

《苹果在北京设立研发中心：想离中国更近》

导读:日前苹果研发(北京)有限公司在北京成立，而这也是苹果在亚太地区设立的第一家研发中心，将致力于计算机软硬件、通讯、音频和视频设备、消费电子产品技术及信息技术等先进技术的研发。



Apple has established its first **direct-invested** research and development center in China, the Zhongguancun Science Park Administrative **Committee** revealed on Sept. 27 via their official WeChat account.

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The company will focus on developing advanced technologies including computer hardware, communications, audio and video equipment, consumer electronics technology and information technology.

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Tim Cook, Apple's CEO, visited China for the ninth time in August this year. He promised to increase investment in China, and announced plans to set up the research and development center by the end of 2016. He stressed that he would actively participate in China's "Internet Plus" movement.

??2016????????????????????????????“????”??

Apple subsequently released a statement explaining that the research and development center, which will be completed later this year, is intended to unite Apple's engineering and operation teams in China, and to continue

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