SEMI China Shows 2015

- SEMICON China
- FPD China

March 17-19, 2015
Shanghai New International Expo Centre

Largest Gathering of Global Semiconductor Industry!
Visitor Information

Strong decision making presence with 73% of visitors representing management.

Visitor Job Levels

- Executive Management (Chair, President, Chief etc) - 24%
- Senior Management (Vice President, Director etc) - 3%
- Other Management - 23%
- Non-Management - 30%
- Others - 20%

Visitors’ Purchasing Authority

There is a strong purchasing influence in this audience, with 90% of visitors involved in product selection and technology purchasing decisions.

- 37% Final Decision Maker/Co-Deciding/Crucial
- 35% Recommend/Evaluate/Consult
- 18% Specify
- 10% No Role

Visitors’ Primary Job Function

48% of visitors represent Engineering job functions.

18% of visitors represent executive management and board member job functions.
Visitor Information

**Strong decision making presence with 73% of visitors representing management.**

Visitor Job Levels

- **EXECUTIVE MANAGEMENT** (Chair, President, Chief etc.) 24%
- **SENIOR MANAGEMENT** (Vice President, Director etc.) 3%
- **OTHER MANAGEMENT** 23%

**Visitors’ Purchasing Authority**

There is a strong purchasing influence in this audience, with 90% involved in product selection and technology purchasing decisions.

**Visitors’ Primary Job Function**

- 48% of visitors represent engineering job functions.
- 18% of visitors represent executive management and board member job functions.
- 18% Recommend/Evaluate/Consult
- 10% No Role

**Total Exhibiting Booths** 2,588
**Total Exhibiting Companies** 941
**Total Verified Attendance** 50,553

2014 SEMI China Show
China's premier FPD industry event for 12 years!

- Including BOE, Tianma, Visionox, as well as critical equipment and materials vendors from around the world exhibit in FPD China
LED Manufacturing Pavilion

- The largest Focused LED manufacturing Show in the world and The only one in China -- 430 booths!
- Presented the latest technology and hot topics like GaN-on-Si, PSS, MOCVD, ...
- Anchors AIXTRON, OXFORD, DOW, NATA, Silian, ETI, Bridgelux, APT, ...
  - from the whole LED manufacturing chain

One-stop “LED Manufacturing” platform covering the complete supply-chain!
Why You Should Attend?

The China Market
• China is the largest semiconductor market in the world, one of the fastest growing region of semiconductor industry.
• Strong government support and increasingly mature semiconductor manufacturing eco-system which is opportunity to all

The show
• Meet your customers, partners, suppliers
  – Critical Technology and Business decision makers
• Learn the latest technical trend and marketing demand
  – 10 plus Theme Pavilions
• Enjoy yourself and find your industry comrades in our High-profile industry networking events
  – Gala Dinner, IC night, Network luncheon, Golf
• The largest Gathering of Global Semiconductor Industry
  – 1,000 Exhibitors; over 50,000 visitors
Why China?
China Semiconductor Market

Source: WSTS/CCID/SEMI
## China Electronics Product Output

### Example of China’s Electronic Product Output in 2013

<table>
<thead>
<tr>
<th></th>
<th>Output (Million units)</th>
<th>Growth Rate</th>
<th>% of World Output</th>
<th>Export (Million units)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cell Phone</td>
<td>1456</td>
<td>23.2%</td>
<td>81.1%</td>
<td>1190</td>
</tr>
<tr>
<td>LCD TV</td>
<td>122.9</td>
<td>7.2%</td>
<td>56.9%</td>
<td>54.6</td>
</tr>
<tr>
<td>Notebook &amp; Tablet</td>
<td>273</td>
<td>7.9%</td>
<td>70%</td>
<td>326.7</td>
</tr>
<tr>
<td>Digital Camera</td>
<td>46.8</td>
<td>-33.1%</td>
<td>74.5%</td>
<td>41</td>
</tr>
</tbody>
</table>

Source – CVIA, Ministry of Information Industry of China, SEMI, May 2014
China IC Industry +18% in 2013

China IC Industry Revenue

- IC P&T (USD Billion)
- IC Manufacture (USD Billion)
- IC Design (USD Billion)

IC Industry (Design+Manufacture+P&T)

Source: CSIA, 2014.03
Fast Developing IC Eco-system

- SMIC sees rapid growth of revenue from China

Source: Company Report, 2014 Feb
Top Import Products to China

China Import products in 2013

- IC: 231 billion USD
- Crude oil: 220 billion USD
- Iron ore: 106 billion USD
- LCD Panel: 50 billion USD

Source: China Custom
China Government’s IC Policy Boost the Industry

New IC policies from central government
Sept, 2014, Central government allocated $20 billion fund for IC Industry, aiming at global leading IC design and manufacturing.
Feb, 2014, Beijing government released local IC promotion policy.
(Beijing establish $5 billion IC Equity Fund, …)

2011, Document No. 4 (Re-new of Document No. 18)

National Science and Technology Major Project (2006-2020)
Project 01: system and software;
Project 02: Semiconductor manufacturing

2014

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2010

China’s Semiconductor Industry will grow with the government support and market, create opportunity for everyone

A Basket of Measures to Further Boost the Software and IC Industry

SMIC, GRACE, (Gov-backed Investors + VC + International team)

2000

1990

Government funded Projects
1990, Project 908 -> CSMC; 1996, Project 909 -> HHNEC
More than just a Show
The largest semiconductor technology international conference in China
400+ speakers, 1000+ professional visitors
10+ symposiums help understand the technical trends and latest achievements
Papers will be published in IEEE proceeding
China Semiconductor Technology International Conference (CSTIC)
China FPD Conference
LED Conference
Highlights of SEMI China Show

• The largest gathering of global Semiconductor industry
• Most complete IC supply-chain eco-system
• China’s leading device makers exhibit at the show
• Technical programs where you can reach broad industry players
• Business forums: Tech Invest Forum, Market, Supply-Sourcing-Program, ...
• Networking events where you will meet key decision makers: Gala Dinner, IC Night, Business Luncheons, Golf, ...

A top global summit where **China Meets the World!**
Global Industry Comes Together at SEMICON China!
Q&A?

contact us: semichina@semi.org