



European Semiconductor Industry Association

## ***Latest Semiconductor sales data, for immediate release***

**Brussels, March 2st, 2010**

### **European semiconductor sales keep the pace in January**

Sales on the European semiconductor market have been slightly weaker in January compared to the previous month, the World Semiconductor Trade Statistics (WSTS) reported yesterday. This pattern is in line with seasonal behavior and slightly better than the market developments observed in the Americas and Japan.

ICs, Sensors and optoelectronics have been rather stable, while discretés showed a positive growth. A very slight decrease was registered in the memory market.

Slower sales of MOS microcontroller were reported in January.

Overall, European semiconductor sales in January 2010 amounted to US\$ 2.934 billion. This corresponds to an increase of 29.5% compared to the same month last year. Semiconductor sales on a YTD basis in January allow the direct comparison of a single month and indicate with its 41.9% increase the significant improvement versus January 2009.

The exchange rate imbalance of the Euro compared to the US dollar has not significantly changed its impact on the European sales picture . Measured in Euro, semiconductor sales were 2.008 billion Euros in January 2010, up 0.9% on the previous month and up 16.1% versus the same month a year ago. On a YTD basis semiconductor sales increased by 32.7% in 2010 versus the same period in the year 2009.

On a worldwide basis, semiconductor sales in January 2010 were US\$ 22.494 billion, up 0.3% versus the previous month. This results in an increase of 47.2% versus the same month in 2009 and on an YTD basis it results in an increase of 71.9%.

(For more data please see the tables and graphs on following pages)

**EECA-ESIA and WSTS:** ESIA, the European Semiconductor Industry Association holds an exclusive license agreement with the WSTS for the region of Europe, Middle East and Africa (EMEA). WSTS monthly data in full product detail are available via subscription.

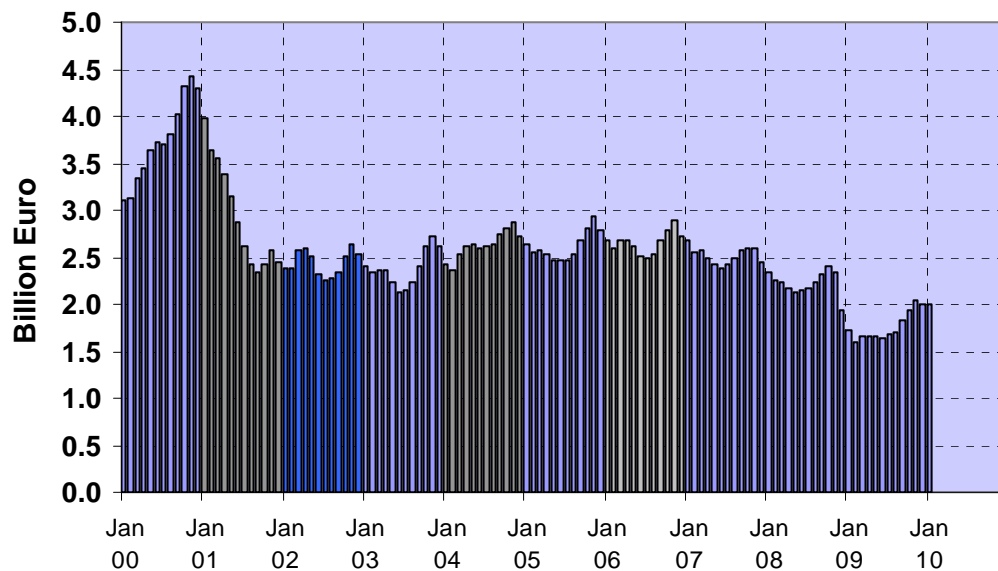
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## Market data by region<sup>1</sup>

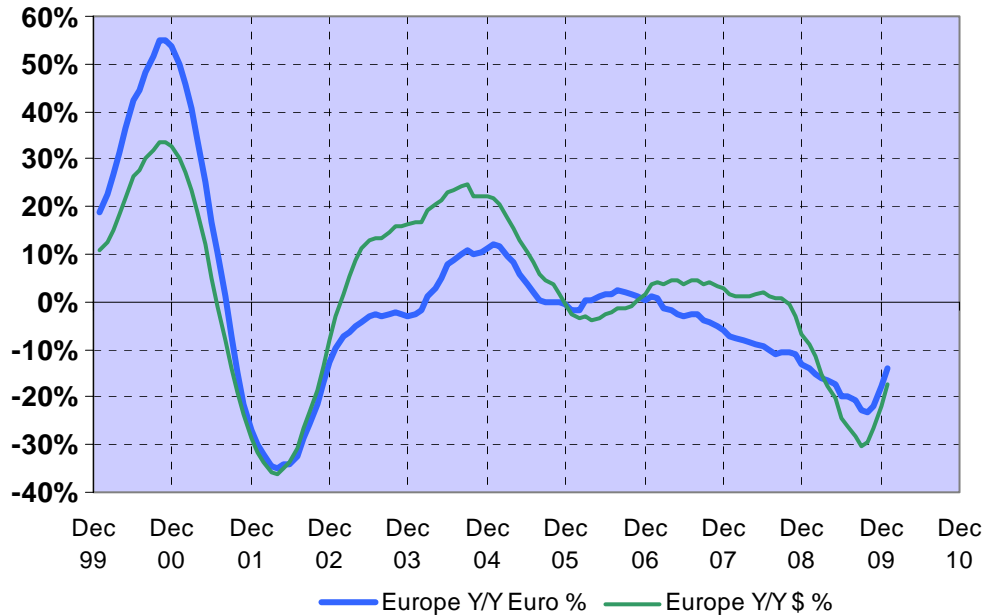
Market data for the 3 month moving average ending:								
Region	sales (in billions)		Month on Month growth		Year on Year growth		YTD growth	
	Dec 09	Jan 10	Dec 09	Jan 10	Dec 09	Jan 10	Dec 09	Jan 10
<b>in \$:</b>								
<b>Europe</b>	2.944	2.934	-2.5%	-0.3%	15.4%	29.5%	-21.9%	41.9%
<b>Americas</b>	3.833	3.759	-1.4%	-1.9%	42.2%	48.2%	1.7%	43.8%
<b>Japan</b>	3.613	3.519	-6.0%	-2.6%	-3.3%	9.1%	-21.0%	35.1%
<b>Asia Pacific</b>	12.038	12.281	0.6%	2.0%	42.9%	69.2%	-3.5%	110.1%
of which China	4.814	4.805	2.1%	-0.2%	52.9%	0.0%	1.0%	109.4%
<b>World</b>	<b>22.428</b>	<b>22.494</b>	<b>-1.2%</b>	<b>0.3%</b>	<b>28.9%</b>	<b>47.2%</b>	<b>-9.0%</b>	<b>71.9%</b>
<b>In EURO:</b>								
<b>Europe</b>	1.990	2.008	-2.8%	0.9%	2.4%	16.1%	-17.9%	32.7%
Rate (\$/Euro)	1.467	1.428	10.1%	7.0%	< Euro against \$ versus prev. Year			

- 1) Unless otherwise indicated, all figures are 3-month-average data except YTD growth which is based on current month data.

## EUROPE - Monthly European Semiconductor sales in billion Euro (3-month-average data)



## European Semiconductor sales growth in % - Annualized growth trend (Y/Y) in Euro and Dollar (12-month-average data)



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**About ESIA:** The European Semiconductor Industry Association (ESIA), part of the European Electronic Component manufacturer's Association (EECA), represents the European-based manufactures of semiconductor devices. The semiconductor industry provides the key enabling technologies at the forefront of the development of the digital economy. This sector supports around 115,000 jobs directly and up to 500,000 induced jobs in Europe, in a market valued at around EUR 26bn in 2008. Website: [www.eeca.eu](http://www.eeca.eu)

**About WSTS:** Established in 1986, WSTS is an organization of 73 semiconductor companies from all over the world representing close to 90% of the world's semiconductor market. Its mission is to provide timely, accurate and authentic semiconductor market data on industry product shipments in a product line form serving the broad marketing and executive needs, therefore documenting past - and anticipating future business trends. More information on the WSTS website at [www.wsts.org](http://www.wsts.org)

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