

MAKING BUSINESS IN THE LAND OF THE RISING SUN

Japan is a hugely attractive market for Evatec. As nations, Switzerland and Japan not only share the colors in their national flags but also the value they place in quality, precision and high performance in machine building. **Dr. Reinhard Benz** explains how Evatec has built up tailored sales and service to introduce the benefits of our manufacturing solutions to the Japanese market.

“EVATEC PRODUCTS FIT WELL IN OUR PORTFOLIO AND OFFER EXCITING NEW CAPABILITIES TO THE JAPANESE SEMICONDUCTOR INDUSTRY”

YASUHISA OBA, VICE PRESIDENT, GROUP EXECUTIVE

Canon

Canon Marketing Japan Inc.

A changing environment

Our company enjoyed its first real success in the Japanese market 30 years ago delivering manufacturing equipment to the optical data storage market for rewritable disc technology. However in areas like Semiconductor and Display Japanese manufacturers were able to leverage their local supply chains successfully making it difficult for overseas equipment and technology providers to enter the market for many years.

During the last ten years we recognized the changing trend towards globalization within Japan's semiconductor industry, and the new opportunities that might bring

for Evatec if we could find the right partner to help convey our core messages about precision and quality which we knew resonated with potential customers in Japan.

Canon Marketing Japan – A powerhouse in semiconductor

Canon Marketing Japan, a daughter company of the giant Canon Inc. has a very long tradition and is well connected to the semiconductor industry in Japan. Their technical teams had a reputation for being well able to understand customer needs and present optimized solutions based on the values of quality and precision. It

was a “win - win” situation for us to start working together. Canon Marketing Japan could add products which complemented their existing portfolio and Evatec could gain fast track access to leading Japanese companies and Canon Marketing Japan's well qualified personnel to support sales and service. Our successful partnership has now been running for 5 years. The Japanese equipment industry remains strong of course but after notable success stories working with Canon Marketing Japan over the last years mainly in the power and in the wireless communication sector we are confident of others to follow in the semiconductor space in the years to come.

Evatec Japan – Developing opportunities in Advanced Packaging and Photonics

Semiconductor is not the only important market for Evatec in Japan today. The country has leading roles across other Evatec markets too. The optics industry in Japan has been established for more than 100 years since the creation of the first optical research lab in Tokyo in 1906, and Japan has a long established worldwide reputation for excellence in high-end consumer and industrial markets. The Japanese market size for Photonics is estimated at around Euro 80 Billion¹. Japan also plays a key role in new technology development for Advanced

Packaging applications including areas like chip integration for 3D module packaging or in advanced substrate technology. Some Japanese customers with very specific know-how are the key suppliers also to several very big Western electronic and chip giants. Learning from our experience building business in the Japanese semiconductor industry we created our own company to support business development across other sectors too. Evatec Japan was created in 2017. As part of our Evatec Asia organization, our local team based in Osaka can call upon around 100 other sales and service specialists to support our customers in Japan for applications in Photonics and Advanced Packaging.

Building on common values for the future

In common with the expectations set by Japan's own engineers for high performance of the bullet train during its original development, Evatec business units set high expectations for the performance of our thin film production equipment too. We are excited to continue bringing our Swiss technology to the Japanese market building on the common values of quality and precision in both our countries.

“We are excited by the huge growth potential of all our businesses in Japan”

KEVIN CHEN, EVATEC HEAD OF ASIA

¹: Figure taken from: Photonics for Life Sciences and Industrial Manufacturing in Japan, June 2018.