

## SEMICON® China FPD China SOLARCON® China

March 15–17, 2011

Shanghai New International Expo Centre, Shanghai China

### COMPANIES REPRESENTED

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

- Advanced Semiconductor Engineering (ASE)
- Advanced Semiconductor Manufacturing Corp.
- Amkor Assembly and Test (Shanghai)
- Beijing Sevenstar Electronics Co., Ltd.
- Chimei Innolux Corp.
- Grace Semiconductor Manufacturing Corp.
- Hejian Tech. (Suzhou)
- Hitech Semiconductor (Wuxi) Ltd.
- Hynix Semiconductor Inc.
- JCST (Jiangsu)
- Nantong Fujitsu Microelectronics
- Samsung Elect. Semiconductor (Suzhou)
- Semiconductor Manufacturing International (Shanghai) Corp.
- Shanghai AVIC Optoelectronics Co., Ltd.
- Shanghai Hua Hong NEC Electronics Co. Ltd.
- Shanghai Huali Microelectronics Corp.
- Shanghai Micro Electronics Equipment Co., Ltd.
- Shanghai Tianma Micro-Electronics Co., Ltd.
- STATS Chip PAC Shanghai
- Suntech-Power Co., Ltd.

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

### Key Numbers

	2011
Total Verified Visitors	34,808
Total Exhibitors	974
VIP Attendance	714
Press Attendance	31
Total Number of Booths	2,209
Total Exhibiting Areas (sq.m.)	19,881
Total Area Occupied (sq.m.)	46,000

### Program Attendance

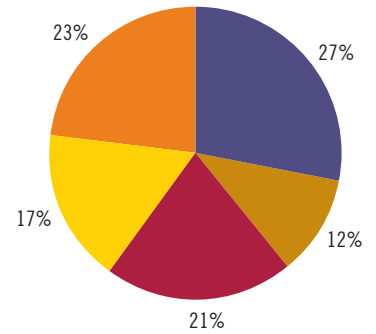
	2011
The CSTIC 2011 Conference	748
China FPD Conference (CFC)	387
PV Day	312
Grand Opening Keynote	336
“LED Lights Up Future” International Forum	330
Used Equipment and Ecosystem Conference	103
Advanced Automotive Electronics Application and Opportunity in China Conference	50
Parts and Equipment OEM Conference	125
Road of China IC Design and Manufacturing Conference	137
China LCD Era Summit	146
Next Display Forum	78
Road for Local Suppliers	71

VISITOR INFORMATION

Visitor Job Levels

Strong decision making presence with 61% of visitors representing management.

- 21% EXECUTIVE MANAGEMENT (Chair, President, Chief)
- 17% SENIOR MANAGEMENT (Vice President, Director, etc.)
- 23% OTHER MANAGEMENT
- 27% STAFF (non-management)
- 12% OTHER

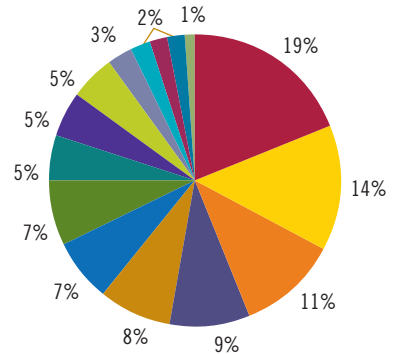


Visitors' Primary Job Function

64% of visitors represent Engineering job functions.

19% of visitors represent executive management and board member job functions.

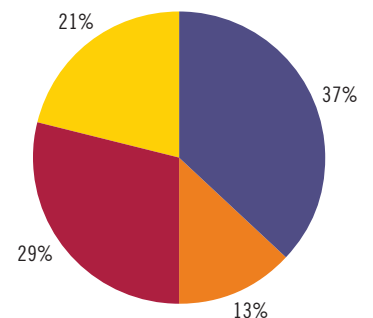
- 19% EXECUTIVE MANAGEMENT; BOARD MEMBER
- 14% FABRICATION AND PROCESS ENGINEERING
- 11% FACILITIES AND/OR SUPPORT ENGINEERING
- 9% MANUFACTURING; ENGINEERING; OPERATIONS MGMT.
- 8% RESEARCH & DEVELOPMENT ENGINEERING
- 7% QUALITY ASSURANCE AND TEST ENGINEERING
- 7% OTHER
- 5% ASSEMBLY; PACKAGING ENGINEERING
- 5% PRODUCT MANAGEMENT/ENGINEERING
- 5% DESIGN ENGINEERING
- 3% MARKETING AND SALES
- 2% ENVIRONMENT, HEALTH, & SAFETY
- 2% PURCHASING/PROCUREMENT
- 2% FINANCIAL; INDUSTRY ANALYST
- 1% GOVERNMENT; PUBLIC POLICY

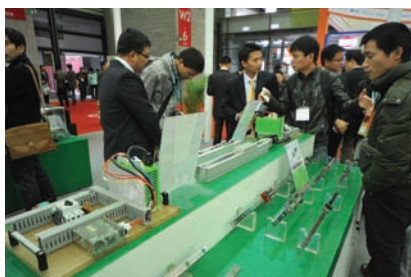
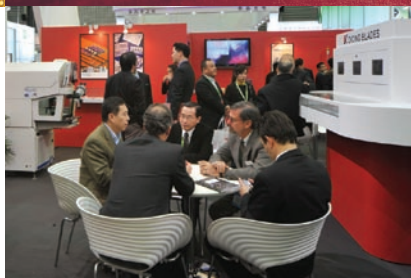


Visitors' Purchasing Authority

There is a strong purchasing influence in this audience, with 87% of visitors involved in product selection and technology purchasing decisions.

- 29% FINAL DECISION MAKER
- 21% RECOMMEND
- 37% SPECIFY OR EVALUATE
- 13% NO ROLE





## VISITOR PROFILE

### Where did they come from?

Visitors from 46 countries visited the show.

- 90% China: 18,225
- 10% International: 2,059

Domestic visitors from 30 provinces visited the show.

- 55% Shanghai: 9,027
- 23% Jiangsu: 3,680
- 5% Zhejiang: 786

## Visiting Company's Main Product\*

These are the visitors' main product area and the top categories in each segment.

\* Some visitors chose more than one segment therefore percentages will not add up to 100%.

63% Semiconductor	
• Semiconductor Device Manufacturer (IDM, foundry)	32%
• Assembly and Test Services Provider	10%
• Semiconductor Equipment Manufacturer	8%
• Photovoltaic/PV Cells and Modules Manufacturer	7%
• Materials Supplier	5%
• R&D/Academic/Professional Organizations and Institutions	4%
• Manufacturing Products/Consumables	4%
• LED/Optoelectronics/Photonics Manufacturer	4%
• MEMS/MST/Micromachines Manufacturer	3%
• Sub-systems/Components/Parts Manufacturer	3%
• Electronic Manufacturing Services (EMS) Provider	3%
• Fabless Semiconductor Manufacturer/Design House	3%
• Professional Services and Consulting	2%
• Flat Panel Display Manufacturer	2%
• PC/Consumer/Commercial Electronics Manufacturer	2%
• Electronics Distributor/Reseller	1%
• Secondary Equipment and Services	1%
• Software—Manufacturing/Factory Automation	1%
• Media/Publication	1%
• Manufacturing Services and Consulting	1%
• Software—Electronic Design (EDA)/Silicon Intellectual Property (IP)	1%
• Finance/Investment Products/Services	1%
• Construction/Construction Services	1%
26% FPD	
• FPD Equipment	35%
• FPD Materials and Components	17%
• FPD Panel and Module	14%
• Factory Design and Construction	9%
• FPD Manufacturing Facility/Environment/Automation System	7%
• FPD Software, Market Data and Industrial Service	6%
• FPD End Product Assembly	6%
• FPD End Product	6%
36% Solar	
• Other (consulting, services, related industry, etc.)	58%
• PV Device Manufacturing	13%
• PV Equipment	6%
• PV systems	5%
• PV Materials	5%
• Components, Parts & Accessories	3%
• Wholesalers/Distributors	2%
• Technical Planner	2%
• Public Utility (gas, electric)	2%
• Solar Thermal	2%
• Service Company (financing, maintenance)	1%
• Roofer/Elec. Install Co./Architect/Heating-Cooling Install Co./ Energy Consult/Project Development (each category represents 1% or less)	1%



### VISITING COMPANY'S MAIN AREAS OF INTEREST

This data shows what product and services visitors are looking for at the show. Visitors can choose more than one product/service, therefore the percentages will not add up to 100%.

#### 67% Semiconductor Manufacturing

Semiconductor Device Manufacturing (IDM, foundry)	46%	Fabless Semiconductor Manufacturer/ Design Services	16%
Assembly and Test Services	24%	Electronic Manufacturing Services (EMS)	14%

#### 73% Semiconductor Manufacturing Equipment

Wafer Processing / Front-end Manufacturing Equipment	23%	Inspection & Measurement / Metrology Products	15%
Assembly and Packaging Equipment	19%	Flat Panel Display Manufacturing Equipment	11%
Test Equipment	19%	Thin Film Manufacturing Equipment	7%
		Other Equipment	6%

#### 62% Semiconductor Materials

Process Materials	20%	Test Materials	16%
Wafers and Substrates	19%	Chemicals and Solids	12%
Assembly and Packaging Materials	18%	Gases	9%
		Other Materials	6%

#### 67% Software, Other Products and Services

Other	28%	Support Products (includes consumables)	8%
Components Parts and Accessories	12%	Software—Electronic Design (EDA)/ Silicon Intellectual Property (IP)	7%
Factory Control Automation/Facilities	11%	Manufacturing Services or Consulting	6%
Secondary Equipment and Services	9%	Sub-systems	6%
Software—Manufacturing / Factory Automation	9%	Business Services or Consulting	4%

#### 50% FPD

FPD Equipment	25%	FPD Manufacturing Facility/ Environment /Automation System	9%
FPD Materials and Components	15%	Factory Design and Construction	9%
FPD Panel and Module	4%	FPD Software, Market Data and Industrial Service	7%
FPD End Product	10%	Other	3%
FPD End Product Assembly	9%		

#### 30% Photovoltaic Device Manufacturing

PV Cells	33%	PV Modules	21%
Photovoltaic Production Processes and Technology	25%	PV Concentrator Cells	12%
		Solar Facades, BIPV, Roof Elements, etc.	9%

#### 28% PV Equipment

Crystal Silicon Solar Cells	22%	Inspection and Metrology	11%
Thin Film	17%	Modules	11%
Integration and Automation	12%	Polysilicon	11%
Wafers	12%	Other	4%

#### 20% PV Material

Feedstock Materials	23%	Solar Glass, Encapsulation	16%
Consumables	22%	Gases and Liquid Chemicals	15%
Ingots, Wafers	17%	Other	7%

#### 15% PV Systems

Solar Chargers and Batteries	22%	Stand-alone Systems	16%
Measurement and Control Technology	18%	Inverters	14%
Power Plants, PV	18%	Software, Performance Monitoring	12%

#### 11% PV Components, Tracking and Mounting System

Photovoltaic Components	46%	Tracking Systems	19%
Cables, Connectors, Junction Boxes	19%	Mounting Systems	16%

#### 16% PV Services

Engineering, Planning and Consultation Services	23%	Consumer Products	15%
Testing Institutes	17%	Education, Training	13%
Research & Development	15%	Organization, Association	9%
		Financing, Promotion	8%