



北美中国半导体协会

North America Chinese Clean-tech
& Semiconductor Association

Innovation: the Vital Role Plays in Economic Growth

NACSA 2012 Annual Conference



May 19, 2012

Fairmont Hotel
170 South Market Street
San Jose, CA 95113
United States

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Congratulation Letters



Denny McGuirk
President and CEO

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May 1, 2012

Mr. Cheng Peng, Ph.D.
President
North American Chinese Cleantech and Semiconductor Association

RE: 2012 NASCA Conference

Dear Mr. Peng,

On behalf of SEMI, the global industry association for advanced manufacturing industries, I wish to congratulate the organizers, speakers and delegates participating in the North American Chinese Cleantech and Semiconductor Association (NACSA) annual conference.

This year's theme of innovation and its role in economic growth is a timely emphasis on the increasing importance of technology proliferation in the achievement of global prosperity. Advancements in computing, communication, and personal electronics are continuing to be more accessible to an increasing number of the planet's inhabitants. The ever-increasing expansion of functionality and friendly user-interfaces promises an expanding range of device applications connected to pervasive and powerful information clouds. Furthermore, new technologies will strengthen opportunities for clean, renewable and affordable energy solutions. Together, these trends bolster the long-term market for devices, hardware, software, applications and manufacturing capability.

A broad appetite for technology is evident in forecasts for a multi-year expansion of the global semiconductor industry and expectation for its global market value to top US\$400 Billion by 2016. The innovations that are required to sustain the pace of semiconductor manufacturing together with the innovations in the applications of semiconductor technology are the unrivaled economic miracle of our age.

SEMI has long supported the manufacturing supply chains that transform innovative ideas into tangible and affordable products. We also salute all that gather at the NACSA conference this year to continue the valuable dialog about future opportunities.

I applaud your focus and am pleased to extend my best wishes for an exciting and successful event.

Sincerely,

Denny McGuirk
President and CEO
SEMI

Consulate General of the People's Republic of China

May 10, 2012

Dear NACSA Friends,

On behalf of Consulate General of the People's Republic of China, I'm hereby offering my warmest congratulations on the annual conference of NACSA and best wishes to the success of this great event. Over the years, NACSA has developed itself into one of the largest Asian American professional organizations in the San Francisco Bay Area, providing valuable services to semiconductor and clean-tech professionals in both sides of Pacific Ocean. I would like to take this opportunity to thank NACSA staff, volunteers, and sponsors for their wonderful efforts in promoting business and professional exchanging and networking. I have no doubt that this conference will be another milestone of NACSA's progress with big rewarding to all attendees.

Looking forward to the opportunity of working with you in the future.

Sincerely,



Gao Zhansheng

Consul General

Consulate General of the People's Republic of China, San Francisco

Letter from the President

Greetings!

We are experiencing the recovery of global high-tech industry after the biggest recession ever since World War II. During the past year and a half, NACSA was successful in expanding its charter and is well positioned for the challenges as well as opportunities in the years to come.

In 2011, NACSA once again organized its famous ‘China Trip’. The eight members of Entrepreneurship Delegation spent a week visiting Shanghai and other 6 cities in Yangtze delta area. We met with high-ranking government officials, investors, and business executives; visited economic development zones, successful enterprises, and startups. Those visits and exchanges enabled the delegates to gain first-hand information about the local environment and markets, build networks and relationships, explore business opportunities, and collaborations.

Fostering collaboration and promoting information exchange across the Pacific Ocean is always the priority of NACSA. In addition to establishing ‘Zhangjiang-North America Innovation Center’ in Shanghai and ‘Wuxi Work Station’ in North America, during the past year, we expanded our platform with industrial and business centers of Chinese cities such as Shanghai Pudong, Zhangjiagang, Zhengjiang, Jiangning and Jiaxing. We have also hosted numerous Chinese government and entrepreneurship delegations visiting Silicon Valley.

NACSA has been continuing its focus on Silicon Valley by promoting innovation that will spearhead the economic recovery. In sync with our ‘China trip’, we organized serial seminars on high tech entrepreneurship in China. We also held several Pan-semiconductor summits on green energy and LED. All of them attracted full house participants and received positive feedback from our members. The annual conference this year, “Innovation: the vital role plays in economic growth” includes topics in recent innovations in semiconductor and green technologies.

I would like to take this opportunity to thank all of our sponsors, volunteers, and members for the persistent support to NACSA. Together, we forged tighter bonds and emerged stronger than ever! I sincerely hope that, under the new leadership, NACSA continue to grow and be prosperous and all of yours a healthy and happy life.

Sincerely,



Cheng Peng, Ph.D.
President, NACSA

About NACSA

North America Chinese Clean-tech & Semiconductor Association (NACSA), a premier Chinese American professional association in the U.S. and China, is based in Silicon Valley with sub-chapters on both sides of the Pacific Rim, serving over 4000 members from major fields in the semiconductor and related high-tech industries.

Riding the tide of globalization, the community of Chinese engineers and entrepreneurs in Silicon Valley and China has enjoyed a tremendous growth in recent years. Through event hosting, networking, and information sharing, NACSA has been instrumental in helping build a vibrant high-tech professional community serving the needs of these professionals. NACSA is currently one of the largest and most active Chinese professional organizations in the US. NACSA members come from diverse fields in semiconductor and other high-tech related industries, including silicon chip and optical device makers, system manufactures, equipment manufacturers, design house, software, etc.

Mission Statement

NACSA's mission is to strengthen networking among professionals, foster the entrepreneurship among ethnic Chinese, and promote the exchange in the semiconductor and information technology industries.

推动中美行业交流

增强专业人士联谊

辅助海外华人创业

Philosophy

At NACSA, we believe in learning by doing, networking by involving, exchanging by interacting, and entrepreneuring by trying, and benefiting by contributing.

NACSA 2012 Annual Conference Program

Innovation: the Vital Role Plays in Economic Growth

Location: Fairmont Hotel (Club Regent)
170 South Market Street, San Jose, CA 95113

Time: 1:00pm-6:00pm, May 19, 2012 (Saturday)

- 1:00-1:20am Registration & Networking
- 1:20-1:30am Welcoming Speech
Cheng Peng, Ph.D., NACSA Presidents
- 1:30-2:10pm ***“The Capacitive Touch Revolution”***
Norm Taffe, Senior Vice President, Consumer and Computation Division, Cypress Semiconductor
- 2:10-2:50pm ***“The Next Frontiers in Computing”***
Achintya K. Bhowmik, Ph.D., Director, Perceptual Computing, Intel Corporation
- 2:50-3:30pm ***“Gesture Recognition – The Technology & Market Evolution”***
Sinclair Vass, Senior Director of Marketing & Business Operations, JDSU
- 3:30-4:10pm ***“Semiconductors and Semi Ecosystems for Intelligent Systems”***
Mali Venkatesan, Ph.D., Research Manager, IDC
- 4:10-4:50pm ***“Build the Sustainable Global Solar Industry”***
Peng Fang, Ph.D., Chief Executive Officer, JA Solar
- 4:50-5:10pm Concluding Remarks/ NACSA Annual Election of Board Directors
- 5:10-5:40pm Reception
- 5:40-6:00pm Announce BOD Election Result/ Prize Drawings
- 6:00pm Conference Adjourn

Speaker's Biographies



Norm Taffe

Senior Vice President, Consumer and Computation Division, Cypress Semiconductor

Norm Taffe is Senior Vice President of the Consumer and Computation Division (CCD) at Cypress. The division designs and develops solutions for many of the world's leading manufacturers of consumer and computation gear, including mobile phones, tablets, PCs, Digital Still Cameras, Printers, TVs, MP3 players and many other consumer electronics devices. CCD product offerings include a broad line of user interface solutions for capacitive touch screens, capacitive buttons, and optical navigation and PC trackpads. The portfolio includes the market leading TrueTouch[®] portfolio of Touchscreen controllers along with associated software, firmware and sensor design solutions.

Since joining Cypress in 1989, Taffe has held numerous positions of increasing responsibility, including marketing director of the Programmable Logic and Interface Products Divisions, managing director of Cypress's M&A and venture fund, managing director of the Wireless Business Unit and vice president of the Personal Communications Division.



Achintya K. Bhowmik, Ph. D.

Director, Perceptual Computing, Intel Corporation

Dr. Achin Bhowmik is the director of perceptual computing at Intel Corporation, where his group is focused on developing next-generation computing solutions based on natural human-computer interaction and visual computing technologies and applications. He assumed this responsibility after serving as the chief of staff and technical assistant to the corporate vice president and general manager of the personal-computer group, Intel's largest business unit with >\$30B revenues in 2010.

Previously, he led the advanced video and display architecture team, responsible for developing power-performance optimized multimedia processing engines for Intel's computing products. His prior work includes development of high-definition display systems based on all-digital liquid-crystal-on-silicon microdisplay technology, electro-optic

modulation in organic molecular crystals, and integrated optical and photonic circuits for high-speed communication networks. He has been an adjunct professor at the Kyung Hee University in Seoul, Korea, teaching graduate-level classes on digital image processing, optics and display technology. He has >100 publications, including a book titled “*Mobile Displays: Technology & Applications*” published by Wiley & Sons, and 24 issued patents. He is a winner of the SID Distinguished Paper award. He is a program committee member of SID and IMID, and a senior member of the IEEE. He is associate editor of the *Journal of the Society for Information Display*, and editor for special volumes on “*Advances in OLED Displays*” and “*Interactive Displays*”. He has been a session chair, invited and tutorial speaker at a number of international conferences. He is on the board of directors for OpenCV, the organization behind the open source computer vision library.

Sinclair Vass

Senior Director of Marketing, JDSU



Sinclair Vass, Senior Director of Marketing, is responsible for driving strategic marketing and marcom activities for the communications and commercial optical products group (CCOP) within JDSU . Sinclair works closely with internal stakeholders as well as with industry experts, analysts and the financial community to define and drive CCOP strategy. He leads major initiatives in the optical communications, commercial lasers, solar and consumer markets. Sinclair previously held the position of Director of Sales for EMEA within JDSU.

Prior to JDSU, Sinclair directed sales activity for New Focus’s European division from 2000 to 2004. In this position, he managed all business activities associated with the New Focus product lines, and was responsible for driving sales activities that exceeded revenue and market share targets for the company. Sinclair also played a key role in supporting the successful integration of New Focus into Bookham Inc. after the acquisition in 2004.

Prior to his career at Lucent, Sinclair held various product marketing and manufacturing positions at UK-based Hewlett Packard Ltd. within the Fiber Optics Components division from 1994 – 1998. He also served as a research engineer at Plessey Research (Caswell) from 1991 – 1994, with a focus on coherent optical communications.

Sinclair received an MBA from Open University in Milton Keynes, England, and has a BSc in Physics with Honors from the University of Edinburgh in Scotland. He currently resides in California with his wife and two children, and speaks both French and German fluently.

Mali Venkatesan, Ph. D.

Research Manager, IDC



Dr. Mali Venkatesan manages IDC's research practices for the Intelligent Systems ecosystem in the Automotive, Industrial, and Wireless Communications market segments. He also develops, manages, and delivers IDC's Semiconductor Vendor Market Share and Company View as well as its Semiconductor Applications Forecaster. In addition, provides consulting services in semiconductor process technologies, mergers and acquisitions & IPOs, and strategic marketing.

Dr. Venkatesan is a semiconductor industry veteran with extensive experience in market research, market and technology assessment, business development, leading-edge semiconductor processes and technologies, emerging semiconductor applications, semiconductor devices, and semiconductor process equipment. His key strengths include international business development and driving strategic customer-focused programs. He also has a strong knowledge of semiconductor technology roadmaps for all key devices, including microprocessors, DRAM, NAND Flash, analog and mixed-signal, and SoC devices. Prior to joining IDC in 2010, Dr. Mali Venkatesan was with Applied Materials and Philips Consumer Electronics.

Dr. Venkatesan holds an M.B.A. (Finance) from Santa Clara University and a Ph.D. (Chemical Engineering) from Rensselaer Polytechnic Institute (RPI).



Peng Fang, Ph. D.

Chief Executive Officer, JA Solar

Dr. Fang Peng was appointed Chief Executive Officer in January 2010. Dr. Fang joins JA Solar with more than 20 years of executive management experience with leading global technology companies in the solar and semiconductor industries in both the U.S. and China.

Dr. Fang was president of Best Solar Co., Ltd., where he turned a start-up company into an internationally known solar module company in just 18 months. Dr. Fang was formerly president of Huahong NEC, one of the largest semiconductor foundries in China.

Dr. Fang has also held various technology and management positions at Applied Materials and AMD in the U.S.

Dr. Fang received his Ph.D and MSEE degrees from the University of Minnesota. He was also a postdoctoral research fellow at the EECS Department of UC Berkeley. Dr. Fang was chairman of the IEEE Electron Devices Society, Santa Clara Valley Chapter.

2010 – 2012 NACSA Major Events

August, 2010	ZhangJiang North America Innovation Center Opening Ceremony in Shanghai, China
Sept, 2010	Taicang city delegation in Silicon Valley for “522” talent project
Sept, 2010	Wuxi-NACSA joint project for developing High Tech Leading Talent Program “Work Station” in North America
Oct, 2010	2010 Jiangsu 100 Oversea Doctors Return China
Nov, 2010	NACSA China Entrepreneurship Delegation Pre-Trip Seminar
Jan, 2011	ZhangJing High-Tech Park Business Dinner Event in Silicon Valley
Jan, 2011	NACSA and CAISS Discussions with Shenzhen LED Industry Association
Jan, 2011	Return to China Series: “Entrepreneurship in China’s Hi-Tech Industry”
Feb, 2011	Return to China Series: “How to Write a Compelling Business Plan”
March, 2011	NACSA China Entrepreneurship Delegation Pre-Trip meeting
April, 2011	City of ZhangJiaGang Business Lunch Event
May, 2011	NACSA 2011 China Entrepreneurship Delegation Visiting China
Sept, 2011	High-tech Seminar Series: “LED Technology”
Nov, 2011	Zhenjiang Industrial Park Delegation in Silicon Valley
April, 2012	Recruiting Reception Dinner for Ningbo Institute of Material Technology and Engineering, Chinese Academy of Sciences
May, 2012	NACSA Annual Conference: “Innovation: the Vital Role Plays in Economic Growth”

2010 – 2012 NACSA Event Highlights

ZhangJiang North America Innovation Center Opening Ceremony



With a joint effort of NACSA, ZhangJiang High-tech Park (张江高科技园区) and ZhangJiang Incubator (张江孵化器), the opening ceremony of ZhangJiang – NACSA Innovation Center (张江-北美创新中心) has been successfully held at ZhangJiang Incubator on August 31, 2010. About 30 people including current and previous NACSA board directors, NACSA members, and leaders of ZhangJiang Incubator attended the event.

Most of the attendees are returnees (海归), who either started their own companies in the Yangzi River Delta Area (长三角地区) or are executives of well known international high-tech companies in Shanghai. NACSA Co-chairman Dr. Ge gave a brief introduction of NACSA and NACSA's major events over the past year. NACSA board director of Alliance also briefly introduced the purpose for building this multi-functional platform with ZhangJiang in Shanghai. General Manager of ZhangJiang Incubator Ms. Huang presented the functions of ZhangJiang Incubator and their supports to the innovation center, which she called a new home for all returnees in the Yangzi River Delta Area. The event lasted about 3 hours.

Return to China Series: Entrepreneurship in China's Hi-Tech Industry

China has emerged as a world economic superpower, business opportunities in China is tremendous. Given the wealth of opportunities, a new era is underway for global high-tech innovation and entrepreneurship. No longer satisfied with China's role as the world factory, China is in quest for independent innovation, that is a "homegrown innovation" –the path to sustainable economic prosperity and global leadership. Startups are key enterprises for any technology innovation, but they run high risk of failures.

On January 15, 2011, NACSA hold one of Return to China series: Entrepreneurship in China's High-Tech Industry. The first presentation *China's "Big Semiconductor" Industry - Status and Outlook* was presented by Dr. Allen Lu, president of SEMI China and Vice President of Global SEMI. He provided an update on status and outlook about China's big semiconductor industry, included manufacture, home appliance, telecommunication, display, and photovoltaic. His presentation provided audience with many details and data on government support to the industry.



The second presentation *How to Survive in a Highly Competitive Environment in China*, by Tom Luan, Vice President of Zoran Corporation and President Zoran China. Tom shared his views on how to get started, included hard landing, soft landing, and utilizing NACSA's connection to get VC funding and government support. He also gave a list of product options in China.



Hongyu Li, founder of several startup companies, visiting Professor of USTC, China and NACSA BOD, shared his experience on building startup companies in China, *My View of Semiconductor Industry and Experience of Founding Startup Companies in China*. He compared the US and China growth trend in fabless IC market, which indicated a much bigger growth potential in China. Detailed analysis on several types of the fabless IC companies in the China was also given.

A distinguished list of seasoned high-tech executives, Dr. Allen Lu, Hongyu Li, Tom Luan, and Dr. Leo Pang, Sr. VP & GM Luminescent Technologies formed panel discussion. All presentations were well received by audience. About 50 people attended the seminar, and showed a great deal of interest in the presented topics.



City of ZhangJiaGang Business Lunch Event



High level officials from City of ZhangJiaGang were in Silicon Valley hosting a business lunch on April 3rd, 2011 with NACSA and CAISS. They met with Silicon Valley entrepreneurs and high-tech professionals; introduced their culture-rich city, shared information about business development opportunities, government support initiatives, favorable investment climate, and industry outlook in China. The event turned out to be a great opportunity for attendees to meet and carry on direct dialogues with decision-making local officials, build up valuable relationship for securing future government funding. A formal 3 course lunch was served during the event.

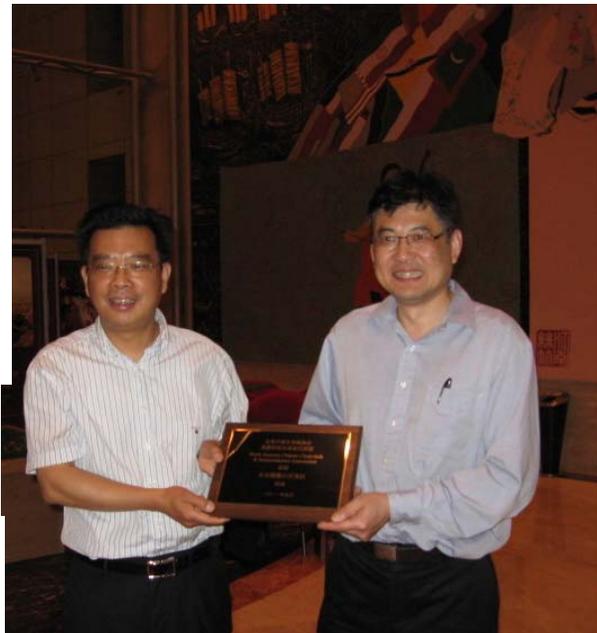


NACSA 2011 China Entrepreneurship Delegation

NACSA 2011 China Entrepreneur Delegation (5/08-5/15) had completed with another great success. Accompanied by NACSA board members, the eight participating entrepreneurs have toured 9 cities across Yangtze Delta (Shanghai Zhangjiang, Taicang, Jiaxing, Suzhou, ZhangJiaGang, Wuxi, Zhengjiang, Nanjing, and Jiangning). The China Delegation Trip was warmly welcomed and greeted by the top level city leaders with an abundance of

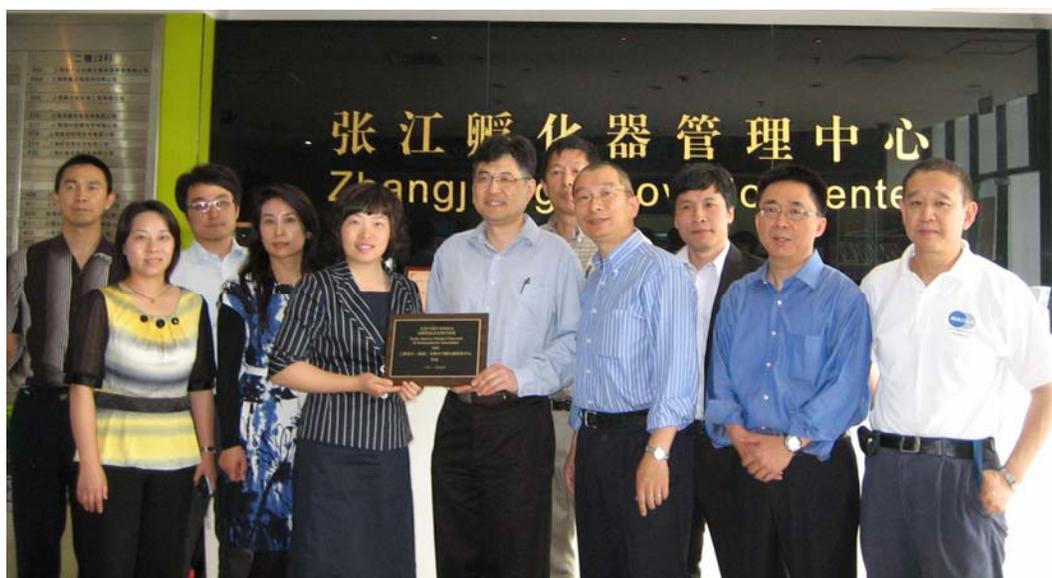
first-hand information about current government support initiatives, favorable investment climate, and industry outlook in China. Intensive meetings from groups to one-on-ones were arranged for delegates to present their business proposals and discuss with the decision-making local officials, VCs and angel funds so that they have developed better understanding of local business culture.

我市举行北美中国半导体协会—桐乡市交流洽谈会



NACSA carefully selected high-tech professionals with high quality business project proposals and entrepreneurial drive in US to form a delegation. The itinerary was tailored to serve the participants' business interests by visiting right place and meeting right people. The fast-paced trips were gracefully coordinated to give the participants the best exposure, as well as to encourage the active communications to build up valuable relationship for securing future funding and benefiting from each other in the context of a thriving Chinese economy.

NACSA 2011 China Entrepreneur Delegation has been highly regarded as one of the key events to promote high-tech exchange between Silicon Valley and various New Economic Development Zones in China, aiming at fostering new technology innovation and entrepreneurship.



NingBo NIMTE Recruiting Reception Dinner in Silicon Valley

Ningbo Institute of Material Technology and Engineering (NIMTE) is the first research institute of Chinese Academy of Sciences (CAS) in Zhejiang Province. On April 9, 2012, led by the Institute Director Dr. Cui, Ping and HR Director Dr. Zhang, Ruili, NIMTE came to the Bay Area and hosted a recruiting reception dinner for senior positions. Senior positions at NIMTE include the National “Qianren” candidate, the “Youth Qianren Talents”, the “Hundred Talents Program” of CAS, the “Qianren” of Zhejiang, and the Flagship Leader,

Team Leader, Young Leader of NIMTE, etc. NIMTE offers generous and competitive start-up packages, including startup funds, house purchasing privilege, subsidies under the Talent Recruitment Programs, and additional bonuses based on individual performance and effective profit distributions. Over 40 outstanding candidates who are interested in knowing/working with NIMTE joined the reception and met with Dr. Cui and her leading team.



Board of Directors

Chairman:	Larry Ge, Ph.D., Renxin Xia
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Sponsorship

As a non-profit organization, NACSA's activities and events are supported by the generous contributions of our sponsors. Over the years, leading venture capital firms, Chinese cities and industrial parks, as well as top global technology corporations have been on the growing list of NACSA sponsors.

NACSA would like to extend sincere appreciations to our sponsors. Partnering with NACSA, our sponsors enjoy the following benefits:

- Increase company visibility to Chinese professionals and high level business decision makers across the pacific.
- Build up strategic business relationships and foster business opportunities in the US and China.
- Attract top talents in both the US and China.

本着合作共赢的原则，北美中国半导体协会可以为我们的合作平台提供系列支持，包括：

- 一、 建立网站对接， 及时宣传贵市的产业发展，投资创业环境，招才引智等信息。优先为贵市推荐有志于归国创业创新的优秀领军型人才，并提供一站式对接服务。
- 二、 利用本协会与北美其他行业协会，高科技企业和著名高校的密切关系，举办高层次专业咨询，海外引才和产业发展的专题论坛。为贵市创新科技产业发展规划，高层次人才创业创新提供策略咨询。并在可能的情况下,为贵市的项目引进评审，提供专家组服务，对项目的产业前景，可行性，技术先进性，团队素质及市场潜力提供权威性的评估。
- 三、 精心接待来自贵市的政府及高科技业界代表团，协助其与硅谷高层次专业人才的对话交流,并安排参访硅谷著名企业，科研单位和高校。
- 四、 将贵市列为北美中国半导体协会精英创业访问团的定点参访点。为我们精心选拔的有望落户的创业创新高级人才提供亲临其境的机会。
- 五、 在本协会举办的招才引智会上提供贵市需求的最新完整信息。

For more information about NACSA sponsorship, please visit www.nacsa.com.

Suzhou Industrial Park 苏州工业园区 (Platinum Sponsor <http://www.sipac.gov.cn/>)



China Resources Microelectronics Limited 华润微电子有限公司
(Gold Sponsor <http://www.crmicro.com>)



Zhangjiang INNOPARK 上海张江高科技园区 (Platinum Sponsor <http://www.zjpark.com/>)

上海张江高科园区成立于 1992 年 7 月。自成立之初张江园区便以培育一流的技术型企业为己任。截至目前为止园区已经构筑了生物医药创新链、集成电路产业链，同时在园区内还建有国家上海生物医药科技产业基地、国家信息产业基地、国家集成电路产业基地、国家半导体照明产业基地、国家软件产业基地、国家文化产业示范基地、国家网络动漫产业发展基地、国家射频识别产业化上海基地、国家数字出版基地等多个国家级基地。

为了进一步培育自主创新的企业，在 2008 年 8 月张江园区成立了张江孵化器管理中心。张江孵化器将以建立企业孵化器为切入点，整合张江园区孵化资源，推广全新的孵化经营模式。

新型孵化器运作模式的核心是解决目前园区中小的共性和个性问题，根据企业不同的发展阶段提供阶梯式“贴身”服务，帮助企业突破发展中的瓶颈，以陪伴企业最终走向成功并提高张江园区孵化企业成功率，打造适合张江园区的全程孵化模式。

月 29 日，
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现有的孵

企业面临
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各类瓶颈，
业的普遍



公共接待前台



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For more information, please visit: www.gsrventures.com

GSR Ventures is excited to promote entrepreneurship and career development among Chinese professionals in Silicon Valley.

We believe that China's large and homogenous technology markets, low cost structure, active entrepreneurial community and emerging disruptive intellectual property will spur the development of world-class technology companies over the next decade. Already some of the most significant recent IPOs by technology companies are from China.

Our partner fund, Mayfield Fund, has been actively investing in the Chinese community in Silicon Valley for many years. GSR Ventures now manages over US\$700 million dedicated to funding companies with substantial operations in China that have the potential to become global leaders.



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