

CONNECT

SEMICON[®] Southeast Asia 2016

April 26-28, 2016 | Spice Arena, Penang, Malaysia

2016 Highlights

- More than 60 Hours of Specialised Technical and Business Programs
- Business/Government Investment and Networking Sessions:
 - International Sourcing Program (*hosted by MATRADE*)
 - Private Luncheon with Malaysian Minister (*hosted by MIDA*)
 - "The CEO Speaks..." on Automation in Smart Manufacturing (*hosted by InvestPenang*)
 - Networking Night at Penang Hill (*hosted by InvestPenang*)
- Supply Chain in High Tech Industry—**NEW!**
- Sustainable Manufacturing and Automation Forum—**NEW!**
- Tutorial Session on Electrical Fault Isolation—**NEW!**
- Innovation Discovery Hub (*Hosted by InvestPenang*)—**NEW!**
- SEMICON SEA University Program—**NEW!**



Top-30 Visiting Companies

- 3M
- Analog Devices International
- ADVANTEST
- AGILENT
- AMD
- AMKOR
- ASE
- AVAGO
- B. BRAUN MEDICAL
- CONTINENTAL AUTOMOTIVE
- FESTO
- GLOBALFOUNDRIES
- GLOBETRONICS
- HANA SEMICONDUCTOR
- INFINEON
- INTEL
- JABIL CIRCUIT
- Lam Research
- ONSEMI
- OSRAM
- Philips LUMILEDS
- PLEXUS
- RENESAS
- SANDISK
- SIEMENS
- SILTERRA
- ST. JUDE MEDICAL
- STMicroelectronics
- UNISEM
- WESTERN DIGITAL

Attendance

Total Attendance	6,125
Verified Visitors	4,223
Program Delegates	296
Verified Exhibitors	1,606

Program Attendance

Market Trend Briefing	91
Supply Chain in High-Tech Industry Forum	24
Advanced Packaging Forum	77
Technology Innovation Forum	42
Product and System Testing Forum	45
Sustainable Manufacturing and Automation Forum	42
LED Technology Forum	31
IC Failure Analysis and Yield Productivity Forum	26

Exhibitor Information

Number of Exhibiting Companies	199
Net Exhibit Area (sqm)	2,503

New International Attendance

SEMICON Southeast Asia 2016 attracted attendees from across the region and around the world. New countries represented include:

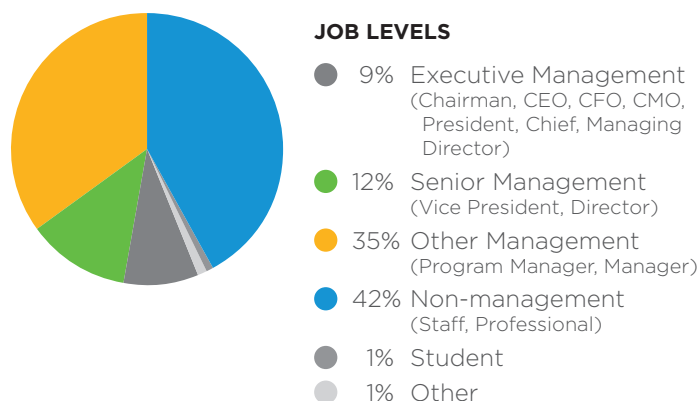
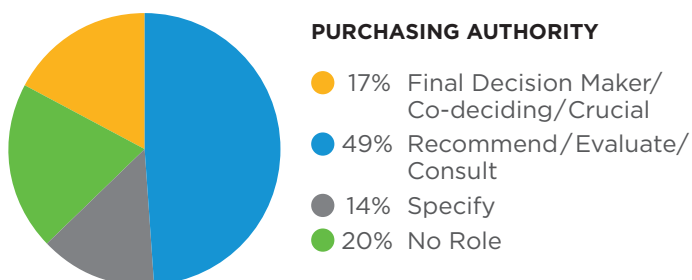
- Australia
- Hungary
- Myanmar
- Seychelles
- Finland
- Italy
- Russia
- Sweden

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

80% of SEMICON Southeast Asia visitors are involved in purchasing decisions, influencing the selection and final purchase of microelectronics manufacturing equipment, materials, components, and services.



Primary Job Functions

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

Manufacturing Engineering/Operations Management	11%
Product Management/Engineering	10%
Design Engineering (incl. Software, Systems, Test, Hardware)	8%
Fabrication and Process Engineering	4%
Assembly/Packaging Engineering	5%
Quality Assurance and Test Engineering/Standards	5%
Research and Development Engineering	5%
Facilities Engineering/Engineering Support	3%
Chemical Engineering	1%
Marketing, Sales, Business Development	20%
Executive Management/Board Member	11%
Manufacturing and Production	7%
Purchasing/Procurement	6%
Environment, Health and Safety (EHS)	1%
Financial/Industry Analyst	1%
Training/Educator	1%
Government/Public Policy/Investor Relations	<1%
Human Resources	<1%
Other	1%

52% of SEMICON Southeast Asia visitors represent engineering functions, including R&D, Design, and Product Management Engineering.



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

Assembly and Test Services	37%
Semiconductor Device Manufacturing (<i>IDM, foundry</i>)	14%
Fabless Semiconductor Manufacturer/Design Services	11%
Electronic Manufacturing Services (EMS)	7%
Other	4%

MANUFACTURING EQUIPMENT

Assembly and Packaging Equipment	39%
Test Equipment	22%
Wafer Processing/Front-end Equipment	17%
Inspection and Measurement/Metrology Products	17%
Thin Film Manufacturing Equipment	6%
Flat Panel Display Manufacturing Equipment	6%
Printing, Coating, Roll-to-Roll Equipment	6%
Secondary Equipment and Services	4%
Other Equipment	2%

MATERIALS

Assembly and Packaging Materials	30%
Process Materials	15%
Test Materials	13%
Wafers and Substrates	13%
Chemicals and Solids	10%
Gases	5%
Other Materials	1%

SOFTWARE, OTHER PRODUCTS AND SERVICES

Factory Control Automation/Facilities	12%
Business Services or Consulting	12%
Components Parts and Accessories	10%
Software—Manufacturing/Factory Automation	9%
Manufacturing Services or Consulting (<i>incl. those service or consulting directly related to manufacturing</i>)	9%
Software—Electronic Design (EDA)/Silicon Intellectual Property (IP)	5%
Support Products (<i>includes consumables</i>)	2%
Sub-systems	1%
Other	1%

Technology Interests

SEMICON Southeast Asia attracts a diverse range of visitors from across the microelectronic industry with multiple industry and technology interests.

SEMICON Southeast Asia Visitors Technology Interests

Semiconductors	53%
Electronic Components, Applications	37%
LEDs/Solid State Lighting	14%
IC Design/Fabless	11%
MEMS	11%
Nano-electronics	7%
PV/Solar	7%
FPD	7%
Organic/Flexible/Printed Electronics	5%
Other	4%

