

2012 Post Show Report



SEMICON[®] Korea 2012

Co-located with LED Korea 2012

February 7–9, 2012

Convention and Exhibition Center (COEX), Seoul, Korea

SEMICON Korea 2012/LED Korea 2012 Highlights:

- **Opening Ceremony**—Global leaders in semiconductor manufacturing, technology and applications and government officer gathered and celebrated its 25th anniversary as the leading semiconductor technology show.
- **Keynote Speech**—Professor Chenming Calvin Hu of the University of California at Berkeley and Dr. Luc Van den Hove, president and CEO of IMEC addressed critical new technology developments.
- **TechXPOT**—New to SEMICON Korea this year, the TechXPOT presentation stage on the show floor featured presentations and the latest perspectives on emerging and adjacent technologies, including MEMS, printed electronics, lasers, ESD, and test.
- **LED Korea Conference**—Two-day conference featuring presentations on the latest market trends and developments in LED manufacturing. Speaker companies included Samsung LED, LG Innotek, Veeco, Korea Polytechnic University, Hanyang University, ETRI, Dow Electronic Materials, and Samsung Advanced Institute of Technology, and more.
- **Suppliers Search Program**—Suppliers Search Program provided local semiconductor equipment and material firms with practical advice and tips to help them expand their businesses abroad.

Companies Represented

Visitors represent some of the region's leading semiconductor and technology companies, including:

- Amkor
- Applied Materials
- ATTO Co.
- Dongbu Hitek Co.
- Dow Electronic
- Hanamicon
- Hynix
- Kodenshi AUK
- KOMICO
- LG
- Magnachip
- Samsung
- SECRON Co.
- SEMES
- Seoul Optodevice
- Seoul Semiconductor
- STATSChipPAC Korea
- Tokyo Electron
- TSC MEMSYS
- TSPS Corporation

SEMICON and LED Korea attract the most qualified buying teams throughout Korea, representing the leading companies and major equipment OEMs.

Exhibitor Information

2012

Number of Exhibiting Companies	445
Booths	1,540
Total Net Occupied Exhibit Area (sq/m)	13,860

Registration

2012

Total Attendance	38,232
Verified Visitors	29,243
Verified Exhibitors	8,989

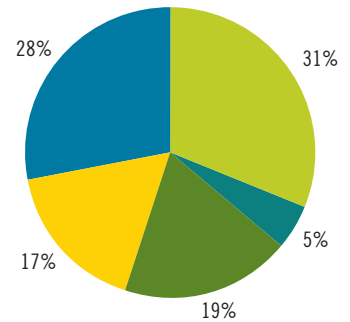
Visitor Information

SEMICON Korea and LED Korea attract key decision-makers.

Visitor Job Levels

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

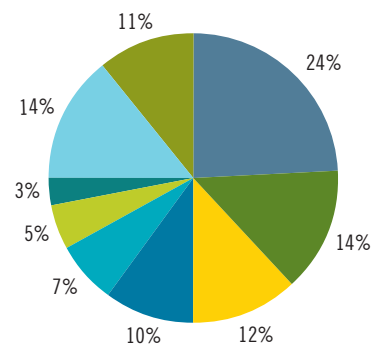
- 19% EXECUTIVE MANAGEMENT (Chair, President, Chief)
- 17% SENIOR MANAGEMENT (Vice President, Director, etc.)
- 28% OTHER MANAGEMENT
- 31% STAFF (non-management)
- 5% OTHER



Visitors' Primary Job Function

51% of visitors represent Engineering job functions with an emphasis on product management.

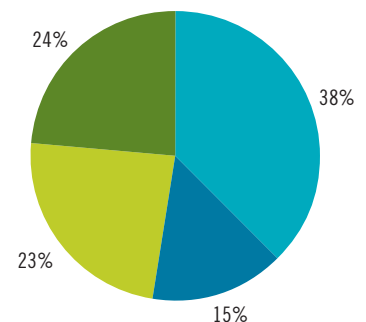
- 14% PRODUCT MANAGEMENT
- 12% RESEARCH & DEVELOPMENT ENGINEERING
- 10% DESIGN ENGINEERING
- 7% FABRICATION AND PROCESS ENGINEERING
- 5% ASSEMBLY/PACKAGING ENGINEERING
- 3% QUALITY ASSURANCE AND TEST ENGINEERING
- 14% MARKETING AND SALES
- 11% EXECUTIVE MANAGEMENT
- 24% OTHER

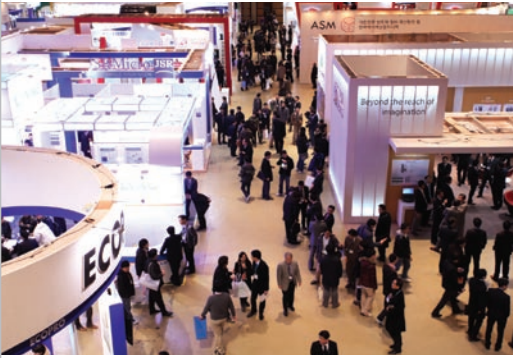


Visitors' Purchasing Authority

There is a strong purchasing influence in this audience, with 77% of visitors involved in product selection and technology purchasing decisions.

- 24% FINAL DECISION MAKER
- 38% RECOMMEND
- 15% SPECIFY OR EVALUATE
- 23% NO ROLE





28% Manufacturing Equipment

Wafer Processing/Front-end	8%	Flat Panel Display Manufacturing Equipment	3%
Test Equipment	5%	Inspection and Measurement/ Metrology Products	2%
Thin Film Manufacturing Equipment	4%	Other Equipment	2%
Assembly and Packaging Equipment	4%		

27% Materials

Wafers and Substrates	7%	Assembly and Packaging Materials	3%
Process Materials	6%	Gases	2%
Chemicals and Solids	4%	Other Materials	2%
Test Materials	3%		

24% Manufacturing

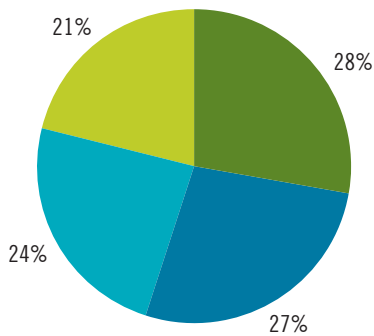
Semiconductor Device Manufacturing (IDM, foundry)	10%	Electronic Manufacturing Services (EMS)	6%
Fabless Semiconductor Manufacturer/Design Services	3%	Assembly and Test Services	5%

21% Software, Other Products and Services

Factory Control Automation/Facilities	4%	Manufacturing Services or Consulting (includes services or consulting directly related to manufacturing)	2%
Components Parts and Accessories	3%	Software; Electronic Design (EDA)/Silicon Intellectual Property (IP)	1%
Software; Manufacturing/Factory Automation	2%	Business Services or Consulting	1%
Sub-systems	3%	Other	1%
Support Products (includes consumables)	2%		
Secondary Equipment and Services	2%		

Visitors Area of Interest

Visitors are interested in a wide-range of products and technologies across the semiconductor and solar markets. This data indicates what and who visitors are most interested in seeing at the show.



- 28% MANUFACTURING EQUIPMENT
- 27% MATERIALS
- 24% MANUFACTURING
- 21% SOFTWARE, OTHER PRODUCTS AND SERVICE