

Nokia phones in China will be developed separately

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China, the world's largest smartphone market, has not yet really embraced Nokia phones. Microsoft recognized this and predicted the potential of the Chinese market.



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Therefore, Microsoft will address this situation by establishing a separate development team for the country market called ' *OSG China Engineering team* ' to develop and customize the local market.

" *We are forming a separate development team in China that focuses on providing both formality and service to this market* ," the Microsoft representative said.

China	3 m/e Apr 2013	3 m/e Apr 2014	% pt. Change
Android	71.9	79.8	7.9
BlackBerry	0.3	0.0	-0.3
iOS	23.7	17.5	-6.2
Windows	2.2	0.8	-1.4
Other	1.9	1.9	0.0

Windows Phone market share in China is still low

' *We are looking for a technical development manager for the mobile market in China with new features to compete and win in this market,* ' he added.

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