

SEMICON[®] SOUTHEAST ASIA

Think Smart Make Smart

2020 POST-SHOW REPORT

20 July - 21 August 2020
VIRTUAL EVENT

TOP 10 PARTICIPATING COMPANIES



Virtual SEMICON Southeast Asia 2020 connects nearly 3,000 attendees at our webinars, business matching sessions and other online offerings designed to uncover new business opportunities.

KEY HIGHLIGHTS

- **Connecting Southeast Asia Pavilion to SEMICON West 2020** – The first collaboration with SEMICON West, forming new connections virtually and grow business around the globe.
- **Online Business Matching Sessions** – Technical buyers from more than 15 multinational companies along with 141 pre-qualified suppliers attended more than 50 meetings across 16 hours of online matching sessions. Estimated revenue generation of more than USD 5 millions within the next 12 months.
- **Knowledge Exchange at Technical Webinars** – More than 18 hours of technical sharing at Technology Innovation Forum, Advanced Packaging Forum, Testing & Yield Analysis Forum, Energy Efficiency & Sustainable Manufacturing Forum and Meet-The-Experts Forums.
- **Workforce Development: Inspirational University Program Talks** – More than 750 students from Malaysia and Singapore universities attended the Inspirational Talks by GLOBALFOUNDRIES, Lam Research, Ministry of Education (Malaysia) and SEMI. The speakers inspired the students by sharing the industry's impact on the future of technology and career progression paths. The engaging and lively sessions attracted a good level of recruitment leads.

REGISTRATION

Total Participation	2,833
Webinars	Attendees: 991 Speakers: 42
Business Matching Sessions	Buyers: 17 Suppliers: 142
Southeast Asia Pavilion	Exhibiting companies: 10 Visitors: 1,641

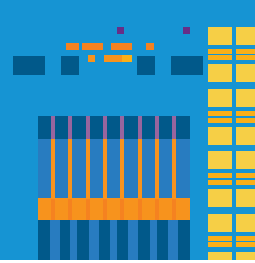
PARTICIPANTS BY REGIONS

Singapore	67%	Malaysia	18%
Taiwan	3%	China	2%
Japan	2%	Philippines	2%
Hong Kong	1%	India	1%
US	1%	UK	1%
Korea	1%	Other	1%



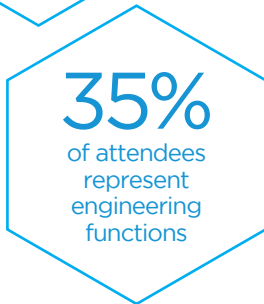
Celebrating 50 years
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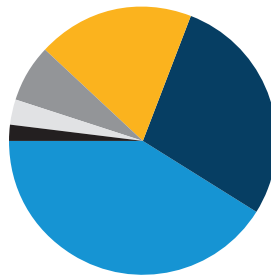


ATTENDEE PROFILE

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



INFLUENTIAL BUYERS



JOB LEVELS

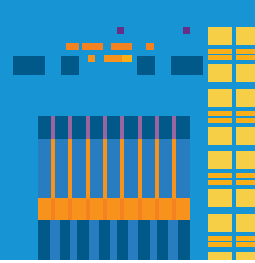
- 41% Other Management (Program Manager, Manager)
- 28% Non-Management (Staff, Professional, etc.)
- 19% Other job level
- 7% Executive Management (Chairman, CEO, CFO, CMO, President, Chief, Managing Director)
- 3% Student
- 2% Other

PRIMARY JOB FUNCTIONS

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

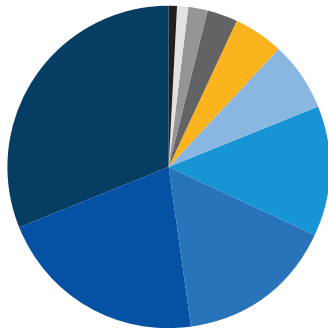
Chemicals/Materials	5%
Equipment Engineering	7%
Test	6%
Product Management	6%
R&D	5%
Fabrication and Process Engineering	3%
Facilities/Engineering Support	2%
Quality Assurance/Failure Analysis/Reliability	2%
Software Engineering	1%
Chemicals/Materials	1%
Design	1%
Industrial Engineering	<1%
Marketing, Sales, Business Development	27%
Manufacturing/Operations Management/Production	16%
Executive Management/Board Member	9%
Training/Education	4%
Logistics/Supply Chain Management	2%
Purchasing/Procurement/Office Management	2%
Integration/IT Support	2%
Financial/Industry Analyst/Investor Relations	1%
Human Resources	1%
Government/Public Policy	1%
Environment, Health & Safety (EHS)	<1%





AREA OF INTEREST

SEMICON Southeast Asia is expanding to meet the needs of an increasingly interconnected and global electronic industry. Attendees are interested in a broad range of industries, technologies, and products from across the extended electronics supply chain with diverse, but interrelated interests.



- Front-end Manufacturing (DM, foundry) 31%
- System Integration Product-level manufacturing 21%
- Packaging/Assembly 16%
- Test 13%
- Material Engineering/Materials Science 7%
- Design/EDA/IP 5%
- System-level manufacturing 3%
- Board-level manufacturing 2%
- Roll-to-Roll Printing 1%
- Material Engineering/Materials Science 1%

ONLINE BUSINESS MATCHING PROGRAM

Buyer Companies



See You
Next Year in
Malaysia

May 18 -20, 2021
SETIA SPICE CONVENTION
CENTRE & ARENA
PENANG, MALAYSIA



About SEMI Southeast Asia

