

# SEMICON<sup>®</sup> SOUTHEAST ASIA

MAY 7-9, 2019  
MITEC  
KUALA LUMPUR  
MALAYSIA

## THINK SMART MAKE SMART

### POST SHOW REPORT



#### KEY VISITING COMPANIES

- Amkor Technology
- Analog Devices
- ASE Group
- Broadcom, Inc.
- Carsem
- Celestica
- Dell Technologies
- Finisar Malaysia
- Flex
- GLOBALFOUNDRIES
- HP Malaysia Manufacturing
- Inari Amerton Berhad
- Infineon
- Intel
- Jabil Circuit
- JCET STATS ChipPAC
- Micron Memory Malaysia
- MIMOS
- Nexperia
- NXP Semiconductor
- ON Semiconductor
- Renesas Semiconductor
- Silterra Malaysia
- Skyworks Global
- STMicroelectronics
- Texas Instruments
- TF AMD Microelectronics
- Unisem
- Western Digital
- X-Fab

#### 2019 HIGHLIGHTS

- **Smart Manufacturing Pavilion** with interactive guided tour at “Factory of the Future” with 15 Industry 4.0 partners showcasing various components of smart manufacturing for more than 360 registered visitors participated - **NEW!**
- **SEMI Southeast Asia’s Hosted Buyers Business Program** in collaboration with **International Sourcing Program (INSP)** organized by MATRADE & MIDA
  - More than **150 exhibitors** with over **30 international buyers** onsite; generated estimated sales of more than **USD400 million**  
*(Key Buyers from: Infineon, GLOBALFOUNDRIES, Lam Research, Silicon Laboratories Intl Pte Ltd, STMicroelectronics, JCET STATS ChipPAC and many more...)*
- **World-of-IoT Pavilion** showcasing Smart IoT-Enabled Lifestyle and **19** Technology Start-Ups from Southeast Asia - **NEW!**
- **Southeast Asia Investment Forum** platform providing top view of Southeast Asia’s electronics development and FDI opportunities (Thought Leadership Program)
- **Workforce and Talent Development Pavilion - NEW!**
- **SEMI High Tech U - NEW!**
- **Electronics Manufacturing Career Fair and Talks** attracted more than 1100 job seekers over 2 days
- **More than 70 Hours** of Technical and Business Programs
  - **Technology Innovation Forum** on Smart Manufacturing and Smart Data (Thought Leadership Program)
  - **CxO Speaks** on Shaping E&E Policies towards a Sustainable Growth Thought Leadership Program
  - **Market Trends Briefing**
  - **Advanced Packaging Forum**
  - **Product and System Level Testing Forum**
  - **Meet-the-Expert Forum**
  - **Energy Efficiency and Sustainable Manufacturing Forum - NEW!**

#### REGISTRATION

<b>Total Attendance</b>	8,411
<b>Total Verified Visitors</b>	5,958
<b>Total Exhibitors</b>	2,453

#### VISITORS BY REGION

<b>Malaysia</b>	71%
<b>International</b>	29%

(Majority of International Visitors from: **Singapore, Japan, Korea, Taiwan, China**)

## VISITOR PROFILE

SEMICON Southeast Asia attracts a highly influential audience from every segment and sector of the global electronics industries, including semiconductors, LEDs, MEMS, printed/flexible electronics, and other adjacent markets.

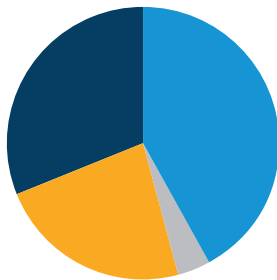


**77%**  
of visitors are involved in purchasing decisions

**59%**  
of visitors represent engineering functions

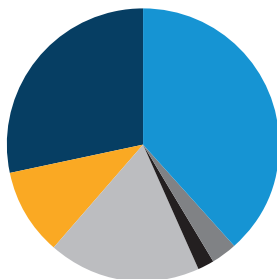


## INFLUENTIAL BUYERS



### PURCHASING AUTHORITY

- 31% Final Decision Maker/Co-deciding/Crucial
- 42% Recommend/Evaluate/Consult
- 4% Specify
- 23% No Role



### JOB LEVELS

- 18% Executive Management (Chairman, CEO, CFO, CMO, President, Chief, Managing Dir.)
- 10% Senior Management (Vice President, Director)
- 28% Other Management (Program Manager, Manager)
- 38% Non-management (Staff, Professional)
- 3% Student
- 2% Other

## PRIMARY JOB FUNCTIONS

SEMICON Southeast Asia attracts multi-level buying teams, with broad representation across all levels, functions and industries.

Design	25%
Test	9%
Equipment Engineering	6%
Research and Development	5%
Product Management	3%
Fabrication and Process Engineering	2%
Industrial Engineering	2%
Packaging/Assembly	2%
Software Engineering	2%
Chemicals/Materials	1%
Facilities/Engineering Support	1%
Quality Assurance/Failure Analysis/Reliability	1%
Marketing/Sales/Business Development	16%
Purchasing/Procurement/Office Management	7%
Manufacturing/Operations Management/Production	4%
Executive Management/Board Member	3%
Financial/Industrial Analyst/Investor Relations	1%
Government/Public Policy	1%
Human Resources	1%
Integration/IT Support	1%
Logistics/Supply Chain Management	1%
Training/Education	1%
Environment, Health and Safety (EHS)	<1%
Other	4%

## AREAS OF INTEREST

SEMICON Southeast Asia visitors are interested in a broad range of industries, technologies, and products from across the supply chain, from design to final manufacturing.

### AREAS OF INTEREST

#### DESIGN/MANUFACTURING SERVICES

Engineering Services	26%
Packaging and Test Services (OSAT)	25%
Electronic Manufacturing Services (EMS)/ System Integration	24%
Design/EDA	20%
Manufacturing Services and Consulting	19%
Research and Development/Technology Transfer	16%
Factory Control/Process Software	12%
Foundries	10%
Fabless	8%
Other Design/Manufacturing Services	1%

#### MANUFACTURING EQUIPMENT

Front-end Processing	30%
Test	25%
Assembly/Packaging	20%
Factory Automation/Robotics	17%
Inspection and Measurement/Metrology	13%
Parts	11%
Printing/Coating/Roll-to-Roll	11%
Components/Sub-systems/instrumentation	6%
Large-area/Thin Film	6%
Secondary Equipment and Services	4%
Abatement/Environmental Systems	1%
Other Manufacturing Equipment	2%

#### MATERIALS

Packaging/Assembly	25%
Wafer/Substrates	18%
Cleaning	11%
Process Chemicals: Gases/Liquids/Solids/Chemicals	10%
Inks/pastes/Printing Materials	8%
Consumables	5%
Other Materials	1%

#### OTHER PRODUCTS AND SERVICES

General Business Services/Consulting	13%
Representatives Sales and Service	6%
Support Products/Cleanroom	6%
Standards	4%
Other Products and Services	1%

#### MANUFACTURING TECHNOLOGIES

Packaging/Assembly	38%
Test	36%
Material Engineering/Materials Science	27%
System Integration/Product-level Manufacturing	26%
Design/EDA/IP	25%
Front-end Manufacturing (IDM, foundry)	24%
System-level Manufacturing	19%
Board-level Manufacturing	12%
Roll-to-Roll/Printing	5%
Other Manufacturing	5%

#### APPLICATIONS

Smart Manufacturing	61%
Internet of Things (IoT)	38%
Automotive Electronics/Smart Transportation	37%
Mobile Technologies/Wireless/5G	29%
Artificial Intelligence Systems (AI)	26%
Consumer Electronics	26%
Medical Electronics/MedTech	17%
Virtual Reality/Augmented Reality (VR/AR)	17%
Green Manufacturing/EHS	16%
Wearables	16%
Cloud Computing/High-performance Computing	12%
Imaging	12%
OLED	12%
Other Applications	2%

