

## 概述 Introduction

为了提高半导体制造能力，中国政府将在未来 10 年投资逾 1770 亿美元，用于建设国内芯片产业。目前，中国有 24 座晶圆厂正在建设中。

考虑到这一增长的投资期，Silicon Semiconductor 于 2018 年推出了中文版《半导体芯科技》（Silicon Semiconductor China）。

独立的中文版《半导体芯科技》：

- 一年六期以简体中文出版
- 送达 10,000 名半导体行业专业人士，远远超过 Silicon Semiconductor 英文版杂志原有的 3,620 名中国订户
- 编辑的重点是满足中国市场的信息需求
- 加入中国本土的内容，由 Sunnie Zhao（原《半导体科技》主编及《化合物半导体》中国版的现任主编）领导中国编辑团队

《半导体芯科技》媒体平台包括：印刷版杂志和数字版杂志，以及全中文网站。数字版杂志通过 email 发送至 15,000 名目标读者，数字版也在全中文网站上发布。

利用《半导体芯科技》全中文网站平台，经销商可以通过白皮书、视频和在线研讨会与业界专业人士进行交流。

《半导体芯科技》还推送两份电子邮件通讯，每两周出版一次，将最新的本地和国际新闻及产品信息带给中国数字版的读者。

《半导体芯科技》还与母公司雅时国际商讯（ACT International）共同在苏州举办“晶芯研讨会（Chip China）”及展览会，为芯片制造和集成电路封装、组装和测试提供领先的技术和产品信息。

To pump up its semiconductor manufacturing capabilities, Beijing is investing more than US\$177 billion over the next decade to build a domestic chip industry. Presently, China now has 24 fabs under construction.

In light of this heightened investment period, Silicon Semiconductor launched Silicon Semiconductor China in 2018. The stand-alone, Chinese edition is

- published in Simplified Chinese six times a year
- received by 10,000 semiconductor industry professionals, up from 3,620 Chinese subscribers for the English-only edition
- focused with editorial targeted solely to the information needs of the Chinese market
- locally generated by a team of China-based editors led by Sunnie Zhao, past editor of SolidState Technology China and current editor of Compound Semiconductor China.

In addition to a "print edition", Silicon Semiconductor China media platform includes a digital edition of the magazine, targeting an audience of 15,000 e-mail addresses, and a full, Chinese-language website. It is within this context that marketers can communicate to key industry professionals via white papers, videos, and webinars.

Rounding out the Silicon Semiconductor China platform are two email newsletters published once every two weeks to bring the latest local and international news and product information to Silicon Semiconductor China's digital readers.

Silicon Semiconductor China through its parent, ACT International Media company, also organizes and hosts Chip China, a conference and exhibition held in Suzhou to provide leading edge technology and product information for fab manufacturing and IC packaging, assembly, and test.

## 全方位信息平台 Completed Information Platform

### 印刷杂志 Print Magazine



中文简体版  
Simplified Chinese Edition



英文版  
English Edition

### 电子媒体 Digital Media



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### 业界活动 Industry Event



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