

# SEMICON<sup>®</sup> Korea2014



## SEMICON<sup>®</sup> Korea and LED Korea 2014 Post Show Report

February 12–14, 2014

Convention & Exhibition Center (COEX), Seoul, Korea

### 2014 Highlights:

- **Keynote Speech**— *Mobile Innovation: Leading the Semiconductor Industry to a Smart, Connected World* was presented by Dr. Roawen Chen, Qualcomm.
- **Executive Forum**— *A Decade of Materials: Advanced Materials for Next Generation Device* was presented. Over 250 attendees heard views from Air Products Asia, EIDEC, GLOBALFOUNDRIES and IBM.
- **VIP Networking Events**— Presidents Reception and LED Korea Reception was the ideal place for industry networking and exploring new business opportunities. Both events attracted more than 400 participants including global leaders in Semiconductor and LED industries, academia and government officials.
- **Suppliers Search Program (SSP)**— Local semiconductor equipment and materials firms received advice and guidance on international business strategies. Key participating global device makers included GLOBALFOUNDRIES, Intel and Sony.
- **OEM Suppliers Search Meeting**— Local parts and components companies were offered excellent opportunities to pursue new business. Key participants included Advantest and Lam Research.

### Top Visiting Companies

Amkor Technology	Samsung
Applied Materials	SEMES
AP Systems	SFA
Dongbu HiTek	SK hynix
HANMI Semiconductor	SMC
ICD	Soulbrain
Iljin	TechWing
LG	Tokyo Electron
MagnaChip	Wonik IPS
Nepes	ZEUS

### Top Attending Customers

- Samsung:** 4,813 visitors
- SK hynix:** 2,383 visitors
- LG:** 381 visitors
- Dongbu HiTek:** 214 visitors
- MagnaChip:** 137 visitors
- Amkor Technology:** 106 visitors

### Registration

Total Attendees	36,038
Verified Visitors	25,870
Verified Exhibitors	10,168

### Exhibitor Information

Number of Exhibiting Companies	530
Booths	1,737
Total Net Occupied Exhibit Area	15,633 sqm.

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Co-located with  
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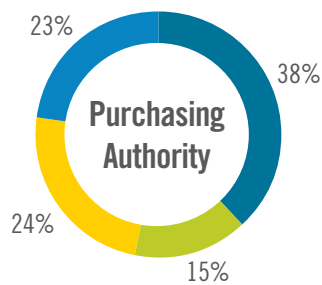


### Visitor Profile

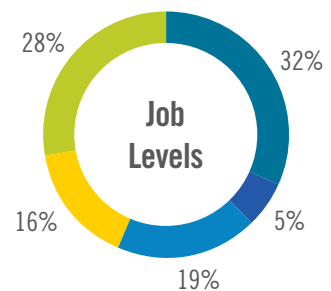
SEMICON Korea and LED Korea attract a highly influential audience from every segment and sector of the global microelectronics industries, including semiconductors, LEDs, OLEDs, MEMS, printed/flexible electronics, and other adjacent markets.

### Influential Buyers

More than 76% of SEMICON Korea and LED Korea visitors are involved in purchasing decisions, influencing the selection and final purchase of microelectronics manufacturing equipment, materials, components, and services.



- 23% Final Decision Maker
- 38% Recommend/Evaluate
- 15% Specify
- 24% No Role/Other



- 19% Executive Management
- 16% Senior Management
- 28% Other Management
- 32% Non-management
- 5% Other

### Visitor Profile

SEMICON Korea attracts multi-level buying teams, with broad representation across all levels, functions and industries.

### Primary Job Functions

Marketing, Sales and Business Development	17%
Product Management/Engineering	13%
Research and Development Engineering	12%
Executive Management/Board Member	12%
Design Engineering (includes Software, Systems, Test, Hardware)	11%
Fabrication and Process Engineering	5%
Manufacturing Engineering/Operations Management	5%
Assembly/Packaging Engineering	4%
Manufacturing and Production	4%
Purchasing/Procurement	4%
Quality Assurance and Test Engineering	4%
Facilities Engineering/Engineering Support	3%
Environment, Health & Safety	1%
Financial/Industry Analyst	1%
Human Resources Management	1%
Training	1%
Other	2%

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### Areas of Interest

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

#### MANUFACTURING

Semiconductor Device Manufacturing (IDM, foundry)	27%	Assembly and Test Services	14%
Electronic Manufacturing Services (EMS)	18%	Fabless Semiconductor Manufacturer/ Design Services	8%

#### MANUFACTURING EQUIPMENT

Wafer Processing/Front-end Manufacturing Equipment	22%	Flat Panel Display Manufacturing Equipment	10%
Test Equipment	14%	Inspection and Measurement/Metrology Products	7%
Thin Film Manufacturing Equipment	12%	Other Equipment	5%
Assembly and Packaging Equipment	10%		

#### MATERIALS

Wafers and Substrates	17%	Assembly and Packaging Materials	9%
Process Materials	14%	Test Materials	8%
Chemicals and Solids	13%	Gases	6%
		Other Materials	6%

#### SOFTWARE, OTHER PRODUCTS AND SERVICES

Factory Control Automation/Facilities	9%	Secondary Equipment and Services	5%
Components Parts and Accessories	8%	Manufacturing Services or Consulting (incl. those service or consulting directly related to manufacturing)	4%
Sub-systems	8%	Software—Electronic Design (EDA)/ Silicon Intellectual Property (IP)	4%
Software—Manufacturing/ Factory Automation	6%	Business Services or Consulting	3%
Support Products (includes consumables)	6%	Other	2%

### Technology Interests

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

#### SEMICON Korea and LED Korea Visitors Technology Interests

Semiconductors	51%
LEDs/Solid State Lighting	22%
Plastic/Organic/Printed Electronics	11%
FPD	10%
Nano-electronics	8%
PV	5%
Other	2%