



EMasia

中 国 电 子 制 造

媒体手册 2018
media
information
2018

www.EMAsia-China.com



关于 EM Asia About *Electronics Manufacturing Asia*

自创刊以来, *Electronics Manufacturing (EM) Asia* 已经走过了十三年不平凡的成长和创新之路。*EM Asia* 在为亚洲地区从事 PCB 组件设计、装配及测试等业务的相关专业人士提供业内的最新信息的同时; 也成为了合同制造商 (EMS/ODM) 和 OEM 企业和为其提供设备、材料、软件和整体解决方案供应商/代理商了解 SMT、电子封装与互联技术最新发展趋势的权威杂志。

Now into its thirteenth year, *Electronics Manufacturing (EM) Asia* continues to be the primary source of information for industry professionals who design, assemble and test printed circuit board (PCB) assemblies in Asia. It is the premier publication in the region targeted at contract manufacturers (EMS/ODMs), OEMs, and at vendors, suppliers and distributors who want to remain informed on the latest developments and technologies in the SMT and electronic packaging/interconnect industries.

EM Asia 目前不仅出版简体中文印刷刊物, 还通过 www.emasia-china.com 网站及时发布业内新闻; 每周的e-newsletter 可以使您随时了解电子制造业界所发生的重大事件和活动情况; 而一年一度的 *EM Asia* 创新奖 评选和隆重的颁奖仪式, 更是亚洲业界最具影响力的活动之一。

Published in Simplified Chinese, *EM Asia's* attractive presence in print is accompanied by a dynamic presence on the web — at www.emasia-china.com, which feature daily updated news, a fully searchable archive, industry channels and videos. Its weekly e-newsletters in Chinese provide a popular and convenient snapshot of the latest industry news and events. It all adds up to an exciting publication portfolio for discerning professionals who want to stay in touch with the latest developments in electronics manufacturing.

2018年, *EMAsia* 将在相关报道、技术文章及活动方面继续围绕着电子制造技术应用和电子制造自动化这两大主题展开, 并举办电子制造技术应用大赛2018分区赛和复决赛, 和电子制造4.0, 智能新未来——2018中国电子制造创新论坛, 为中国电子制造技术应用水平的提升提供助力。

In related report, technology articles and events, *EM Asia* will pay more attention to electronics manufacturing technical application and the development of electronics manufacturing automation in 2018. An exciting year awaits as Electronic Manufacture Technology Application Contest 2018(Divisional Contest, Semi-final Contest and Final Contest) and Electronics Manufacturing 4.0, intelligent New Future-2018 China Electronics Manufacturing Innovation Summit in Electronic Manufacturing Process will be launched in 2018.

A handwritten signature in black ink, appearing to be 'Kenny Fu', is positioned above the name and title.

Kenny Fu,
出版人
Publisher

内容概要 Editorial Summary

- 封面特写**
 深入报道热点技术与市场焦点
- Cover Story**
 In-depth coverage of the latest technologies transforming the industry.
- 专题文章**
 主题包括：EMS/ODM、SMT装配、电子封装、工艺控制、现场管理、质量控制、设备/材料技术，以及供应链管理等
- Features**
 Each issue will carry two to three feature stories. The main topics covered include: contract manufacturing; SMT assembly; electronics packaging; process control, yield management; quality control; material issues; equipment technologies and supply chain management.
- 测试与测量**
 此部分聚焦于测试与检查技术，包括AOI、AXI、ICT及功能测试等
- Test & Measurement/ Inspection**
 This section will focus on test and inspection technologies. Topics covered include automatic optical inspection (AOI), automatic x-ray inspection (AXI), in-circuit test (ICT) and functional test.
- EM Asia 报道**
 EM Asia 对业界重大活动、业界人物和制造现场的独家深入报道
- EM Asia Reports**
 Special coverage of events and happenings taking place in the industry. Also features reports by correspondents from factory grounds and manufacturing sites.
- 观点**
 对业界专家的独家专访，分享他们在市场及技术发展趋势方面的专业意见。
- Viewpoint**
 Exclusive interviews with leaders of the industry sharing their expertise on market and technology trends.
- 制造用品与设备展示**
 制造设备、软件、材料和相关制造用产品介绍。
- Products & Equipment**
 Brief introductions to products and equipment recently introduced to the market.
- 中国新闻与业界动态**
 最新中国及全球市场法规信息、业界新闻、统计数据、OEM/EMS动态、行业组织消息，以及供应商动态等。
- News and Analysis**
 Latest China and international news, featuring analysis of market and technology shifts.



2018年编辑计划

刊期	封面特写	专题文章	展会特刊	出版日期
1/2月刊	回顾与展望	<ul style="list-style-type: none"> • 印刷技术 • 智能电子设备全方位解决方案 • 模块化打造柔性生产线 • 电子制造自动化专刊 	2018慕尼黑上海电子生产设备展专刊	2月10日
3/4月刊	电子制造技术应用大赛2018专题报道	<ul style="list-style-type: none"> • 点胶/涂敷技术 • 返修技术 • 高效高精度运动控制 • 电子制造信息化技术专刊 	NEPCON China 2018展会快讯	4月12日
7/8月刊	制造自动化技术	<ul style="list-style-type: none"> • 清洗技术 • 检查与测试技术 • 面向电子制造的最佳驱动技术 • EMA 创新奖2018专刊 	NEPCON South China 2018展会快讯	8月20日
9-10月刊	电子制造智能时代	<ul style="list-style-type: none"> • 非标电子设备快速设计和开发 • 微型元器件的电子组装 • APS-MES系统应用 • 机器视觉检测应用 • 人机协作机器人 		10月20日

*注：以上内容安排根据具体情况可能有所变动。

Editorial Calendar 2018

Issue	Cover Story	Features	Show Distributions	Publication Date
Jan-Feb Issue	Outlook 2018	<ul style="list-style-type: none"> • Printing Technology • Total Solutions for Intelligent Electronic Equipments • Modular Bring Flexible Production Line • Electronics Manufacturing Automation Journal 	productronica China 2018 Journal	Feb 10
Mar-Apr Issue	Electronics Manufacturing Technology Application Contest 2018 Supplement	<ul style="list-style-type: none"> • Dispensing/Coating • Repair Technology • High Efficiency and Precision Motion Control • Digitalization Time for Electronic Manufacturing 	Show Express for NEPCON China 2018	Apr 12
Jul-Aug Issue	Interconnection Technology	<ul style="list-style-type: none"> • Clean Technology • Inspection and Testing • Drive Technology for EM • EMA Innovation Award 2018 Supplement 	Show Express for NEPCON South China 2018	Aug.20
Sep-Oct Issue	Intelligence Age of Electronic Manufacturing	<ul style="list-style-type: none"> • Non-standard Electronic Equipment's Development • Miniature Components Assembly • APS-MES Applications • Machine Vision Inspection • Human-Machine Cooperative Robotics 		Oct. 20

*Note that topics in the editorial calendar may be subject to change due to market conditions.

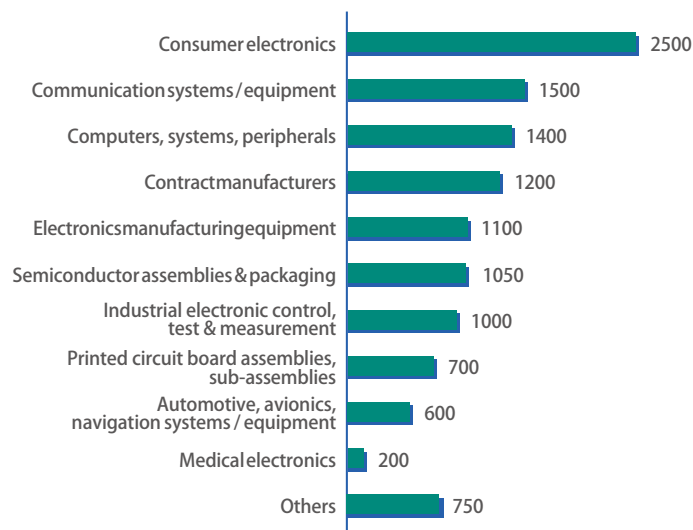
发行概况 Circulation Profile

EM Asia 每期的发行量为 12,000* 册。

Electronics Manufacturing Asia reaches over 12,000* qualified subscribers in the region.

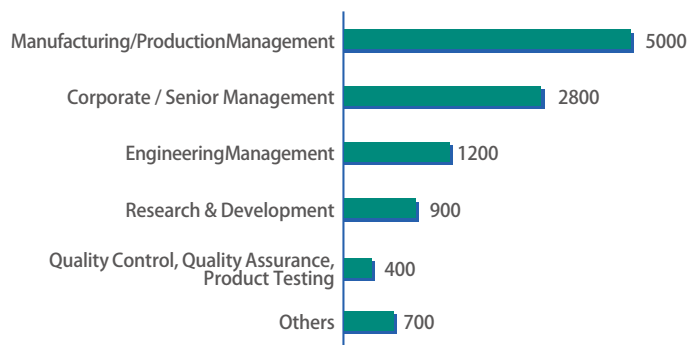
行业分类 Analysis by Industry

消费电子 Consumer electronics	2500
通信系统 / 设备 Communication systems / equipment	1500
计算机、系统及周边设备 Computers, systems, peripherals	1400
合同制造商 Contract manufacturers	1200
电子制造设备 Electronics manufacturing equipment	1100
半导体模块组装 / 封装 Semiconductor assemblies & packaging	1050
工业控制、测试测量 Industrial electronic control, test & measurement	1000
PCB及部件组装 Printed circuit board assemblies, sub-assemblies	700
汽车、航空航天系统 / 设备 Automotive, avionics, navigation systems / equipment	600
医疗电子产品 Medical electronics	200
其它 Others	750
总计 Total	12,000



职位分类 Analysis by Job Function

制造 / 生产管理 Manufacturing/Production Management	5000
公司法人/总经理/副总经理 Corporate / Senior Management	2800
工艺/工程经理 Engineering Management	1200
研发经理 Research & Development	900
质量、工艺、测试工程师 Quality Control, Quality Assurance, Product Testing	400
其它 Others	700
总计 Total	12,000



地区分类 Analysis by Region

广东 Guangzhou	5720	福建 Fujian	170	四川 Sichuan	50	山西 Shanxi	10	广西 Guangxi	4
上海 Shanghai	2500	辽宁 Liaoning	90	湖南 Hunan	50	江西 Jiangxi	9	海南 Hainan	4
江苏 Jiangsu	1700	河北 Hebei	70	河南 Henan	45	云南 Yunnan	8	内蒙古 Neimeigu	4
浙江 Zhejiang	540	安徽 Anhui	70	天津 Tianjin	30	甘肃 Gansu	8	宁夏 Ningxia	1
北京 Beijing	400	湖北 Hubei	65	黑龙江 Heilongjiang	30	贵州 Guizhou	7	青海 Qinghai	1
山东 Shandong	210	陕西 Shaanxi	60	重庆 Chongqing	20	吉林 Jilin	4	总计 Total :	12,000

* 2018年出版人发行数据预计

* Publisher's own data projected in 2018

广告价格 (印刷版) Advertising Rates (Print)

所有报价为基于单期杂志的折扣前人民币价格，从2018年1月1日起生效。

广告客户收到的所有广告合同均受限于Contineo Media Pte Ltd公司规定的标准条款，条款相关内容可以参看 www.contineomedia.com/terms.asp。

All rates quoted are gross on a per issue basis and in Singapore dollars, valid as of Jan 1, 2018.

All advertising contracts accepted by clients are subject to terms and conditions stipulated by Contineo Media Pte Ltd.

Please refer to our standard terms and conditions at www.contineomedia.com/terms.asp

成品尺寸 **Trimmed size: 200mm (w) x 273mm (h)**

出血尺寸 **Bleed size: 210mm (w) x 283mm (h)**

EM Asia - China

特殊版位 Premium Position

	1x RMB (人民币)	1x S\$ (新币)
封二 Outside Back Cover	34,000	6,750
封四 Inside Back Cover	30,000	6,000
封三 Inside Front Cover	27,000	5,250

杂志广告报价 Ad Size (ROP)

	1x RMB (人民币)	3x RMB (人民币)	6x RMB (人民币)	1x S\$ (新币)	3x S\$ (新币)	6x S\$ (新币)
整版 Full Page	26,300	24,800	23,300	5,250	4,950	4,650
1/2版 1/2 Page	17,300	16,500	15,800	3,450	3,300	3,150
1/3版 1/3 Page	15,800	15,000	14,300	3,150	3,000	2,850
1/4版 1/4 Page	14,300	13,500	12,800	2,850	2,700	2,550

2018活动概览 2018 Events

活动名称	时间/地点	主要议题	同期展会	听众	听众分布
电子制造工艺创新论坛	3月14日, 上海	<ul style="list-style-type: none"> 电子产品数字化DFM的探索及思考 微型元器件装配、3D装配、SIP系统级封装 定制化电子设备的快速设计和开发 电子制造企业的精益制造管理系统设计与实现 电子制造企业的管理信息化建设 	productronica China 2018	300人	重点面向长三角及其周边区域，辐射全国消费电子、通信系统/设备、合同制造商、电子制造设备、工业控制/测试测量、半导体模块组装/封装、计算机/系统及周边设备、PCB及部件组装、汽车/航空航天系统/设备，以及医疗电子产品等设备制造商行业以及最终用户行业。
电子制造自动化创新论坛	3月15日, 上海	<ul style="list-style-type: none"> 工业机器人助力电子制造生产自动化 机器视觉和运动控制技术的集成应用 智能化运动控制与执行机构提升电子装配效率 非标定制设备的自动化需求与设计挑战 智能仓储、物流系统改造 	productronica China 2018	300人	重点面向上海及其周边区域，拟邀听众行业主要分布于：消费电子与家电、OEM/ODM、IC封装、LED制造、SMT、汽车电子、通信系统、电脑及外围等设备制造商行业以及最终用户行业。

Event	Date/Venue	Topics	Inconjunction With	Audi-ence Size	Target Audience
Electronics Manufacturing Technology Innovation Forum	March 14, Shanghai	<ul style="list-style-type: none"> Exploration and Thinking on DFM in Electronics Manufacturing Assembly, 3D Assembly, SIP System Packing of Mini-size Components Fast Design and Development of Customized Electronics Manufacturing Equipments The Design and Realization of Precision Manufacturing System in Electronics Manufacturing Establishment of Management Information System in Electronics Manufacturing Enterprises 	productronica China 2018	300	Targeted to the engineers in Yangtze River Delta region and its surrounding area, attendees are mainly from consumer electronics, communication systems/equipment, computers/system/peripherals, contact manufacturers, electronics manufacturing equipment, industrial electronic control/test & measurement, semiconductor assemblies & packaging, PCB assemblies & sub-assemblies, automotive/avionics/navigation systems & equipment, medical electronics.
Electronics Manufacturing Automation Innovation Forum	March 15, Shanghai	<ul style="list-style-type: none"> The Application of Industrial Robots in Electronics Manufacturing Integration of Machine Vision and Motion Control Raise the Efficiency of Electronics Assembly through Smart Motion Control and Execution Modular Challenges and Demands of Non-standard Automation Equipment The upgrading of intelligent warehouse and logistics system 	productronica China 2018	300	Targeted to the engineers in Yangtze River Delta region and its surrounding area, attendees are mainly from consumer electronics, communication systems/equipment, computers/system/peripherals, contact manufacturers, electronics manufacturing equipment.

广告价格 (在线版) Advertising Rates (Online)

www.emasia-china.com

Electronics Manufacturing (EM) Asia 网站为关注PCB 组件设计、装配及测试等业务的相关专业人士提供全面的信息。通过每日大信息量的更新, 让读者把握最新的行业动态。*Electronics Manufacturing (EM) Asia* 网站还将为读者呈现视频专栏、技术专栏和知识中心等栏目, 为读者了解行业技术动态提供多媒体信息服务平台。

Electronics Manufacturing (EM) Asia is a comprehensive information resource for industry professionals who design, assemble and test printed circuit board (PCB) assemblies in Asia. Learn of the latest happenings in the industry with daily news updates and specialized vertical channels. Other features include video channel, technology channel, knowledge center, as well as a digital archive of back issue.

网页	规格 (像素)	首页 (一季) RMB (人民币)	其他频道 (一季) RMB (人民币)
首页	728 x 90	43,500	33,800
竖幅广告	120 x 600	37,500	30,000
横幅广告	468 x 60	30,000	24,000
按钮广告	150 x 150	18,800	15,000

Web Banners	Banner Size (Pixels)	Home Page (Per Quarter) S\$ (新币)	Run-of-Site (Per Quarter) S\$ (新币)
Leaderboard	728 x 90	8,700	6,750
Skyscraper	120 x 600	7,500	6,000
Horizontal	468 x 60	6,000	4,800
Button	150 x 150	3,750	3,000



www.EMAsia-China.com

E-newsletter

Electronics Manufacturing (EM) Asia 电子刊每周发行一期, 一周发送12,000份。根据每期的编辑主题关注一个行业热点, 并为用户汇聚一周的信息精华。电子刊除了提供banner广告位, 用户还可选择内容赞助, 将您的宣传信息浓缩为100字以内的文字在电子刊中呈现。

The weekly *Electronics Manufacturing (EM) Asia* e-newsletter reaches over 12,000 subscribers, providing them with a timely summary of the week's development in the industry. Besides banner placements, the e-newsletter offers a text sponsorship placement that allows you to convey your promotional message through a 100 word description.

版位	规格	RMB (人民币)
横幅广告 (每月)	468 x 60	12,000
按钮广告 (每月)	125 x 125	10,000
内容赞助 (每月)	100字 + 125 x 125	8,000

Position	Specifications	S\$ (新币)
Horizontal (per month)	468 x 60	2,400
Button (per month)	125 x 125	2,000
Text Sponsorship (per month)	100 words with 125x125 button banner and URL link	1,600



E-newsletter

其他在线广告 Other Online Offerings

	RMB (人民币)	S\$ (新币)
视频专栏 Video Channel (单期 per month, 每个视频 per video)	11,300	2,250
关键字搜索 Keyword Search (每月 per month, 每个关键字 per keyword)	11,750	2,350
网站专栏 Channel Sponsorship (每月 per month, 每个来源 per resource)	18,800	3,750
知识中心 Knowledge Centre (每月 per month)	18,800	3,750

EM asia Innovation Awards 创新奖2018

第十二届 EM Asia 创新奖

“EM Asia 创新奖”创立于2006年的，其目的是为了表彰那些为推动亚洲电子制造业发展做出了杰出贡献的公司，同时向业界发布本年度最高水准的技术和产品。

Established in 2006, *EM Asia Innovation Awards* program strives to recognize and celebrate excellence in the Asian electronics industry, inspiring companies to achieve the highest standards and push the industry forward.

凡是在2017年1月1日至2017年12月31日期间在亚洲市场上推出并公开销售的，与电子制造相关联的产品、材料、软件、系统和设备均可报送参评，由独立的业界专家评委进行评审，结果将于2018年4月 NEPCON China 2017期间所举办的“第十二届 EM Asia 创新奖”颁奖仪式上对业界发布。

Top performing companies will be recognized for achieving the highest standards in the various manufacturing-related products, materials and equipment introduced and offered for sale in Asia between January 1, 2017 and December 31, 2017. The awards will be presented in Shanghai during NEPCON China (April 2018).

创新奖项为：

The award categories are:

• 装配系统 Assembly Systems

1. 贴片系统 Pick and Place Systems
 - A. 大批量 High Speed
 - B. 多功能机 Multi-function
2. 自动插件机 Auto Inserter
3. 供料器 Feeder
4. 集成子系统 Integrated Subsystems

• 印刷系统 Screen Printing Systems

1. 印刷机 Printing Equipment
2. 网板 Stencil
3. 集成子系统 Integrated Subsystems

• 焊接系统 Soldering Systems

1. 批量焊接系统 Volume Soldering Systems
 - A. 回流焊设备 Reflow Soldering Equipment
 - B. 波峰焊设备 Wave Soldering Equipment
2. 点焊接系统 Spot Welding Systems
 - A. 选择焊接系统 Selective Soldering Systems
 - B. 激光焊接系统 Laser Soldering Systems
3. 返修/返工设备 Repair/Rework Equipment
4. 手工焊接工具 Hand Soldering Tools
5. 辅助系统 Auxiliary System

• 测试测量/检查系统

Test & Measurement / Inspection Systems

1. AOI
2. AXI
3. SPI
4. ICT
5. FT
6. 边界扫描 Boundary Scan
7. 实验室用检测系统 Laboratory Test & Measurement Systems
8. 测试仪器 Test Instruments
9. 辅助系统 Auxiliary System

• 专用系统 Special Systems

1. 编程系统 Programming Systems
2. 点胶系统 Dispensing Systems
3. 清洗机 Cleaning Equipment
4. 气体发生系统 Gas Production System
5. 组装生产线系统/设备 Assembly Line Systems/ Equipment
6. 制造自动化辅助系统 Automation Auxiliary Systems
7. Others

• 软件 Software

1. 生产管理系统 Production Management Systems
2. 工艺控制系统 Process Control Systems
3. 系统优化 System Optimizing

• 材料 Materials

1. 胶粘/涂覆/灌封剂

Adhesive/Coating/Encapsulating Materials

2. 锡膏 Solder Paste
3. 其它焊接材料 (焊锡丝等) Other Soldering Materials (solder wire etc.)
4. 清洗材料 Cleaning Materials
5. 助焊剂 Flux
6. Others

• 制造自动化系统/工具

Automation Systems/Instrument

1. 机器人 Robot
2. 自动元器件仓库系统 Automatic Component Warehouse Systems
3. 装配生产线自动化系统 Automatic Assembling Systems
4. 自动化工具 Automatic Instrument
5. 其他相关系统或工具 Others

• 年度杰出产品与贡献奖 (中国)

Outstanding Product of the Year (China)

• 最佳供应商奖 (此奖由读者投票评出)

Best Supplier of the Year (Reader's Choice)

更多信息，请联络：

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广告材料要求—尺寸规范 Mechanical Requirements — Size Specifications

广告尺寸 Ad Size	成品 Trimmed (w x h)	出血 Bleed (w x h)
跨页 Double Page Spread (DPS)	400mm x 273mm	410mm x 283mm
整版 Full Page	200mm x 273mm	210mm x 283mm
1/2横 (1/2 Page Horizontal)	170mm x 125mm	—
1/2竖 (1/2 Page Vertical)	85mm x 240mm	—
1/3横 (1/3 Page Horizontal)	170mm x 80mm	—
1/3竖 (1/3 Page Vertical)	55mm x 240mm	—
1/4横 (1/4 Page Horizontal)	170mm x 55mm	—
1/4方 (1/4 Page Square)	85mm x 125mm	—

广告素材要求说明 Material Guidelines

a. 印刷材料 Print

电子版文件(只接受苹果机排版格式): Illustrator AI / EPS 以及 InDesign 格式文件。所有图片应为 CMYK 格式, 实际广告印刷尺寸 300dpi 分辨率, 必须包括所有链接文件与相关字体。InDesign 创建的广告材料, 在打印选项里面的色彩管理页请将 Printer Profile 设为 "Photoshop 5 Default CMYK" only。

Digital files are accepted (Macintosh format only): Illustrator AI/EPS and InDesign. All images should be saved in CMYK format, 300 dpi resolution at actual print ad size, all link files and fonts must be included. Artwork created in InDesign, for color management in print option should use Printer Profile as "Photoshop 5 Default CMYK" only.

Acrobat PDF文件: 必须提供实际广告尺寸下的高分辨率 PDF 文件, 出血尺寸并带裁切标记。所有图片和相关字体也应嵌入其中。

Acrobat PDF files: High resolution PDF must be supplied in actual print ad size with bleed allowance and trim marks. All images and fonts embedded.

打样要求: 所有广告请提供 2 张最终彩色打样。

Proofs: 2 final color proofs are required for all ads.

出血规格: 出血为成品尺寸之外增加 5mm; 文字建议在成品尺寸之内 5mm。

Bleed recommendation: Leave 5mm safe area all around. Headlines that cross a spread must be split between words or allow 5mm in gutter.

b. 网站广告材料 Online

网站banner: 提供 GIF 或 JPEG 文件, 内嵌 URL 链接, 文件大小不高于 39kb

Web banner: Please provide GIF or JPEG files no more than 39kb with linking URLs.

Rich media: 提交动态 GIF 或 SWF, 但动作必须由用户触发。为了尊重用户体验, 所有 Rich media 文件需要测试通过。

Rich media: Please submit alternate GIF or SWF. However, action must be user-initiated. In order to respect the user experience, all rich media files need to be tested and approved.

文字链接: Header, 公司名称, URL 和内容文字不得超过 100 个字。

Text sponsorship: Header, company name, URL and body text must not exceed 100 words.

E-video: 接受标准视频格式, 例如 FLV, AVI, DV, MOV, MPEG-1, -2, -4, WMV。

视频文件大小 (FLV) 不得超过 2MB, 时间大约为 60 秒。音轨请压缩为 11KHz, 22KHz, 44.1KHz 或 48KHz

E-video: We accept video contents in standard formats such as FLV, AVI, DV, MOV, MPEG-1,-2,-4, WMV.

Video file size (FLV) should not exceed 2MB and duration should be approximately 60 seconds.

Audio tracks need to be 11KHz, 22KHz, 44.1KHz or 48KHz in compression.

材料递交说明

Material Submission

a. 所有广告投放订单、电子文件、网站广告和其他材料请发送到:
All advertising insertion orders, digital files, online materials and other production materials should be sent to:

b. 关于我们媒介产品的更多信息, 请联系:
For further information on production requirements, please contact:

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