China boasts the fastest growing economy in the world. It’s economic growth — especially in the electronics sector — is fueled by the implementation of telecom networks, the production of computer equipment, and the demand for consumer electronics. Investments in services and equipment by the Chinese postal and telecommunications agencies, for example, exceeded US$28 billion during the first 11 months of 1996 (China Research Corp). China’s 1995 production of PCs grew 45.7%, and its production of insert cards, motherboards and peripherals grew 39.4%. All this creates a voracious appetite for western-made semiconductors. In fact, China’s market volume for imported ICs grew to 6,800 million units in 1996, 37.9% higher than total sales in 1995 (CCID-MRD report, March 1997).

The aim of The International Integrated Circuits Conference—IIC—is to accelerate the acquisition of semiconductor ICs by offering Chinese design engineers the information they need to select and utilize state-of-the-art devices. These decision-makers want insights into how certain ICs yield higher performance, lower costs and smaller form factors in the computers, telephones and consumer products they build. Over the years, IIC has brought thousands of engineers to Beijing and Shanghai. This year, you can be part of the action by presenting a technical paper or organizing and chairing a multi-vendor seminar on a topic in your area of expertise.

Your original paper should describe technology and implementation trends, or offer applications guidance for a particular class of integrated circuits—digital, analog, mixed-signal or custom. Your knowledge and hands-on expertise in IC applications will help Chinese engineers to obtain information that will allow them to make intelligent choices when selecting comparable part types.

IC demands for computers, communications and consumer electronics will cross 8,600 million units in 1997. Over 70 million ICs will be used in smartcards alone in 1997. You are welcome to send us abstracts that fall under these broad categories, but only technologies that have strong application areas in China will be selected. Following the successful format of IIC ’97 and other seminars sponsored by the Asian Sources Media Group, the topics presented at the conference will touch upon, but not be limited to the following subjects:

- Microprocessor architectures (32-, 16- and 8-bit) for PCs and embedded systems
- Low-voltage amplifiers and power supplies
- MPEG, 3D audio, AC-3 and other standards
- Memory architecture trends and tradeoffs
- Design issues, leadtimes and costs associated with custom ICs (including ASICs and FPGAs)
- ATM, SONET, and other network solutions
- Fax/modem and telecommunications ICs
- Wireless and infrared data communications
- ICs for VCD, DVD, CTV, and VCR
- Co-processor architectures for audio/graphics
- Pricing and leadtime trends for device types
- Selecting opamps for gain and bandwidth
- Analog and mixed-signal components
- Microcontrollers for domestic appliances
- Data conversion components and specifications
- The basics of DSP (standard processors, cores)
- DC-to-DC converters and power devices
- PCI and PCMCIA interface components
- Process control—relays and sensors
- Power management and conversion

If you feel qualified to speak on one or more of these subjects—or on similar subjects of interest to Chinese engineers—you are encouraged to contribute and present a conference paper, or organize and chair a multi-vendor seminar.

Deadline for Proposals: September 12, 1997
Paper Submission Requirements

Following the popular format adopted for other ASM Group conferences, papers will be grouped by topic or theme, and presented during a two- or three-hour multi-vendor seminar. A session moderator will identify the theme and technology issues for the seminar, and introduce each of the speakers. The individual presentations will be from 25 minutes to one hour in length, depending on the number of papers selected for each session.

Your presentation should be in Mandarin, or you should have a Mandarin interpreter from your company to present alongside you. Each presenter will be required to submit a 10-page paper in English for publication as part of the Conference Proceedings Book to support their verbal presentations.

If you wish to be considered, send a proposal and short biographic statement, detailing your technical background and your qualifications in English. The proposal should include (1) the Title of your prospective paper, (2) your Name, Company Affiliation, Address, Telephone and Fax Number, (3) the same information for your company's public information officer, (4) an 80- to 100-word abstract describing the main points of your paper and its significance for Chinese engineers, and (5) a three-sentence biography describing your experience in the subject area, and your educational background.

If you are interested in organizing a two-hour multi-vendor seminar, the proposal requirements are somewhat more rigorous: Your proposal and abstract must describe the over-riding issues that link together the semiconductor vendors—as well as customers—participating in your seminar. You must include the names of potential speakers, their company affiliations and the subject of their talks. And you must describe your special qualifications for moderating a technical session that will ideally include IC industry competitors as well as partners. (Because of the language issues in China, only Mandarin speakers will be considered as session chairman and moderators.)

Whether you're interested in giving a presentation, or chairing an entire session, all proposals must be received no later than September 12, 1997 (fax transmission is acceptable, e-mail is encouraged). Authors of accepted proposals will be notified by mid October, and will then have until December 12 to complete and submit a full manuscript. In addition to their acceptance letter, speakers will receive full instructions for preparing their papers, relevant artwork, and other audio visual materials—and helpful pointers for first-time travelers in China.

Send proposals to:
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