

**11-13 AUGUST 2020 | KUALA LUMPUR, MALAYSIA**

## THE PREMIER ELECTRONICS MANUFACTURING EVENT IN SOUTHEAST ASIA

SEMICON Southeast Asia is the world-class event highlighting the growing electronics manufacturing industry in Southeast Asia. It is the leading annual gathering connecting companies, suppliers, and buyers from across the electronics manufacturing supply chain.

The electronics industry in Southeast Asia is thriving—from R&D, to manufacturing, production, and application development. SEMICON Southeast Asia connects you to buyers and enables you to demonstrate and showcase your solutions and technology leadership in areas including:

- Smart Manufacturing including Additive Manufacturing
- Data Analytics and Security
- Microelectronics Manufacturing Technologies
- Yield Management Flexible Hybrid Electronics for Contract Manufacturing
- Yield Management

### FEATURED PAVILIONS

SEMICON Southeast Asia 2020 offers new focused exhibiting opportunities highlighting technologies in smart manufacturing, electronics manufacturing, and IoT.



Visit [www.semiconsea.org](http://www.semiconsea.org) for more information.

### 2020 EXHIBIT OPTIONS

#### Raw Space\* (18 sqm. minimum)

SEMI Member	SGD 567 per sqm.
Non-member	SGD 756 per sqm.

#### Decorated Booth (9 sqm. minimum)

SEMI Member	SGD 740 per sqm.
Non-member	SGD 995 per sqm.

\*Theme and country pavilion exhibit opportunities available.

**Become visible at SEMICON  
Southeast Asia 2020—  
Reserve your exhibit today!**

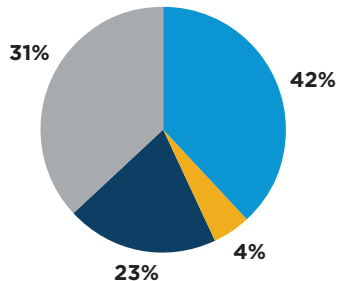
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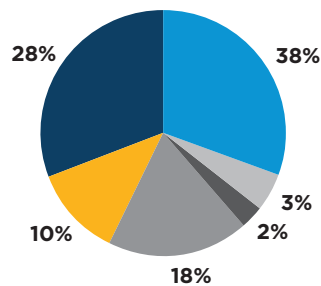
## SEMICON® Southeast Asia Visitor Profile

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



### PURCHASING AUTHORITY

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



### JOB LEVELS

- 18% Executive Management
- 10% Senior Management
- 28% Other Management
- 38% Non-management
- 3% Student
- 2% Other

## 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%

### 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%

## SEMICON Southeast Asia 2019 Post-show Data

Total Attendance*	8,411
Total Verified Visitors	5,958
Total Exhibitors	2,453

\* 2019 Event Data

## 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
- Micron Memory Malaysia
- JCET STATS ChipPAC
- Nexperia
- MIMOS
- NXP Semiconductor
- ON Semiconductor
- Renesas Semiconductor
- Silterra Malaysia
- Skyworks Global
- STMicroelectronics
- Texas Instruments
- TF AMD Microelectronics
- Unisem
- Western Digital
- X-Fab

## 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%

## 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%