

# Shanzai! MediaTek and the



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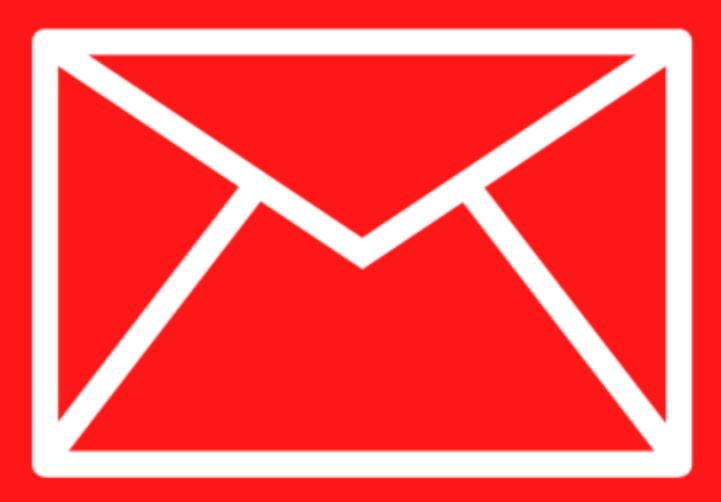
















### Shenzhen and the China Handset Market China's first special economic zone

# Thecasesolutions.com

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)

#### Thecasesolutions.com

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