



艾凯咨询
ICAN Consulting

2008-2009 Annual Report on China 's IC Card Industry

一、调研说明

《2008-2009 Annual Report on China ' s IC Card Industry》是艾凯咨询集团经过数月的周密调研，结合国家统计局，行业协会，工商，税务海关等相关数据，由行业内知名专家撰写而成。报告意于成为从事本行业人士经营及投资提供参考的重要依据。

报告主要可分为四大部分，首先，报告对本行业的特征及国内外市场环境进行描述；其次，是本行业的上下游产业链，市场供需状况及竞争格局从宏观到细致的详尽剖析，接着报告中列出数家该行业的重点企业，分析相关经营数据；最后，对该行业未来的发展前景，投资风险给出指导建议。相信该份报告对您把握市场脉搏，知悉竞争对手，进行战略投资具有重要帮助。

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二、摘要、目录、图表

Chapter One IC card and relevant knowledge	1
Section One History, definition and classification of IC card	1
First, history of IC card	1
Second, definition of IC card	2
Third, classification of IC card	4
Section Two Related policy of IC card	13
First, promotion policy of IC card industry	13
Second, preferential policy of IC investment	15
Third, local policy	16
Fourth, new support policies of semiconductor will issue soon	19
Section Three Application pattern of IC card	22
First, application of health insurance card	22
Second, application of telecommunication aspect	24
Third, application of financial aspect	28
Fourth, application of intelligent building	33
Fifth, application of transportation aspect	37
Sixth, application of non-profit organization aspect	38
Section Four New tendency of IC card application	53
First, application subdivision and expedite the emergence of "a card of multi-purpose"	53
Second, the RFID market starts comprehensively	54
Third, prospect of the union of motion payment and IC card is broad	56
Fourth, development trend of IC card in the other application domain	57
Chapter Two RFID technology	60
Section One Overview of RFID	60
First, technology description of RFID	60
Second, distinction of IC card and radio frequency card	62
Third, China's RFID application development	64
Fourth, the strategy that China develop RFID technology	73

Fifth, China's RFID technology development and the priority areas of application	77
Sixth, the macro-environmental construction that China develop RFID technology	82
Section Two Future development trend of RFID	84
First, five tendency of RFID industry in 2008	84
Second, application scale of China ' s RFID in 2008	86
Third, feel the pulse of the development of China ' s RFID in 2008	89
Fourth, future of RFID in China	93
Fifth, development trend of global RFID	95
Chapter Three Current development state of EMV	98
Section One Development process of EMV migration	98
First, profiles of EMV migration	98
Second, development course of EMV migration	98
Section Two Background and current situation of international EMV migration	99
First, background of international EMV migration	99
Second, mode of EMV migration	100
Third, global progress and impact of EMV migration	101
Fourth, three echelon of global EMV migration in 2007	106
Section Three Problems which exist in China's EMV migration	107
First, reason about EMV migration of banking of our country	107
Second, problems which exist in EMV migration of China's bank card	108
Section Four EMV migration status of China's bank card	110
First, battle of standard in the standard	110
Second, the latest information of China EMV migration in 2008	115
Chapter Four Development of international IC card	118
Section One Development of international IC card	118
First, telecom market	118
Second, bank card market	121
Third, government and health care market	134
Fourth, transport card	135
Section Two International standards of IC card	136

First, standard of non-contact IC card	136
Second, standard of non-contact IC card	137
Section Three Current situation of global IC card market	138
First, current situation of application of global smart card	138
Second, Analysis of world 10 major FRID affairs in 2007	146
Third, development of NFC in 2007	156
Section Four International dynamics of IC card	160
First, Korea Telecom launch non-contact payment services	160
Second, Japanese Seiko HSDPA Communications card select Infineon UMTS RF Transceiver	161
Third, European Air Bus Company chooses ODIN as the cooperative partner	163
Fourth, forecast of global mobile payments market in 2011	164
Chapter Five Industry chain analysis of IC card	165
Section One Supply and demand analysis of IC card chip	165
First, China's IC industry profile in 2007	165
Second, current situation of the development of the domestic and international integrated circuit technology	169
Third, analysis of China's IC industry	176
Fourth, forecasts of China's integrated circuit industry in 2008-2012	190
Section Two Analysis of IC design industry	191
First, development overview of IC design industry in 2007	192
Second, the investigation of design ability and level of China's electronics engineers in 2007	197
Third, SWOT analysis of IC design industry	210
Fourth, IC design industry step into a rational adjustment	229
Fifth, development strategy analysis of IC Design Industry in 2008	233
Section Three IC card packaging and testing industry	238
First, profile analysis of IC card packaging and testing industry in 2007	238
Second, opportunities and problems of packaging and testing industry	251
Third, development overview of IC packaging and testing industry	256
Fourth, development trend of global packaging and testing industry in 2008-2009	261
Section Four Overview analysis of Taiwan IC card industry chain in 2007	268
First, IC design industry	269

Second, IC manufacturing industry	270
Third, IC packaging, testing industry	271
Fourth, prospect in 2008	272
Section Five Overview analysis of the upper reaches enterprise of international IC card	273
First, current situation of Infineon scientific & technological corporation and prospect of 2008	273
Second, Management overview of ATMEL Company	286
Third, management state of Samsung Electronics Co., Ltd. in 2007	297
Fourth, current situation and prospect analysis of STM	302
Fifth, current situation and development of Freescale integrated circuit Co., Ltd.	321
Sixth, current situation of Japan Renesas scientific & technological corporation and strategy analysis of 2008	328
Section Six Main IC card companies of our country	335
First, Zhuhai Actions Semiconductor Design Co., Ltd.	335
Second, Vimicro microelectronics Company	344
Third, CEC Huada Electronic Design Co., Ltd.	346
Fourth, Hangzhou Silan microelectronics Limited Company	348
Fifth, Beijing Tongfang Microelectronics Co., Ltd.	353
Sixth, Shanghai Fm Microelectronics stock Co., Ltd.	355
Seventh, Shanghai Belling Limited Company	361
Chapter Six Advantage enterprise's analysis of IC card industry	368
Section One Gemalto Company	368
First, company's profile	368
Second, enterprise trends in 2008	368
Third, management tactics of enterprise in 2008	373
Section Two Oberthur card systems Co., Ltd.	376
First, company's profile	376
Second, enterprise ' s trends	378
Section Three G&D Company	379
First, company's profile	379
Second, enterprise ' s trends	381
Section Four Watch Data systematic Co., Ltd.	386

First, company's profile	386
Second, development tactics of enterprise in 2008	387
Third, enterprise's trends	390
Section Five Datang Microelectronics Technology Co.,Ltd.	394
First, company's profile	394
Second, market trend	396
Third, management tactics of enterprise in 2008	397
Section Six ShangHai Huahong Jt smart card systematic limited company	401
First, company's profile	401
Second, products system	402
Third, enterprise trends in 2008	403
Section Seven HengBao Co.,Ltd.	405
First, company's profile	405
Second, production qualification	407
Third, management state of enterprise in 2007	408
Section Eight Aerospace Information Co.,Ltd.	411
First, company's profile	411
Second, development tactics	413
Third, enterprise trends in 2008	415
Chapter Seven Analysis of relevant economic key elements of IC card development	418
Section One Semiconductor industry's development analysis	418
First, operation analysis of semiconductor in 2007	418
Second, analysis of development state and prospect of semiconductor apparatus industry of 2007	421
Third, new opportunity of development of the semiconductor industry	425
Fourth, analysis of development bottleneck and tactics of semiconductor industry	434
Fifth, prediction of the development trend of semiconductor of 2008	444
Section Two Development analysis of retail industry	446
First, overview of Chinese retail business of 2007	446
Second, main enterprise's brief analysis of Chinese retail business	449
Third, future main body perspect of retail business	450
Fourth, prospect analysis of Chinese retail business	455

Section Three Development analysis of information industry	456
First, development situation of information industry of our country in the present stage	456
Second, main characteristic that information industry of our country present	460
Third, development environment that industry's development face	466
Fourth, development trend of future industry	467
Section Four Development analysis of financial industry	470
First, current situation analysis of financial industry	470
Second, reform direction of financial industry in 2008	479
Chapter Eight Present situation and development trend analysis of IC card market of our country	489
Section One Profile of Chinese FRID market in 2007	489
First, the government program was still the propelling force of RFID application	489
Second, the standard formulation of ultra-high frequency RFID makes the breakthrough	490
Third, new developing application market of NFC rises gradually	491
Fourth, RFID industry evaluation of the year in 2007	491
Section Two Competition pattern of Chinese IC card market	495
First, competition condition of Chinese IC card market in 2007	495
Second, competition pattern evolvement of domestic and foreign IC card manufacturer	502
Third, profound change of IC card market pattern of our country	504
Section Three Development and tendency forecast of Chinese IC card market in 2008	508
First, the application domain of IC card consummates unceasingly	508
Second, manufacturer condition of Chinese IC card market	510
Third, potential of Chinese IC card market is huge	511
Fourth, development tendency of Chinese IC card market in 2008	512

CHART CONTENTS

Chart: Performance comparison of several kinds of card	5
Chart: Application and classification of IC card	8
Chart: Utilization of smart card in construction aspect	34
Chart: Application scope of company card	34
Chart: Application that smart card use in company ' s resources utilization	36
Chart: Application of smart card in cafeteria management	36

Chart: IC card meter ' s management pattern 40

Chart: IC card meter ' s work schematic diagram 45

Chart: Introduction of selling electricity management system of Beijing Power supply bureau 49

Chart: User card ' s file structure 52

Chart: ESAM module ' s file structure 52

Chart: The flow map that management system sends the card 53

Chart: Development process of RFID technology 62

Chart: Members of RFID standard working group 71

Chart: EMV ' s migration process table 99

Chart: Global payment card market in 2005 134

Chart: Distribution structure of world smart card market in 2007 160

Chart: China top 10 IC design companies of 2006 189

Chart: China top 10 IC and discrete devices manufacturing companies of 2006 189

Chart: China top 10 integrated circuit packaging and testing companies of 2006 190

Chart: Digital ASIC researches and develops the main products for China IC design company 195

Chart: The design type of Chinese IC design companies develop 195

Chart: Overview of China IC design company's design level of 2006 195

Chart: consumption electronics is mainstream applications of China's IC products 196

Chart: Overview of some multimedia IC of native country 196

Chart: Design object which China IC Company start in 2006 197

Chart: The proportion of Chinese design engineer's number to the total number of person of enterprise staff in 2007 197

Chart: The proportion of Chinese design engineer who engaged in relevant work of design and development in 2007 198

Chart: The proportion of electronic product category that Chinese electronic design engineer designed in 2007 198

Chart: Electronic design engineer's proportion in the electronic manufacturing company of different business properties in China of 2007 199

Chart: The distribution of Chinese electronic design engineers in the country of 2007 199

Chart: An average work experience of Chinese electronic design engineers in 2007 200

Chart: The proportion of the items number that Chinese engineers involved in the design in 2007 200

Chart: The proportion that Chinese electronic design engineers involved in the design of the new projects

in 2007 201

Chart: The proportion of Chinese electronic design engineers in the improved project base on the existing design in 2007 201

Chart: The proportion of design project that Chinese electronic design engineers based on the outside system design cases in 2007 202

Chart: The situation that Chinese electronic design engineers face the challenge in 2007 202

Chart: Aspects that Chinese electronic design engineers focused on the design of those projects of 2007 203

Chart: The proportion of the number of people that Chinese electronic design engineer base on the original basis to improve in 2007 203

Chart: The average time that Chinese electronic design engineers complete a project spent in 2007 204

Chart: China's standards that Chinese electronic design engineers concern in the future two years in 2007 204

Chart: The proportion that China's electronic design engineers have design capacity in 2007 205

Chart: Chinese electronic design engineer plan to apply the following technology to the design object in the next two years in 2007 205

Chart: The proportion that Chinese electronic design engineers face the challenge of ordinary design in 2007 206

Chart: The proportion of the source of the resources that Chinese electronic design engineers design the project used in 2007 206

Chart: The proportion of attitude that Chinese electronic design engineer refer to the tools of the design solution in 2007 207

Chart: The situation that Chinese electronic design engineer participate in the choosing course of components and parts of the inaugural company in 2007 207

Chart: The channel situation that Chinese electronic design engineer understand the latest technology in 2007 208

Chart: Channel that the electronic design engineer in China depends on while choosing the components and parts of 2007 208

Chart: The occupancy situation of foreign brand of IC that Chinese electronic design engineer uses in 2007 209

Chart: The situation of foreign brand of the discrete components and parts that Chinese electronic design engineer uses in 2007 209

Chart: The production source situation of ASIC which the electronic design engineer in China uses in 2007 210

Chart: The packaging form of main domestic owned enterprises 249

Chart: The packaging form of main domestic joint ventures 250

Chart: The packaging form of main domestic packaging enterprises 250

Chart: The proportions that professional factory of processing take the place of total packaging market in 2005-2007 258

Chart: Gross profit rate of 6 big packaging and testing enterprise in the whole world in 2006 259

Chart: Gross profit rate of 6 big packaging and testing enterprise in the whole world in the first quarter of 2006 259

Chart: 10 big packaging Company's ranks in the world of 2006 259

Chart: Growth trend of global semiconductor market in 2007 262

Chart: Market scale and trend global semiconductor packaging and testing in 2007-2009 262

Chart: Products proportion of Taiwan packaging industry in 2007 265

Chart: Trend of output value of Taiwan IC packaging industry of 2005-2009 265

Chart: Taiwan testing industry's products proportion in 2007 266

Chart: The trend of output value of Taiwan IC testing industry in 2005-2009 266

Chart: Tendency picture of DRAM price of the first half of 2007 268

Chart: Business income of Infineon scientific and technological joint-stock company in the first quarter of 2008 277

Chart: Interest pretax profit of Infineon scientific and technological joint-stock company in the first quarter of 2008 277

Chart: Increase and decrease situation of per share of Infineon scientific and technological joint-stock company of 2007-2008 278

Chart: Financial situation of Infineon AIM department of 2007-2008 278

Chart: Financial situation of Infineon COM department of 2007-2008 279

Chart: Adjusted business income of Infineon other business segments / enterprise in 2007-2008 279

Chart: Adjusted pretax profit of Infineon other business segments / enterprise in 2007-2008 279

Chart: The amalgamated financial statement of Infineon scientific and technological joint-stock company in 2007-2008 280

Chart: The amalgamated financial statement of Infineon scientific and technological joint-stock company in 2007-2008 280

Chart: Net income and net expenses in amalgamated financial statement of Infineon scientific and technological joint-stock company in 2007-2008 281

Chart: Net sales amount of every business domain of Infineon scientific and technological joint-stock company of 2007-2008 281

Chart: Pretax profit of every business field of Infineon scientific and technological joint-stock company of 2007-2008 282

Chart: Every area of Infineon scientific and technological joint-stock company take the proportion of the sales amount in 2007 282

Chart: Simple table of aggregate balance sheet of Infineon scientific and technological joint-stock company in 2007(1) 283

Chart: Simple table of aggregate balance sheet of Infineon scientific and technological joint-stock company in 2007(2) 284

Chart: The simple form of cash flow statement of Infineon scientific and technological joint-stock company in 2007-2008 285

Chart: Gross cash position and net cash position of Infineon scientific and technological joint-stock company in 2007-2008 285

Chart: Free cash flow of Infineon scientific and technological joint-stock company in 2007-2008 286

Chart: Staff quantity of Infineon scientific and technological joint-stock company in 2007 286

Chart: Samsung ' s investment plan of 2008 300

Chart: Renesas Company's overview 328

Chart: Business income situation of Zhuhai Actions in 2007 343

Chart: Institutional framework of Huada Electronic 348

Chart: Main business indicator of Hangzhou Silan microelectronics Limited Company in 2007 353

Chart: The newest unusual fluctuation of Hangzhou Silan microelectronics Limited Company in 2007 353

Chart: Brief financial index over the years of Shanghai Belling Limited Company 365

Chart: Shanghai Belling Limited Company's profit form and profit ability in 2004-2007 365

Chart: Shanghai Belling Limited Company ' s management and development capacity in 2004-2007 366

Chart: Shanghai Belling Limited Company's assets and debt of 2004-2007 366

Chart: Shanghai Belling Limited Company's cash flow of 2004-2007 367

Chart: Shanghai Belling Limited Company's unusual fluctuation financial index in 2004-2007 367

Chart: Brief index of the financial affairs of HengBao Co., Ltd. over the years 409

Chart: Profit forms and profit ability of HengBao Co., Ltd. in 2004-2007 409

Chart: Management and development capacity of HengBao Co., Ltd. in 2004-2007 410

Chart: Assets and debt of HengBao Co., Ltd. in 2004-2007 410

Chart: Cash flow of HengBao Co., Ltd. in 2004-2007 411

Chart: China smart card market scale in 2003-2007 470

Chart: Market scale and growth of Chinese RFID in 2004-2007 490

Chart: Top ten successful application case which have most influence in Chinese RFID industry in 2007 492

Chart: Top ten products which have most influence in Chinese RFID industry in 2007 493

Chart: Top ten events which have most influence in Chinese RFID industry in 2007 493

Chart: Top ten enterprises which have most influence in Chinese RFID industry in 2007 494

Chart: Market structure of Chinese IC card in 2007 494

Chart: Manufacturer ' s brand structure of Chinese IC card market in 2007 504

Chart: Increase of sales volume and export amount of IC that China mainland produce in 2003-2007 508

Chart: Output of IC that China mainland produce in 2003-2007 508

Chart: Scale and growth of sales revenue of Chinese IC card industry in 2004-2006 511.....

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三、研究方法

- 1、系统分析方法
- 2、比较分析方法
- 3、具体与抽象方法
- 4、分析与综合方法
- 5、归纳与演绎方法
- 6、定性分析与定量分析方法
- 7、预测研究方法

四、数据来源

对行业内相关的专家、厂商、渠道商、业务（销售）人员及客户进行访谈，获取最新的一手市场资料；

艾凯咨询集团长期监测采集的数据资料；

行业协会、国家统计局、海关总署、国家发改委、工商总局等政府部门和官方机构的数据与资料；

行业公开信息；

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各类中英文期刊数据库、图书馆、科研院所、高等院校的文献资料；

行业资深专家公开发表的观点；

对行业的重要数据指标进行连续性对比，反映行业发展趋势；

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艾凯咨询网（www.icandata.com）隶属艾凯咨询集团（北京华经艾凯企业咨询有限公司），艾凯咨询集团专注提供大中华区产业经济情报，为企业商业决策赋能，是领先的市场研究报告和竞争情报提供商

艾凯咨询集团为企业专业提供投资咨询报告、深度研究报告、市场调查、统计数据等。艾凯咨询网每天更新大量行业分析报告、图表资料、竞争情报、投资情报等，为用户及时了解迅速变化中的世界和中国市场提供便利，为企业商业决策赋能。

研究力量

高素质的专业的研究分析团队，密切关注市场最新动向。在多个行业，拥有数名经验丰富的专业分析师。对于特定及专属领域，我们有国内外众多合作研究机构，同时我们聘请数名行业资深专家顾问，帮助客户分清市场现状和趋势，找准市场定位和切入机会，提出合适中肯的建议，帮助客户实现价值，与客户一同成长。

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