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## MEDIA/TEK



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#### Shenzhen and the China Handset Market

China's first special economic zone

#### [Thecasesolutions.com](http://Thecasesolutions.com)

Spectacular growth after China's opening policy from 1978

Opportunity to avoid customs duties and VAT  
Huge market for mobile handsets

#### The "White Box" Model

PC manufacturing model introduced by Acer Inc.

Later developed by Intel

#### Top 3 effects of the White Box Model

1. Made the manufacturing process much more efficient
2. Generated huge profits between the manufacturer
3. Significantly lowered the entry barriers to getting into the PC business

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**A spin-off from United Microelectronics Corporation  
(UMC)**

**Thecasesolutions.com**

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