



# 2010 Post Show Report

Co-located with:

**SOLARCON®**  
Korea2010

**LED Korea2010**

## COMPANIES REPRESENTED

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

- ADP Engineering
- Amkor
- ASE
- DMS
- Dongbu
- Hynix
- Jusung
- KEC Corp.
- Komico
- LG
- Magna Chip
- Samsung
- Secron
- Semes
- SFA
- Siltron
- STATSChipPAC
- Techno
- TSC
- Woongjin

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

## SEMICON® Korea 2010

Co-located with SOLARCON Korea 2010 and LED Korea 2010

February 3–5, 2010

Convention and Exhibition Center (COEX), Seoul, Korea

SEMICON Korea is the most comprehensive annual event serving the Korean micro-electronics manufacturing industries. This year, SOLARCON Korea and LED Korea were co-located with SEMICON Korea, the combined efforts of these three shows made it an excellent technical and networking event for the Korean microelectronics industry.

### SEMICON Korea 2010 Highlights:

- These events attract buying teams and engineers from every major device manufacturer in Korea.
- Unique regional audience: 96% of visitors represent local companies.
- 69% of visitors influence product selection and purchasing, and 65% have management titles.
- 47% of visitors are interested in manufacturing equipment; 20% are interested in materials; and 22% are interested in solar.

### Exhibitor Information\*

	SEMICON Korea	SOLARCON Korea	LED Korea	TOTAL
Number of Exhibiting Companies	349	39	70	458
Number of Booths	1,048	130	166	1,344
Net Exhibit Space in Square Meters	20,716	3,204	4,806	28,726

### Registration\*

	SEMICON Korea	SOLARCON Korea	LED Korea	TOTAL
Total Registered Attendees	18,058	1,044	4,159	23,573
Exhibiting Personnel	6,738	832	358	7,928
Program Attendees	2,125	401	400	2,926

**VISITOR INFORMATION**

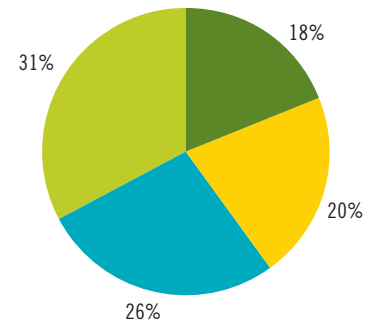
Influential customers from every discipline in the buying cycle attend.

**SEMICON Korea, SOLARCON Korea, and LED Korea attract key decision-makers.**

**Visitor Job Levels**

*Strong decision making presence with 65% of visitors representing management.*

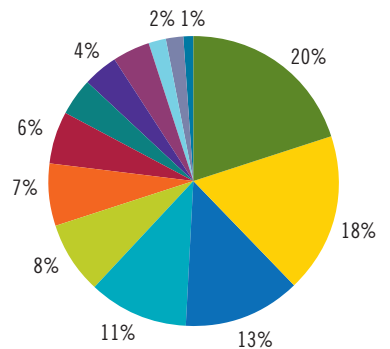
- 18% EXECUTIVE MANAGEMENT (Chair, President, Chief)
- 20% SENIOR MANAGEMENT (Vice President, Director, etc.)
- 26% OTHER MANAGEMENT
- 31% STAFF (non-management)



**Visitors' Primary Job Function**

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

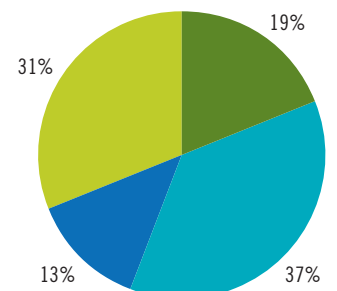
- 20% MANUFACTURING; ENGINEERING; OPERATIONS MGMT.
- 18% RESEARCH & DEVELOPMENT ENGINEERING
- 13% MARKETING AND SALES
- 11% EXECUTIVE MANAGEMENT
- 8% PRODUCT MANAGEMENT
- 7% FABRICATION AND PROCESS ENGINEERING
- 6% ASSEMBLY; PACKAGING ENGINEERING
- 4% PURCHASING/PROCUREMENT
- 4% FACILITIES AND/OR SUPPORT ENGINEERING
- 4% QUALITY ASSURANCE AND TEST ENGINEERING
- 2% OTHER
- 2% TRAINING
- 1% FINANCIAL; INDUSTRY ANALYST; EHS; GOVERNMENT; PUBLIC POLICY



**Visitors' Purchasing Authority**

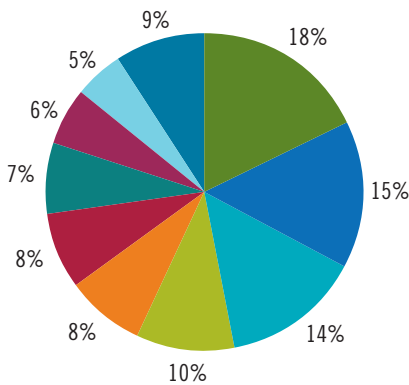
*There is a strong purchasing influence in this audience, with 69% of visitors involved in product selection and technology purchasing decisions.*

- 19% FINAL DECISION MAKER
- 37% RECOMMEND
- 13% SPECIFY OR EVALUATE
- 31% NO ROLE



**VISITOR PROFILE**

Visitors to SEMICON, SOLARCON and LED Korea 2010 represent companies with a wide-range of products and technologies in the microelectronic and solar market. This data indicates what products the visitor's represent.



- 18% DEVICE MANUFACTURING, SERVICE
- 15% SEMICONDUCTOR EQUIPMENT MANUFACTURERS
- 14% SEMICONDUCTOR MATERIALS
- 10% OTHER SEMICONDUCTOR PRODUCTS AND SERVICES
- 8% SUB-SYSTEMS, COMPONENTS OR PARTS
- 8% RELATED INDUSTRIES
- 7% SOLAR DEVICE MANUFACTURING AND/OR SERVICES
- 6% SOLAR EQUIPMENT
- 5% SOLAR MATERIALS
- 9% OTHER SOLAR PRODUCTS AND SERVICES

**18% Device Manufacturing, Services**

Semiconductor	54%	Passive Components	6%
Test, Assembly and Packaging	19%	Optoelectronics, Photonics	5%
Contract Services Provider		Fabless	3%
Water Feb Foundry Services	13%		

**15% Semiconductor Equipment Manufacturers**

Water Processing Equipment	34%	Other Equipment	12%
Test Equipment	19%	Inspection and Measurement Products	11%
Assembly and Packaging Equipment	16%	Material Handling Equipment	8%

**14% Semiconductor Materials**

Wafers and Substrates	27%	Test Materials	10%
Process Materials	21%	Gases	7%
Chemicals and Solids	17%	Masks; Mask Making Materials	5%
Other Materials	13%		

**10% Other Semiconductor Products and Services**

Factory Control Automation; Facilities	30%	Business Services or Consulting	13%
Manufacturing Services or Consulting	24%	Software Provider	12%
Support Products	14%	Other	7%

**8% Sub-systems, Components or Parts**

Components, Parts and Accessories	53%	Sub-systems	47%
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**8% Related Industries**

Nanotechnology Materials	31%	MST; MEMS; Micromachines	16%
Nanotechnology	23%	Nanotechnology Equipment; Tools	13%
MEMS Equipment	17%		

**7% Solar Device Manufacturing and/or Services**

Photovoltaic	33%	Passive Components	21%
Solar Thermal	27%	Solar Architecture	19%

**6% Solar Equipment**

Photovoltaic Equipment	53%	Solar Thermal Equipment	47%
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**5% Solar Materials**

Solar Thermal Materials	63%	Photovoltaic Materials	37%
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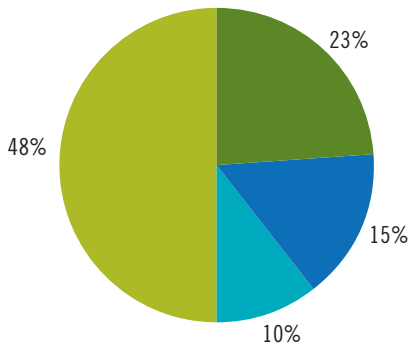
**9% Other Solar Products and Services**

Factory Control Automation; Facilities	25%	Wholesalers; Distributors	3%
Manufacturing Services; Consulting	16%	Technical Planner	3%
Support Products	12%	Electrical Installation Company	2%
Software Provider	10%	Architect	2%
Business Services or Consulting	10%	Roofer	2%
Other	5%	Heating and Cooling Installation Company	1%
Project Developer	4%	Energy Consultant	1%
Service Company	3%	Public Utility	1%

# 2010 Post Show Report

## 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.



- 23% EQUIPMENT
- 15% MATERIALS
- 10% OTHER PRODUCTS AND SERVICE
- 48% SOLAR
  - 9% PV Equipment
  - 7% Photovoltaic Device Manufacturing
  - 7% PV Materials
  - 6% Related Industries
  - 6% Other Products and Service
  - 6% PV Systems
  - 6% PV Services or Consulting
  - 5% PV Components

### 23% Equipment

Wafer Processing Equipment	18%	Lithography; Exposure	4%
Deposition	9%	Other Equipment	4%
Test Equipment	8%	Material Handling Equipment	3%
Cleaning	8%	Ion Implantation	3%
Assembly and Packaging Equipment	6%	Transfer Systems for Wafer or Reticles	3%
Etching; Stripping; Ashing	6%	Crystal Growing and Machining	3%
Inspection and Measurement Products	6%	Epitaxy Equipment	2%
CMP	5%	Wafer Identification/Marking	2%
Thermal Processing	4%	Coat; Develop; Resist Processing Track	2%
Bumping System	4%		

### 15% Materials

Wafers and Substrates	23%	Test Materials	10%
Process Materials	18%	Gases	9%
Chemicals and Solids	17%	Other Materials	7%
Assembly and Packaging Materials	10%	Masks; Mask Making Materials	6%

### 10% Other Products and Services

Sub-systems	17%	Environmental Health and Safety	7%
Components Parts and Accessories	13%	Design Software	7%
Factory Control Automation; Facilities	12%	Manufacturing Services or Consulting	5%
Used Equipment	12%	Communication Software	5%
Support Products (includes consumables)	8%	Business Services or Consulting	4%
Simulation, Analysis, Modeling Software	7%	Manufacturing Operations Software	3%

### 48% Solar

Equipment and Materials	21%	Solar Research and Solar-Powered Small Devices	3%
Photovoltaic Cells and Modules	18%	Solar Storage Tanks	3%
Solar Thermal Applications for Heating, Process Heat and Cooling	6%	Measurement and Control Technology	3%
Solar Chargers and Batteries	5%	Solar Facades and Roof Elements	3%
Consumer Products	5%	Solar Thermal Power Plants	3%
Pv Power Plants	5%	Collectors	2%
Pv Concentrator System	5%	Mounting Systems for Solar Installations	2%
Photovoltaic Installations and Components	4%	Planning and Consultation Services	2%
Inverters	4%	Planning Software for Solar Systems	2%
Tracking Systems	4%		