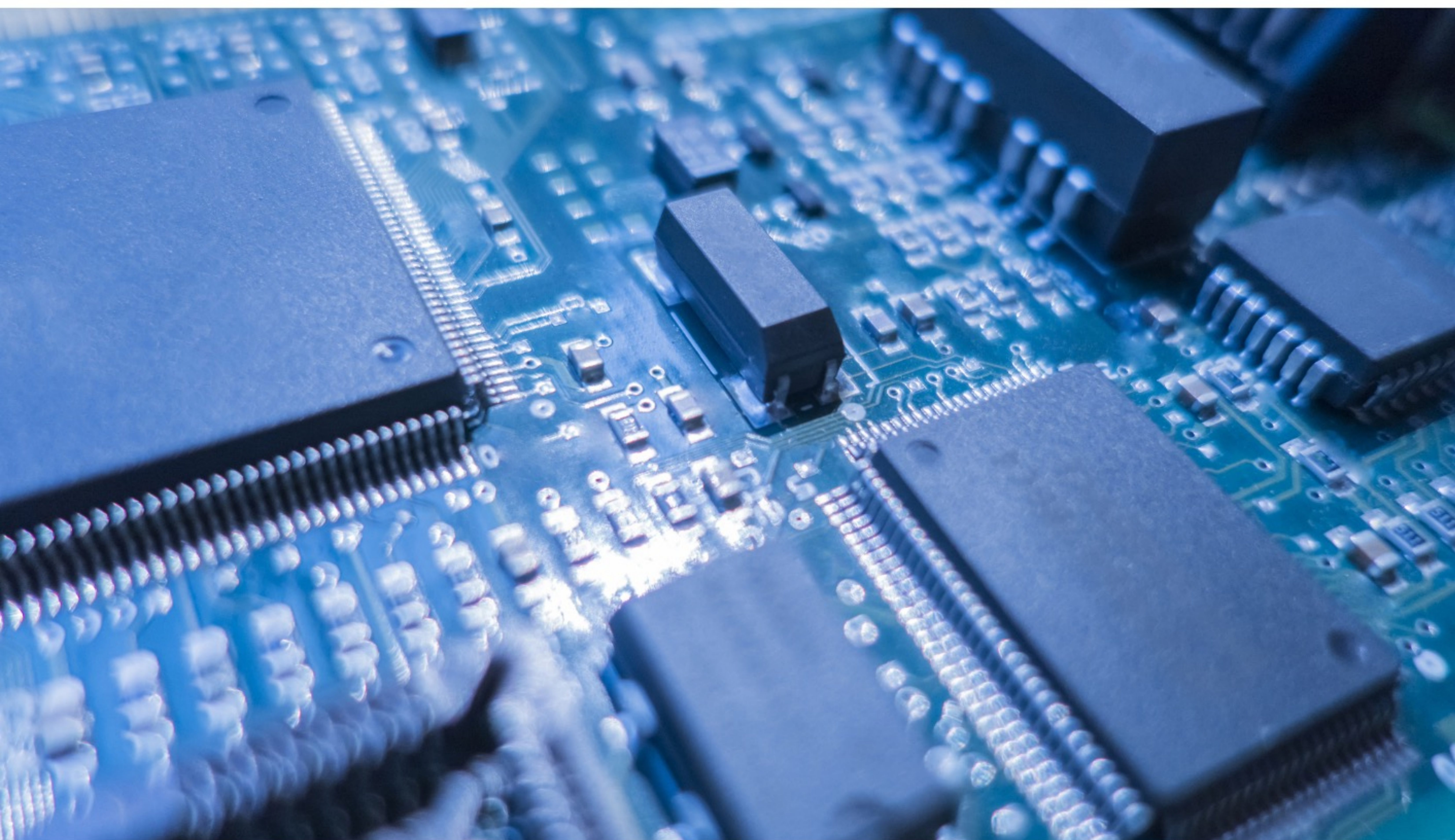


A CHINA COMMUNICATION GUIDE BY  
INFLUENCE MATTERS

# We Get Chips



*Industry Insights and Best Practices*

**MASTER STAKEHOLDER INFLUENCE IN  
CHINA'S SEMICONDUCTOR MARKET**

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# Message from Simon



*China imports more semiconductor technology than anything else every year, continuously bringing business and innovation opportunities to those who choose to tackle the Chinese market. At Influence Matters, our mission is to cultivate successful cross-border cooperation for innovative companies and people with our impactful and nimble approach to building connections through communications. In this eBook, you will find some insights on how your company should approach China, and how we can help.*

## **Simon Vericel**

Founder & Managing Director at Influence Matters

Simon has been in China since 2002, helping cross-border B2B tech businesses make sense of the Chinese market and helping them connect with their ecosystem of influence in a fast-changing business and innovation environment.

# Strengthening Communication Fundamentals in a More Complex China Business Environment

## *Insights for international semiconductor companies*

Doing business in China has become more complex over the past decade in China. Among the main causes are the slowing economy, exacerbated by three years of zero-Covid policies, growing protectionism and support for local preference in the supply chain, and an increasingly conflictual US-China relationship encouraging caution from America's allies when dealing with China.

A growing pain, as signaled by many of Influence Matters clients and partners operating in China, is the increasing difficulty in receiving accurate and trustful information from within China. The disconnect between China and the West reaches organizations internally and externally.

Culturally, while America and some countries in Europe have a clear-cut separation between business and politics, the cut is not so clear in China. Multinationals need more than ever an objective and trustful partner to advise them in connecting the right way with stakeholders in China.

**At Influence Matters, we don't believe that the fundamentals of communicating in China have changed.** They have been strengthened, if anything, for any non-Chinese company operating in China. Let us explain.



*When we will need to make a significant announcement in China, I'm not sure I can trust our local agency or even our team in China to counsel me objectively on our communication strategy.*

The global comms leader of a large semiconductor company

Customers need to be convinced to work with a Western partner. Other stakeholders, including employees, the Government and partners, need to be demonstrated the benefits of working with a non-Chinese supplier or partner. More than the benefits, Chinese counterparts will need to trust that there is no risk in working with a particular international partner. Explicitly communicating on compliance in both China and the West, as well as the less tangible Chinese society advancement goals.

Those fundamentals are especially true for semiconductor companies, one of Influence Matters' industry focus. Chips have been at the center of the growing trade tensions between China and the rest of the world, coined the "Chip War" by leading news outlets and industry specialists everywhere. China imports more value in semiconductors than any other product or commodity every year, and the country's inability, so far, to rival advanced semiconductor innovation and production centers around the world, means China is very much dependent on imports and cooperation with international suppliers.

## What B2B customers in China value today?

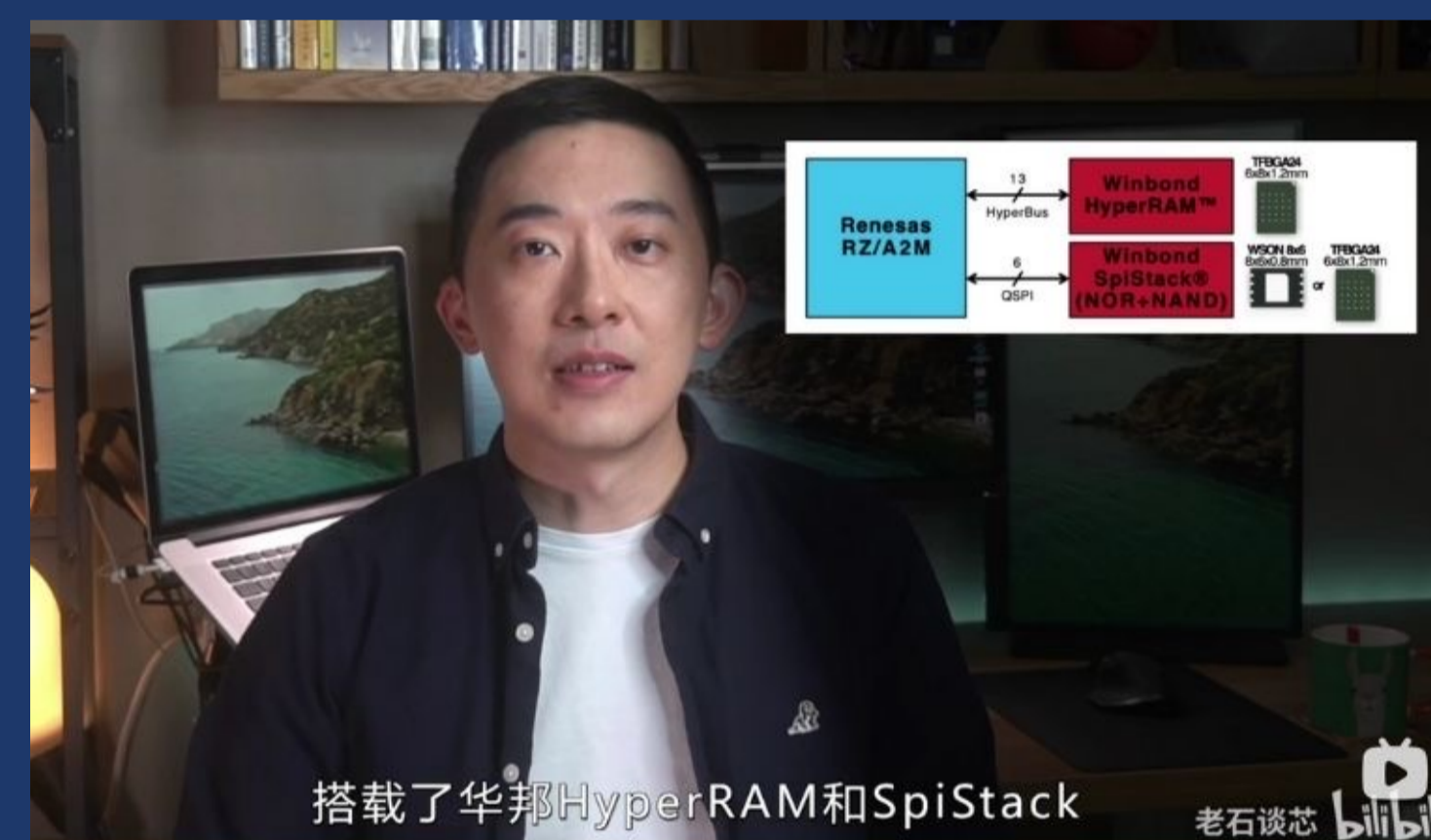
- **Commitment to China's economy and social elevation:** Companies need to show they care about contributing to China's economic development goals.
- **Trust in long-term operations in China:** Customers want to know they can count on their suppliers to support them in China.
- **Technology knowledge and expertise:** Teams in China expect their suppliers to share the best solutions and not hold back.
- **Respect of the culture and difference:** China embraces partners that will care for their cultural and business differences.

### CASE STUDY

#### Leveraging video to interact with engineers

winbond

Winbond, a leader in memory chips, was looking for an interactive platform to promote its products and culture. Influence Matters developed a video strategy on Bilibili, China's premier video platform, to post engaging videos and collaborate with influencer. One of the collaboration generated 25,000 views and 100s of new followers alone.



[Read the full case study](#)

Additionally, the global manufacturing center for anything that includes electronics, and thus chips, remains in China. Offshoring efforts out of China from Western companies have met walls of inefficiency, labor shortage, or costs when considering other options (South-East Asia or Europe/U.S.). China's home market rose to become the second largest in the world, consuming many of the products it manufactures and assembles. China even overtook Germany, then Japan, to become the largest exporter of cars, basically computers on wheels these days, in the world in 2022 [1].

[1] <https://www.bbc.com/news/business-65643064>

It is on the premises that we support the success of cross-border innovation and business.

Our team in China helps multinationals make sense of the Chinese market and their ecosystem of influence. We support our clients' growth with advisory solutions that prepare them for leveraging milestones to their full communication and marketing potential, as well as for emerging issues and crises posing a risk to their reputation, and business. Our awareness building programs and sales support campaigns are designed to efficiently support our client's business objectives in China.

## What we bring to our clients

- A better understanding of their market in China
- A reputation fit for each group of Chinese stakeholders
- A better map of their ecosystem of influence
- Business and partnership opportunities

### CASE STUDY

#### Storytelling with Comics



HARTING, a global industrial connectors leader, needed to demonstrate the value of its products versus cheaper local copycats, toward a younger audience than they were used to outside China.

Influence Matters cartoonified their user persona and connectors and designed a content strategy using comic strips to make an impact on young decision makers.



[Read the full case study](#)

# Opportunities in China for Western Semiconductor Startups

*Innovators will innovate. Innovators will collaborate.*

In the past 30 years, China has become a testing field for many new innovations. No country has adopted new technologies as fast as China, on the scale that China can offer. China is often the first market to make new technology mainstream.

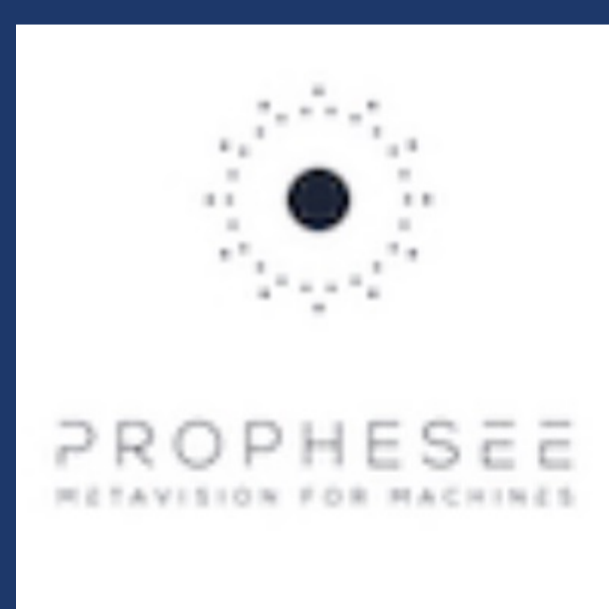
The global smartphone revolution was started in America, but perfected in China thanks to massively available affordable smartphones by the end of the 2000s and a market that went straight from landlines to smartphones.

Mobile services innovations and adoption followed, embodied today by the rapid rise and success of “super apps” like WeChat replacing, among many other things, physical money. Notes and coins all but disappeared from China around 2015. No other country has reached this level of digitization in 2023.

If it is electronic, China will develop mass-use cases for it. Consumer or business, as China not only has a huge consumer market, but it is also still a very key element of the global supply chain for electronics manufacturing and assembly.

## CASE STUDY

### Boost Awareness with a Funding Round



Prophesee, a machine vision sensor startup, wanted to leverage a funding round with Chinese investors to boost awareness in the Chinese market. Influence Matters' media relations program connected with all the relevant business, technology, semicon and machine vision media securing around 200 media reports.



[Read the full case study](#)

Another staggering current example is electric mobility. By 2020, most of China's public transportation was electric, in 2022, 25% of all new cars sold in China were EVs [2]. More than any country in the world.

And as the largest exporter of cars in the world, China is sending Chinese-made EVs to every corner of the world, built on chips, sensors, and algorithms designed in North America, Europe, or Asia.

# 25%

of all new cars sold in China were EVs

[2] <https://www.bbc.com/news/business-65643064>

China might not be at the forefront of core hardware innovation, but it leads the way in application. There lie opportunities for innovators, especially startups or early-stage companies working on core technologies such as semiconductor material, sensors, computing power, manufacturing processes, etc. These innovations might take much longer to find mass applications in North America or Europe than in China.

China is keen on working with innovators from all over the world, and Western companies should be keen on working with Chinese innovators that have similar goals in mind, society and humanity advancement, and there are proven ways to get the attention of the Chinese ecosystem as a smaller company from outside China.

## CASE STUDY

### Introducing the World's First-cloud Native Process to China



Ampere Computing wanted to make sure everyone hear about the unveiling of their cloud-native server processor in China, right as a pandemic was unfolding. Influence Matters organized the first fully remote product launch, conveying the press to an online presentation that generated over 150 articles from leading tech and cloud media.



[Read the full case study](#)

**At Influence Matters, we support cross-border collaboration and will assist those that want to move fast and big.**

Being successful in China takes effort and commitment, we support companies that have limited resources with efficient and nimble communication programs that deliver awareness, understanding, and ultimately sales, funding, and partnerships.

### ***To startups looking to succeed in China, we deliver:***

- Product and solutions awareness towards engineers and OEMs looking for innovative solutions.
- Thought leadership as an innovator and credible long-term business partner and supplier to companies looking to bet on the next big thing.
- Relationships and networking with potential partners and investors looking to support growth-minded startups.



## Five areas we help startups and scaleups with when they land in China:

- **Understand the Chinese market:** Conduct thorough research and gain insights.
- **Localize their brand:** Adapt messaging and materials to resonate with the Chinese audience.
- **Build relationships and partnerships:** Engage with local companies and influencers.
- **Leverage digital marketing:** Utilize platforms like WeChat, Zhihu, Baidu and Bilibili effectively.
- **Demonstrate thought leadership:** Share insights, publish content, and participate in industry events







# Chips and Media: The Perfect Pairing for Success in China's Semiconductor

China's huge and diverse media landscape presents great opportunities for companies seeking to establish their presence in China's complex market. By selecting the appropriate vertical semiconductor and electronic engineering media outlets, chips, and media are the perfect pairings for achieving success in China's semiconductor industry. With their hyper-targeted audience, semiconductor companies can effectively communicate their technical information to their target audience and establish credibility within the industry.

## Chinese Media Overview and Its Yin and Yang

China's media landscape is a mesmerizing world of endless possibilities. With a massive media industry that covers all industries, Chinese media offers a wide range of choices for companies to communicate their message to their target audience.

According to different content focuses, Chinese media can be classified into four categories – vertical, tech, business, and public. They publish content with different focuses to serve the needs of their target groups.

INFLUENCE MATTERS.				
Media Landscape	Media Content	Target Audience	Journalist Background	Media Example
 Vertical	Focuses on the dynamics of vertical industries, such as product, business, technical news, and market analysis, etc.	<ul style="list-style-type: none"> <li>• Industry practitioners</li> </ul>	Relevant technology educational and can understand the industry from the industry practitioner's perspective.	<ul style="list-style-type: none"> <li>• Semiinsights</li> <li>• Chedongxi</li> <li>• Elecfans</li> </ul>
 Technology	Technological mega trends, applications, technology commercialization, etc.	<ul style="list-style-type: none"> <li>• Geeks</li> <li>• Tech-savvy people</li> </ul>	Diversified educational or professional background, such as journalism, engineering, and marketing majors.	<ul style="list-style-type: none"> <li>• Technode</li> <li>• TMTPOST</li> <li>• GEEKPARK</li> </ul>
 Business	Interpret technology from an industrial perspective and look at the relevance between tech trends and development.	<ul style="list-style-type: none"> <li>• Tech experts</li> <li>• Business elites</li> <li>• Decision-makers</li> </ul>	Business and public media journalists tend to have a communication or journalism educational background, and they stick to modern western journalism professionalism.	<ul style="list-style-type: none"> <li>• JIEMIAN</li> <li>• 36kr</li> <li>• Caixin</li> </ul>
 Public	The impact of technology on China, local industries, end users, or government strategies, does not much focus on technical details.	<ul style="list-style-type: none"> <li>• The Public</li> </ul>		<ul style="list-style-type: none"> <li>• CGTN</li> <li>• People's Daily</li> <li>• The Paper</li> </ul>

Because of the different content focuses, the different types of media will look at and interpret company's news, information, or stories in different ways. Companies in the semiconductor industry, which possess technical expertise and target a specific audience, often face the challenge of selecting the most appropriate channels for their messaging. Mass media outlets with high readership may not possess the requisite familiarity with the technology industry's many sub-sectors. Additionally, the unique media ecosystem in China may be unfamiliar to overseas semiconductor companies, who must navigate the regulations and accurately communicate their messaging.

Therefore, how can companies in the semiconductor industry effectively leverage China's vast and diverse media landscape to communicate their message? Let us introduce the perfect pairing of media and chips is key to success in China's semiconductor industry.

### Finding the Perfect Fit with Vertical Semiconductor Media

The semiconductor industry requires a specialized audience with a deep understanding of technical information. This is where vertical semiconductor media comes into play.

Vertical media are aimed at specific industries or verticals and provide information on how a company's products or services can be used in those industries. They have a dedicated readership of industry professionals, making them an ideal platform for reaching the desired audience.

Thus, vertical semiconductor media outlets have a higher level of credibility within the industry, making them the ideal platform for companies looking to establish themselves as thought leaders.

Based on the perfect fit, choosing the right media outlets for the semiconductor industry requires thorough research and analysis. Companies must evaluate the target audience, the content typically published by the media outlet, and the outlet's reputation within the industry. Understanding the tone and style of the outlet is crucial to ensure that the message is tailored appropriately.

#### CASE STUDY

##### Staying Active despite travel and Business Restrictions



Soitec, a semiconductor material leader from France, needed to stay active in China despite travel restrictions, as innovations required their energy efficient materials. Influence Matters developed a high frequency technology and corporate communication program to ensure Soitec would be part of every conversation about the future of technology in China.



[Read the full case study](#)

## Collaborating with Professionals: Creating Influence

- [Semilnsights](http://www.semiinsights.com/): a top-tier media in semiconductors with a lot of followers. It focuses on the latest news and technology developments in the global semiconductor industry. (<http://www.semiinsights.com/>)
- [EETimes China](https://www.eet-china.com/): as one of the media brands of ASPENCORE, it provides information services for Chinese design, R&D, testing engineers, and technical management communities. (<https://www.eet-china.com/>)
- [Elecfans](https://www.elecfans.com/): Founded in 2009, Elecfans is a professional electronic industry media that provides new developments and product information for the electronics industry. (<https://www.elecfans.com/>)



### CASE STUDY

#### Generating Leads through Webinars

winbond

Winbond was looking at the best way to exchange with developers in China. Influence Matters devised a webinar strategy that included a key webinar on Elecfans, a major online platform for electronic engineers, where Winbond sales connected with 200 developers, answered 180 questions, ultimately generating qualified leads.



[Read the full case study](#)

Collaborating with a professional communication agency such as Influence Matters can provide a competitive edge, helping companies to navigate the complex media landscape and achieve their communication objectives.

Influence Matters has extensive experience in the semiconductor industry and media relations, providing valuable insights into the market and helping clients achieve their communication objectives. We help clients establish long-term relationships with the media, ensuring a gradual and effective information dissemination process.

# Leveraging the Power of Social Media

China's social media landscape is diverse, with a range of platforms catering to different audiences and purposes. It presents numerous benefits for B2B companies in the semiconductor industry, providing a direct way to engage with the target audience, made up of industry professionals.

The landscape is unique due to China's digital ecosystem, where Western social media platforms are different and blocked, leading to the emergence of homegrown platforms with their own characteristics and user base.



## WeChat

*The most popular platform, making it a crucial tool for businesses tapping into the Chinese market.*



## Zhihu

*It is a Q&A platform and a useful tool for companies to establish thought leadership and credibility.*



## Bilibili

*Popular video-sharing platform, offering B2B companies to engage with the tech-savvy generation.*



## WeChat Channels

*It is a public feed of videos and photos, which can be searched by keywords and hashtags.*

## CASE STUDY



## Unlocking the Chinese Market

Uhnder collaborated with Influence Matters to develop an effective PR campaign that positioned its solutions as the leading market-ready 4D imaging radar provider. Uhnder successfully became a consistent part of the conversation surrounding different radar solutions for the future of EV, gaining strong recognition through the WeChat platform.



[Read the full case study](#)

## Others





## About Influence Matters

Influence Matters is a young, fast-growing & passionate entrepreneurial public relations and marketing services firm focused on helping B2B tech companies to create performance-driven influence in China. We serve our clients from our offices in Beijing and Shanghai, and cover APAC through our network of partners.

We strive to bring a new, flexible and nimble stakeholder engagement offer to China, tailored to and accessible for fast growing businesses that need a strong partner which can focus on shaping and telling their story, building influence efficiently and consistently, so they can focus on creating technologies that make the world a more interesting place.

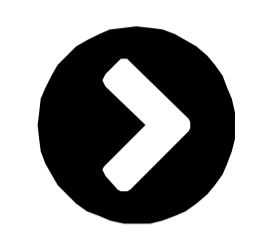
## Our Services – From Awareness to Demand

Stage	Awareness & Discovery	Interest & Demand	Target & Qualify	Nurture & Connect
Intelligence	<ul style="list-style-type: none"> <li>✓ Communications stakeholder map (Media, events, trade associations)</li> <li>✓ Media and social listening</li> </ul>	<ul style="list-style-type: none"> <li>✓ Marketing partners map</li> </ul>	<ul style="list-style-type: none"> <li>✓ Business stakeholder map (Deciders, Adopters, super-connectors)</li> </ul>	<ul style="list-style-type: none"> <li>✓ Touchpoint reports</li> </ul>
PR	<ul style="list-style-type: none"> <li>✓ Education and thought leadership media programs</li> </ul>	<ul style="list-style-type: none"> <li>✓ Product/solutions focused media programs</li> <li>✓ Vertical media programs</li> <li>✓ Media demos</li> </ul>		<ul style="list-style-type: none"> <li>✓ Hyper-targeted account based media activities</li> </ul>
Social	<ul style="list-style-type: none"> <li>✓ Education and product/solution intro on owned social media</li> </ul>	<ul style="list-style-type: none"> <li>✓ ROI and benefits content</li> <li>✓ Product/solutions deep-dive</li> <li>✓ Gated content</li> </ul>	<ul style="list-style-type: none"> <li>✓ Wechat communities</li> </ul>	<ul style="list-style-type: none"> <li>✓ Segmented Wechat communities</li> <li>✓ Targeted Wechat content</li> </ul>
Digital	<ul style="list-style-type: none"> <li>✓ Corporate and product introduction website</li> </ul>	<ul style="list-style-type: none"> <li>✓ Product ad campaigns</li> <li>✓ SEM</li> <li>✓ Influencer campaigns</li> <li>✓ Gated content</li> </ul>	<ul style="list-style-type: none"> <li>✓ EDMs</li> </ul>	<ul style="list-style-type: none"> <li>✓ Targeted Wechat push</li> <li>✓ EDMs</li> </ul>
Events	<ul style="list-style-type: none"> <li>✓ Sponsorship at trade events</li> </ul>	<ul style="list-style-type: none"> <li>✓ Trade shows and conferences presence</li> <li>✓ Open webinars</li> </ul>		<ul style="list-style-type: none"> <li>✓ Closed webinars</li> <li>✓ Closed salons and roundtables</li> <li>✓ Owned conferences</li> </ul>
Tools	<ul style="list-style-type: none"> <li>✓ China optimised website</li> <li>✓ Social media properties</li> </ul>	<ul style="list-style-type: none"> <li>✓ sCRM for data collection</li> <li>✓ China hosted website</li> </ul>	<ul style="list-style-type: none"> <li>✓ sCRM for qualification</li> </ul>	<ul style="list-style-type: none"> <li>✓ sCRM for retargeting and data sync with global CRM</li> </ul>

## Our Semiconductor Experience

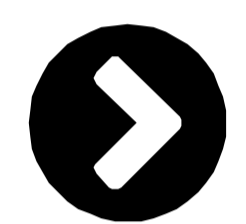


# Key Takeaways



## **Opportunities are plenty**

China is an integral and unmovable piece of the global supply chain of technology innovation and products. As China becomes more complex, the road to success meets more obstacles that can be overcome through commitment to collaboration and true partnership with the local ecosystem.



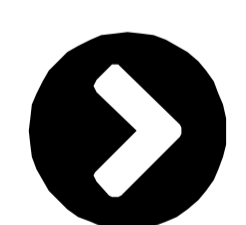
## **Find your sweet spots in China's semiconductor industry**

When it comes to the China market, there are different messaging and objectives for semiconductor corporates versus innovators. While corporates tend to focus on establishing a strong brand presence and expanding their market share, innovators may prioritize building awareness around their cutting-edge technologies.



## **Utilize the vertical media and social media platforms**

China's media and social media landscapes serve different functions and require distinct messaging strategies. Traditional media outlets, such as newspapers and trade publications, can help companies establish credibility and reach a broader audience. Meanwhile, social media platforms, both public and owned, offer a more direct way to engage with target audiences and distribute key messages.



## **Partner with local experts for creating influences**

Partnering with a reliable communication expert can help companies achieve their goals for greater influence and reputation in China's semiconductor industry. These experts can provide valuable insights into the market and culture, as well as develop effective messaging strategies and build relationships with key stakeholders.

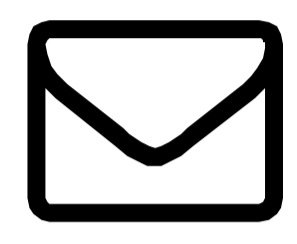
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The banner features a dark blue background with a circuit board pattern. It includes the company logo 'M. INFLUENCE MATTERS.', social media icons for Facebook, LinkedIn, Twitter, and WeChat, and a QR code that links to the company's website.

