2019 HIGHLIGHTS

- **SMART Manufacturing Pavilion** featured an interactive, guided tour of the "Factory of the Future." 15 Industry 4.0 partners showcased various components of a Smart Factory for more than 360 registered visitors.

- **NEW! VIP Hosted Buyers Business Program** in collaboration with International Sourcing Program (INSP) and organized by MATRADE & MIDA.

  - More than 150 exhibitors and 30+ international buyers met with one another generating estimated sales of more than USD400 million.
  
   *(Key Buyers from: Infineon, GLOBALFOUNDRIES, Lam Research, Silicon Laboratories Intl. Pte. Ltd., STMicroelectronics, JCET STATS ChipPAC, and many more.)*

- **World-of-IoT Pavilion** featured 19 technology startups from Southeast Asian and the Smart IoT-enabled Lifestyle.

- **Southeast Asia Investment Forum** platform provided a top-down view of Southeast Asia’s electronics development and FDI opportunities.

- **NEW! Workforce and Talent Development Pavilion**

- **NEW! SEMI High Tech U**

- **Electronics Manufacturing Career Fair** attracted more than 1,100 job seekers.

- **More than 70 Hours** of Technical and Business Programs

  - **Technology Innovation Forum** on Smart Manufacturing and Smart Data
  
  - **CxO Speaks** on Shaping E&E Policies towards a Sustainable Growth
  
  - **Market Trends Briefing**
  
  - **Advanced Packaging Forum**
  
  - **Product and System Level Testing Forum**
  
  - **Meet-the-Expert Forum**
  
  - **NEW! Energy Efficiency and Sustainable Manufacturing Forum**

REGISTRATION

<table>
<thead>
<tr>
<th>Total Attendance</th>
<th>8,411</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Verified Visitors</td>
<td>5,958</td>
</tr>
<tr>
<td>Total Exhibitors</td>
<td>2,453</td>
</tr>
</tbody>
</table>

VISITORS BY REGION

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Malaysia</td>
<td>71%</td>
</tr>
<tr>
<td>International</td>
<td>29%</td>
</tr>
</tbody>
</table>

*(Majority of International Visitors from: Singapore, Japan, Korea, Taiwan, China)*
VISITOR PROFILE

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

INFLUENTIAL BUYERS

Purchasing Authority
- 31% Final Decision Maker/Co-deciding/Crucial
- 42% Recommend/Evaluate/Consult
- 4% Specify
- 23% No Role

Job Levels
- 18% Executive Management (Chairman, CEO, CFO, CMO, President, Chief, Managing Dir.)
- 10% Senior Management (Vice President, Director)
- 28% Other Management (Program Manager, Manager)
- 38% Non-management (Staff, Professional)
- 3% Student
- 2% Other

PRIMAR Y JOB FUNCTIONS

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

- Design 25%
- Test 9%
- Equipment Engineering 6%
- Research and Development 5%
- Product Management 3%
- Fabrication and Process Engineering 2%
- Industrial Engineering 2%
- Packaging/Assembly 2%
- Software Engineering 2%
- Chemicals/Materials 1%
- Facilities/Engineering Support 1%
- Quality Assurance/Failure Analysis/Reliability 1%
- Marketing/Sales/Business Development 16%
- Purchasing/Procurement/Office Management 7%
- Manufacturing/Operations Management/Production 4%
- Executive Management/Board Member 3%
- Financial/Industrial Analyst/Investor Relations 1%
- Government/Public Policy 1%
- Human Resources 1%
- Integration/IT Support 1%
- Logistics/Supply Chain Management 1%
- Training/Education 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.

**DESIGN/MANUFACTURING SERVICES**
- Engineering Services: 26%
- Packaging and Test Services (OSAT): 25%
- Electronic Manufacturing Services (EMS)/System Integration: 24%
- Design/EDA: 20%
- Manufacturing Services and Consulting: 19%
- Research and Development/Technology Transfer: 16%
- Factory Control/Process Software: 12%
- Foundries: 10%
- Fabless: 8%
- Other Design/Manufacturing Services: 1%

**MANUFACTURING EQUIPMENT**
- Front-end Processing: 30%
- Test: 25%
- Assembly/Packaging: 20%
- Factory Automation/Robotics: 17%
- Inspection and Measurement/Metrology: 13%
- Parts: 11%
- Printing/Coating/Roll-to-Roll: 11%
- Components/Sub-systems/instrumentation: 6%
- Large-area/Thin Film: 6%
- Secondary Equipment and Services: 4%
- Abatement/Environmental Systems: 1%
- Other Manufacturing Equipment: 2%

**MATERIALS**
- Packaging/Assembly: 25%
- Wafer/Substrates: 18%
- Cleaning: 11%
- Process Chemicals: Gases/Liquids/Solids/Chemicals: 10%
- Inks/pastes/Printing Materials: 8%
- Consumables: 5%
- Other Materials: 1%

**OTHER PRODUCTS AND SERVICES**
- General Business Services/Consulting: 13%
- Representatives Sales and Service: 6%
- Support Products/Cleanroom: 6%
- Standards: 4%
- Other Products and Services: 1%

**MANUFACTURING TECHNOLOGIES**
- Packaging/Assembly: 38%
- Test: 36%
- Material Engineering/Materials Science: 27%
- System Integration/Product-level Manufacturing: 26%
- Design/EDA/IP: 25%
- Front-end Manufacturing (IDM, foundry): 24%
- System-level Manufacturing: 19%
- Board-level Manufacturing: 12%
- Roll-to-Roll/Printing: 5%
- Other Manufacturing: 5%

**APPLICATIONS**
- Smart Manufacturing: 61%
- Internet of Things (IoT): 38%
- Automotive Electronics/Smart Transportation: 37%
- Mobile Technologies/Wireless/5G: 29%
- Artificial Intelligence Systems (AI): 26%
- Consumer Electronics: 26%
- Medical Electronics/MedTech: 17%
- Virtual Reality/Augmented Reality (VR/AR): 17%
- Green Manufacturing/EHS: 16%
- Wearables: 16%
- Cloud Computing/High-performance Computing: 12%
- Imaging: 12%
- OLED: 12%
- Other Applications: 2%