

# China Social Media

– WeChat Solutions for Power Electronics Industries



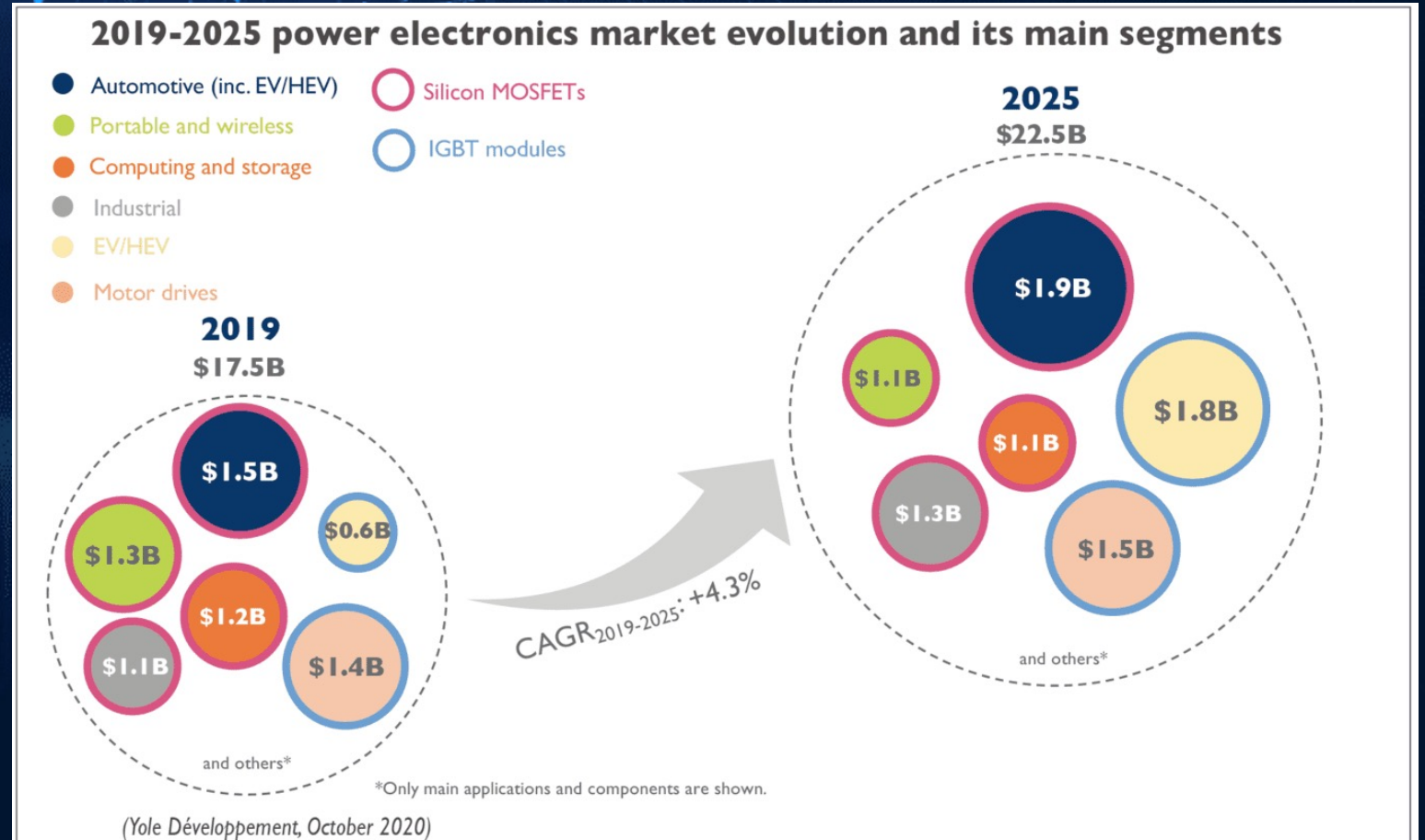
**Bodo's 功率系统<sup>®</sup>**

By China i2i Group – Bodo's Power Systems China



# Power Electronics Marketplace

The Global Power Electronics Market Accounts For \$17.5B, With A 4.3% Compound Annual Growth Rate (CAGR) From 2019-2025. Within This Market, We Can Differentiate Three Different Major Driving Components: **IGBT Modules, Silicon Mosfets And Sic Devices.**



# China's Power Electronics Marketplace

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Rising demand for consumer electronics and government initiatives to adopt electrified vehicles will continue driving the growth of the power electronics market in China.

**China will be playing a new row in power electronics market.**



***Driving application segments for power electronics growth in China:***

- Automotive – EV/HEV
- Data centers
- Telecom infrastructure
- 5G devices
- Renewable energy

China is and will continue being the leader in systems for several power electronics applications segments.

# What is WeChat



- China's Largest And Fastest Growing Social Media Platform
- But more than just a place to chat, WeChat is a super App, where you can connect, market, promote, sell, transact and retain loyalty.
- 1.2+ Billion Monthly Users
- Average Use 45 – 65 Times Daily
- 2.3 Hours Average Daily Use

Many social media platforms in the west are not used in B2B markets and this is very different in China. WeChat is used extensively for business purposes. Enterprises increasingly use WeChat official business accounts to market, promote, sell, service customers and maintain client relationships.

# Examples and case studies of power electronics companies using China WeChat

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This is the interface of Infineon WeChat account.



WeChat account name

Content push featured image

Content push title

Content push abstract

Content push featured image

Content push title

Content push abstract

3 Main menus

# Examples and case studies of power electronics companies using China WeChat

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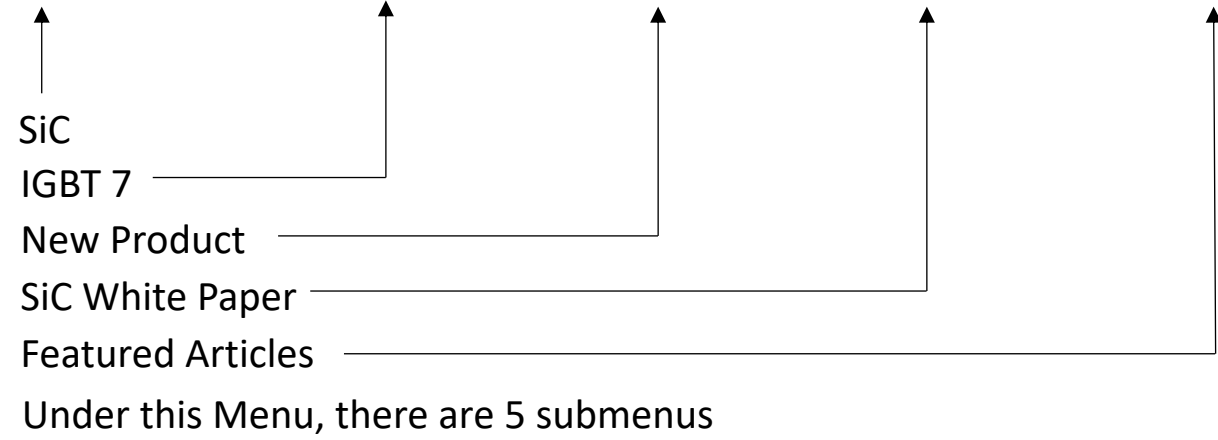


This is the interface of Infineon WeChat account.



- Content push title
- Content push author
- Content push details, usually consists of text with graphics / images / videos

# Examples and case studies of power electronics companies using China WeChat



# Examples and case studies of power electronics companies using China WeChat



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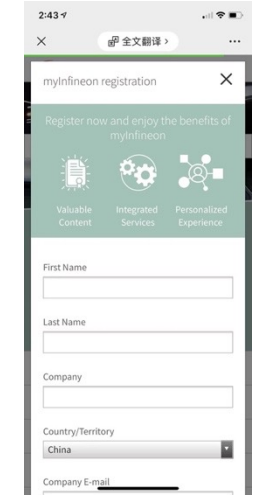


Second menu named Data Brochure



# Examples and case studies of power electronics companies using China WeChat

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- 研讨会
- 师生园地
- 家电生态圈
- IGBT教材与慕课
- MyInfineon

Webinar  
For students  
Home appliance  
IGBT Materials  
MyInfineon

Under this Menu, there are 5 submenus

# Who We Are? What We Do?

**Bodo's 功率系统®**



China i2i Group: Since 1999 we have been bringing buyers and sellers together in China and Mandarin – through media, communications, social, events and trade gatherings. Our offices in Beijing, Shanghai and Hong Kong – along with our China and global professionals – offer the highest level of creativity, execution and focus with a singular aim – what you need to accomplish your goals.



## Social & Digital Media

In Mandarin and Focused On  
Chinese Consumers &  
Businesses



## Publications

Targeting High Valued &  
Capable Consumers &  
Businesses



## Conferences & Events

Creating Face To Face Business  
& Consumer Prospects



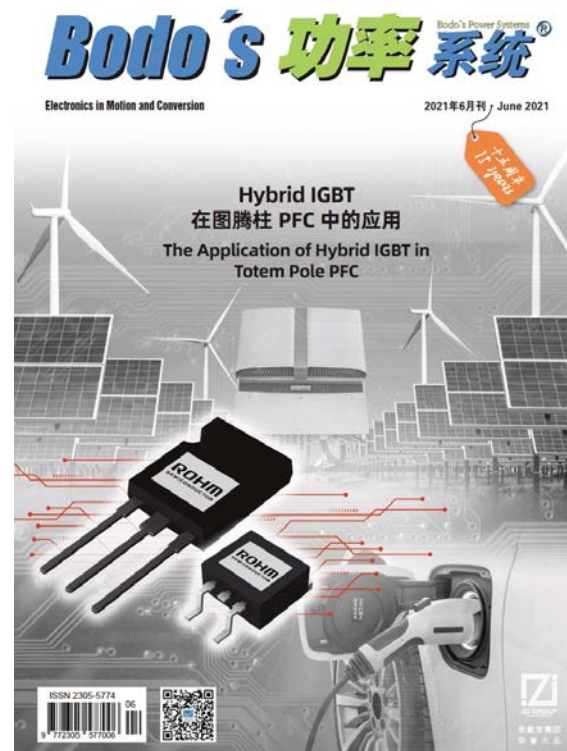
## Exchange

Places To Do Business and  
Exchange Ideas – Exhibitions –  
Trade & Consumer Shows

# China i2i Group in Power electronics industry

**Bodo's 功率系统®**

We are the publisher of Bodo's Power Systems China magazine.  
From 2012 to present

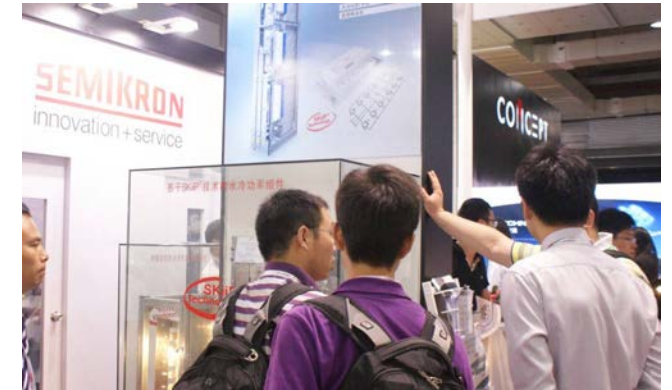


# China i2i Group in Power electronics industry

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**pcim**  
ASIA

We were the organizer  
of PCIM Asia from 2009  
July to 2013 June.



# Our Own WeChat Account – Bodo's Power Systems China

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Followers by Gender



Followers by Age



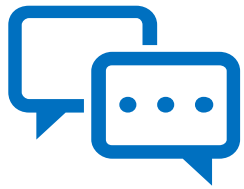
## Who Are The Followers / Fans?

Followers / Fans are Bodo's Power China readers from industry, including: power electronics, power management, battery, portable power, digital power, design and simulation, high-power switching, high-voltage transformers, IGBT, SiC & GaN Technology and thermal management. Plus, application markets of renewable energy, electric vehicle, rail, consumer electronics and more.



# If Your Company Does NOT Have A WeChat Account, We Can Be Of Help.

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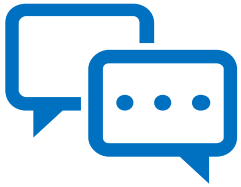
## Services Offered Include:

- Set up the official WeChat account
- WeChat menu set up and population
- Weekly content push management
- Monthly WeChat report
- Translation
- Design
- Account manager
- Monthly report with statistics
- Ongoing consultation



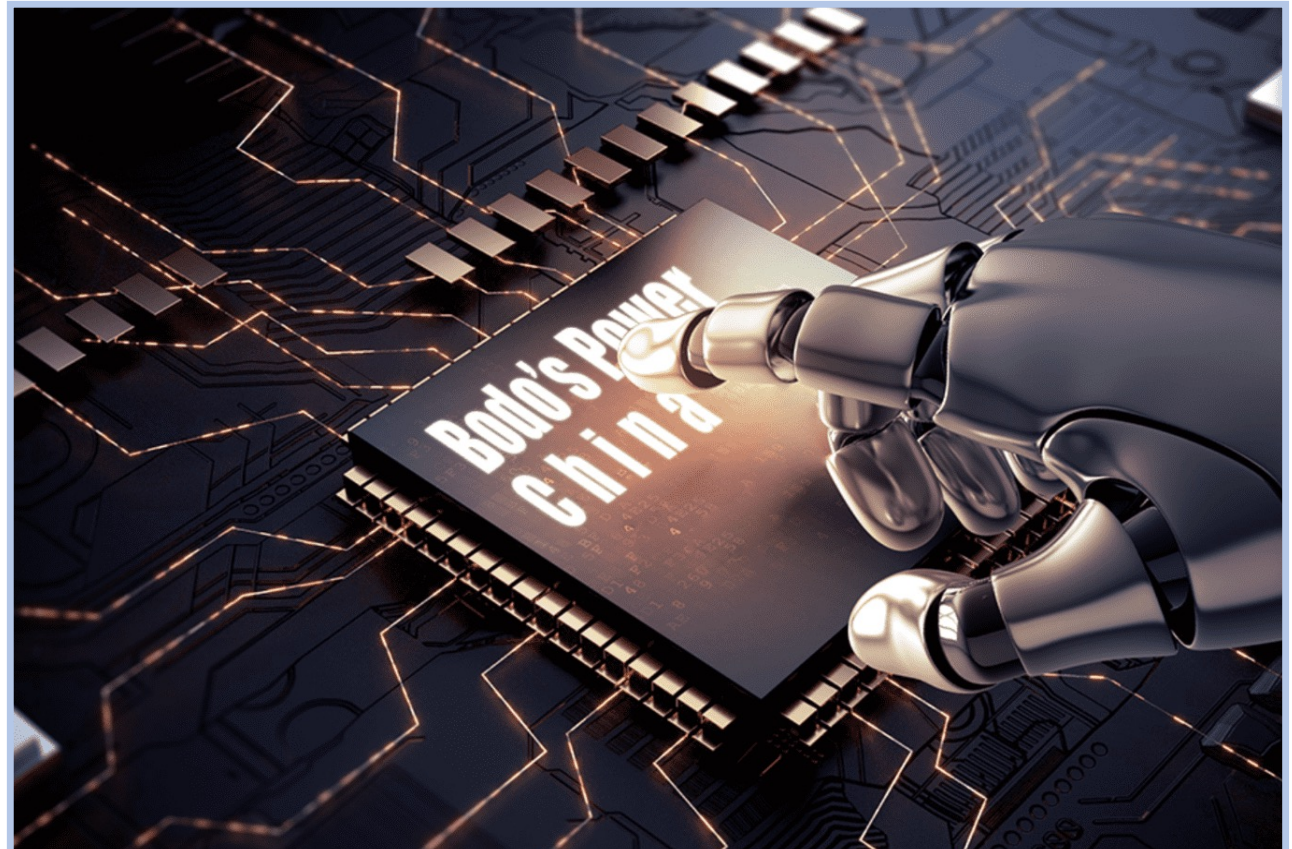
# If Your Company Does Have A WeChat Account

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## We Can Also Offer Below Services

- Monthly account management services
- Extended promotion through the Bodo WeChat and media ecosystem
- Translation services
- Creative design
- Content development and writing
- Social media service management
- Account manager and strategic consulting
- Monthly report



# Other Services That We Can Offer

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## PR & Media Communications

China is a big country, so you need to make noise and China i2i Group's PR professionals know how to make noise.

## Custom Publishing, Publication Design, Collateral / Logo Design

Looking to create or update your company publication, need a new design, need a new idea, need more readers? China i2i Group can help, through our inhouse studio, designers and distribution experts - to make your old publication / collateral new or your new publication / collateral shine.

## Website Design, Production, Programming & SEO

Websites remain the gateway to your social media, online sales and loyalty – so a dynamic, modern, interactive and memorable platform is key to making your products and services sparkle. Our in-house web designers and programmers will create, assure functionality, ease of use, and optimal positioning when customers and clients search.

## Events / Exhibitions / Roadshow Management

With over 20 years experience in events, China i2i Group can help organize your own events, services including logistics, catering, AV, interpreters, hosts, WIFI, printing, shipping, storage and entertaining etc.



# Our Clients (Partially):

**Bodo's 功率系统®**



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# THANKS

Contact us for proposal

Min XU

+86 156 1886 0853 | [xumin@i2imedia.net](mailto:xumin@i2imedia.net)

