

Dynamic Dragons: Powering through Asia with our Prowess



Discover how Evatec developed its organization in Asia and the key role the region plays in the company's growth. From cutting-edge solutions to collaborative partnerships, find out more about Evatec's journey in the dynamic Asian market with **Kevin Chen**, Head of Evatec Asia.

Can you share the story of how Evatec established its organization in Asia?

Evatec established its first Sales & Service Organization (SSO) in Asia in 2016, starting from South East Asia (Singapore, Malaysia) and expanding to Taiwan, China, and Japan. The SSOs provide direct customer support, enhance understanding of customer needs, and strengthen cooperation and partnership with them directly.

What motivated the company to focus on this region?

Asia's robust market for Semiconductor, Advanced Packaging, Optoelectronics, and Photonics presents significant business opportunities for Evatec. It's our biggest market. The region's mature and cost-effective supply chain, coupled with its advancements in relevant technologies, contributes to Evatec's growth.

What do the people like about working for an international company like ours?

Working for an international company like Evatec offers the opportunity to collaborate with people from around the world in a multi-cultural environment. It also provides exposure to cutting-edge technologies, broadening our perspectives. Swiss quality standards facilitate trust and long-term partnerships with colleagues at our Swiss headquarters.

How has Evatec adapted to the challenges presented by the Asian market?

We need to support different customer types – OSATs (Outsourced Semiconductor Assembly and Test), IDMs (Integrated Device Manufacturer) or Design Houses and their different needs. Of course, there is always strong competition, so we also need to

differentiate ourselves. Our Asia Sales & Service Organizations (SSO) have invested heavily in training and transferring know-how to our Asia team members. We are able to provide professional and fast responses to customers. As a company Evatec has also developed relationships on the supply chain side with local Asia experts.

Tell us more about the services of the Asia SSOs?

The main activities of our SSOs are providing sales, marketing and technical support to our local customers. In partnership with our colleagues at Evatec HQ we are continuously looking to develop our Asia business further. Typical day to day activities include a very wide range of tasks, such as promoting Evatec's technologies and products in meetings with customers or in any kind of technical forums or trade shows. We provide services like machine installation, trouble shooting and performance improvement. Collecting customer's feedback as well as market intelligence allows us to support our company in developing the best solution for our local market.

7 SPARE PART
warehouses in 5 countries



>1,100
SYSTEMS
installed







How has the organization changed over the recent years and what impact has it had on customer satisfaction and business growth?

Back in 2016 when we started out our local know-how was in its infancy, and we had to rely more heavily on support from our Headquarters in Switzerland. However, in 2019 we started to build up the ATTF (Asia Technical Task Force) and an Asia L2 (Level 2) support team in cooperation with our senior management from HQ. We then established an Asia Software Team, TMM (Technical Marketing Management) Team and a Trainer Pool in 2020. Even during the time of the COVID-19 pandemic (2020 – 2022), we continued investing in Asia to strengthen our capability to better serve customers and grow our business. Going forward, we will keep investing in selected Asia sourcing activities to strengthen our support for Asia customers. With all the resources (engineering team, spare parts warehouse, service office etc.) we have invested in Asia, our customers can now get more professional and faster technical support from Evatec than ever.

You now have around 140 team members and 13 offices. How have you managed to foster collaboration and knowledge sharing among team members as the organization grew?

We work with common processes around the world with clear rules and regulations for our new Asia team members to follow. In addition, starting from day one, we introduced and encouraged a “One Asia Team Concept” when we set up the Asia SSOs in 2016. Therefore, our Asia team members who are in different countries share the same work culture and values as a single team. It’s all about bringing the right people on board and supporting their integration.

Tell us about the “One Asia Team” Concept and what that means?

The “One Asia Team” spirit is that all employees of our Asia SSOs belong to one big Asia Team. People may still spend the majority of their time working in their home country, but will still need to provide service outside their base location and work together with other colleagues in different countries for specific projects when there is a need. The concept provides lots of benefits for the company as well as our Asia team members such as more flexibility in using our Asia resources to support projects or countries where we need lots of short-term manpower or special expertise. We cooperate closely to manage business using talents we have across the whole team. We share our knowledge and experience with each other so we can grow together. People have a chance to get exposure to various cultures and broaden their view of the world. Employees in our Asia SSOs love the “One Asia Team” Concept and enjoy being part of a big Evatec Asia family!

≈50%
CHF REVENUE
in Asia



13 OFFICES

in major Asian locations –
China, Taiwan, Korea,
Singapore, Malaysia
and Japan



≈140
HEADCOUNT
(> 100 CS) in Jan 2024



What is the role of the Asia Technical Task Force (ATTF) team?

The main tasks for our ATTF include technology transfer from Swiss HQ to Asia, development of local technical solutions, high-skill support (including Asia L2 support, process, software and training), and special project management within the Asia region. Dr. Suresh Singaram leads the ATTF team, which collaborates across Singapore, Malaysia, Taiwan & China.

Give us an example of an innovation the ATTF team has delivered?

In addition to various technical support functions, the ATTF team spent approximately two years developing and optimizing the eLAT software tool. This tool enables rapid analysis of potential technical issues using machine datalogs. We recognize that user-friendly and powerful software is crucial for successful production equipment. We support our specialists within the HQ in developing new software features and capabilities.

What emerging trends do you see in our markets in Asia and how is Evatec positioned to address them?

I would like to give feedback from two perspectives: **Technology and Production trends:**

1. **Technology trends:** We see that technology developments such as Artificial Intelligence (AI), Augmented Reality / Virtual Reality (AR / VR), 5G / 6G Communication, High Speed / Quantum Computing, Electric Vehicles, happen faster and faster. All require lots of new materials (different wafer or substrate materials), process capabilities (TSV, TGV, WLO, high precision film properties control) and also highly sophisticated machine performance. Evatec invests huge amounts and efforts in R&D activities and in working closely with global key market players / customers (IDM, OSAT, Design House), R&D institutes on developing new technologies which can keep us as a tier one technology solution provider.
2. **Production trends:** The increasing geopolitical tension leading to a Supply Chain Management (SCM) move to the south may mean that more and more market players including device manufacturers, material and equipment suppliers increase their investment and production capacity in southern Asia regions like Malaysia, Singapore, Vietnam, Thailand and India etc. However, as a complete region, Asia will keep its leading role. Our own flexible Evatec organization and our mature team can provide professional support to our customers wherever they are.

Tell us about how Evatec collaborates with local partners and suppliers in various Asian countries.

We are focused on system design and component integration. We collaborate closely with suppliers in Asia, including Singapore, Japan, Taiwan and China. We aim to enhance Asia sourcing and customer support activities to better serve our customers in Asia.

What are Evatec's strategic goals for growing the business in Asia in the future?

Our strategic goals are well-defined and ambitious.

1. **Market Leadership:** We aspire to become the number one player in our served markets. This goal reflects our commitment to excellence and customer satisfaction.
2. **First-Class Customer Support:** Providing top-notch support to customers is a priority. To achieve this, we collaborate closely with our global organization, aligning activities to deliver professional service as a unified team.
3. **Expanding into Emerging Markets:** While traditional markets like China, Taiwan, Korea, Singapore, and Malaysia will remain strong for us, we recognize the potential in emerging regions. We actively participate in the growth opportunities in Vietnam, Thailand and India. These countries are witnessing increased investment and technological activities, making them attractive markets for Evatec's products and solutions. ■

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belong to one
big Asia Team.*