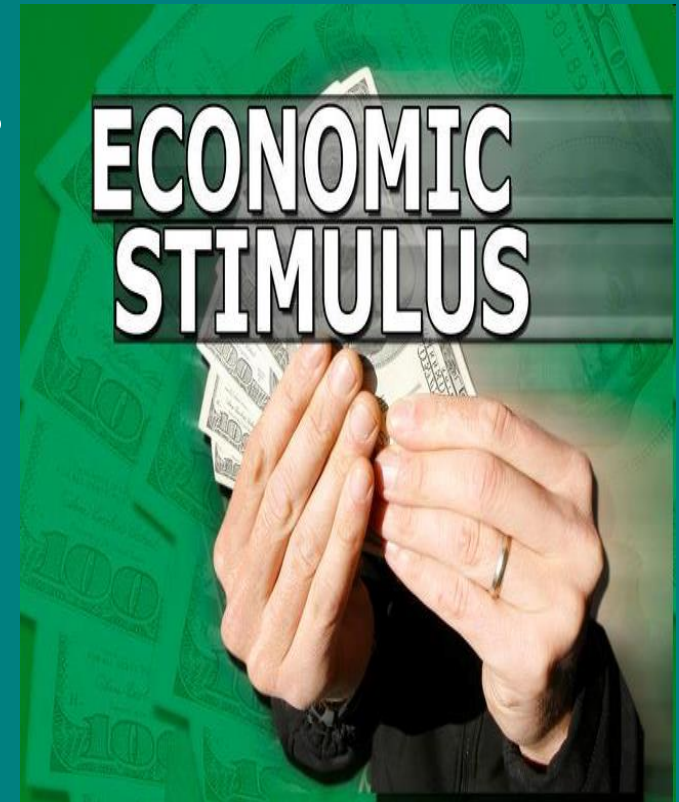
POLICIES, LAWS, FINANCING AND INCENTIVES

- Government Tax & Tariffs Incentives
- Government Grants
- Government Foundation Grants
- Government Funds & Investment
- Government Intellectual Property Protection
- Government Pricing and Reimbursement
- Government Development Policies
- National and Local Laws
- Government Regulations and Administration Directives
- Government Guidelines
- Government Plans
- Government Incentives
- Government Subsidies
- Government Financing & Credits



GOVERNMENT & INDUSTRY PROGRAMS

- Commercial & Marketing Programs
- Technology Development & Research Programs
- Financial Research & Outreach Initiatives
- Local Government Programs
- Institutional Programs
- Nonprofit Programs
- Industry / Private Sector Programs



CODES, DIRECTIVES, STANDARDS & SPECIFICATIONS



- All requirement during the entire life cycle of the IC development
- At all levels
- Existing and planned
- Major impact on foreign designers, foundries and investors

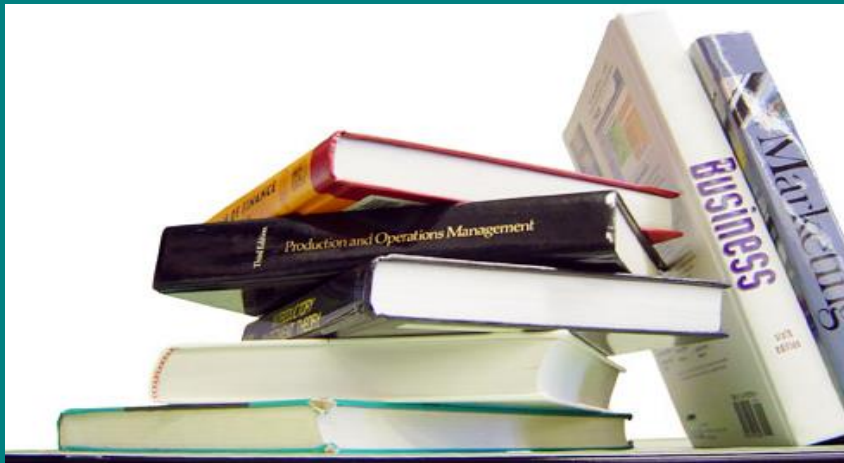
CERTIFICATION & LICENSING

- Government restrictions on granting operation permission
- Licensing news and update
- Procedure
- Costs
- Time needed to obtain licensing
- New trends



ACADEMIC & MEDIA

- Education
- Training
- Online Learning & Distant Learning

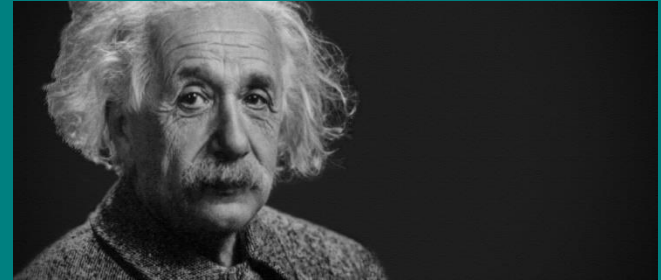


- Magazines And Journals
- Books & CDs
- Other publications

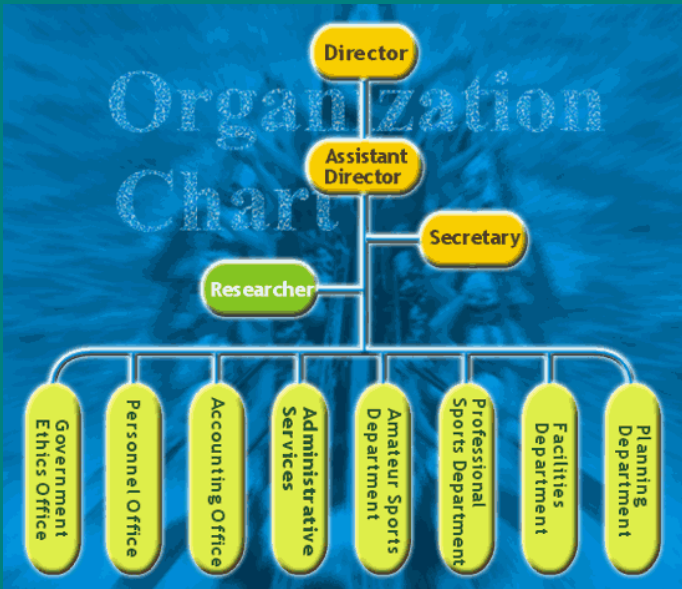
PEOPLE

Key personalities of the month

- Top designers
- Top R&D fellows
- Top entrepreneurs
- Top officials



ORGANIZATIONS



- New establishment
- Expansion
- Changes
- Their roles and tasks
- Impact on the industry

DIRECTORIES

Industry directories as guidance such as prepared by us as well as others

- IC manufacturers
- Foundries
- Designers
- Testers
- Packagers
- Brokers / dealers
- Government agencies
- Industry associations



COMPANY CASE STUDIES

- Success stories
- Failure lessons
- Economic indices
- Financial performance
- Industry benchmarking and ranking



SUPPLY CHAINS

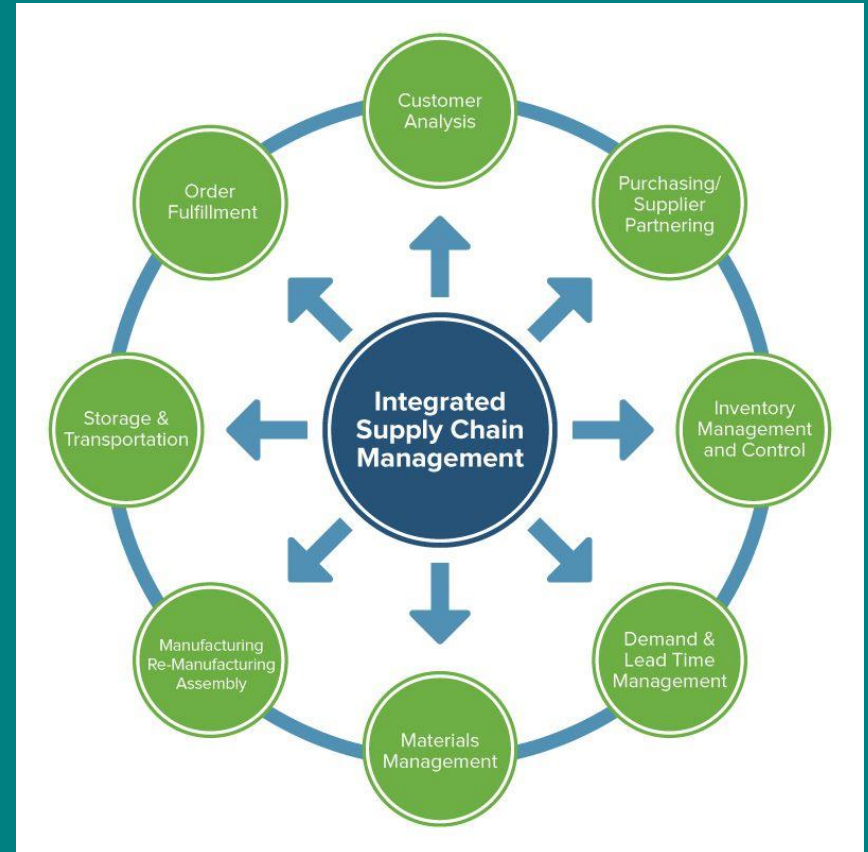
Silicon materials

Production equipments

EDA Software and
Facilities

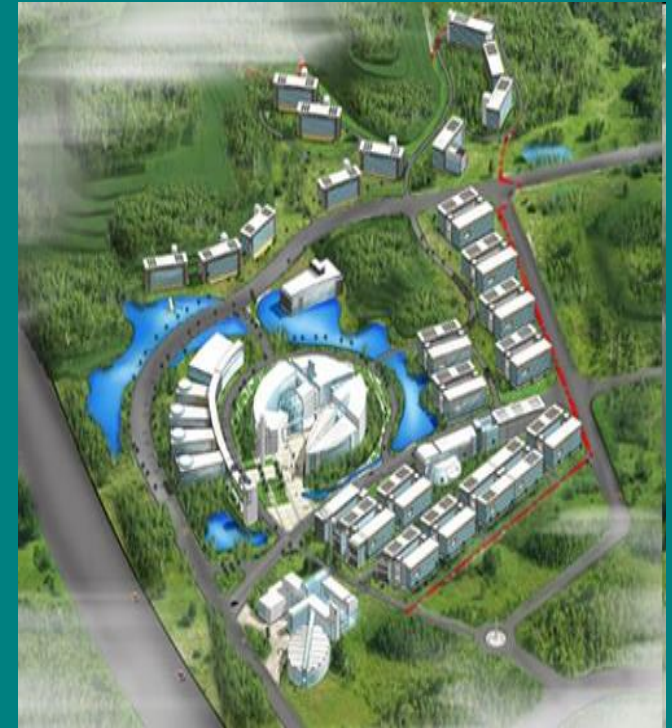
Designs

Packaging & Testing



INDUSTRIAL PARKS

- Planned industrial parks or zones dedicated to ICs
- Basic information about these parks/zones
- How to set up production facilities there?
- Some overview about these parks/zones throughout the country



EDA

EDA vendors China
Foreign EDA software in
China

Properties rights problems

Software for other
processes of the IC
industries – R&D,
foundries and production,
testing and packaging

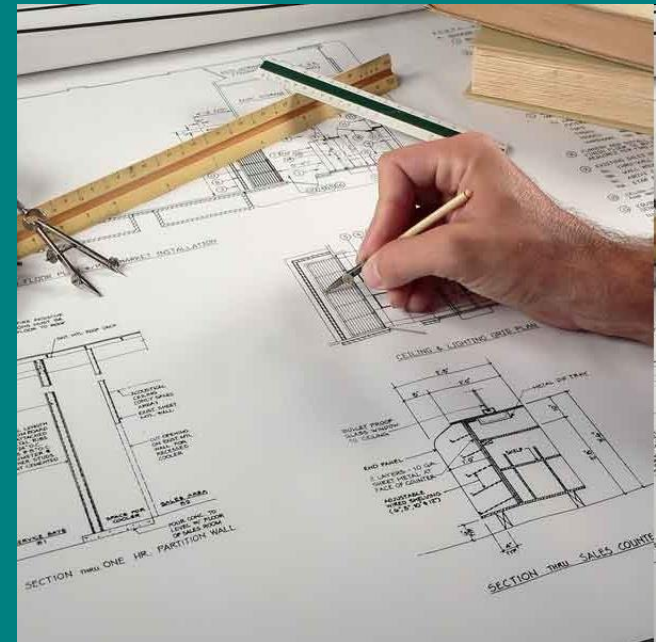
DESIGNERS

Leading design firms

Case studies

Fashion in design

New trends in design
technology



IC FOUNDRIES

- Competitive Status & Landscape
- Key foundries and factories
- Company Case Studies
- Production Projects
- Problems



Testing & Packaging



CHINESE IC MANUFACTURERS IN THE WORLD

Overseas takeover

Market expansion

Local presence

Technology exchange

Problems and challenges



FOREIGN IC COMPANIES IN CHINA

- General status
- Top 10
- Most known
- Marketing strategy
- Problems and challenges
- Future



INSURANCE

- How the insurance industry is involved ?
- What are the costs of insurance?
- How are the procedures for the IC insurance?
- Major insurers
- Government regulations



FINANCING & CREDIT



- Government laws and regulations
- Government credit
- Commercial lending
- Bank credit
- Investing bank
- Rates

HUMAN RESOURCES



Human resource development

Requirement on different levels of the skilled people

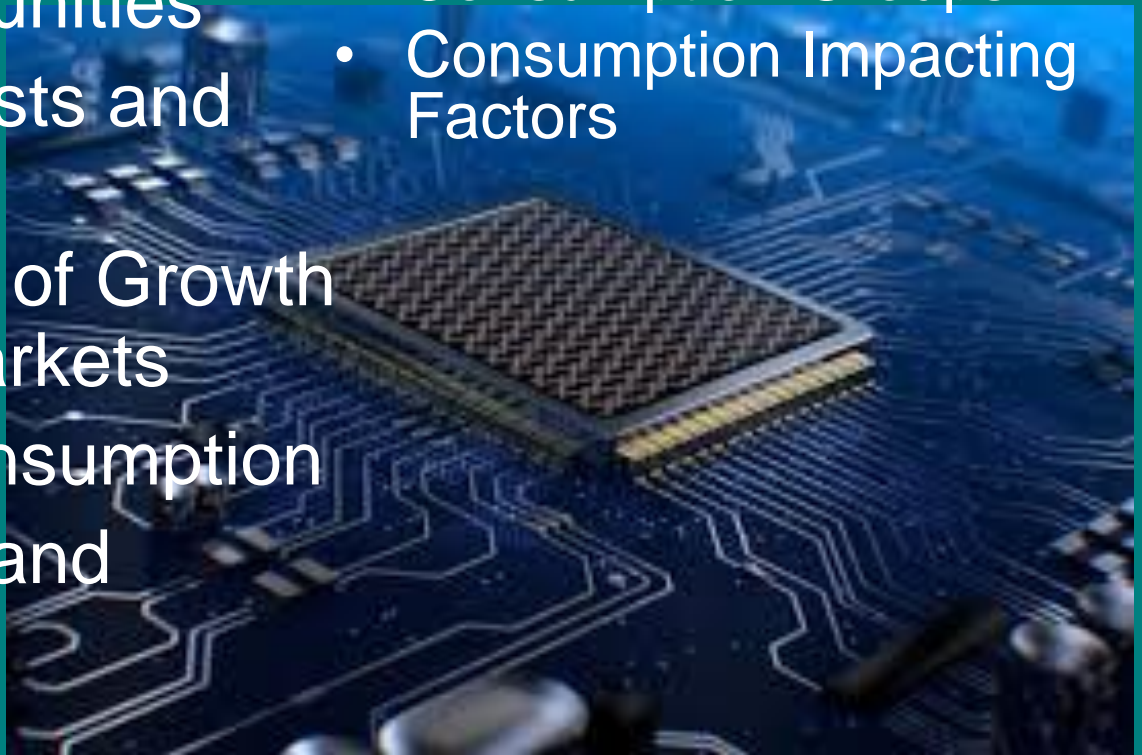
Salary development

Labor costs

Government regulations on hire and layoff

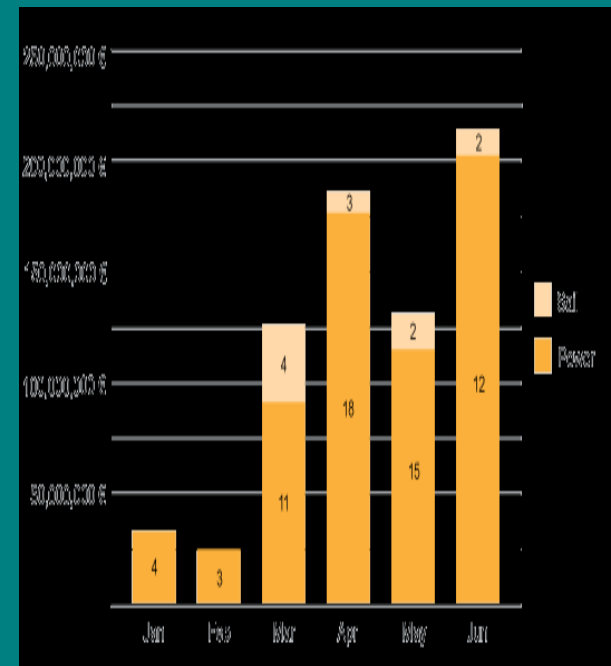
MARKET STATUS

- Overview
- Market Shares
- Market Opportunities
- Market Forecasts and Projections
- Driving Forces of Growth in Regional Markets
- Demand & Consumption
- Supply & Demand Relations
- Traditional Consumption Restraints & Psychology
- Consumption Groups
- Consumption Impacting Factors



PRICES

- Price Index
- Price graph
- Comparison regional
- Comparison of various types
- Factor affecting price fluctuations



STOCKS

- IC Related Stocks in China and their development – prices, earning etc
- New listing
- Oversea Listed Companies



IMPORT

- Import values and amount
- Breakdown
- Import Tariffs
- Trends



EXPORT

- Export values
- Export amount
- Exported brands
- Prices
- Problems



INVESTMENT

- Recent investment update
- Investment strategies
- Investment related procedure in China



COMPETITION

- Competition nationwide
- Competition regional
- Competition with international players
- Companies with better competitiveness
- Key competitiveness indicators



MERGER & ACQUISITION

- Major M&A announcement
- Opportunities
- Obstacles to Merger & Acquisition
- Risks and problems
- Impact on market competition



SALES & MARKETING

- IC distributors / dealers
- Brokerage & hire
- Advertising
- Marketing strategies
- Marketing modes / channels
- Marketing expenses
- Cross-regional marketing



MARKETPLACE



- China IC trade market
- Trading
- Shopping malls & markets
- Tenders
- Shopping guide
- Companies for sales or M&A announcement
- Cooperation for production or development

IT & INTERNET

IT INFRASTRUCTURE, SOFTWARE, DATABASES, ONLINE APPLICATIONS AND E-COMMERCE

- Design Software
- Testing Software
- Packaging Software
- Online Stores
- Education Online
- WEB Resources

ONLINE COMMUNITIES

- BBSs / Forums
- Blogs
- Podcasts
- Videos / Movies
- Special Columnists
- Social media



CALENDAR & EVENTS

- Conferences
- Conventions
- Symposiums
- Seminars
- Workshops
- Forums
- Exhibitions
- Fairs
- Expositions

