

Smart Manufacturing, Innovation Highlight at SEMICON Southeast Asia 2018

*MATRADE Encourages Malaysian Companies to be Involved in its Pre-Arranged Business
Matching Programme*

KUALA LUMPUR – 3 May 2018 – Malaysia’s electrical and electronic (E&E) sector remains a key growth industry for the nation, accounting for 36.7 percent of total exports and 27.8 percent GDP share of total manufacturing in 2017. With Malaysia’s rise as a world-class electronics manufacturing hub, the stage is set for SEMICON Southeast Asia 2018 as the premiere platform for connecting electronics industry innovators and thought leaders from business, academia and research across the region. The event will be held for the first time in Kuala Lumpur – **22-24 May 2018 (new dates)** at the new **Malaysia International Trade and Exhibition Centre (MITEC)**.

Themed ‘*Think Smart Make Smart*,’ SEMICON Southeast Asia 2018 is in a strong position to enable the adoption of intelligent production and Industry 4.0., providing opportunities to Connect, Collaborate and Innovate. Expected to draw 8,500 visitors from Southeast Asia, China, Taiwan, Korea, Japan, Europe and the United States, SEMICON Southeast Asia 2018 is the region’s premier industry gathering connecting innovators, products and technologies across the electronics manufacturing supply chain.

“The Southeast Asia electronics manufacturing supply chain and, in particular, Malaysia is pursuing technological innovations to drive the adoption of robotics and automation, Industrial Internet-of-Things (IIOT) and smart manufacturing. These initiatives support the country’s E&E players in boosting higher productivity and increase competitiveness, particularly in quality exports, by focusing on ecomplex and high-value products,” **said Ng Kai Fai, President of SEMI Southeast Asia, speaking at a joint press conference with MATRADE.** “The Ministry of International Trade and Industry and Malaysia External Trade Development Corporation (MATRADE) is supporting these efforts to transform Malaysia into a leading high-technology industrial hub by promoting productivity and innovation, helping familiarise E&E players with smart manufacturing technologies, and strongly supporting events such as SEMICON Southeast Asia 2018. We are very grateful for this support.”

The event will feature more than 400 booths, the largest ever in nine years, along with three themed pavilions, five global pavilions, and a host of keynote presentations and forums that will address key, trending topics within the semiconductor ecosystem. Other highlights include technical forums, workshops, an electronics talent career fair, and a charity golf tournament to support abused and abandoned children.

Major highlight for Malaysian companies would be the pre-arranged business-matching sessions called the International Sourcing Programme (INSP) organised by MATRADE. The national trade promotion agency will be inviting pre-selected international buyers from its network of 46 international offices to support Malaysian companies in the semiconductor, LED and solar industry to access the global supply chain.

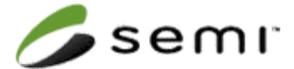
To be held for the fourth consecutive time, the INSP, formally known as Incoming Buying Mission, will see buyers from China, Vietnam, South Africa, Sri Lanka, and Myanmar conducting business meetings with the Malaysian suppliers.

According to Ir Dr Mohd Shahreen Zainooreen Madros Chief Executive Officer, the CEO of MATRADE, participation in the INSP will be a key feature in this event. To date, more than seventy business meetings have been pre-arranged by MATRADE. According to him, Malaysian companies should leverage on this event and register as an INSP participant as soon as possible. Those who pre-register will be given preference in terms of time slots. Alternatively, they can also walk-in and sign-up for the business meetings during the event.

“MATRADE is keen to market Malaysia’s strength in niche areas within the semiconductor industry areas such as IC design, assembly, packaging & testing as well as supporting facilities including machineries, parts & materials as well as LED lightings and solar solutions,” he noted. MATRADE’s CEO pointed out that global companies are keen to source from Malaysia to take advantage of free trade agreements. “For example, import duties for E&E product lines have been almost totally eliminated under the ASEAN Trade in Goods Agreement (ATIGA),” he pointed out.

In 2017, E&E exports were valued at RM343.02 billion, accounting for 36.7% share of Malaysia’s total exports and 44.7% share of Malaysia’s manufactured exports. Semiconductor devices, ICs, transistors and valves, the largest exported items, accounted 51.9% share of Malaysia’s E&E exports. Singapore, China, the USA, Hong Kong and Japan remained the top 5 export destinations for E&E products, of which these countries collectively absorbed 63.8% share of Malaysia’s total E&E exports.

SEMICON Southeast Asia 2018 sponsors include 3M, Advantest, Air Products, AMEC, Amkor Technology, Applied Materials, ASE Group, ASM Technologies, Evatec, Festo, GLOBALFOUNDRIES, Hitachi High-Technologies, KLA-Tencor, Kulicke & Soffa, Lam Research, Malaysia Automotive Institute, MATRADE, Malaysian Industrial Development Finance Berhad, Malaysia Productivity Corporation, Ministry of International Trade and Industry, Mi EQUIPMENT, National Instruments, Rudolph Technologies, SCREEN Semiconductor Solutions, SME Bank, SME Corporation Malaysia, SPTS Technologies, TF AMD Microelectronics, Tokyo Electron, TORAY and Carl Zeiss Pte Ltd. Partners include Malaysia Convention & Exhibition Bureau, Ministry of Tourism and Culture Malaysia, Malaysia Investment & Development Authority, Saigon Hi-Tech Park, Singapore Manufacturing Federation and Surface Mount Technology Association.



Contact Details

To participate in the INSP please email to Mr. Damian Santosh Samson at damian@matrade.gov.my by 8 May 2018. For more details on MATRADE and its programmes, visit www.matrade.gov.my

To register for SEMICON Southeast Asia 2018, please visit <http://www.semiconsea.org/> or contact +65 6339 6361.

About SEMI

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For further enquiries, please contact Michael Poh at 012 395 5202 or
Reshvinder Kaur at 017 275 7985