

概述 Introduction

从中国政府定立的长期目标，与及中国半导体行业的潜在规模，催化了《半导体芯科技》(Silicon Semiconductor China) 中国版杂志的诞生。目前，中国的半导体消耗量达全世界的 60%，但其中约 90% 的半导体需要依靠进口。从更广阔的背景来看，中国已经启动了自己的工业 4.0 计划，以便与欧洲和北美的制造能力相竞争。“中国制造 2025”的目标之一是升级和增加包括信息技术、机器人和汽车业在内的十个关键领域的国产零部件含量。

为了提升半导体制造能力，中国政府计划在未来 10 年至少投资 1770 亿美元，以建立中国自己的芯片产业。目前，中国正在建设中的晶圆厂有 24 座。

多年来，面向全球的 Silicon Semiconductor 英文版杂志也一直为中国半导体行业的专业人士提供服务，但现在是时候推出一本独立的《半导体芯科技》(Silicon Semiconductor China) 中文版杂志了。

《半导体芯科技》中文版杂志：

- 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
- 加入中国本土的成本内容，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，她曾从事半导体刻蚀和沉积等相关技术研究工作。

除了印刷版杂志，《半导体芯科技》数字版将通过 email 发送至 15,000 名目标读者。数字版也将在全中文网站上发布。利用这个全中文网站平台，经销商可以通过白皮书、视频和在线研讨会与主要业界专业人士进行交流。

《半导体芯科技》还推送电子邮件通讯，每月出版一次，将最新的本地和国际新闻及产品信息带给中国版的数字读者。

为了展现中国半导体制造技术、应用及产品，《半导体芯科技》将于 2018 年 6 月在苏州组织举办 Chip China 会议和展览。

Beijing's goals and the potential size of China's semiconductor industry dictate the need for a Chinese edition of Silicon Semiconductor magazine. Currently, China consumes 60 percent of the world's semiconductors, yet it must import about 90 percent of its needs. And in a broader context, China has initiated its own Industry 4.0 program so it can compete with Europe's and North America's manufacturing capabilities. One of the goals of the "Made in China 2025" program is to upgrade and increase the domestic content of components used in ten key areas including information technology, robotics, and vehicles.

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

Over the years, Silicon Semiconductor has served China's semiconductor industry professionals with its English, worldwide edition of the magazine, but now the time is right to launch a stand-alone edition—Silicon Semiconductor China.

The stand-alone, Chinese edition will

- be published in Simplified Chinese six times a year
- reach 10,000 semiconductor industry professionals, up from 3,620 subscribers
- have an editorial focus solely targeted to the information needs of the Chinese market
- include locally generated content by a team of China-based editors led by Sunnie Zhao, past editor of SolidState Technology China and current editor of Compound Semiconductor China, who during her engineering career researched semiconductor etching, and film deposition technologies

In addition to a "print edition", a digital edition of Silicon Semiconductor China will be launched, targeting an audience of 15,000 e-mail addresses. The digital edition is augmented by a full, Chinese-language website. It is within this context that marketers will be able to communicate to key industry professionals via white papers, videos, and webinars.

To round out the Silicon Semiconductor China portfolio is an email newsletter to be published once every two weeks to bring the latest local and international news and product information to Silicon Semiconductor China's digital readers.

And to showcase manufacturing technologies, applications, and products, Silicon Semiconductor China will organize and host Chip China, a conference and exhibition to be held in Suzhou in June 2018.

全方位信息平台 Completed Information Platform

印刷杂志 Print Magazine



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Simplified Chinese Edition



英文版
English Edition

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