

2002

Theme: Business Globalization—Strategy and Tactics in Greater China Market
全球策略暨兩岸佈局

Intel Keynote Speech 1

Topic: Enabling the Digital Future

BenQ Keynote Speech 2

Topic: R&D in Taiwan, Marketing in China, Logistics Worldwide

台灣研發、中國行銷、全球運籌

Panel Discussion

Topic: Hi-Tech Industry's Strategy and Tactics in Greater China Market
高科技產業的兩岸佈局策略

得知活動方式								
DM	eDM	媒體報導	廣告	DM/eDM	DM/其他	eDM/其他	媒體報導/其他	其他
301	1336	261	8	28	22	35	11	819
11%	48%	9%	0%	1%	1%	1%	0%	29%

報名方式				
eDM	FAX	Intel_eDM_C	Intel_eDM_E	Online
712	59	52	168	1830
25%	2%	2%	6%	65%

身份類別									
CXO/VP/Consultant	GM / Deputy GM / Director / Special Assistant / Head of department	Supervisor	Manager / Asst. Manager	Professor / Associate Professor / Lecturer / Associate instructor	Specialist	Engineer	Staff / Employee	Student	Others
158	282	120	703	46	213	212	165	675	247
6%	10%	4%	24%	2%	8%	8%	6%	23%	9%



