

# When The Chips are Down

The semiconductor industry is facing a perfect storm of **undersupply** and **overdemand**.

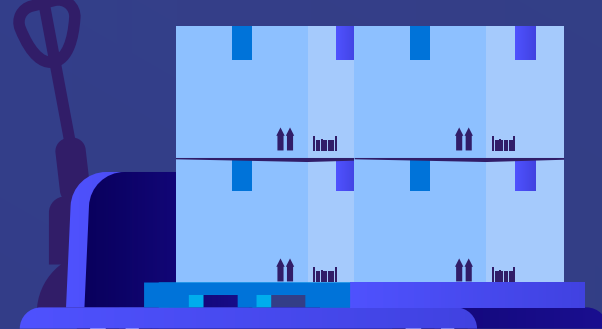
**Global semiconductor sales:**

2020 — \$439 billion

2019 — \$412 billion

Semi companies are shipping **10% to 30%**

below current demand levels.



It will take **3-4 quarters** for supply to catch up with demand...

and another **1-2 quarters** for inventories to reach **normal levels**.



The shortage is crippling the auto industry. Both **Ford** and **GM** have been forced to cut production.



The chip shortage will slice

## \$60.6 billion

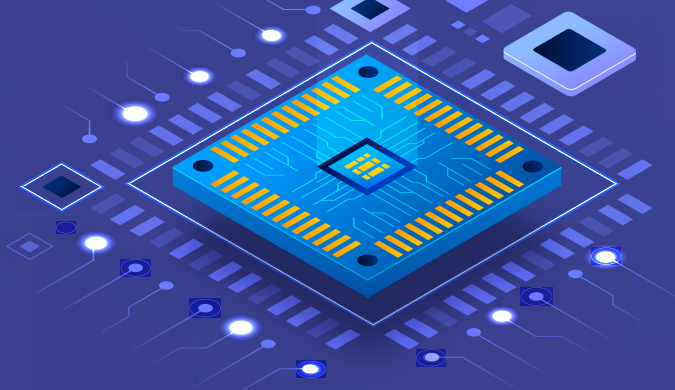
in revenue from the global automotive industry this year.

**47%**

share of global semiconductor sales from U.S. chip companies.

**12%**

share of global semiconductor manufacturing by U.S. companies.



Semi companies are investing **billions of dollars** to increase capacity at plants around the world.



## Join Vistex for the 2021 High Tech Virtual Summit

Thursday, May 13, 2021  
8:00 am – 10:00 am Pacific

### KEYNOTE PRESENTATION:

#### Short Circuit – The Global Semiconductor Industry and Supply Chain Challenges

**Malcolm Penn**

Chairman & Chief Executive Officer,  
Future Horizons



Malcolm is a leading semiconductor industry analyst, with more than 55 years of experience covering all aspects of the semiconductor and electronics industry, including new business development, management, manufacturing, marketing, and design.



**Mitch Little**

Senior Vice President,  
Worldwide Client Engagement,  
Microchip Technology Inc.

## Round Table Discussion

Join Malcolm, Mitch and Greg for a roundtable discussion focused on global challenges facing the industry.

### What are you doing now

to prepare for when the shortage is over? What should you be doing now?

### How do you prepare your business

to thrive in the good times and survive the bad?

### Semiconductor companies are moving

from component sellers to solutions sellers. How are you incentivizing your customers to purchase a broader share of your portfolio?

## Vistex Demo

Featuring a full spectrum of capabilities highlighting how companies can increase revenue and improve margins with modern processes for design registrations, pricing, quoting, bundling, ship and debit, and incentives.



## Ask the Analyst

We have a limited number of one-on-one “ask the analyst” sessions with Malcolm. Sessions are first come, first serve, so register now for your chance to ask Malcolm anything about the industry.

**Register NOW**

Sources: J.P. Morgan, CNBC, IHS Markit, Semiconductor Industry Association, AlixPartners

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