

SMART MANUFACTURING AT THE FOREFRONT OF SEMICON SOUTHEAST ASIA 2019

Registration officially open for the region's premier electronics manufacturing supply chain event

KUALA LUMPUR, 14 February 2019 – Global economies are turning digital and it is ‘officially’ the era of smart manufacturing, punctuated by a focus on integration, data and analytics. Smart manufacturing promises significant opportunities to reduce cost, boost productivity and improve quality in microelectronics manufacturing.

The semiconductor industry is a proactive front-runner when it comes to implementation of all aspects of smart manufacturing in a fast-changing, highly competitive and innovative industry environment where innovation, collaboration and cross-industry development is key. Given this backdrop, SEMI, the global not-for-profit association advancing the global electronics manufacturing supply chain, has placed smart manufacturing at the centre of SEMICON Southeast Asia 2019, the region's premier gathering of the global electronics manufacturing supply chain.



Returning for the fifth year in Malaysia, SEMICON Southeast Asia has paved conversations and business opportunities for industry players in and around the region. Beyond an exhibition, the show connects industry players, industry experts, SMEs, private-and-public partners as well as engineering graduates, and expounds the important need to collaborate in this growing industry. **Ng Kai Fai, President of SEMI Southeast Asia** believes connecting like-minded professionals from the semiconductor sector is key in ensuring the industry propels forward cohesively, especially given the ‘compulsory’ nature of transitioning to smart manufacturing.

“Transitioning to smart manufacturing for the Southeast Asia region is no longer a question of how but a question of when, given the pivotal nature this industry has to the region's economic well-being. The semiconductor industry continues to be a leader in migrating to smart manufacturing. The complexity and precision of our processes and equipment present numerous challenges that are opportunities for improvement through employing smart manufacturing concepts. A key to realising these opportunities will be our ability to formulate a unified plan when adopting the various technologies associated with smart manufacturing as it pushes for a more resilient and innovative economic community.”

“A key component at SEMICON Southeast Asia 2019 is our Smart Manufacturing Pavilion where end-to-end microelectronics manufacturing will be brought to life. Each component along the pavilion's multi-step line is displayed, virtually or with actual equipment on the floor, from design and materials through front-end patterning, packaging and test to final board and system assembly. “This will be a live immersive and experiential engagement of the factory of the future within the Show”. There will also be subject matter experts in attendance as well as a unique AR interactive human-machine interface for delegates to experience.”

In addition, SEMI will be also be hosting an exclusive Hosted Buyer Programme at SEMICON Southeast Asia 2019, a customised business matching platform where buyers in the electronics manufacturing supply chain will be connected to relevant international solution providers by SEMI for collaboration and business opportunities. There will also be three themed pavilions (including the Smart Manufacturing Pavilion), five global pavilions, keynote presentations and forums that will address critical trending topics within the semiconductor ecosystem.

“In 2018, there were close to 8,000 delegates from 15 countries resulting in business matchings with foreign buyers with almost USD400 million sales generation. This year we expect more than 9,000 delegates, opening a larger pool of opportunities to grow businesses,” **Ng** concluded.

SEMICON Southeast Asia 2019 will be held from 7 – 9 May 2019 at the Malaysia International Trade and Exhibition Centre (MITEC). For more information, visit <http://www.semiconsea.org/>. To register, click [here](#).

About SEMI

SEMI® connects more than 2,100 member companies and 1.3 million professionals worldwide to advance the technology and business of electronics manufacturing. SEMI members are responsible for the innovations in materials, design, equipment, software, devices, and services that enable smarter, faster, more powerful, and more affordable electronic products. Electronic System Design Alliance (ESD Alliance), FlexTech, the Fab Owners Alliance (FOA) and the MEMS & Sensors Industry Group (MSIG) are SEMI Strategic Association Partners, defined communities within SEMI focused on specific technologies. Since 1970, SEMI has built connections that have helped its members prosper, create new markets, and address common industry challenges together. SEMI maintains offices in Bangalore, Berlin, Brussels, Grenoble, Hsinchu, Seoul, Shanghai, Silicon Valley (Milpitas, Calif.), Singapore, Tokyo, and Washington, D.C. For more information, visit www.semi.org and follow SEMI on [LinkedIn](#) and [Twitter](#).

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