POST SHOW REPORT

The World's Largest Exhibition for the Semiconductor Manufacturing Supply Chain

Organizer: SEMI®
Supported by:
American Embassy, U. S. Commercial Service Tokyo; Chiba Prefecture; Japan Electronics and Information Technology Industries Association (JEITA); Semiconductor Equipment Association of Japan (SEAJ); The Japan Society of Applied Physics (JSAP); Japan Institute of Electronics Packaging (JIEP); Japan LED Association (JLEDS); Japan Semiconductor Ventures Association (JASVA); Japanese Liquid Crystal Society (JLCS)

Platinum Sponsor
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Gold Sponsor
ASE GROUP

www.semiiconjapan.org
Show: SEMICON Japan 2011
Dates: Wednesday, December 7 – Friday, December 9
Venue: Makuhari Messe, Chiba Japan
Organizer: SEMI®

Supported by: American Embassy, U. S. Commercial Service Tokyo; Chiba Prefecture; Japan Electronics and Information Technology Industries Association (JEITA); Semiconductor Equipment Association of Japan (SEAJ); The Japan Society of Applied Physics (JSAP); Japan Institute of Electronics Packaging (JIEP); Japan LED Association (JLEDS); Japan Semiconductor Ventures Association (JASVA); Japanese Liquid Crystal Society (JLCS)

Admission: Free of charge
Number of Exhibitors: 831 (2,192 booths from 16 countries/regions)
Number of Visitors: 31,423

Outline

Date: Dec. 7, 2011 9:30-10:00
Venue: International Conference Room, 2F, International Conference Hall, Makuhari Messe

Order of the ceremony:
Opening speech
Hank Nakagawa, President, SEMI Japan
Welcome remarks
Doug Neugold, Chairman, SEMI Board of Directors / Chairman of the Board, Chief Executive Officer and President, ATMI
Tom Tsuneishi, Chairman, SEMICON Japan Initiatives Committee / Vice Chairman, Tokyo Electron
Guest speech
Toshimitsu Fujiki, Director, Industrial Machinery Division, Manufacturing Industries Bureau, Ministry of Economy, Trade and Industry (METI)

Yasushi Ako, Representative Director, President, Representing Device Manufacturers, Renesas Electronics
O C Kwon, President & CEO, Representing Device Manufacturers from Oversea, Hynix Semiconductor

Introduction of SEMI international board members, SEMICON Japan Initiatives Committee members

Ribbon Cutting
Toshimitsu Fujiki, METI
Yasushi Ako, Renesas Electronics
O C Kwon, Hynix Semiconductor
Doug Neugold, ATMI
Tom Tsuneishi, Tokyo Electron
Stanley T. Myers, Adviser, SEMI
Denny McGuirk, SEMI
Hank Nakagawa, SEMI Japan

Date: Dec. 7, 2011 17:30-19:00
Venue: Convention Hall, 2F, International Conference Hall, Makuhari Messe

Order of the ceremony:
Opening remarks
Hank Nakagawa, President, SEMI Japan
Welcome remarks
Denny McGuirk, President and CEO, SEMI
Guest speech
Y.W. Lee, Vice Chairman, Samsung Electronics
Atsuyoshi Koike, President, SanDisk
Tien Wu, Chief Operating Officer, ASE Group
Toshimitsu Fujiki, Director, Industrial Machinery Division, METI
Shozo Saito, Corporate Executive VP, CEO, Electronics Devices & Components Group, Toshiba
Y.W. Lee, Vice Chairman, Samsung Electronics
Atsuyoshi Koike, President, SanDisk
Tien Wu, Chief Operating Officer, ASE Group
Doug Neugold, Chairman, SEMI Board of Directors / Chairman of the Board, Chief Executive Officer and President, ATMI
Tom Tsuneishi, Chairman, SEMICON Japan Initiatives Committee / Vice Chairman, Tokyo Electron
Denny McGuirk, President and CEO, SEMI
Stanley T. Myers, Adviser, SEMI
Hank Nakagawa, SEMI Japan

Kagamibiraki (Sake ceremony)
Toshimitsu Fujiki, Director, Industrial Machinery Division, Manufacturing Industries Bureau, Ministry of Economy, Trade and Industry (METI)
Y.W. Lee, Vice Chairman, Samsung Electronics
Atsuyoshi Koike, President, SanDisk
Tien Wu, Chief Operating Officer, ASE Group
Doug Neugold, Chairman, SEMI Board of Directors / Chairman of the Board, Chief Executive Officer and President, ATMI
Tom Tsuneishi, Chairman, SEMICON Japan Initiatives Committee / Vice Chairman, Tokyo Electron
Denny McGuirk, President and CEO, SEMI
Hank Nakagawa, President, SEMI Japan

Kampai (Toast)
Tien Wu, Chief Operating Officer, ASE Group
Toshio Maruyama, Vice-chair, SEMICON Japan Initiatives Committee / Chairman, Advantest

Nakajime (middle ending) speech
Toshio Maruyama, Vice-chair, SEMICON Japan Initiatives Committee / Chairman, Advantest

Opening Ceremony
SEMI Presidents Reception

SEMICON Japan 2011 EVENT REPORT
Seminars / Programs Outline
Total Seminar Attendee: 4,830 (Exclude Exhibitors Presentations)

■ Special Programs and Social Networking Events
Venue: Int’l Conference Hall, Makuhari Messe

<table>
<thead>
<tr>
<th>Date</th>
<th>Programs</th>
</tr>
</thead>
</table>
| Dec. 7 | Opening Ceremony  
|       | Opening Keynote - Power of Asia -  
|       | · Yasushi Akao, Representative Director, President, Renesas Electronics  
|       | · Ashok Joshi, Head, Vehicle Performance & CAE, Tata Motors  
|       | · Raj Kumar, Senior Vice President and GM, GLOBALFOUNDRIES Singapore  
|       | · Tien Wu, Chief Operating Officer, ASE Group |
| Dec. 7 | SEMI Presidents Reception |
| Dec. 8 | SEMI Standards Friendship Reception and Member Recognition Awards Ceremony |
| Dec. 8 | Network Party: Asian Night |
| Dec. 9 | LED/OLED Friendship Reception |
| Dec. 9 | Job Fair of Semiconductor Equipments and Materials Industry for Students |

■ SEMI Technology Symposium (STS) 2011
Venue: Int’l Conference Hall, Main Stage, Hall 1, Makuhari Messe

Dec. 7 | STS Session 1 Test |
Dec. 8 | STS Session 2 Advanced Device |
Dec. 8 | STS Session 3 Advanced Memory Device Process |
Dec. 8 | STS Session 4 Packaging |
Dec. 8 | STS Session 5 TSV |
Dec. 9 | STS Session 6 Microsystems / MEMS (1) |
Dec. 9 | STS Session 7 Microsystems / MEMS (2) |
Dec. 9 | STS Session 8 Mask / Lithography (1) |
Dec. 9 | STS Session 9 Mask / Lithography (2) |
Dec. 9 | STS Session 10 LED |
Dec. 9 | STS Session 11 OLED |
Dec. 7 | STS Spot Packaging |
Dec. 7 | STS Spot OLED |
Dec. 8 | STS Satellite Fusion of Medical and Electronics |
Dec. 8 | STS Spot Microsystems / MEMS |
Dec. 9 | STS Satellite DFM |
Dec. 9 | STS Spot Printed Electronics |

■ Technical and Business Programs
Venue: Int’l Conference Hall, Makuhari Messe / SEMI Japan (Tokyo)

Dec. 6 | International EHS Regulatory and Compliance Seminar |
Dec. 8 | Semiconductor Used Equipment Business Seminar |
Dec. 8 | SEMI Market Seminar |
Dec. 8 | 12th SEMI Global Environment Symposium |
Dec. 9 | Reconstruction Design Session |

■ SEMI Standards and EHS Seminars and Meetings
Venue: Int’l Conference Hall, Makuhari Messe/SEMI Japan (Tokyo)

Dec. 7 | Seismic Protection and SEMI Safety Guidelines |
Dec. 8 | Advanced Wafer Geometry vs. Lithography Workshop |
Dec. 8 | Equipment Information System Security Working Session |
Dec. 9 | Technical Education Program on 450 mm Wafer |
Dec. 5-9 | Standard Meetings |
Dec. 5-9 | EHS & SIG Metings |

■ Exhibition Hall Special Programs
Venue: Main Stage, Hall 1, Makuhari Messe

Dec. 7 | Japan Institute of Electronics Packaging Symposium |
Dec. 8 | The Japan Society of Applied Physics Symposium |
Dec. 9 | Japanese Liquid Crystal Society Symposium |

■ Exhibitors Presentations
Venue: Presentation Stage/Seminar Room, Makuhari Messe

Dec. 7-9 | Product and Technology Release Presentations |
Dec. 7-9 | Next Generation Technology Pavilion Exhibitors Presentations |
Dec. 7-9 | Power of Asia Pavilion Exhibitors Presentations |
Dec. 7-9 | Secondary Equipment and Services Pavilion Exhibitors Presentations |
Dec. 7-9 | Seminars by Exhibitors |
The exhibition site filled with exhibitors' booths
Visitors’ Profile

■ Number of Visitors*
31,423 (Year 2010 : 32,597)
* This is the number of unique visitors; i.e. people who attended on more than one day are counted only once.

■ Type of Industry
- Electronics 6.7%
- Support Products or Supplies 4.6%
- Research Institutions or Universities or Specialities 3.0%
- Financial or Investment Services 1.7%
- Technical Services or Consulting 2.5%
- Manufacturing Services or Consulting 2.2%
- Production Software 0.9%
- Sub-Systems or Components or Parts 7.6%
- Materials Manufacturers 16.9%
- Equipment Manufacturers 26.1%
- Device Manufacturers 26.9%
- Breakdown of Device Manufacturers
  - Photovoltaics (cell / module) 9.9%
  - LED or Optoelectronics 10.7%
  - FPD 6.8%
  - MEMS 7.2%
  - Fabless or Design Houses 1.8%
  - Contract Services (Backend) 6.5%
  - Semiconductor Devices 57.2%

■ Occupation

<table>
<thead>
<tr>
<th>Category</th>
<th>Corporate or General Management (%)</th>
<th>Production Management</th>
<th>Production (Process design)</th>
<th>Quality Control, Test</th>
<th>Marketing</th>
<th>Sales</th>
<th>Services, Controls, Maintenance</th>
<th>R&amp;D</th>
<th>Professors, Students</th>
<th>Others</th>
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<td>3</td>
<td>13</td>
<td>12</td>
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<td>Materials Manufacturers</td>
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<td>13</td>
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</tbody>
</table>
Visitors’ Profile

Comprehensive Evaluation (2010 vs 2011)

- Year 2011:
  - Satisfied: 8.3%
  - Nearly satisfied: 49.0%
  - Fair: 26.5%
  - Not quite satisfied: 14.0%
  - Disappointed: 2.0%

- Year 2010:
  - Satisfied: 9.7%
  - Nearly satisfied: 44.5%
  - Fair: 30.3%
  - Not quite satisfied: 13.5%
  - Disappointed: 2.0%

Number of Visiting Times

![A crowd of visitors listening intently to an explanation]

- 1st time: 28.0%
- More than 5th time: 48.7%
- 4th time: 4.8%
- 3rd time: 8.7%
- 2nd time: 9.8%

Purpose of Visiting (plural answer)

- To see NEW products and NEW technologies: 68.1%
- To research general market trend of products: 41.6%
- To receive technical explanations on products: 38.3%
- To see REAL equipments and technologies: 31.6%
- To collect information for purchasing: 23.2%
- To watch demonstrations of the latest technologies: 16.8%
- To check the movement of competitors: 14.4%
- To collect brochures and catalogs: 13.3%
- To make networking with exhibitors and visitors: 10.7%
- To attend SEMI’s seminars and meetings: 9.1%
- To have business talks for purchasing products: 5.4%
- To market and advertise own products to exhibitors: 3.4%
- Others: 1.6%

Visiting Purpose Achievement Level (2010 vs 2011)

- Year 2011:
  - More than expected: 5.4%
  - As expected: 66.5%
  - Below expectation: 28.1%

- Year 2010:
  - More than expected: 5.0%
  - As expected: 64.7%
  - Below expectation: 30.3%

Motivation for Visiting

- Others: 9.4%
- CM of Discovery Channel TV: 0.1%
- Saw poster: 1.6%
- Newspaper / Magazine ads: 4.1%
- Badge sent in advance: 5.3%
- Exhibitor’s homepage: 6.7%
- SEMI’s homepage: 12.4%
- E-mail by exhibitor: 12.5%
- Email by SEMI Japan: 18.8%
- Brochure, flier sent by exhibitor: 29.1%
■ Attendees’ influence to purchase equipments & services

![Pie chart showing influence distribution](image)

- **Have Influence 45.5%**
- **Decision Maker 19.0%**
- **Others 35.5%**

■ Visiting Plan of 2012

- **Yes 82.0%**
  (Include Plan to Exhibit)
- **No plan 18.0%**

■ Comments from Visitors

- Have been coming here for about the past 10 years, and this year was livelier than the past couple of years.
- Actually looked over a variety of products and found something matching my company's specifications.
- Saw actual equipment we had plans to buy, and gained comparative information about competing versions of products we are thinking of purchasing.
- Gained an idea of items actually being used in a way you cannot get by looking at a catalog.
- Discovered precisely the technology I had been looking for.
- Learned about materials I had previously no idea about.
- Saw the “minimal Fab” exhibit with my own eyes.
- Watching the presentations by students from high schools and vocational colleges was inspiring.
- Had thought only about looking at products, but after actually going, I learned the most interesting part was talking to booth operators and engineers.
- Conducted business talks with customers from overseas.
- Found potential domestic and overseas suppliers I would never have a chance to meet before.
- Met the head of a manufacturing company for business talks and to exchange information. Also received a cost-cutting proposal.
- Networking event leads deeply and useful conversation with attendees.
- There were seminars at the exhibition site on each day it was held. I have great expectations regarding these free, advantageous seminars from now on, too.
- The Japan Society of Applied Physics’s Academic Roadmap seminar was really wonderful. I would like them to hold another seminar featuring technologies in fields not covered this time around.
- Took part in the supplier search program and it allowed highly efficient information gathering and getting in contact with several different suppliers on a single day.
- Became PVJapan was held in the same week, it was good that visitors could attend both events.

Exciting Exhibition with New Technologies & Products
Exhibitor Analysis


- Year 2011:
  - Satisfied: 11.6%
  - Nearly satisfied: 51.8%
  - Not quite satisfied: 29.9%
  - Disappointed: 5.5%

- Year 2010:
  - Satisfied: 17.7%
  - Nearly satisfied: 48.8%
  - Not quite satisfied: 28.0%
  - Disappointed: 7.6%

- Year 2009:
  - Satisfied: 15.8%
  - Nearly satisfied: 37.7%
  - Not quite satisfied: 38.9%
  - Disappointed: 5.5%

**Exhibiting Purpose of This Show (plural answer)**

- PR of my company strengthening the branding of my firm: 69.1%
- Explore new clients: 67.1%
- PR of existing products: 64.8%
- Announcement and PR of new product and new technologies: 63.8%
- Strengthen the relation with the existing clients: 49.8%
- Collect client's opinion about your products: 30.2%
- Others: 2.7%

**Achievement level**

- Just above expectation: 13.3%
- As expected: 42.9%
- Slightly below expectation: 34.2%
- Below expectation: 9.6%

**Schedule for SEMICON Japan 2012**

- Yes, will Exhibit again: 14.0%
- Undecided: 40.5%
- No plan: 1.7%
- Others: 3.7%
- Reserved the booths by “Onsite Space Selection” system: 40.2%
- Others: 4.6%
Promotional Activities

SEMICON Japan 2011 Press Coverage

SEMI published eight press releases covering SEMICON Japan up until the closing of the event in order to maintain media exposure and promote the event. Strong interest in SEMICON Japan among the semiconductor and related industries as well as the investment community resulted in a high degree of media coverage.

Japanese Press Releases
- March 2: Announcement of SEMI Technology Symposium Award Recipients
- April 27: Call for Paper Now Open for SEMI Technology Symposium 2011
- September 7: SEMICON Japan 2011 to Take Place on December 7 to 9 at Makuhari Messe
- October 3: SEMI Opens Visitor Registration for SEMICON Japan 2011
- November 14: SEMI to hold a Student Job Fair at SEMICON Japan 2011
- November 21: Announcement of SEMI Japan Standards Awards Recipients
- December 6: SEMICON Japan 2011 Opens Tomorrow
- December 6: SEMICON Japan 2011 Year-End Semiconductor Equipment Forecast

SEMICON Japan 2011 Advertisements

Advertisements ran in various media, listed below, chosen for their readership to attract quality customers.

TV
- Discovery Channel

Newspapers
- Dempa Shimbun
- The Nikkei Sango Shimbun
- Nikkan Kogyo Shimbun
- The Semiconductor Industry News

Specialized Magazines
- Clean Technology
- Nikkei Monozukuri
- Nikko Forum
- Optronics
- The Chemical Daily
- Green Device Magazine
- The Tribology
- Engineering Materials
- Nikkei Electronics
- Electronic Journal
- Electronic Packaging Technologies
- Oyo Buturi

Web-based Media
- EJ Daily News
- Interference Technology online-magazine
- Nikkei Electronics mail
- Nikkei Monozukuri mail
- ProductNavi mail
- Tech-On China!
- Gicho Business Communication mail
- Interference Technology mail
- Nikkei Microdevice mail
- Oyo Buturi Web Product Guide
- Tech-On!
- Tech-On China! Mail
- Tech-On China! Mail

Outline of this coming SEMICON Japan 2012

Dates: Wednesday, December 5 – Friday, December 7
Venue: Makuhari Messe, Chiba Japan
Organizer: SEMI
Contact: SEMI Japan
Outreach & Membership
Tel: 03.3222.5988
Email: joutreach@semi.org
URL: www.semiconjapan.org