



2009 POST SHOW REPORT

OVERVIEW

SEMICON® Korea 2009/SOLARCON® Korea 2009

Event: January 20–22, 2009

Convention and Exhibition Center (COEX), Seoul, Korea

SEMICON Korea is the most comprehensive annual event serving the Korean micro-electronics, flat panel display (FPD), and photovoltaic (PV) manufacturing industries. This year welcomed SOLARCON Korea 2009, complimenting SEMICON Korea 2009 with the addition of exhibitors and visitors representing the complete PV supply chain.

SEMICON Korea 2009 Highlights:

- These events attract buying teams and engineers from every major device manufacturer in Korea.
- Unique regional audience: 96% of visitors represent local companies.
- 74% of visitors influence product selection and purchasing, and 64% have management titles.
- 47% of visitors are interested in manufacturing equipment; 20% are interested in materials; and 22% are interested in solar.

EXHIBITORS

Exhibitor Information

	2009*	2008**
Number of Exhibiting Companies	505	542
Net Exhibit Space in Square Meters	12,645	13,590

* Reflects data for both SEMICON Korea 2009 and SOLARCON Korea 2009

** Reflects data for SEMICON Korea 2008 only

REGISTRATION

Registration Information

	2009*	2008**
Total Registered Attendance (including exhibitors)	34,987	30,793
Registered Visitors	26,173	22,024
Registered Exhibitors	8,134	9,616
Verified Visitors	20,912	21,177

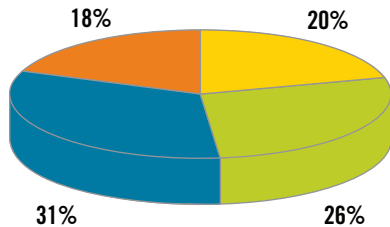
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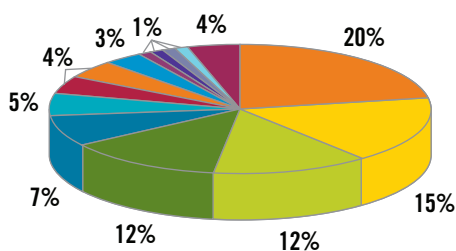
VISITOR INFORMATION

Influential customers from every discipline in the buying cycle attend.

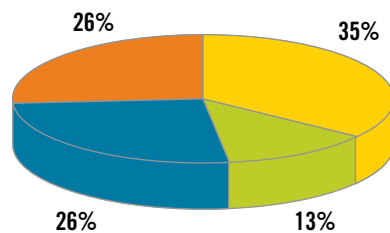
Visitors Job Levels



Visitors Main Job Function



Visitors Purchasing Authority



SEMICON Korea 2009 and SOLARCON Korea 2009 Attract Key Decision-Makers.

Visitor Job Levels

Visitors Job Levels

Executive Management (Chair, President, Chief)	18%
Senior Management (Vice President, Director, etc.)	20%
Other Management	26%
Staff (non-management)	31%

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

Job Function

Visitors Main Job Function

R&D Engineering	20%
Marketing/Sales	15%
Executive Management	12%
Manufacturing/Engineering/Operations Management	12%
Wafer Fabrication and Process Engineering	7%
Assembly/Packaging Engineering	5%
Facilities Engineering/Engineering Support	4%
Purchasing/Procurement	4%
Quality Assurance and Test Engineering	3%
Environment, Health, and Safety	1%
Financial/Industry Analyst	1%
Government/Public Policy	1%
Training	1%
Other	4%

51% of visitors represent Engineering job functions with strong emphasis on R&D.

Visitors Purchasing Authority

Final Decision Maker	26%
Recommend	35%
Specify or Evaluate	13%
No Role	26%

There is a strong purchasing influence in this audience, with 74% of visitors involved in product selection and technology purchasing decisions.

VISITOR INFORMATION

Continued

Visitors are interested in a wide-range of products and technologies across the supply chain.

SEMICON and SOLARCON Korea Attract a Diverse Audience

Visitors Product Interest	
Equipment	47%
Wafer Processing Equipment	22%
Cleaning	10%
Deposition (CVD, PVD, ALD, Plating)	11%
Test Equipment	10%
Etching/Stripping/Ashing	7%
Assembly and Packaging Equipment	6%
CMP	7%
Coat; Develop; Resist Processing/Track	6%
Thermal Processing	5%
Bumping Systems	4%
Inspection & Measurement Products	5%
Lithography/Exposure	5%
Ion Implantation	3%
Flat Panel Display Manufacturing Equipment	4%
Crystal Growing & Machining	3%
MEMS Equipment	4%
Material Handling Equipment	3%
Transfer Systems for Wafer or Reticles	3%
Other Equipment (Epitaxy, Phtovoltaic, Wafer ID/Making, Nano, other)	17%
Materials	20%
Wafer and Substrates	8%
Process Materials	6%
Chemicals and Solids	10%
Test Materials	5%
Assembly and Packaging Materials	5%
Gases	5%
Masks / Mask Making Materials	3%
Flat Panel Display Materials	4%
Nanotechnology Materials	3%
Photovoltaic Materials	4%
Other Materials	5%
Solar	22%
Photovoltaic Cells and Modules	12%
Equipment and Materials	13%
Inverters	2%
PV Concentrator Systems	3%
PV Power Plants	3%
Photovoltaic Installations and Components	3%
Tracking Systems	2%
Solar Thermal Apps for Heating, Process Heat & Cooling	4%
Collectors	2%
Solar Facades and Roof Elements	2%
Solar Storage Tanks	2%
Solar Thermal Power Plants	2%
Measurement and Control Technology	2%
Planning and Consultation Services	1%
Solar Chargers and Batteries	3%
Mounting Systems for Solar Installations	1%
Planning Software for Solar Systems	1%
Solar Research and Solar-Powered Small Devices	2%
Consumer Products	3%
Other Products and Services	12%
Sub-Systems, Components and Parts	6%
Factory Control/Automation/Facilities	4%
Used Equipment	4%
Support Products	3%
S/W (Manufacturing Ops, Simulating/Modeling, Design, Comm. Tools & Controls)	10%
Consulting Services (Business, Manufacturing) and EH&S	5%

* Multiple answer questions. Primary categories reflect percentage of total visitor responses (58,791); selected detailed categories reflect percentage of verified visitors (20,912).

CUSTOMERS REPRESENTED

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

- ADP Engineering
- Amkor
- ASE
- Charm * CI
- Dongbu
- Evertech
- Han-Mi
- Hanyang
- Hynix
- IPS
- Jusung
- KEC
- Komico
- LG
- Magna Chip
- Samsung
- Semes
- SFA
- UP Chemical

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

Customers

Products Sold by Visiting Companies	
Device Manufacturing and Services	31%*
Semiconductor (IC or Discrete Device Manufacturing/IDM)	13%
Wafer Fab Foundry Services Provider	3%
Test, Assembly & Packaging Contract Services Provider	4%
Fabless	1%
MST/MEMS/Micromachines	1%
Nanotechnology	1%
FPD/LCD	5%
Optoelectronics; Photonics	1%
Photovoltaic	2%
Solar Thermal	2%
Solar Architecture	1%
Passive Components	1%
Equipment	25%*
Wafer Processing Equipment	7%
Test	3%
Assembly and Packaging Equipment	3%
Inspection and Measurement	2%
Material Handling Equipment	2%
Flat Panel Display Manufacturing Equipment	2%
MEMS Equipment	1%
Nanotechnology Equipment/Tools	1%
Photovoltaic Equipment	1%
Solar Thermal	2%
Other Equipment	3%
Materials	23%*
Wafer and Substrates	4%
Process Materials	3%
Chemicals and Solids; Gases	4%; 2%
Masks / Mask Making Materials	1%
Test Materials	2%
Assembly and Packaging	2%
Flat Panel Display Materials	1%
Nanotechnology Materials	1%
Photovoltaic Materials	1%
Solar Thermal	1%
Other Materials	2%
Other Products and Services	22%*
Sub-systems, Components and Parts	8%
Factory Control/Automation/Facilities	3%
Services or Consulting	3%
Support Products, S/W and Other	2%
Wholesalers/Distributors	1%
Service Company (Financing, Maintenance)	1%
Roofer	0%
Architect	0%
Project Developer	1%
Technical Planner	1%
Energy Consultant	0%
Electrical Installation	1%
Heating & Cooling Installation	0%
Public Utility (Gas & Electric)	0%
Other	1%

* Multiple answer questions. Primary categories reflect percentage of total visitor's responses (21,780); selected detailed categories reflect percentage of verified visitors (20,232).