SEMICON Southeast Asia 2020

Leveraging on Digital & PR Communications

Presented on:
Friday, 14 February 2020
ABOUT DIN Communications

- Specializes in Media Planning, Media Strategy & Media Buying
- Highly experienced in strategic communication & PR outreach
- Specializes in Digital Marketing & Strategy
- Specializes in Creative Concept, Copywriting, Art Direction & Graphic Design
- Highly experienced team
DIGITAL & SOCIAL MEDIA
### WHAT HAS SEMI DONE

<table>
<thead>
<tr>
<th>Year</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>2017</td>
<td>• 2017 Campaign – Google Display Network &amp; Facebook Banner Ads</td>
</tr>
<tr>
<td>2018</td>
<td>• 2018 Campaign – Google Display Network, Facebook, LinkedIn &amp; YouTube Ads</td>
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</table>
| 2019 | • 2019 Campaign – Google Display Network, Youtube, Facebook, Instagram & LinkedIn Ads.  
• Social Media Pages/Posts – Facebook, Instagram & LinkedIn |
**SEMI 2020**

- Google Display Network – Banner Ads (SEA)
- Facebook – Banner Ads (SEA)
- LinkedIn – Banner Ads (Malaysia & Singapore)
- Instagram – Banner Ads (Malaysia & Singapore)
- RADIO Commercials (Malaysia)
- Facebook – Posts & Boost Post
- LinkedIn – Posts & Boost Posts
- Content Development
- Creative Artwork Development

*note

every year SEMI has been open to increasing the advertising platforms and increasing publicity for the show. As shown in this and previous slide.
The Chart above shows the traffic and visitorship to the SEMI SEA website. A steady flow of traffic between the months of Nov to Jan. Traffic started to peak during the months nearing to the event

309,214 clicks and 11,276,420 impressions delivered

Registration increased by additional 10% as compared to the previous year

Better results compared to previous years as optimization and different usage of the digital platforms. ROI driven campaign.
## COLLABORATING & LEVERAGING ON DIGITAL MARKETING with SEMI

### Exposure
- SEMI has expanded their communication platforms over the years creating a brand and awareness for the SEMICON event
- Strong Following on social media and still growing

### Value Added
- At no cost.
- Content Development
- Leverage on the social media platform and gain brand exposure

### Customize Communication’s
- Connect with SEMI and find out how else we can customize communication’s strategy for you.
- Every client is unique
SAMPLE WORK

BANNER ADS & CREATIVE ARTWORK

POSTS & CONTENT DEVELOPMENT
SOCIAL MEDIA POSTS

SEMI SEA
21 January at 10:12

YB Dr. Ong Kian Ming, Deputy Minister of International Trade and Industry, officiated the Seminar on Industry4WRD Incentives. The seminar is to increase industry’s awareness on the Industry4WRD-related programmes and incentives by the Government such as Readiness Assessment, Intervention Fund, Domestic Investment Strategic Fund (DISF), Automation Capital Allowance (ACA), etc. YB Dr. Ong Kian Ming summarized all of 2019 progress and how the incentives program will be improved in 2020.
#semisea #miti #industry4WRD #semiconductor #semiconsea2020

SEMI SEA
23 January at 11:41

Alibaba Group’s global research initiative Alibaba Damo Academy, recently released the top five trends in the tech community this year. Read https://www.thestar.com.my/.../2020/01/15/top-five-tech-trends for more details. See more

SEMI SEA
30 January at 09:30

How will 5G affect business in Southeast Asia? This in-depth article looks at the subject matter closely: https://www.cio.com/.../how-will-5g-impact-industries-in-sout...
#semisea #semiconsea2020 #semiconductor #5G #robotics #innovation #iot #ai #electronics #smartmanufacturing
PUBLIC RELATIONS
LEVERAGE ON PR

Amplify
- Maximize visibility of your brand and its offerings in conjunction with SEMICON SEA, across stakeholders.
- Communicate key selling propositions in a tangible, comprehensive and effective manner.

Intertwine
- Support your sales and marketing efforts cohesively during the event.
- Utilise SEMICON SEA social media pages for added publicity.
- Build more ‘PR stories’ for your sales and marketing initiatives.

Communicate Effectively
- Engage and build relationship with Malaysian media.
- Reach out to SEMI SEA social media followers.
MULTIPLE PLATFORMS

- Strategic PR/Communications Counsel
- Media Collaterals (News Release, Fact Sheet, FAQs, etc)
- Digital Content Development (Infographics, Caption-postings, Facts & Figures, event live updates)
- Coordination of Media Interviews
- Media Engagement and Relations during SEMICON SEA
- Co-branding (Joint publicity with event organisers, other exhibitors, etc.)
<table>
<thead>
<tr>
<th>YOUR SUPPORT</th>
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<tbody>
<tr>
<td>Early notification of your SEMICON SEA highlights</td>
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<tr>
<td>Any ready collaterals – marketing brochures, leaflets, etc</td>
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<tr>
<td>Key events for your company at SEMICON SEA – launches, visiting VIP, etc</td>
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<tr>
<td>Newsworthy information for Malaysian media</td>
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<tr>
<td>Content for social media – relevant infographics, photographs, etc. Co-writing opportunities.</td>
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<tr>
<td>Planned media activities</td>
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OUR EXPERIENCE WITH SEMI SEA

• Since inaugural show in 2015 (SPICE, Penang)

• Internal & external communications for SEMI via:
  • News releases (local & regional)
  • Media interviews (local & regional)
  • Letters to stakeholders
  • Press conferences
  • Media events
  • Digital content – Facebook, Linked-In, Google ads, etc

• Internal & external communications for exhibitors via:
  • News releases (local & regional)
  • Media interviews (local, pre-event and during event)
Malaysia well-positioned to be a primary smart manufacturing destination

Evolving global manufacturing landscape calls for firms to reconsider their approaches and tactics to remain viable and significant, says Deputy Minister of Trade and Industry

FULLY-Fledged smart factory to be unveiled at SEMICON Southeast Asia 2019

KUALA LUMPUR, Apr 16, 2019 (AntaraNews.com) - Smart factories are fast becoming mainstream in the manufacturing industry, offering increased levels of efficiency and productivity. Factories are no longer simply a mass of machinery operating as a series of siloed production lines. Instead, industry players are moving to managing interconnected networks of moving parts, something more akin to a living organism, that can be trained and finetuned to perform optimally.

According to Ng Kai Fai, President of SEMI Southeast Asia, "In Southeast Asia, there is a move in companies embarking on smart manufacturing. Factories across the region are embarking on Industry 4.0 efforts on similar ground—by developing new policies, new tools to evaluate Industry 4.0 readiness and, of course, introducing smart factories."

"Manufacturers are already leveraging on smart factory components in areas such as advanced planning and scheduling, using real-time production and inventory data, and automation for workflow processes. But a true smart factory is more holistic: endeavours moving beyond the shop floor towards influencing the enterprise and broader ecosystem. Smart factories transcend beyond the four walls of the factory towards a connected global network of similar production systems, and even to the digital supply network more broadly."

Today’s manufacturing processes have developed and evolved to focus on core capabilities such as design and product development as well as supply chain management."

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Given the complexity of Industry 4.0 integration into the ESE manufacturing ecosystem, SEMI Southeast Asia will showcase a Fully-fledged smart factory at SEMICON SEA 2019, allowing delegates to walk through the entire end-to-end microelectronics supply chain. Each component along the smart factory machine line is displayed, virtually or with actual equipment as the Felix design and material transport through front-end processing, packaging and then to final board and system assembly. There will also be a subject matter expert in attendance as well as a unique AV interactive human-machine interface for delegates to experience.

The smart factory will feature:
- Journey Starts Here: GLOBALFOUNDRIES, Infineon Technologies, ASE
- Smart Automation: Sandro Robusti, INKOV
- Smart Systems: Alan Huang, HAENIN Corporation, QMART, Halder & Sofka (H&S), VITo Corporation
- Smart IT: Leow, Multimedia University

SEMICON SEA 2019 will be held from 13-15 May 2019 at the Kuala Lumpur International Trade and Exhibition Centre (MITEC) in Kuala Lumpur, Malaysia. To register, please visit http://www.semiconsea.com/
Eksport komponen E&E terus kukuh

MALAYSIA'S version of Google!

Led by three young entrepreneurs, public listed multinational Vitrox has ambitions to become a big name in the high-tech world in Penang.

Challenges for the Penang entrepreneur

The company’s board members are optimistic about the company’s immediate future, which is expected to be positive. However, they acknowledged their concerns about the current global economic climate and the impact of commodity prices on the company’s profitability.

Malaysia’s version of Google!

Vitrox is said to be one of the few private companies that has been proactive about taking advantage of the new opportunities arising from the fourth Industrial Revolution. The company has invested in various areas such as solar photovoltaics, artificial intelligence, IoT, and more.

We are looking at technologies more than RM100 million revenue in the short term

Vitrox is looking at increasing its sales by more than RM100 million in the short term through its current and upcoming projects.

The company is working on several new initiatives to expand its business and diversify its revenue streams. These initiatives include exploring new markets, developing new products, and enhancing its existing offerings.

The Penang-based company is optimistic about the future of these initiatives and anticipates a significant increase in revenue in the coming months. The company is looking to take advantage of the increasing demand for its products and services and is planning to further expand its operations.

One of the key factors driving the company’s expansion is its commitment to innovation and technology. Vitrox is dedicated to staying at the forefront of the industry and is constantly looking for new ways to improve its offerings and provide value to its customers.

Overall, the company is well-positioned to capitalize on the opportunities presented by the fourth Industrial Revolution and is expected to continue growing in the future.
THANK YOU