CONNECT

SEMICON® Southeast Asia 2017
25–27 April, 2017 Spice Arena, Penang, Malaysia

Highlights:

- **NEW:** Futura-X@World-of-IoT
- **NEW:** Technology Start-up Showcase
- **NEW:** Vietnam Investment Seminar
- Inauguration of the Semiconductor Fabrication Association Malaysia
- International Sourcing Program *(Hosted by MATRADE)*
- More than 60 hours of specialized technical and business programs
- Networking Night at Fort Cornwallis *(Hosted by Invest-in-Penang)*
- SEMICON SEA University Program

Registration

Total Attendance	**6,762**
Total Verified Visitors	4,917
Total Exhibitors	1,845

Visitors by Region

Malaysia	79%
International	21%

Expanded Electronics Supply Chain Presence

Addressing the need for collaboration across the electronics manufacturing supply chain, SEMICON Southeast Asia increasingly attracts audiences from multiple industry segments, including:

- Design and Electronics Design Automation
- Electronics Manufacturing Services
- Flexible Electronics
- System Integrators
- Automotive

Key Visiting Companies

- Amkor
- ASE
- B. Braun Medical
- Broadcom
- CARSEM
- Continental Automotive
- Fuji Electric
- GLOBALFOUNDRIES
- Globetronics
- Hana Microelectronics
- ICDREC
- Inari Technology
- Infineon
- Intel Corporation
- Jabil Circuit
- Keysight Technologies
- Lam Research
- NXP
- ON Semiconductor
- Osram Opto Semiconductors
- Renesas
- SanDisk
- Siemens
- Silterra Malaysia
- STMicroelectronics
- UNISEM
- VITROX
- Western Digital
- X-fab

Visitor Profile

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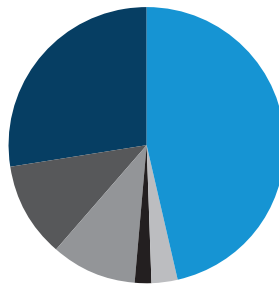
Influential Buyers

More than 70% of SEMICON Southeast Asia visitors are involved in purchasing decisions, influencing the selection and final purchase of microelectronics manufacturing equipment, materials, components, and services.
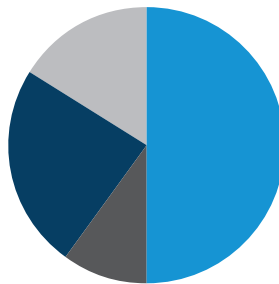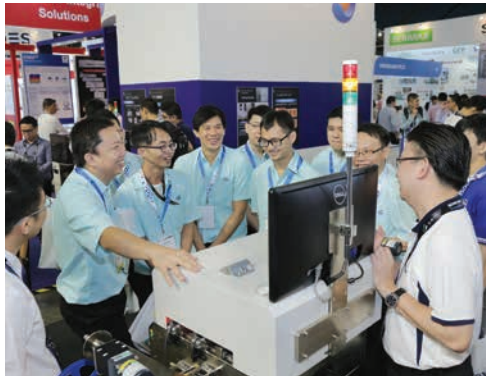
PURCHASING AUTHORITY

- 16% Final Decision Maker/ Co-deciding/Crucial
- 50% Recommend/Evaluate/Consult
- 10% Specify
- 24% No Role

JOB LEVELS

- 10% Executive Management (Chairman, CEO, CFO, CMO, President, Chief, Managing Director)
- 11% Senior Management (Vice President, Director)
- 27% Other Management (Program Manager, Manager)
- 46% Non-management (Staff, Professional)
- 3% Student
- 2% Other

Primary Job Functions

> 59% of SEMICON Southeast Asia visitors represent engineering functions, including R&D, Design, and Product Management Engineering.

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

Design Engineering *(incl. Software, Systems, Test, Hardware)*	12%
Manufacturing Engineering/Operations Management	12%
Product Management/Engineering	11%
Assembly/Packaging Engineering	6%
Fabrication and Process Engineering	5%
Research and Development Engineering	5%
Quality Assurance and Test Engineering/Standards	4%
Facilities Engineering/Engineering Support	3%
Chemical Engineering	1%
Marketing, Sales, Business Development	16%
Executive Management/Board Member	8%
Manufacturing and Production	4%
Purchasing/Procurement	4%
Financial/Industry Analyst	1%
Government/Public Policy/Investor Relations	1%
Human Resources	1%
Training/Educator	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

MANUFACTURING

Semiconductor Device Manufacturing (IDM, Foundry)	34%
Electronic Manufacturing Services	29%
Packaging, Assembly and Test Services	20%
LED Manufacturing	13%
Fabless Semiconductor Manufacturing	11%
MEMS Manufacturing	8%
Photovoltaic Manufacturing	5%
Other	4%

EQUIPMENT

Wafer Processing/Front-end Manufacturing Equipment	24%
Test Equipment (Device)	23%
Assembly and Packaging Equipment	21%
Factory Automation/Robotics	13%
Inspection and Measurement/Metrology	13%
LED Manufacturing Equipment	8%
Test Equipment (Environmental)	8%
Clean Room/Lab Equipment	7%
Material Handling Equipment	7%
MEMS Manufacturing Equipment	7%
Secondary Equipment and Services	7%
Display Manufacturing Equipment	6%
Printing, Coating, Roll-to-roll Equipment	5%
Other	2%

MATERIALS

Consumables (Test and Process)	23%
Wafer and Related Substrates	22%
Consumables (Test and Process)	10%
LED Materials	9%
Process Chemicals	9%
Clean Room Supplies	6%
Gases and Liquid Chemicals	5%
MEMS Materials	5%
Photolithography Materials	5%
PV/Solar Cells and Modules	4%
Deposition Materials	3%
Inks, Pastes and Printing Materials	3%
Other	3%

SOFTWARE/OTHER PRODUCTS AND SERVICES

Software/EDA	34%
Software—Manufacturing/Factory Automation	17%
Factory Control Automation/Facilities	13%
Manufacturing Services and Consulting (Directly related to mfg.)	8%
Support Products (including Consumables)	8%
Sub-systems	5%
Software—EDA/Silicon Intellectual Property	4%
General Business Services/Consulting	3%
Other	3%

ELECTRONIC COMPONENTS

Integrated Circuit (IC) Logic	19%
Integrated Circuit (IC) Memory	13%
LED Components	12%
Analog/Power Semiconductor	11%
MEMS/Sensor Components	9%
Electronic Design Automation (EDA)	8%
ASIC's	6%
Displays	6%
Integrated Systems	6%
Batteries	5%
Flexible/Plastic Electronics	4%
Other	3%

ELECTRONIC APPLICATIONS

Automotive	21%
PC/Computer/Tablet/Storage	20%
Consumer Electronics/Wearables	18%
Industrial	18%
Communications	11%
Energy/Power	9%
Healthcare/Biotechnology/Wellness	7%
Sensing	7%
Imaging	6%
Security	4%
Other	2%