



FPD China2010

SEMICON[®]
China2010

SOLARCON[®]
China2010

► March 16-18, 2010

Shanghai New International Expo Centre (SNIEC)



SEMICON[®] China 2010, SOLARCON[®] China 2010, and FPD China 2010

March 16–18, 2010

Shanghai New International Expo Centre, Shanghai China

SEMICON, SOLARCON and FPD China hosted over 978 exhibitors who presented their products and services to thousands of visitors that attended the show. The large amount of local and global participation demonstrates that China remains a core market for the microelectronic industry.

Three important concurrent conferences programs made an impressive impact on the quality of visitors to the show: the 6th China SoG Silicon and PV Power conference (6th CSPV), the CSTIC 2010 conference and China FPD conference. These programs, in addition to the exhibits and events, strengthened the position of SEMICON, SOLARCON and FPD China as the largest and most respected events for the semiconductor, photovoltaic and flat panel display industries in the region.

Programs

Semiconductor Conference—CSTIC	711 attendees and 310 presentations
Solar Conference—6th CSPV	1,200+ attendees and 225 presentations
FPD Conference—11th CFC	799 attendees and 115 papers

Exhibitor Information

	TOTAL
Total Exhibitors	978
Total Number of Booths	2,179
Total Area Occupied (sq.m.)	57,500

Registration

	TOTAL
Onsite Registration	15,148
Pre-registered:	3,316
VIP, Government and Groups: <i>Courtesy registration, no demographic data received</i>	1,884
Total Verified Attendees:	20,676
Total Registrations:	36,761

The total number also includes ePC, Laser, CPCA visitors who visited SEMI[®] shows.



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VISITOR INFORMATION

Influential customers come from every discipline in the buying cycle.

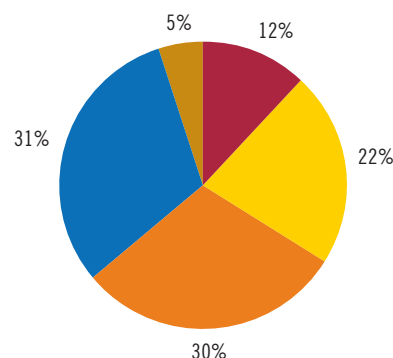
SEMICON China, SOLARCON China, and FPD China attract key decision-makers.

The data on this page shows the demographic make up of visitors. The show attracts a very high caliber attendee and as a whole they represent every sector of the microelectronics supply chain.

Visitor Job Levels

Strong decision making presence with 64% of visitors representing management.

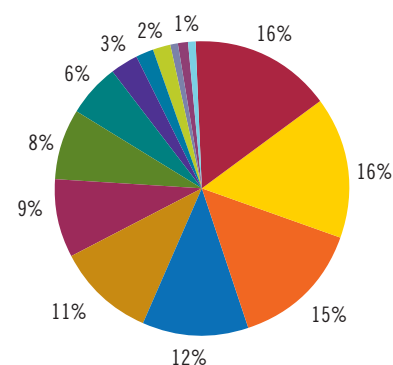
- 12% EXECUTIVE MANAGEMENT (chair, president, chief)
- 22% SENIOR MANAGEMENT (vice president, director, etc.)
- 30% OTHER MANAGEMENT
- 31% NON-MANAGEMENT (staff, professionals)
- 5% OTHER (includes trainees)



Visitors' Primary Job Function

54% of visitors represent engineering job functions.

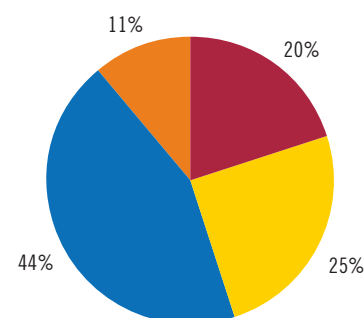
- 16% MARKETING AND SALES
- 16% FABRICATION AND PROCESS ENGINEERING
- 15% EXECUTIVE MANAGEMENT
- 12% RESEARCH & DEVELOPMENT ENGINEERING
- 11% MANUFACTURING; ENGINEERING; OPERATIONS MGMT.
- 9% PURCHASING/PROCUREMENT
- 8% QUALITY ASSURANCE AND TEST ENGINEERING
- 6% ASSEMBLY; PACKAGING ENGINEERING
- 3% PRODUCT MANAGEMENT
- 2% OTHER
- 2% FACILITIES AND/OR SUPPORT ENGINEERING
- 1% FINANCIAL; INDUSTRY ANALYST
- 1% GOVERNMENT; PUBLIC POLICY
- 1% ENVIRONMENT, HEALTH, & SAFETY



Visitors' Purchasing Authority

There is a strong purchasing influence in this audience, with 89% of visitors involved in product selection and technology purchasing decisions.

- 20% FINAL DECISION MAKER; CO-DECIDES
- 25% RECOMMEND; CONSULT
- 44% SPECIFY OR EVALUATE
- 11% NO ROLE



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VISITOR PROFILE

All percentages are based on 18,325 visitor responses.

Where did they come from?

Visitors from 29 provinces within 7 main areas of China visited the show. The majority came from East China which includes Anhui, Fujian, Jiangsu, Jiangxi, Shandong and Zhejiang.

- 88% China: 16,314
- 12% International: 2,150

How did they find out about the event?

The preshow marketing material and emails sent by exhibiting companies were the most effective in bringing visitors to the show.

- 30% Exhibitor's invitation
- 24% Show website and internet advertisement
- 20% Friends or colleagues' introduction
- 17% Organizer's letter or email
- 7% Newspaper and magazines
- 2% Other

Visiting Company's Main Product*

These are the visitors' main product area and the top five categories in each segment.

* Some visitors chose more than one segment.

97% Semiconductor

- Semiconductor (IC or Discrete Device Manufacturing/IDM)
- Equipment Manufacturers
- Materials Manufacturers
- Test, Assembly & Packaging Contract Service Provider
- Wafer Fab Foundry Services Provider

61% Solar

- Device Manufacturing
- PV Materials
- PV Equipment
- PV Systems
- Components, Parts, and Accessories

47% FPD

- Factory Design and Construction
- FPD Materials and Components
- FPD Equipment
- Other (consulting, services, related industry, etc.)
- FPD Panel and Module

Top Attending Companies

SEMICON, SOLARCON, and FPD China attract the most qualified buying teams throughout China, representing the city governments, leading companies and other major players.

- | | | |
|--|---|---|
| • Advanced Semiconductor Mfg. Corp. | • Hangzhou Silan Integrated Circuit | • Semiconductor Mfg. Int'l Corp. (SMIC) |
| • Amkor Assembly and Test (Shanghai) | • Hejian Tech. (Suzhou) | • Shanghai Belling |
| • Applied Materials | • Hynix-ST Semiconductor | • Shanghai Hua Hong NEC Electronics |
| • Astronergy/Chint Solar (ZHEJIANG) | • InfoVision Optoelectronics | • Shanghai Tianma Micro-electronics |
| • AU Optronics Suzhou | • Intel Products | • Shanghai Zhonghang Optoelectronics |
| • CSMS Technologies | • LDK Solar | • STATS ChipPAC Shanghai |
| • Fairchild Semiconductor (Suzhou) | • Nantong Fujitsu Microelectronics | • SVA-Fuji Optoelectronics Materials |
| • Global Advanced Packaging Technology | • REC Silicon | • Taiwan Semiconductor Mfg. Co. (TSMC) |
| • Grace Semiconductor Mfg. Corp. | • Samsung Elect. Semiconductor (Suzhou) | • Trina Solar Limited |

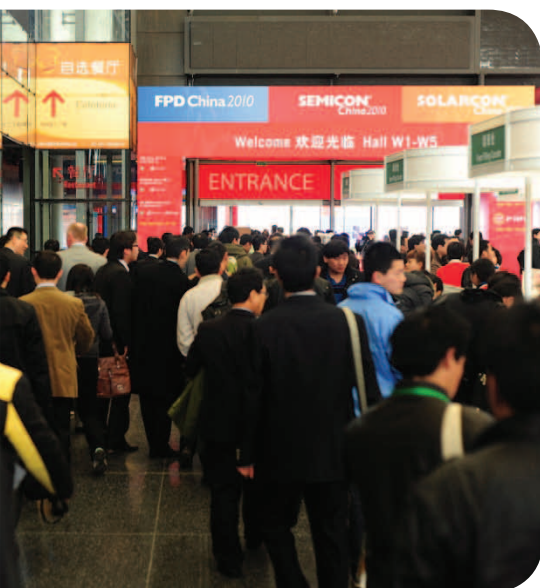
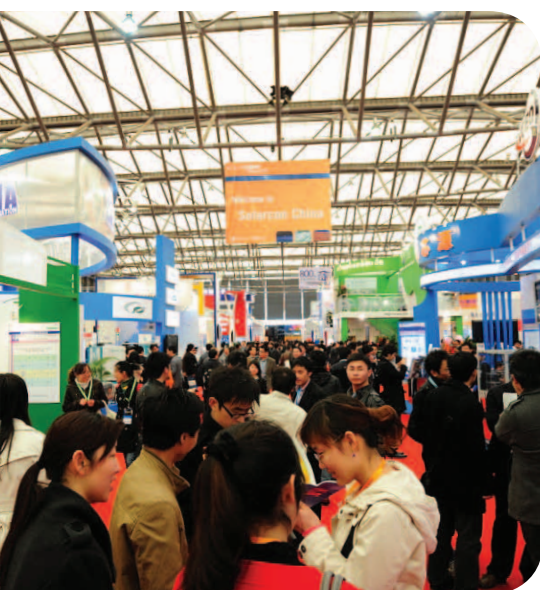
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Visiting Company's Main Areas of Interest

This data shows what product and services visitors are looking for at the show. Visitors can choose more than one product/service, therefore the percentages will not add up to 100%. The percentages are based on 18,325 visitors who responded to the demographic questionnaire.



165% Semiconductor Equipment

Test Equipment	14%	Crystal Growing & Machining	8%
Inspection & Measurement Products	12%	Coat/Develop/Resist Processing Track	8%
Assembly and Packaging Equipment	12%	Epitaxy Equipment	8%
Bumping Systems	12%	Other Equipment	7%
CMP	10%	Transfer Systems for Wafer or Reticles	7%
Deposition (CVD, PVD, ALD, Plating)	10%	Ion Implantation	7%
Etching/Stripping/Ashing	9%	MEMS Equipment	6%
Cleaning	9%	Wafer Identification/Marking	5%
Lithography/Exposure	8%	Nanotechnology Equipment/Tools	5%
Thermal Processing	8%		

65% Semiconductor Materials

Process Materials	11%	Test Materials	8%
Assembly & Packaging Materials	11%	Masks / Mask Making Materials	7%
Wafers and Substrates	8%	Gases	7%
Chemicals & Solids	8%	Nanotechnology Materials	5%

28% Other Products and Services

Factory Control Automation/Facilities	8%	Software	4%
Components Parts & Accessories	6%	Support Products (includes consumables)	4%
Sub-Systems	6%		

57% FPD

Factory Design & Construction	10%	FPD End Product	6%
FPD Equipment	8%	FPD Manufacturing Facility/Environment/ Automation System	5%
FPD Materials and Components	7%	FPD Software, Market Data and Industrial Service	4%
FPD Panel and Module	8%	Other	3%
FPD End Product Assembly	6%		

54% Photovoltaic Device Manufacturing

PV: Cells	16%	PV: Stand-Alone Systems	7%
PV: Modules	10%	PV-Building-Integrated Solutions	7%
Solar Thermal	8%	Solar Architecture	6%

53% PV Equipment

Cells	10%	Other	5%
Inspection and Metrology	5%	Thin Film	6%
Integration and Automation	6%	Wafers	7%
Modules	7%	Silicon	7%

40% PV Material

Feedstock: Monocrystalline Silicon, Polycrystalline Silicon, UMG, etc.	8%	Gases and Liquid Chemicals	7%
Consumables	8%	Other	5%
Ingots, Wafers	8%	Solar Glass, Encapsulation	4%

25% PV Systems

Chargers, Batteries	8%	Measurement and Control Technology	6%
Inverters	6%	Stand-alone Systems	5%

15% PV Components, Tracking and Mounting System

Cables, Connectors, Junction Boxes	6%	Tracking Systems	4%
Mounting Systems	5%		

21% PV Services

Education, Training	5%	Research and Development	4%
Financing, Promotion	4%	Testing Institutes	3%
Organization, Association	5%		