SEMICON® China
March 15–17, 2016
SNIEC, Shanghai, China

Attendance

Includes SEMICON China, FPD China, and co-located SIIEF events

SEMICON China/FPD China Visitors 25,000
electronica/productronica/LASER China/
CPCA Visitors 24,026
SEMICON China/FPD China Exhibitors 15,143
Total Combined Event Attendance 64,169

International Attendance

Total SEMICON/FPD China International Visitors 3,193

Major Countries/Regions Represented

(percentage of international SEMICON/FPD China visitors)

South Korea 31%
Taiwan China 23%
Japan 18%
USA 7%
Singapore 5%
Hong Kong China 3%
Malaysia 3%
Germany 2%
France 1%
Russia 1%

Exhibitor Information

Total SEMICON/FPD China Exhibiting Companies 1,044
Booths 3,001
Total Net Occupied Exhibit Area 27,009 sqm.

Top Visiting Companies

• Advanced Micro-Fabrication Equipment Inc.
• Advanced Semiconductor Manufacturing Co., Ltd.
• Amkor Assembly & Test (Shanghai) Co., Ltd.
• ASE Assembly and Test (Shanghai) Ltd.
• CSMC Technologies Corporation
• Everdisplay Optronics (Shanghai) Limited
• Fudan University
• HeJian Technology (Suzhou) Co., Ltd.
• Hitex Semiconductor (Wuxi) Co., Ltd.
• Huatian Technology(Kunshan) Electronics Co., Ltd.
• Korea Trade-Investment Promotion Agency
• Kunshan Govision Optoelectronics Co., Ltd.
• Marketech International Corp.
• Nantong Fujitsu Microelectronics Co., Ltd.
• Semiconductor Manufacturing International (Shanghai) Corp.
• Shanghai Huahong Grace Semiconductor Manufacturing Corporation
• Shanghai Huali Microelectronics Corporation
• Shanghai Micro Electronics Equipment Co., Ltd.
• Shanghai Shenhe Thermo-magnetics Electronics Co., Ltd.
• SK Hynix Semiconductor Company (China)
• SMC (China) Co., Ltd.
• Taiwan Semiconductor Manufacturing Company Limited
• Tianma Micro-electronics Co., Ltd.
• Universal Scientific Industrial (Shanghai) Co., Ltd.
• Wuxi China Resources Micro-Assembly Technology Co., Ltd.

www.semiconchina.org
SEMICON China and FPD China attract a highly influential audience from every segment and sector of the global microelectronics industries, including semiconductors, LEDs, OLEDs, MEMS, flexible hybrid electronics, and other adjacent markets.

Influential Buyers

A majority of SEMICON China and FPD China visitors are involved in purchasing decisions, influencing the selection and final purchase of microelectronics manufacturing equipment, materials, components, and services.

Primary Job Functions

SEMICON China and FPD China attract multi-level buying teams, with broad representation across all levels, functions and industries.

<table>
<thead>
<tr>
<th>Job Function</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manufacturing Engineering/Operations Management</td>
<td>13%</td>
</tr>
<tr>
<td>Fabrication and Process Engineering</td>
<td>11%</td>
</tr>
<tr>
<td>Design Engineering</td>
<td>8%</td>
</tr>
<tr>
<td>Quality Assurance and Test Engineering</td>
<td>7%</td>
</tr>
<tr>
<td>Research and Development Engineering</td>
<td>7%</td>
</tr>
<tr>
<td>Product Management/Engineering</td>
<td>6%</td>
</tr>
<tr>
<td>Assembly/Packaging Engineering</td>
<td>4%</td>
</tr>
<tr>
<td>Facilities Engineering/Engineering Support</td>
<td>1%</td>
</tr>
<tr>
<td>Marketing/Sales/Business Development</td>
<td>16%</td>
</tr>
<tr>
<td>Executive Management/Board Member</td>
<td>13%</td>
</tr>
<tr>
<td>Purchasing/Procurement</td>
<td>7%</td>
</tr>
<tr>
<td>Manufacturing and Production</td>
<td>3%</td>
</tr>
<tr>
<td>Environment, Health and Safety</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Government/Public Policy</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Human Resources Management</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Financial/Industry Analyst</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
</tbody>
</table>

57% of SEMICON China and FPD China visitors represent engineering functions, including R&D, Design, and Product Management Engineering.
Areas of Interest

SEMICON China and FPD China visitors are interested in a broad range of industries, technologies, and products from across the supply chain, from design to final manufacturing.

**Areas of Interest**

**MANUFACTURING**
- Semiconductor Device Manufacturing (IDM, foundry) 37%
- Electronic Manufacturing Services (EMS) 31%
- Assembly and Test Services 17%
- Fabless Semiconductor Manufacturer/Design Services 14%

**MANUFACTURING EQUIPMENT**
- Front-end/Device Manufacturing Equipment 20%
- Test Equipment 17%
- Assembly and Packaging Equipment 16%
- Thin Film Manufacturing Equipment 13%
- Inspection and Measurement/Metrology Products 13%
- Other Equipment 6%

**MATERIALS**
- Process Materials 16%
- Wafers and Substrates 15%
- Assembly and Packaging Materials 11%
- Chemicals and Solids 10%
- Test Materials 10%
- Gases 6%
- Other Materials 5%

**SOFTWARE, OTHER PRODUCTS AND SERVICES**
- Components Parts and Accessories 11%
- Factory Control Automation/Facilities 9%
- Manufacturing Services or Consulting 6%
- Business Services or Consulting 5%
- Secondary Equipment and Services 5%
- Software-electronic Design (EDA)/Silicon Intellectual Property (IP) 5%
- Sub-systems 5%
- Support Products (includes consumables) 5%
- Software-manufacturing/Factory Automation 2%
- Other 1%

**DISPLAY PRODUCTS AND SERVICES**
- FPD Panels and Modules 11%
- FPD Components (Drivers, Module Assembly, etc.) 4%

**Technology Interests**

SEMICON China and FPD China attract a diverse range of visitors from across the microelectronic industry with multiple industry and technology interests.

**SEMICON China and FPD China Visitors Technology Interests**

- Semiconductor 70%
- MEMS 22%
- Flat Panel Displays 21%
- Photovoltaics/PV 18%
- LEDs/Solid-state Lighting 17%
- Nano-electronics 9%
- Flexible/Printed Electronics 8%
- Other 8%
Sessions and Events

1175
CSTIC 2016

619
Grand Opening Keynote

203
Tech Investment Forum - China 2016

255
Build China IC Manufacturing Ecosystem

125
SEMI-JEDEC Mobile and IOT Technology Forum

137
China Memory Strategic Forum

225
Technology Shape the Future-Sensor Hub Solution for Wearable and IOT

189
LED China Conference 2016

259
Power Semiconductor Forum 2016

109
SEMI China PV Standards Technical Committee Spring Meeting 2016

2016 China Display Conference/ ASID

136
Keynote Speech

64
Next Display

70
Flexible Display

112
OLED Industry Forum

38
Advance Manufacturing Technologies

61
New Application of Display

Co-located with FPDChina

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