

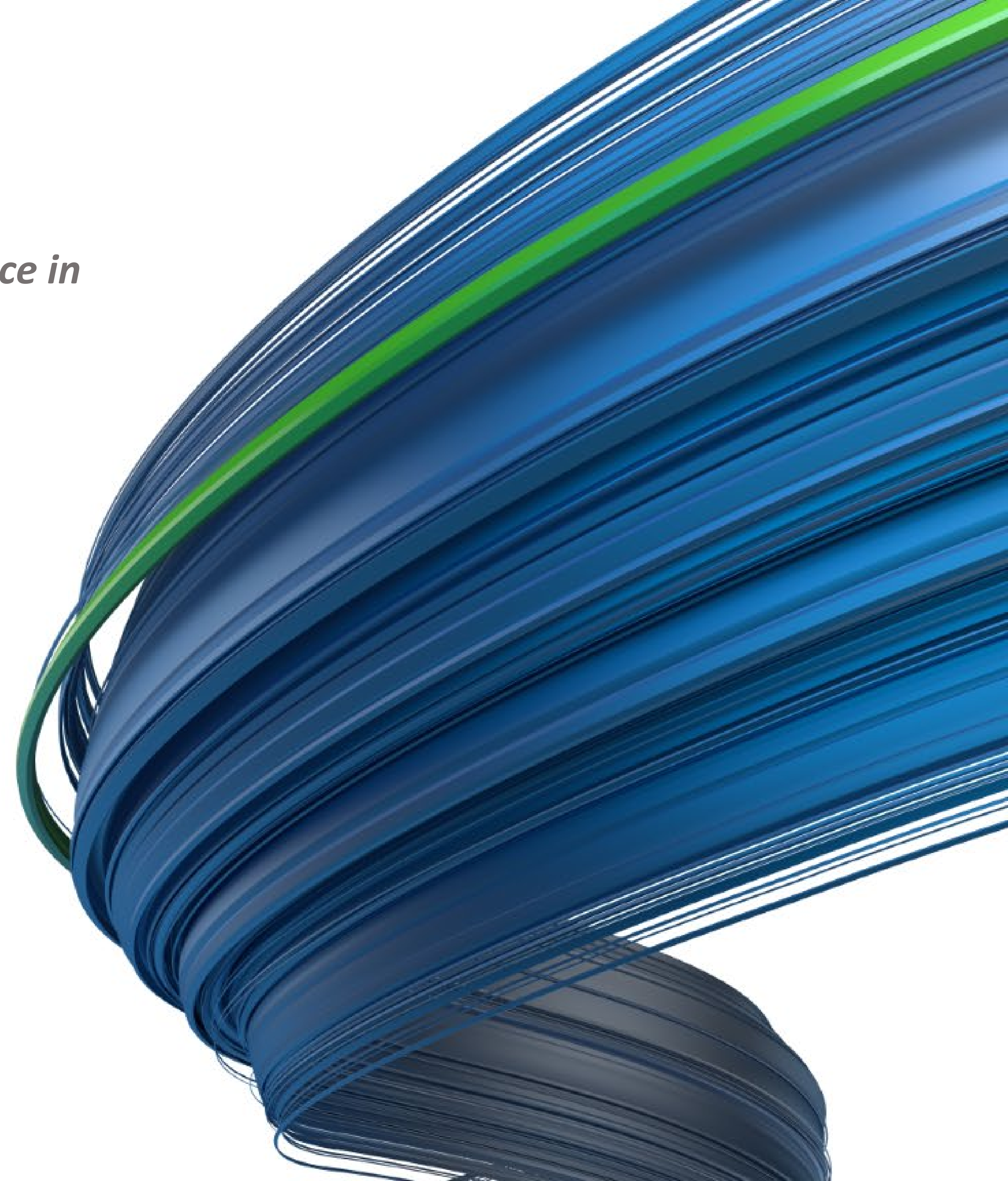


FORWARD
AS ONE

*Celebrating Malaysia 50th Years of Manufacturing Excellence in
the E&E Industry in SEA*

21-23 June 2022

Setia SPICE | Penang | Malaysia



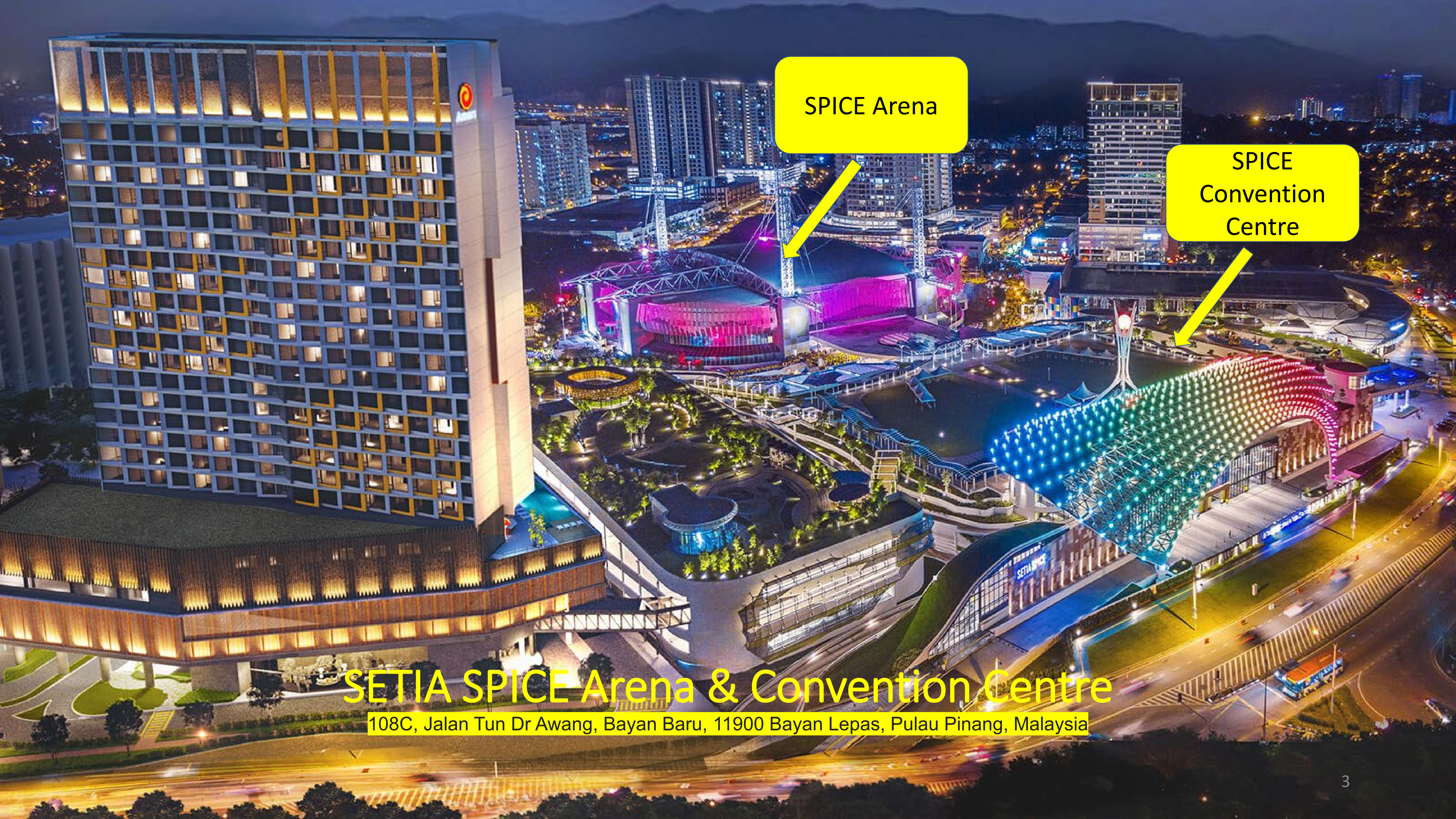
Theme for SEMICON SEA 2022:

Forward As One – Building a Resilient & Sustainable Electronics Supply Chain in SEA

Forward-thinking semiconductor organizations are implementing practices to reduce the environmental impact of their businesses and manufacturing operations to ensure their resiliency when disruptive events such as geopolitical conflicts, climate-related disasters, and public health crises strike. Initiatives focused on reducing greenhouse gas emissions and water use, deploying renewable energy systems, and improving the energy efficiency of chipmaking equipment are growing in importance.

To thrive in the coming decade and beyond, companies must look beyond short-term performance and focus on building resilience to better withstand unpredictable disruptions to their businesses, the semiconductor industry and global economies.

Celebrating Malaysia 50th Years of Manufacturing Excellence in the E&E Industry in SEA



SPICE Arena

SPICE
Convention
Centre

SETIA SPICE Arena & Convention Centre

108C, Jalan Tun Dr Awang, Bayan Baru, 11900 Bayan Lepas, Pulau Pinang, Malaysia



FAST FACTS

Show History	The Largest Congregation of Electronics Supply Chain in SEA. <ul style="list-style-type: none"> • 1994-2013 - Singapore • 2014-2016 – Penang • 2017-2019 – Kuala Lumpur • 2021 – Virtual • 2022 – Penang (27th Edition) 	
Gross area	15,000sqm	Target Booths : 400
Show Hours	<ul style="list-style-type: none"> • June 21-22 1000-1700hrs • June 23 1000-1600hrs 	
Format	In-Person	
Expected Attendees	>10,000	
Expected Exhibiting Companies	250 international & local	
Expected Audience	<ul style="list-style-type: none"> • Industry Leaders • Government Agencies 	<ul style="list-style-type: none"> • SMEs • Media

SEMICON SEA 2022 - Strategic Partners



Supporting Partners



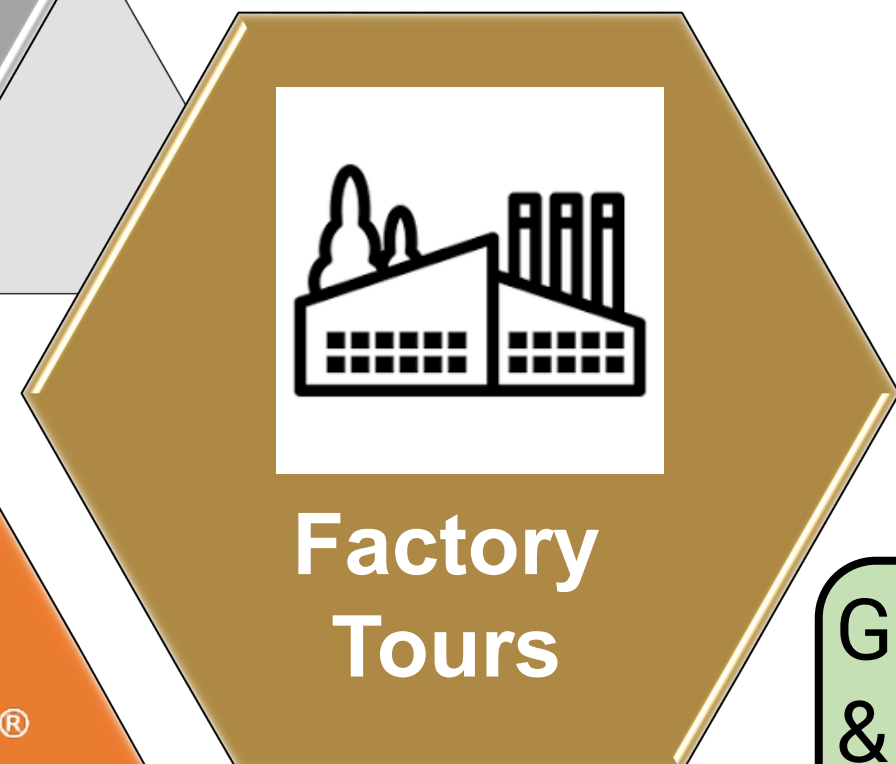


Building a Resilient & Sustainable Electronics Supply Chain in SEA



Celebration of Malaysia's 50th Year of Manufacturing Excellence in the E&E Industry

Guest of Honour - Prime Minister Malaysia (inviting) & Opening Keynote Micron



Guided factory tours to the latest & most advanced fabs in Batu Kawan



Key Opinion Leaders of the Industry
MITI | GF | Lam | K&S | WD | amsOsram (inviting)



Largest SEMICON University Program of approx. 500-800pax

Gather & make connections with more than 300 industry leaders



Setia SPICE Arena

Workforce Development
Career booths and STEM educational providers.

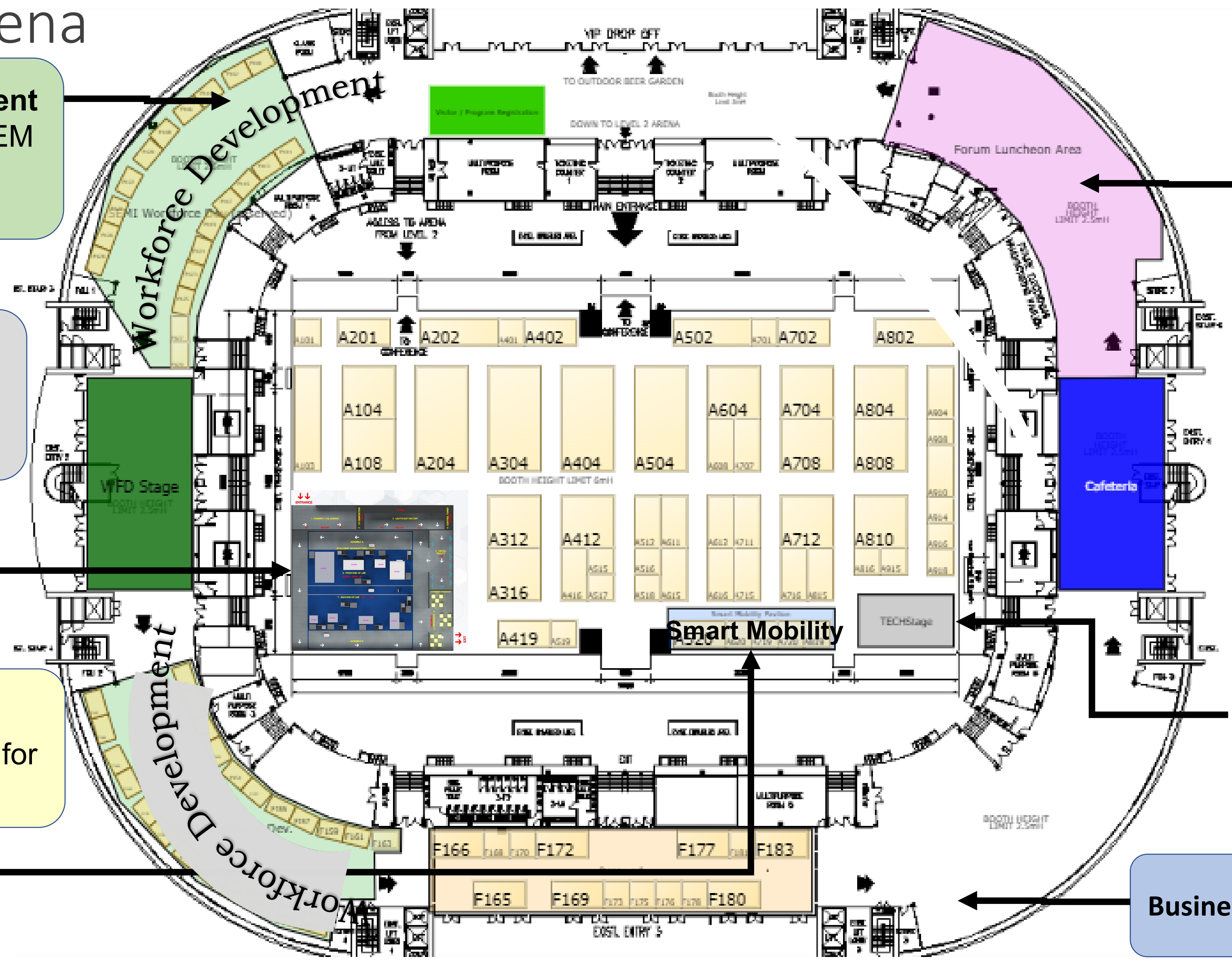
SMART MANUFACTURING
SMART & Sustainable Manufacturing Journey

SMART MOBILITY
Technology and innovation for urban mobility

Forum Luncheon

Tech Stage
Pitch your technology and solutions

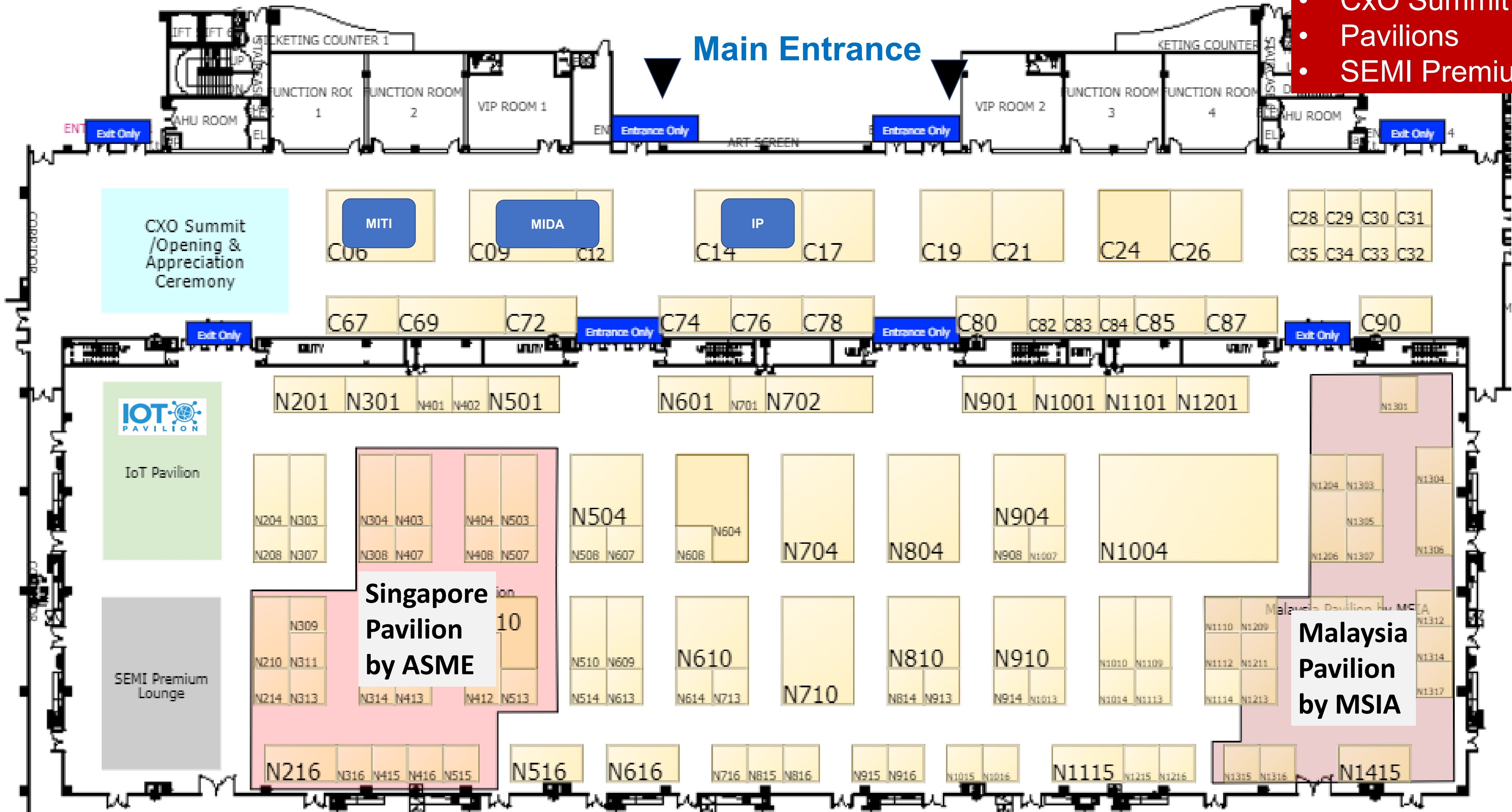
Business Matching



Setia SPICE Convention Centre

- Opening Ceremony
- CxO Summit
- Pavilions
- SEMI Premium Lounge

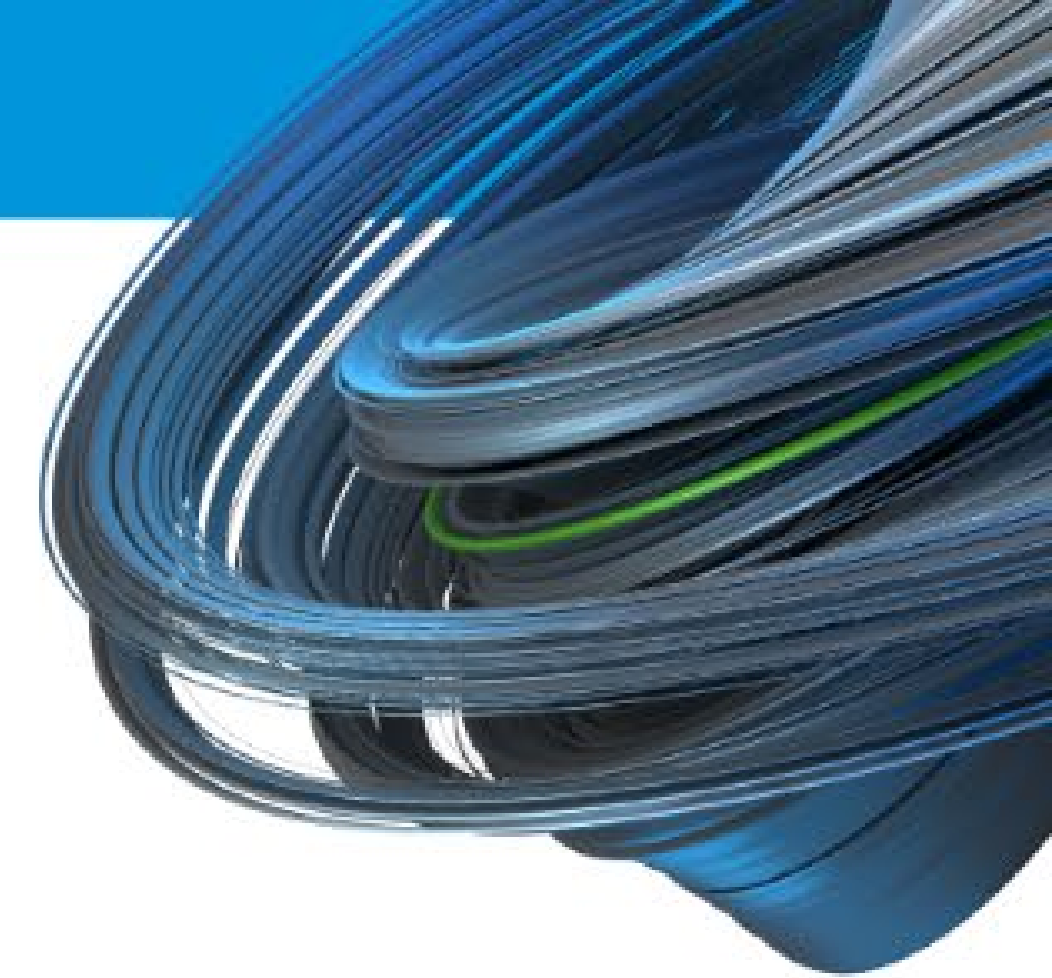
Main Entrance



* Subject to change

Agenda-at-a-Glance

Celebrating Malaysia's 50th Years of Manufacturing Excellence in the E&E Industry in SEA



Pre-Event

June 20, 2022 [Mon]

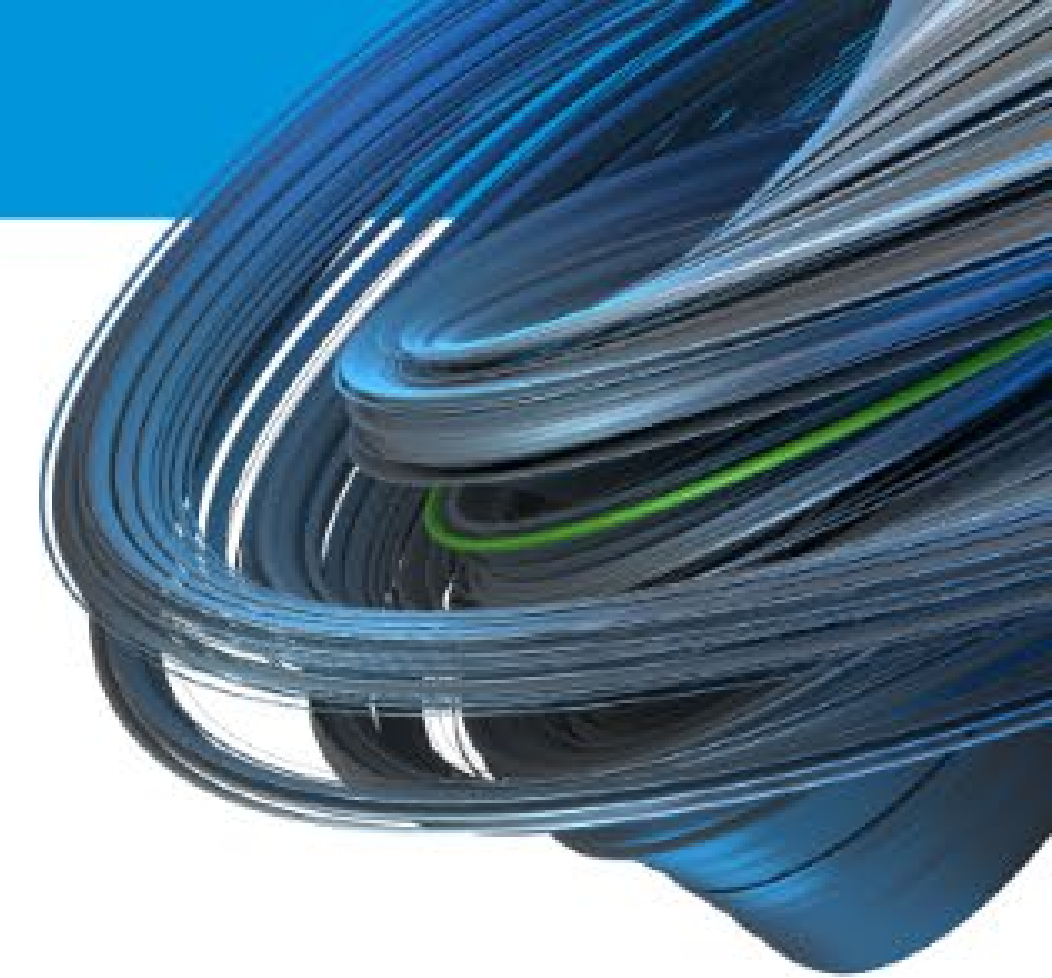
Event	Admission
• Half-day Factory Tour @ Batu Kawan Part 1 (LMM & Vitrox Campus)	By Invitation only
• SEMIGolf 2022	By Invitation only

Day 1 Highlights

June 21, 2022 [Tues]

Event	Admission
• Opening Ceremony [<i>PM inviting</i>]	Free
• Opening Keynote [Mr Amarjit Sandhu, Corporate Vice President, Assembly and Test NAND Operations (Singapore and Malaysia) · Micron Technology]	Free
• SMART Sustainable Manufacturing Tour for VIP Entourage	By Invitation only
• Press Conference	By Invitation only
• VIP Luncheon	By Invitation only
• CxO Summit on 'Building a Resilient & Sustainable Electronics Supply Chain in SEA' (<i>Opening Speech : MITI – inviting</i>)	Free
• Industry VIP Networking Night [GOH : Chief Minister Penang]	By Invitation only

**Prelim agenda subject to changes*



Agenda-at-a-Glance

Celebrating Malaysia's 50th Years of Manufacturing Excellence in the E&E Industry in SEA

June 22, 2022 [Wed]

Event	Admission
• Factory Tour @ Batu Kawan Part 2 (Western Digital)	By Invitation
• Market & Industry Trends (1)	By registration
• Smart Enterprise Forum (2)	By registration
• Advanced Packaging Forum (3)	By registration
• Roundtable Discussion on 'Strengthening Singapore-Malaysia Supply Chain to Grow SEA Ecosystem'	Free
• STAR Buyers Matching Program	By invitation
• International Sourcing Program (INSP) by MATRADE	By invitation
• Meet MIDA CEO Session	By Invitation
• Hosted Buyers Luncheon	By invitation
• Penang's Sustained Excellence: Diverse Capabilities of the Homegrown Companies	By invitation
• High Tea Networking (hosted by Invest Penang)	By invitation

Day 3 Highlights

June 23, 2022 [Thurs]

Event	Admission
• Sustainability Forum (4)	By registration
• Advanced Product Testing Forum (5)	By registration
• SEMICON University Program – Inspiration Talk (<i>Opening Keynote by MOHE inviting</i>)	By invitation only
• 'Diversity, Equity & Inclusion in E&E Industry' Panel Discussion	By invitation only
• Appreciation Ceremony & Show Grand Draw	All

**Prelim agenda subject to changes*

SEMICON[®]
SOUTHEAST
ASIA

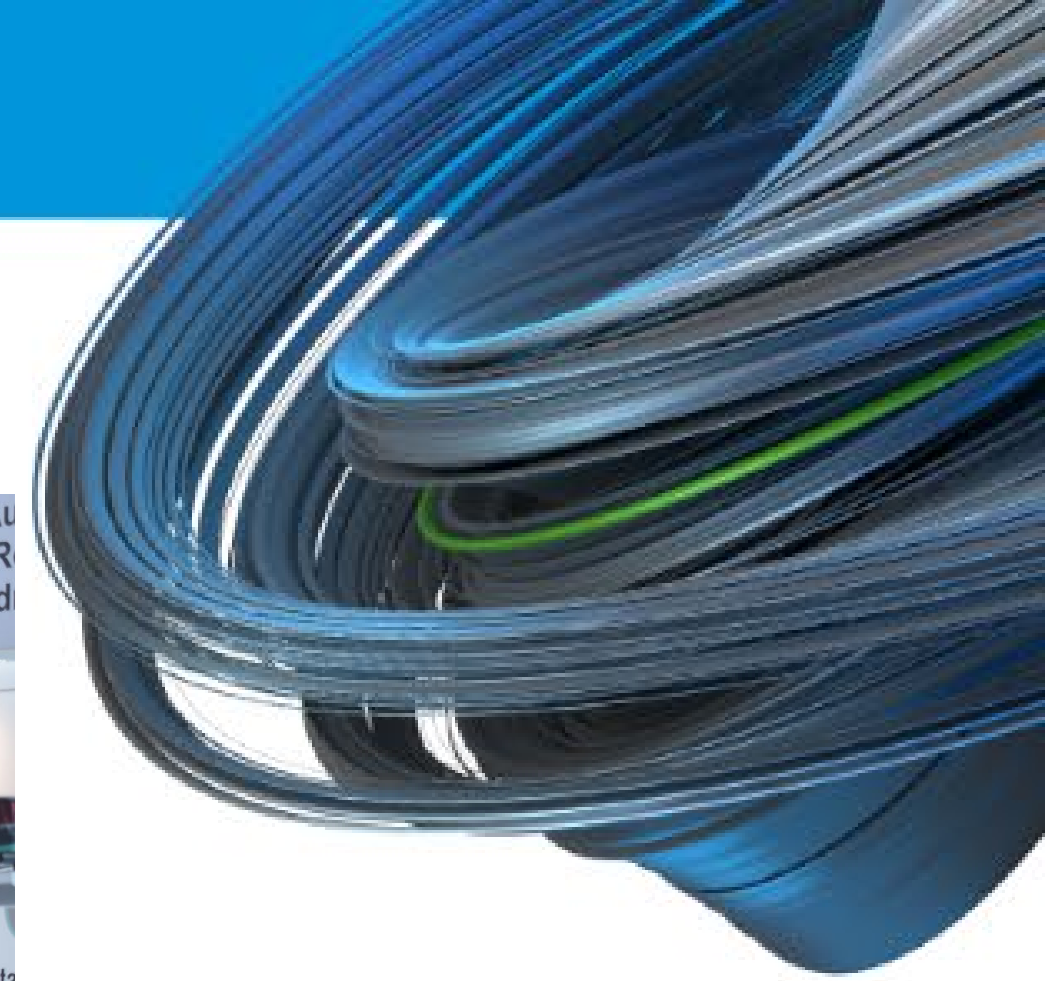
World-of-IoT Pavilion @ SEMICON SEA 2022





World of IoT @ SEMICON Southeast Asia 2022

- **Semiconductors are the heart of the SMART technology revolution, enabling innovation in autonomous vehicles, robotics, drones and a myriad of other applications in an increasingly data-centric world.**
- **World of IoT Pavilion @ SEMICON SEA 2022 allow tech start-ups to showcase trending innovations and high-level exposure with the electrical and electronics players in the market**



Tech Start-up Kiosk

- A kiosk of approx. 2m x 2m (4sqm) which includes standard furniture as per kiosk visual
- Special highlights on Tech Start-up companies in the printed show guide
- A dedicated media tour during the show
- Promotion via Electronics Direct Mailers (EDMs) on World of IoT
- Network with semiconductor industry players



**Start-up Kiosk Participation Cost
SGD600**

** Additional furniture items can be ordered at exhibitor's own cost.*

SEMICON SEA 2019 IoT Snapshots

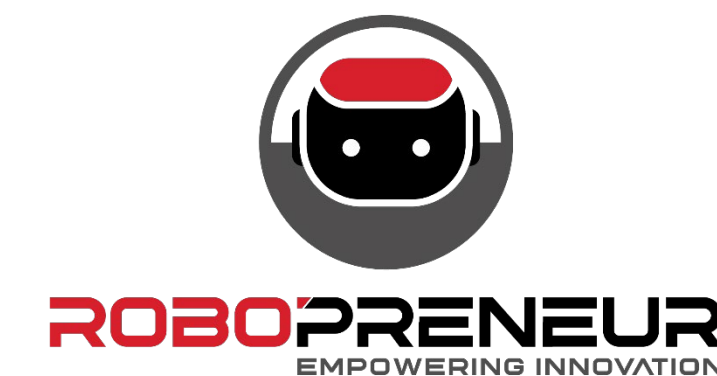
Pitching Session



IoT Pavilion



2019 IoT Pavilion Participating Companies



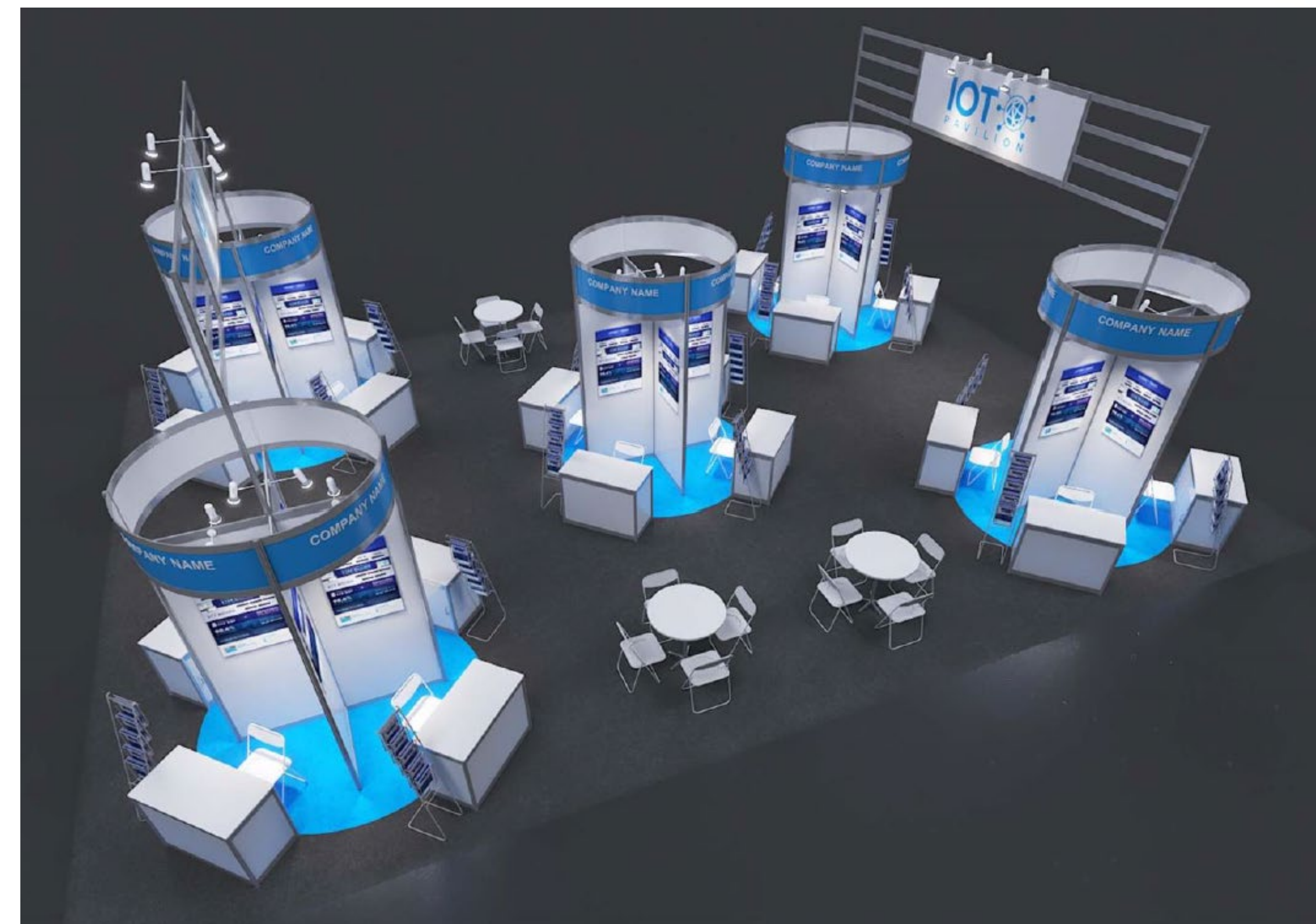
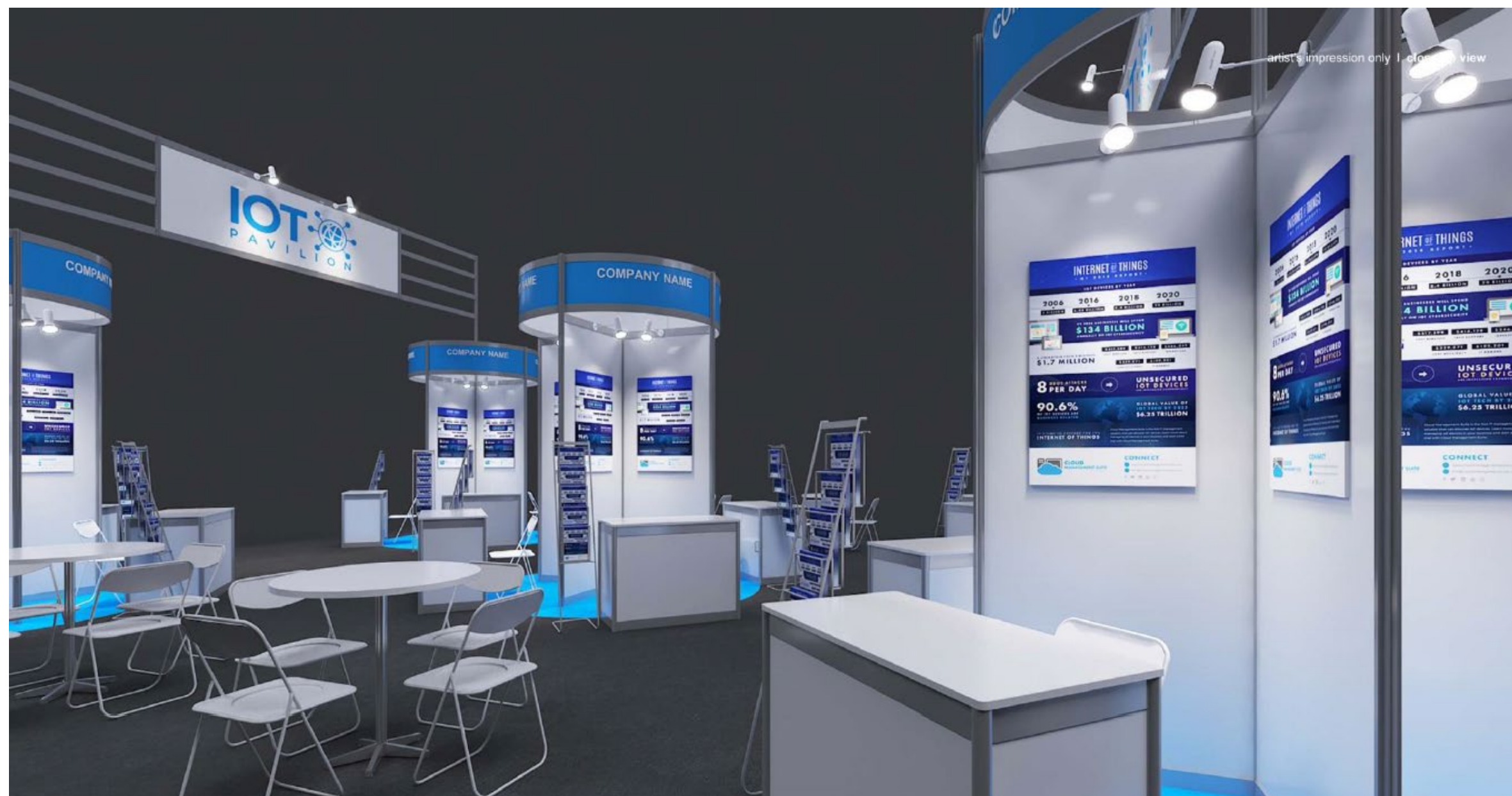
A red pushpin is pinned to a calendar page. The calendar shows numbers 9, 10, 11, 12, and 13. The background is a light blue color with a grid pattern.

Criteria and Important Dates

- Start Ups preferably be of hardware technology creation for the E&E or related industries
- Submission of Interest : **06 May 2022**
- Exhibit Write Up Submission at World-of-IoT : **10 May 2022**
- Set-up Kiosk : **20 June 2022, 0900hrs-1900hrs**
- Show Proper : **21-23 June 2022**
- Show Hours : **21-22 June : 1000-1700hrs**
23 June : 1000-1600hrs

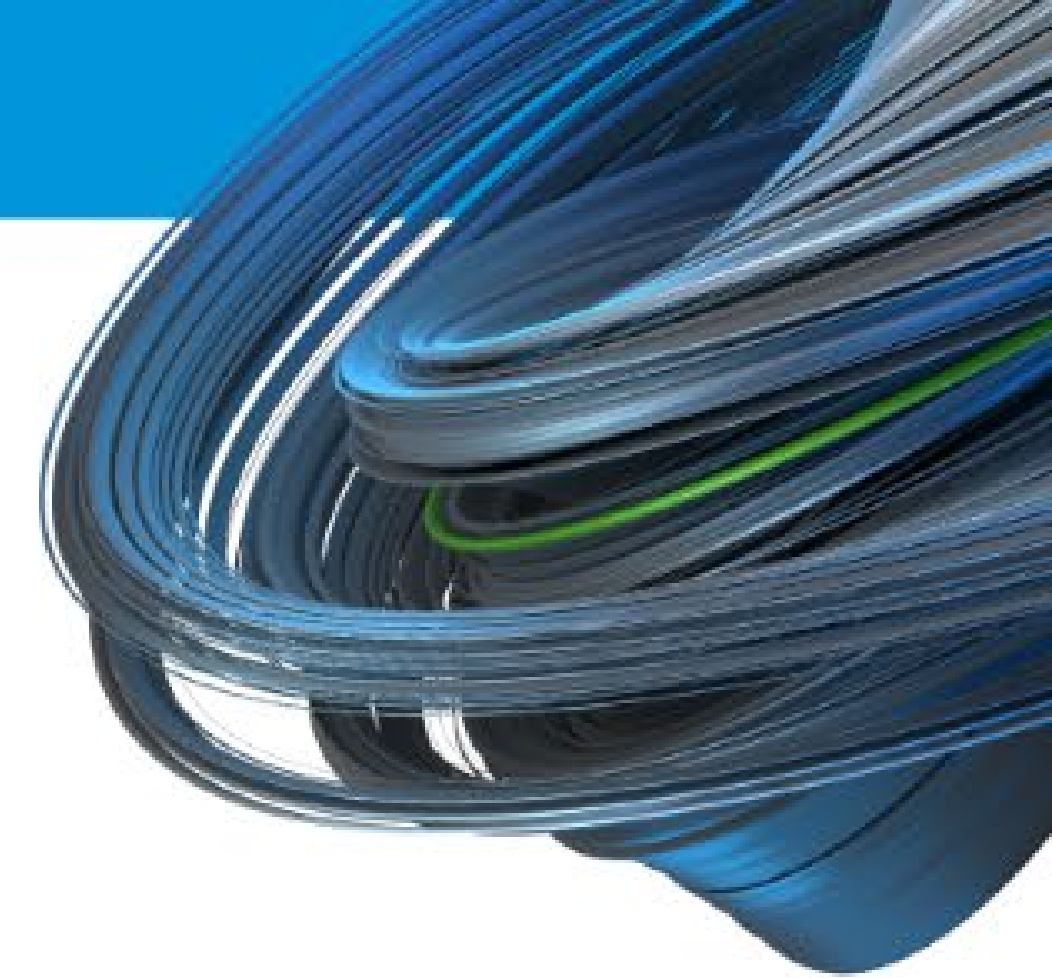


TECHNOLOGY START-UPS KIOSK VISUALS



**Pavilion and booths visuals are subject to further changes*

TECHNOLOGY START-UPS KIOSK VISUALS



Poster Display

Brochure Rack



**Pavilion and booths visuals are subject to further changes*

Lockable Cupboard
1030(W) x 540(L) x 760(H)



FRONT ELEVATION

SIDE ELEVATION

950mmL x 620mmHt inner space for info desk

*Thank you for partnering with
SEMI Southeast Asia!*



For further queries, please contact:

Zaniel Lee

Email: zlee@semi.org

DID: +65 6391.9518

Mobile: +65 9758.0070

Linda Tan (Ms)

Email: ltan@semi.org

DID: +65 6391.9514

Mobile: +65 9633.8840