Association Overview

Contact: membership@ssia.org.sg

SSIA: The Voice of Singapore's Semiconductor Industry

Manufacturers	Fabless Semicon	Suppliers/Support
■ Foundries ■ Test/Assembly ■ Capital Equipment	■ MNC Fabless ■ SME Fabless ■ IP Providers	■ EDA ■ Government ■ Training, consulting ■ Services ■ University

Our Vision: "Be the national and international voice for one of Singapore's fastest growing industry sectors: the Semiconductor Industry"

Our Mission: **Focus and Business Impact** for Singapore's Semiconductor Industry, leading to **further Growth of the Semiconductor Business** and its entire Value Chain within Asia Pacific as the region with the highest growth potential

SSIA's Impact and Why it Matters

The world's semiconductor companies are tied to Singapore

Significant Singapore Economic Driver	Companies Benefit Together
- In 2010, the electronics manufacturing output grew by 26.9%, compared to global industry's growth of 9.3% - Within this, the Singapore semiconductor industry grew 49.8%, outpacing the global industry's growth of 32.5% - Semiconductor sector makes up 62% (S$ 55.7 billion) of the Electronics manufacturing output - Employing approximately 38,000 people - Increasing Singapore's share in worldwide semiconductor revenue to 13.5%, compared to 6.3% in 2001. - Singapore is the second biggest city in the world in terms of wafer capacity	- Leadership Development - Visibility: Networking, individual and company visibility - Advocacy: Collectively address Singapore semiconductor industry challenges - Shared-Knowledge: Access to Singapore-focused market and industry data and surveys - Education and Capability: Develop Singapore's semiconductor capability

Source: Singapore Economic Development Board

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Role of Semiconductor Industry As a Driver for other Industries

Microelectronics

"The Semiconductor Industry serves as a driver, enabler and indicator of technological progress. Developments in the industry determine the way we work, transport ourselves, communicate, entertain ourselves and respond to our environment."

Semiconductor Outlook and Review - April 2010

Communications & Data

Games & Entertainment

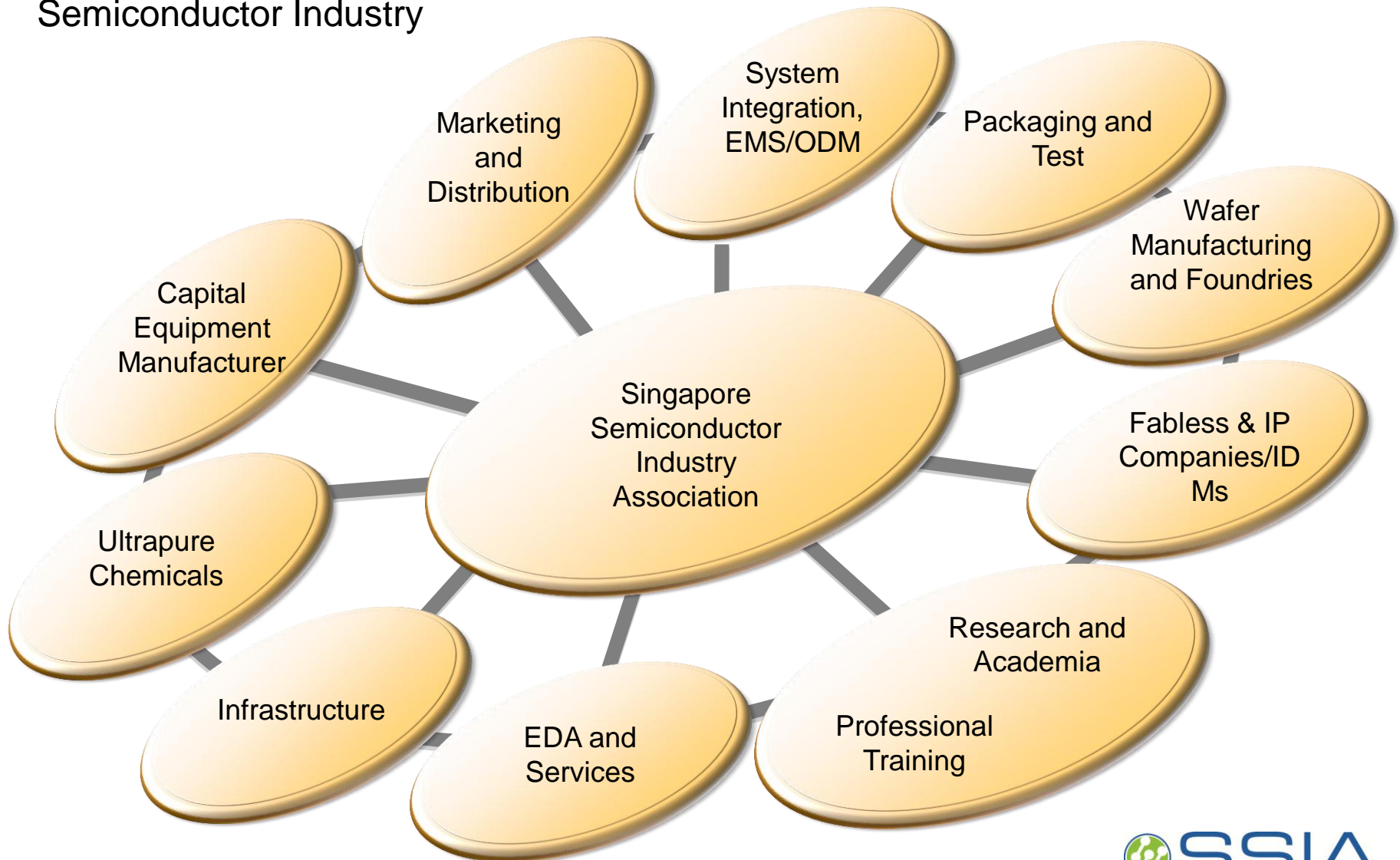**Security & Payment**

Automotive & Mobility

Health & Biomedics

Infrastructure Energy Efficiency

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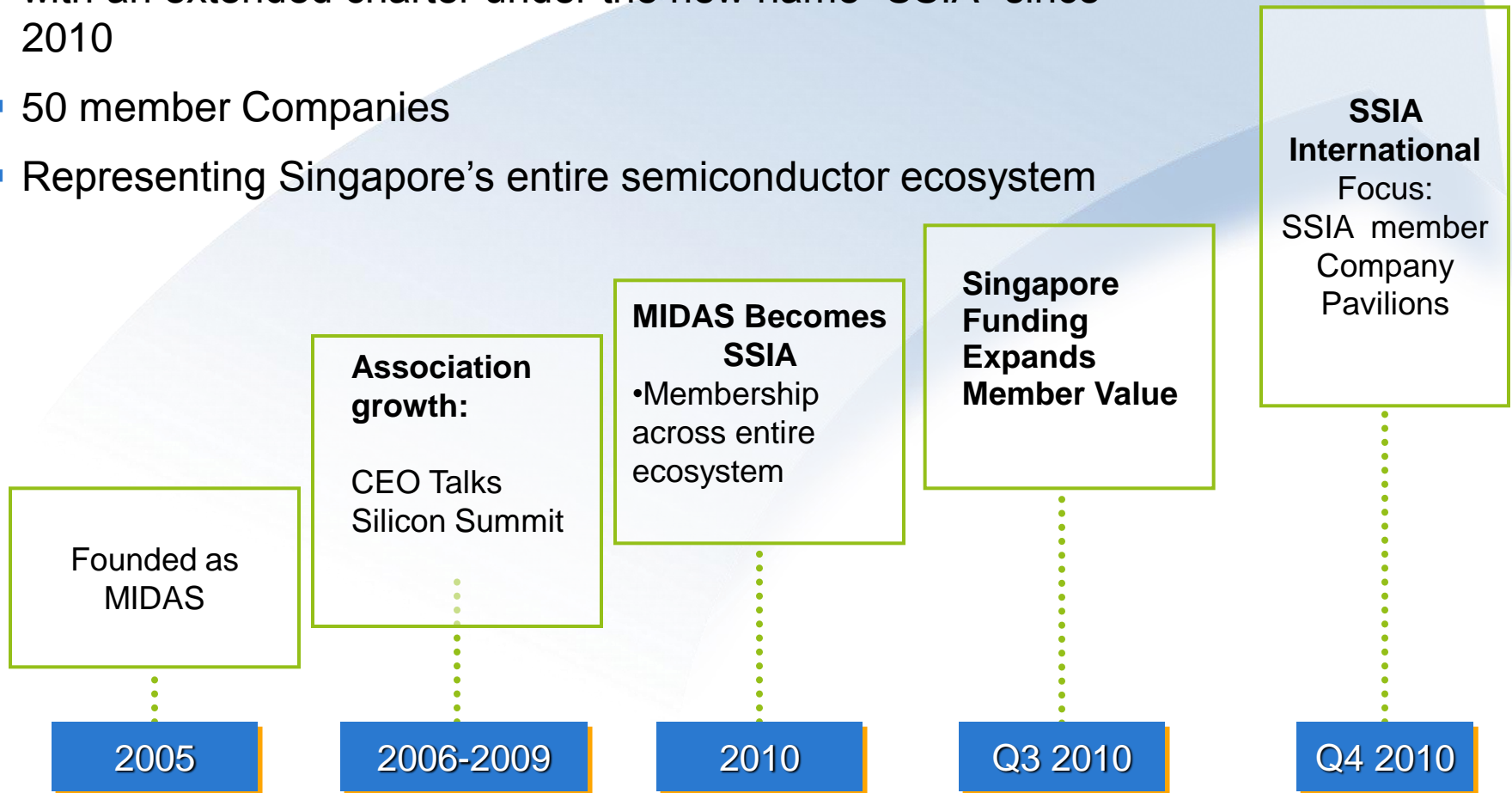# SSIA: Key groups of the Semiconductor Industry

SSIA is the Common Multiplier Across All Sectors of Singapore's Semiconductor Industry

SSIA Momentum

Association Profile

- Started in 2005 under the name "MIDAS" and is operating with an extended charter under the new name "SSIA" since 2010

- 50 member Companies

- Representing Singapore's entire semiconductor ecosystem

SSIA International Focus: SSIA member Company Pavilions

Singapore Funding Expands Member Value

MIDAS Becomes SSIA
•Membership across entire ecosystem

Association growth:

CEO Talks
Silicon Summit

Founded as MIDAS

| 2005 | 2006-2009 | 2010 | Q3 2010 | Q4 2010 |

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SSIA: How We Strengthen Industry and Benefit Members

Company Growth

- Common goals can only be approached together from mutual industry perspective

Shared Goals

- Common needs to government and industry suppliers
- Building semiconductor talent pool. University collaboration

Cross Company Benefits

- Singapore's SME's will benefit to a larger scale from the MNC's support

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What Member Companies Are Saying

"SSIA is one of the essential partners for Infineon to ensure the successful roll-out of our challenging and exciting growth plans for Asia" - **Ulf Schneider, Vice President Development Centre, Infineon Technologies Asia Pacific Pte.Ltd**.

"SSIA adds value as a platform for members to consolidate their needs, challenges, and concerns, and work together on efforts to grow the IC design and semiconductor industry in Singapore" - **Damian Chan, Head of Semiconductors, EDB**

*""From MIDAS, we learn best practices in the semiconductor industry. With other member companies we come together, discuss common issues, share their solutions and come up with solutions". - **Steven Sim, Panasonic Semiconductor Asia Pte Ltd**

SSIA In The News

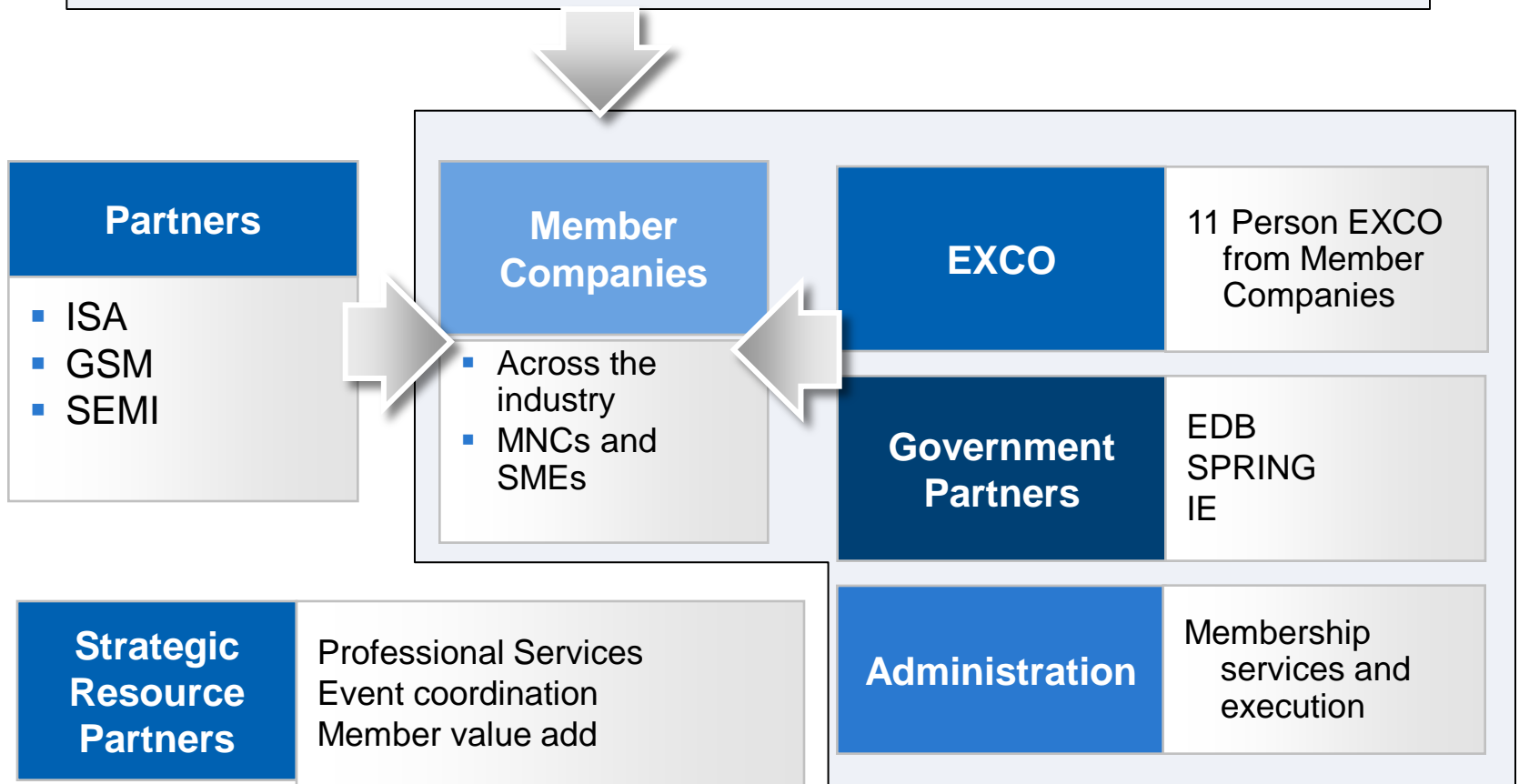SSIA: The Voice of The Singapore Semiconductor Industry

Impact

- **VISIBILITY**: For member companies and the industry

- **ADVOCACY**: To meet common needs of member companies and industry as a whole

- **EDUCATION AND CAPABILITY DEVELOPMENT**: Raising visibility of the industry to increase support and involvement

SSIA Organization Structure

Industry Advisory Board
- Made up of industry leaders from all segments
- Provides oversight and strategic guidance

Partners
- ISA
- GSM
- SEMI

Member Companies
- Across the industry
- MNCs and SMEs

EXCO	11 Person EXCO from Member Companies
Government Partners	EDB SPRING IE
Administration	Membership services and execution

Strategic Resource Partners
Professional Services
Event coordination
Member value add

SSIA Initiatives

Industry Impact Projects

Business Development	▪ To increase long term revenue development for Singapore's semiconductor industry
Industry Manpower Development	▪ To fulfill the high demand on specialized workforce for the industry.
Exploration and Development of New Technology Areas	▪ To ensure the build-up of opportunities, business capacity and intellectual property (IP) in new areas with high business potential.

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SSIA Projects

Thrust 1: Business Development

Initiative	Schedule	Target Audience	Value Proposition
CEO Leadership Talks	4-6 per Year	Association Members and other Industry Stakeholders	Exchange on Best-Practice-Sharing, Leadership-Knowledge and Industry Intelligence.
Trade Fair and Event Participation	1 per Year	Members	Promotion of Singapore's Semiconductor Industry and its Players to relevant Target Groups.
Member Delegate Trips	1 per Year	Members	Guided study trips to relevant economies in the region. Suggested targets: India, Vietnam, Taiwan, … etc.
Research-Reports	2 per Year	Members, and Industry Stakeholders and Media	Development and Distribution of Market Intelligence.
Communicat. (Web, E-Newsletter)	Monthly Updates	Members, and Industry Stakeholders and Media	Branding, Promotion of Singapore's Semiconductor Industry, Industry Intelligence.
SSIA Summit	Annually	Business & Techn.Leaders, Venture Capitalists, Analysts, Academia, Media.	Focused Conference for Mind Setting in Key Strategic Areas.
Networking Events	4-6 per Year	Members and selected Non-Members	Business Contacts, relationship, Promotion of SSIA Values

SSIA Projects

Thrust 2: Industry Manpower Development

Initiative	Schedule	Target Audience	Value Proposition
Career Promotion Events	3-6 per Year	Undergrad and Postgraduate Students.	Industry Talks for Universities, JCs and other respective Entities with the Objective of Promoting the Industry Segment as an attractive Career Perspective.
Recruitment and Job Promotion Events	2-5 per Year	Experienced Engineering Workforce at selected Sites	Promotion of Singapore's Semiconductor Job Opportunities. Application Interviews with Candidates.
Development and Facilitation of Training Schemes	Ongoing	Experienced Engineering Workforce and Training Providers.	Provide Training and Development Programs to Members and non-Members in order to enable Singapore to compete with other strong countries in the region.
Media Briefings	1-2 per year	Local/regional/global press&media	Promotion of Singapore's Business and Job Opportunities

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SSIA Program

Active Initiatives
• CEO Leadership Talks
• Conferences
• Industry promotions and recruitment drives
• Networking Events
• Media Feeds
• Partnerships

Roadmap
• Delegate Trips
• Research Reports
• Exhibitions
• Set up of Training, Qualification and Certification Schemes
• Shaping of Technology Roadmaps .

SSIA Partners

World Wide Industry Reach via SSIA Partnerships

Further Collaborations with Public Sector

- EDB: Support of new IC Design Postgrade Sponsorship
- WDA/e2i: Collaboration on Training Schemes
- IE/BuySingapore: Position MIDAS as platform for global promotion of local Semiconductor products and services
- ContactSingapore: Collaboration on promoting Singapore as attractive labour market for "returnees".

- **Further Collaborations with Global Associations**
- World Semiconductor Council
- Global Semiconductor Association
- India Semiconductor Association
- SEMI

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World Map of SIA's