

MediaTek: From Feature Phones to Smartphones

The Case Solutions.com



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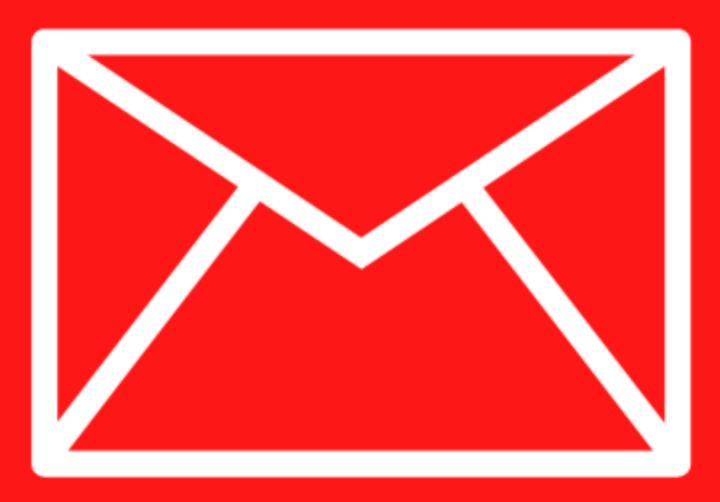
















Shenzhen and the China Handset Market China's first special economic zone

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Spectacular growth after China's opening policy from 1978

Opportunity to avoid customs duties and VAT

Huge market for mobile handsets

A spin-off from United Microelectronics Corporation (UMC)

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In 1983 Ming-Kai Tsai joins as director of R&D He turns the company into the largest CD-ROM supplier