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# The Asian Semiconductor Market

Intralink & SiPearl

26<sup>th</sup> September 2025



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# Agenda

## Introduction



Paul Dupont  
VP Business Development

## Intralink's work within the Asian semiconductor industry



Stewart Randall  
Head of Electronics and Embedded  
Software at Intralink, based in  
China

## SiPearl's experience in Asia



Craig Prunty  
Vice-President Marketing  
& Business Development at SiPearl

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# Intralink

Introduction



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# Who we are

An international business development consultancy with a deep specialism in Asia

- Founded in 1990, HQ in Oxford
- Mission: to accelerate your growth in Asia through cost-effective, results-driven customer engagement
- Senior contacts throughout major Asian corporates
- 1,500+ assignments for start-ups, SMEs, multinationals & governments



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# Our sectors



**Energy  
& Environment**



**Medtech  
& Life Sciences**



**Automotive  
& Mobility**



**Electronics  
& Embedded  
Software**



**Software & Cloud**



**Industrial  
& Materials**



**Telecoms  
& Networks**



**Consumer  
& Ecommerce**



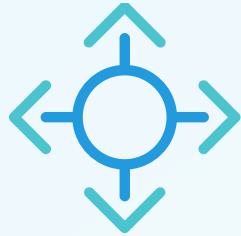
**Aerospace  
& Defence**



**Digital Media  
& Adtech**

# What we do

## International Market Expansion



If you're a tech scaleup or SME, we'll help you expand your business overseas

## International Corporate Development



If you're a corporate, we'll help you connect with the ideas to transform your business

## International Trade & Investment



If you're a city, region or country, we'll help you grow your exports and attract inward investment

Across these geographies:



Japan



China



Korea



Taiwan



Southeast Asia



India



EMEA



North America

# Our clients

## Market Expansion



## Corporate Development



## Trade & Investment



# Our relationships



## Unrivalled network

Over 100,000 people we have met and done business with



## Global reach

70,000 contacts in Asia and 30,000 in EMEA and USA



## Decision makers

8,500 CEOs, 6,700 VPs, 7,000 product and technical directors



## Growth areas

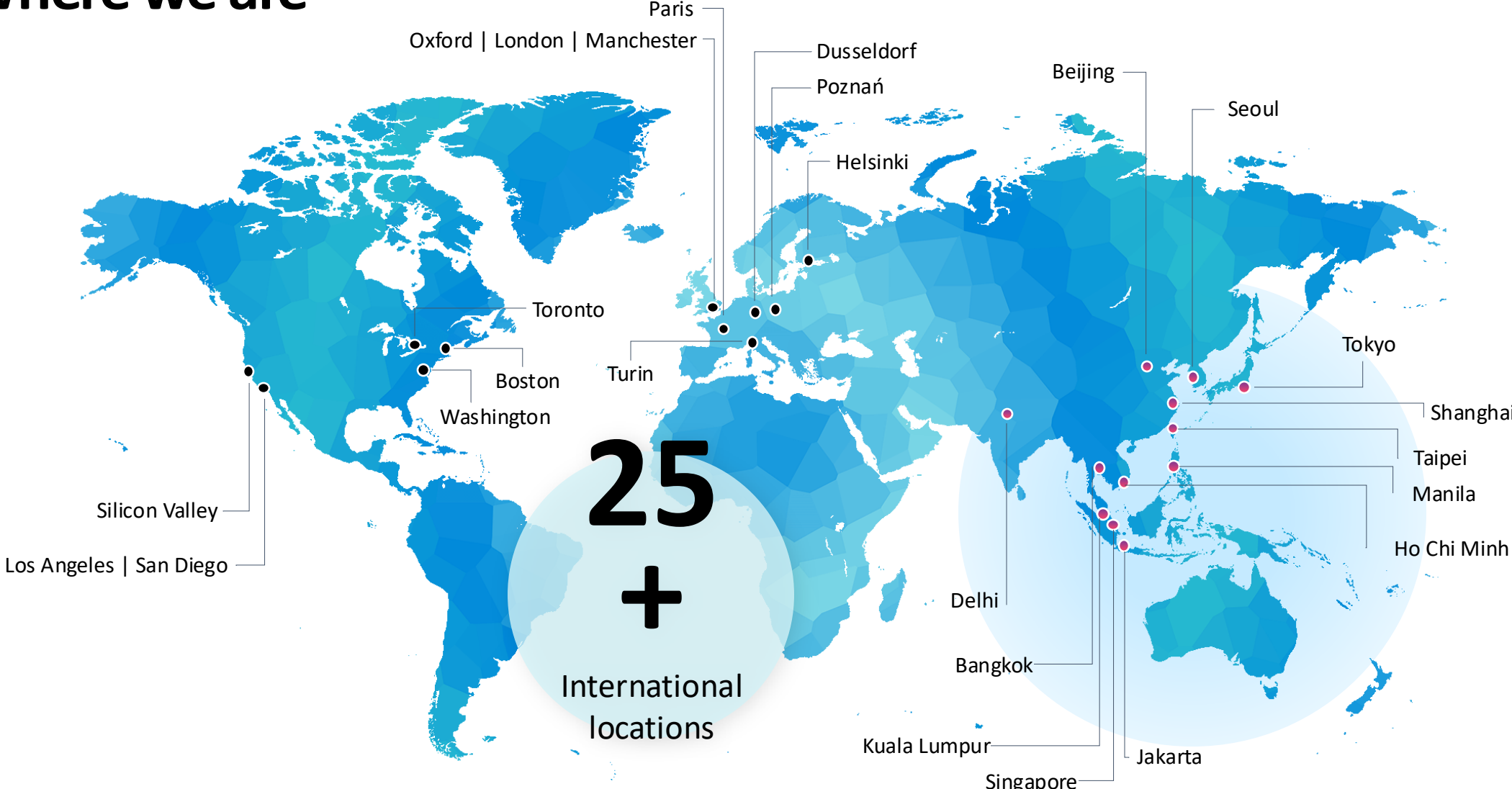
From startups to corporates across key growth sectors



## Managed contacts

Accessible via secure and compliant "Cobra" platform

# Where we are



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# Asian semiconductor market

Stewart Randall

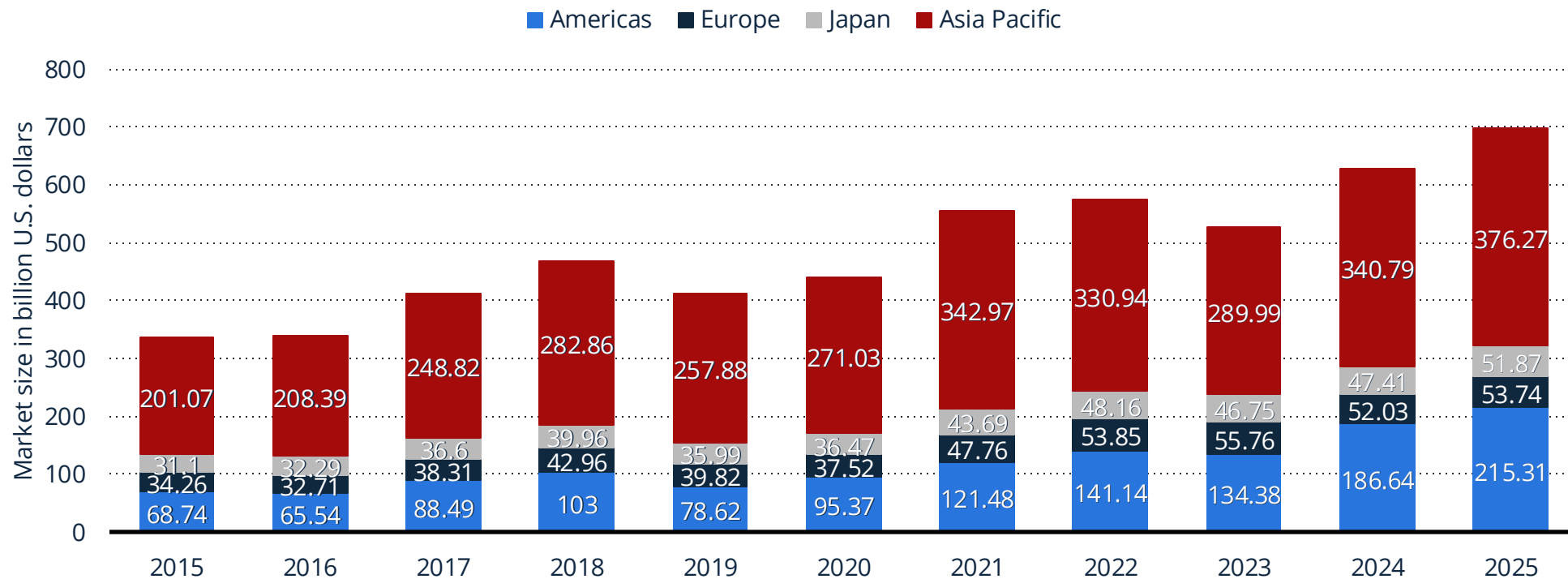


# Why Asia?

Market overview and opportunities

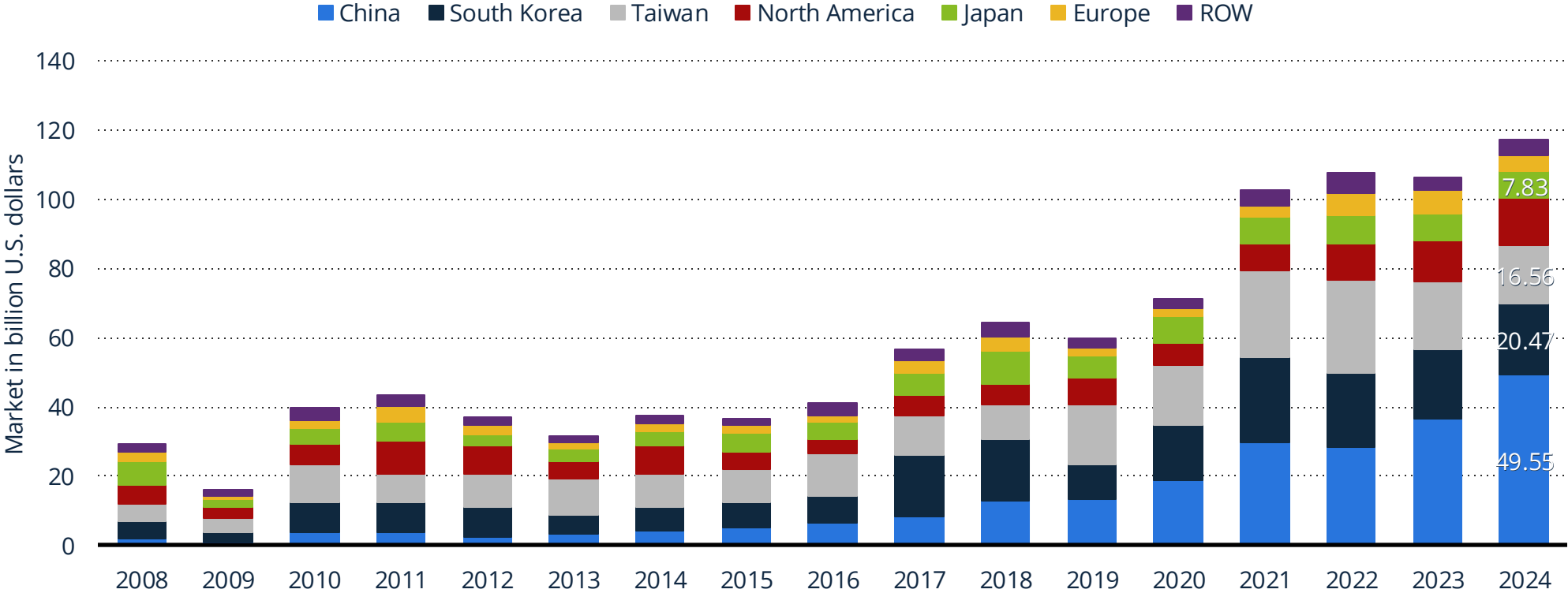
# The semiconductor market

- The global market size is estimated to reach nearly USD 700bn in the year 2025
- Of this, approximately 61.4% will come from Asia
- Asia is almost mandatory



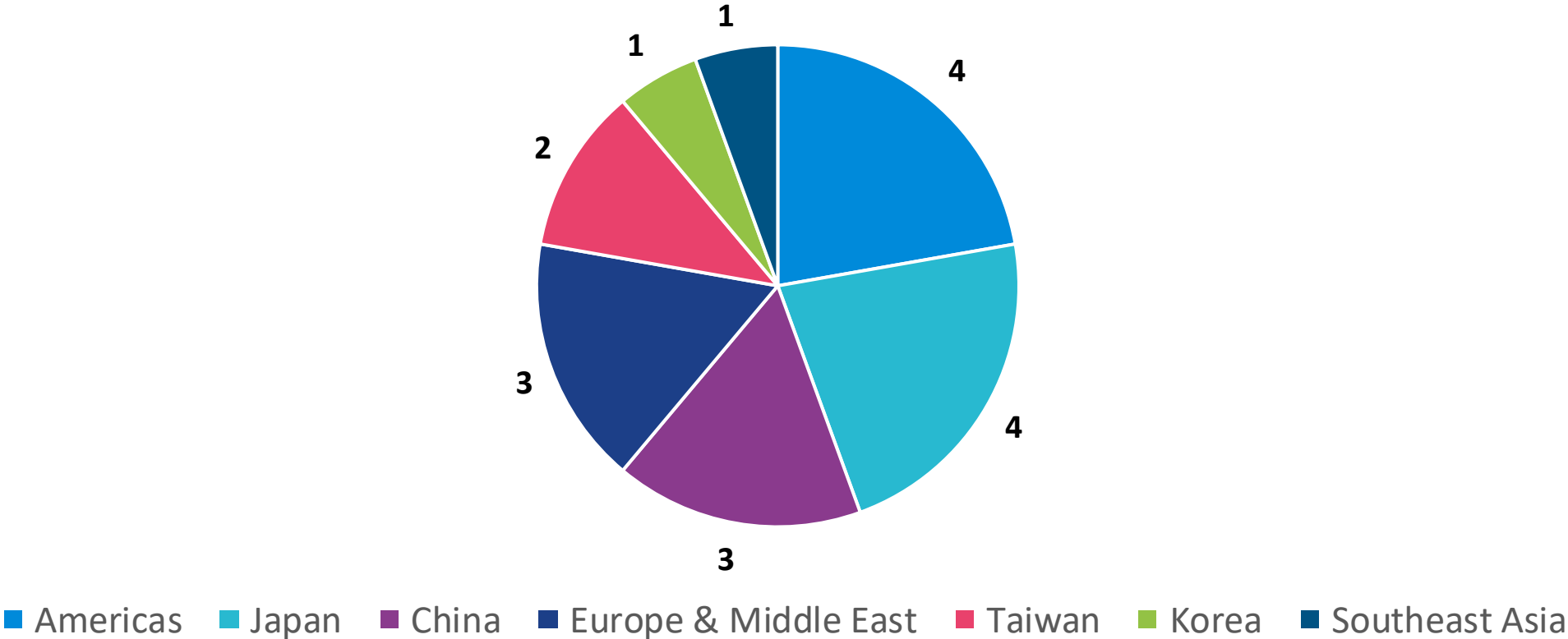
# Semiconductor equipment spending

- Global equipment purchases reached just over USD 117bn in 2024, majority is wafer fab equipment
- Northeast Asia equipment purchases amounted to USD 94.41bn, or 80.6%
- ROW is mostly made up of SEA



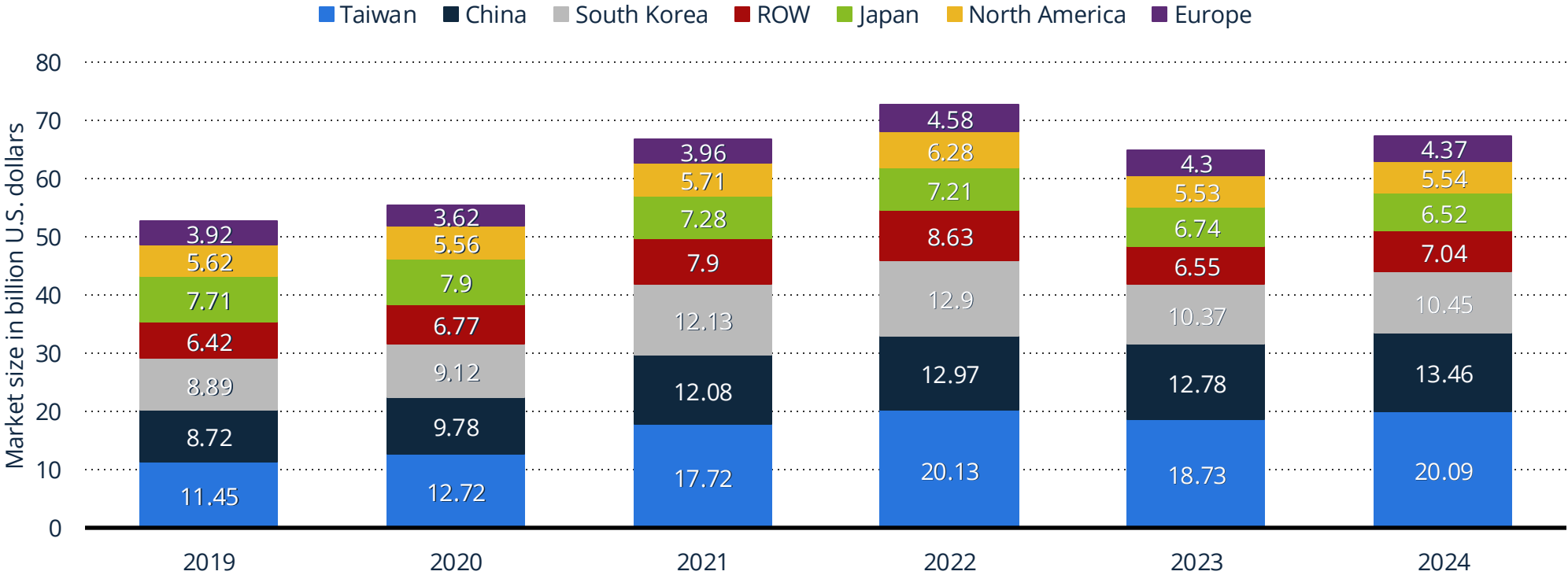
# New semiconductor fabrication plants

- Asia accounts for 11 of the 18 fabs being constructed in 2025, (61%)



# Semiconductor materials spending

- The global semiconductor materials market generated revenues of USD 67.47bn in 2024, of which over USD 20bn was consumed in Taiwan. A further USD 13.46bn was generated by China
- Asia, not including SEA, accounts for 74.9%



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# Semiconductor design

- The US is easily number one globally when it comes to IC design revenues
- South Korea has roughly 150 fabless companies
- Taiwan has over 270 fabless companies including global players like MediaTek and RealTek
- Japan is more focused on IDM
- China has over 3600 fabless companies (mostly SMEs)
- SEA governments see IC design as the easiest route away from just doing assembly and packaging
- Asia a growing market for IP and tools
- Centre of the electronics industry

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# Trends & needs



**Capacity expansion** – Asia will continue to be the centre of global capacity expansion

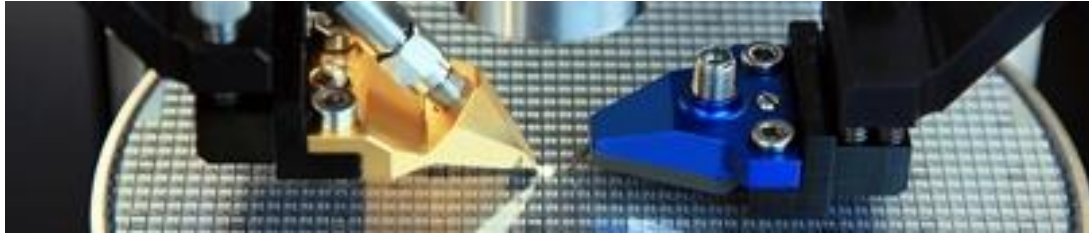
**Design expansion** – consolidation in China may bring opportunities and so will SEA expansion



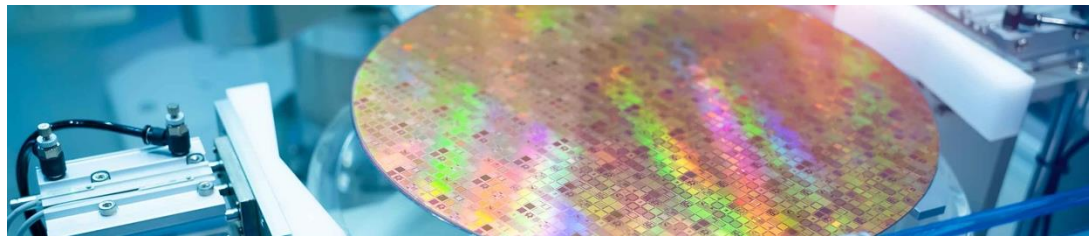
**AI** – key driver of capacity expansion, fables growth, advanced packaging, photonics, etc. – AI sovereignty important for China, other countries happy to be part of global growth – European technologies trusted more



# Trends & needs



**Talent** – like everywhere talent is needed, there is opportunity for talent exchange, training, etc.



**Geopolitics** – can present opportunities as Chinese equipment/tech is removed, European companies maybe able to fill some gaps

**Photonics** – TSMC, ASE, Samsung and other all researching and partnering on this, a lot of interest



**Advanced packaging** – links to photonics, Moore's law, AI bottlenecks – innovation here will be highly sort after



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# Case studies

## Bad

- RISC-V core IP company
- Fewer than 15 employees
- IP was not silicon proven or in any device
- Looking to enter the China market
- Spent a lot of time and effort trying convince Chinese fabless companies to license its IP
- Ultimately failed
- We provided a market analysis for them highlighting the highly competitive landscape, competing solutions, etc. and provided product and strategy recommendations
- They stopped pushing the Chinese market until the product was improved and they had built a strong value proposition

## Good

- European AI chip company
- Initial customer base in Europe
- Proven in silicon ready to go to market
- Looking to enter the Japanese market
- Within six months have begun 5 paid PoCs with Japanese customers and had over 50 meetings
- Expecting mass production sales Q1 2026

# Best practices & what to avoid

Common pitfalls to avoid and best practices for effective expansion

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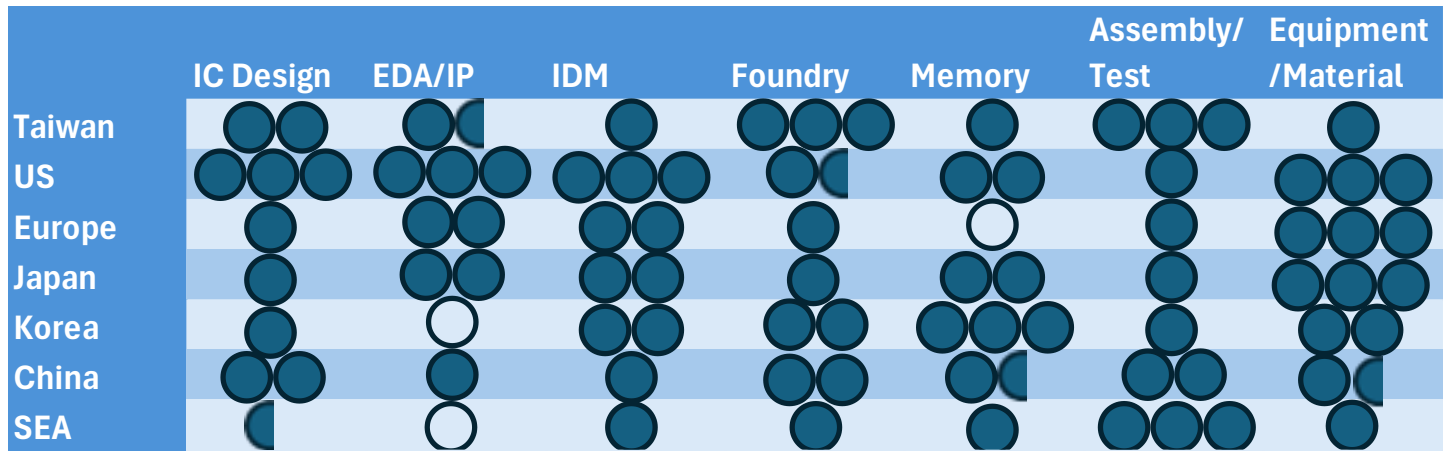
# Best practices & what to avoid

- Validation – Don't waste your time
- Preparation – Be ready to prove yourself
- Case Studies – Not just a PPT
- Be there – No relationship is managed well from afar
- Local language – Even if they speak English
- Local support – A catch 22
- Timely correspondence – Asia speed please, follow-up
- Partner options
  - Size – small vs large
  - Type – distributor/reseller/agent/consultancy



# Strengths & weaknesses

Taiwan – IC design, foundry, assembly/test  
 Japan – EDA/IP, IDM, memory, equipment & materials  
 Korea – IDM, foundry, memory, equipment & materials  
 China – IC design, foundry, assembly/test, equipment & materials  
 SEA – Assembly/test



# Conclusions

The background features a horizontal gradient from blue on the left to green on the right. Overlaid on this are several overlapping semi-circles and circles in various shades of teal and green, creating a layered, abstract effect.

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# Summary

- If you are in the equipment or materials sector Asia is unavoidable
- Outside of the US, semiconductor design is strongest in Asia so IP or tool vendors will also find many potential customers here
- Centre for electronics industry
- When to go is key, you need to be ready, usually you will require some domestic success first
- Validate the opportunity for you, validate suitable partners, have local help, speak the local language and culture, don't be slow
- Europeans are trusted, use this to our advantage
- Asia is good at bringing things to mass production but needs to partner globally for new innovations
- Don't treat each country the same
- You may need to work with Asia even if you are not selling here
- Some key events to go to:
  - Semicon (Japan, Korea, Taiwan, SEA, China); Sedex (Korea); ICCAD (China);



**Paul Dupont**

VP BD (France & UK)

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**Stewart Randall**

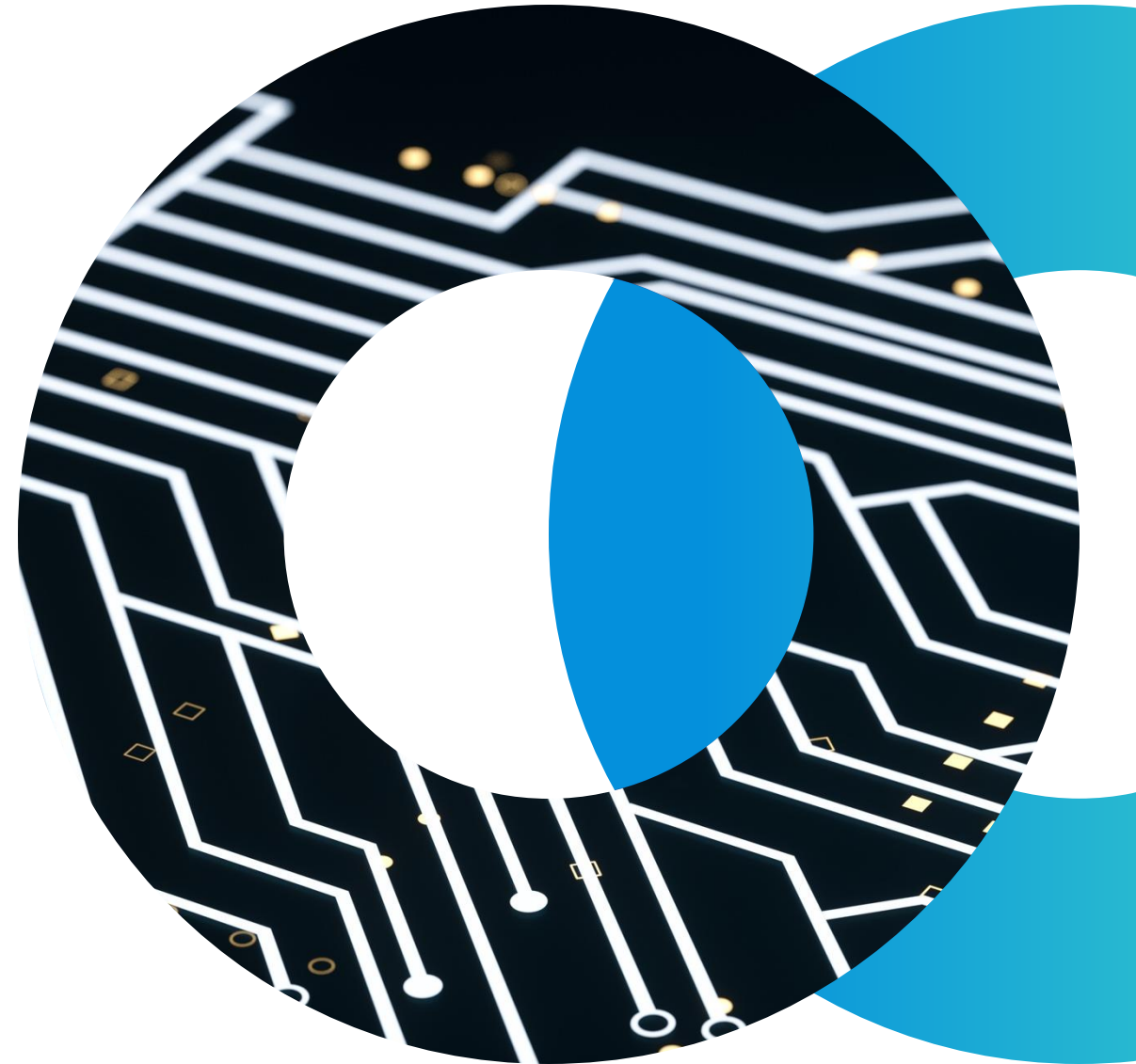
Deputy MD, China & Taiwan

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# SiPearl in Asia

Craig Prunty



# SiPearl in a nutshell

Building European high-performance energy-efficient server processors for supercomputing and AI



## Incorporated

In June 2019



## 200 employees

from **Atos** **MEDIATEK** **ST** **MARVELL**  
**NXP** **Hewlett Packard Enterprise** **intel** **NOKIA**



## Identified customers

Server manufacturers based on user specifications: First, EuroHPC ecosystem before going global



## Funded

By the European Union



## Arm architecture

Energy-efficiency and mature ecosystem



## 1st design win

JUPITER, 1<sup>st</sup> European exascale supercomputer, financed by EuroHPC & operated by Forschungszentrum Jülich



## Financing

Series-A to date: €113m



## Key partnerships

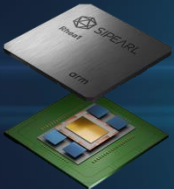
Joint-offering with



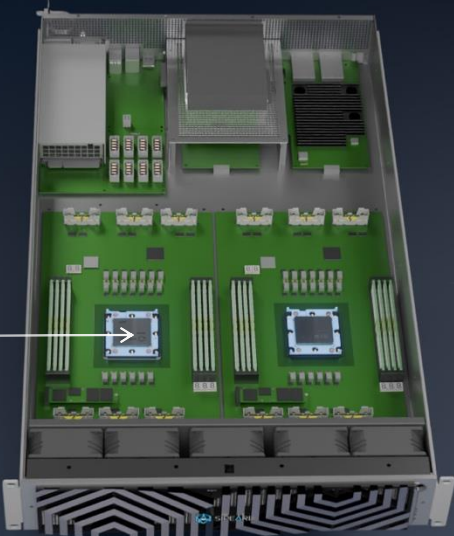
Helping to solve strategic scientific societal and environmental challenges with a reduced carbon footprint.

# SiPearl's business: high-performance energy-efficient Server processors dedicated to DC/AI and HPC<sup>(1)</sup>

Processor



Blade/Server



Rack



HPC / Data Centre / AI



Tens of thousands of processors in a Datacenter or a supercomputer