

WELCOME

INTERNATIONAL MARKETING:
ANALYSIS FOR THE
INTERNATIONALIZATION OF
SEMICONDUCTORS TO JAPAN

2024

ALISON CORDEIRO SOUSA

ESPM

INTERNATIONAL UNDERGRADUATE PROJECT

INTERNATIONALIZATION OF
COMPACT CHIPS TO JAPAN

2024

ALISON CORDEIRO SOUSA

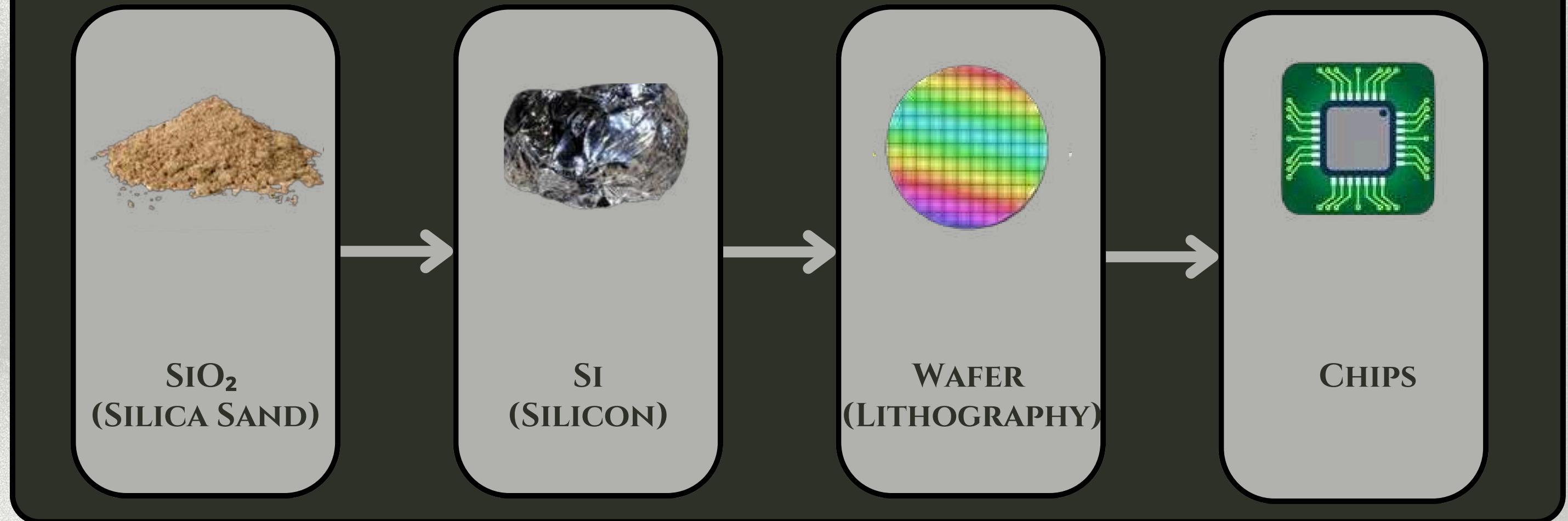
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AGENDA

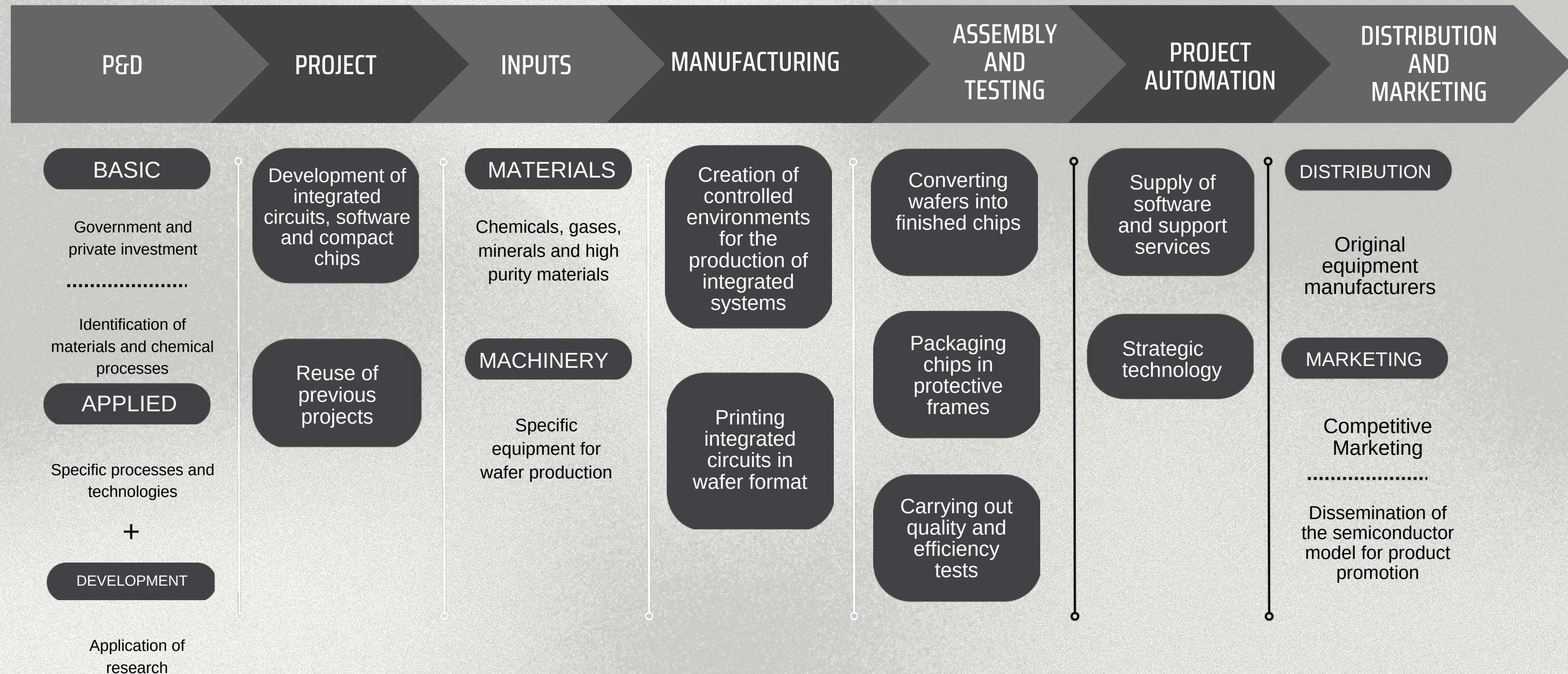
01	SEMICONDUCTOR SECTOR
02	GLOBAL VALUE CHAIN
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05	STRATEGIC GROUPS
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SEMICONDUCTOR SECTOR

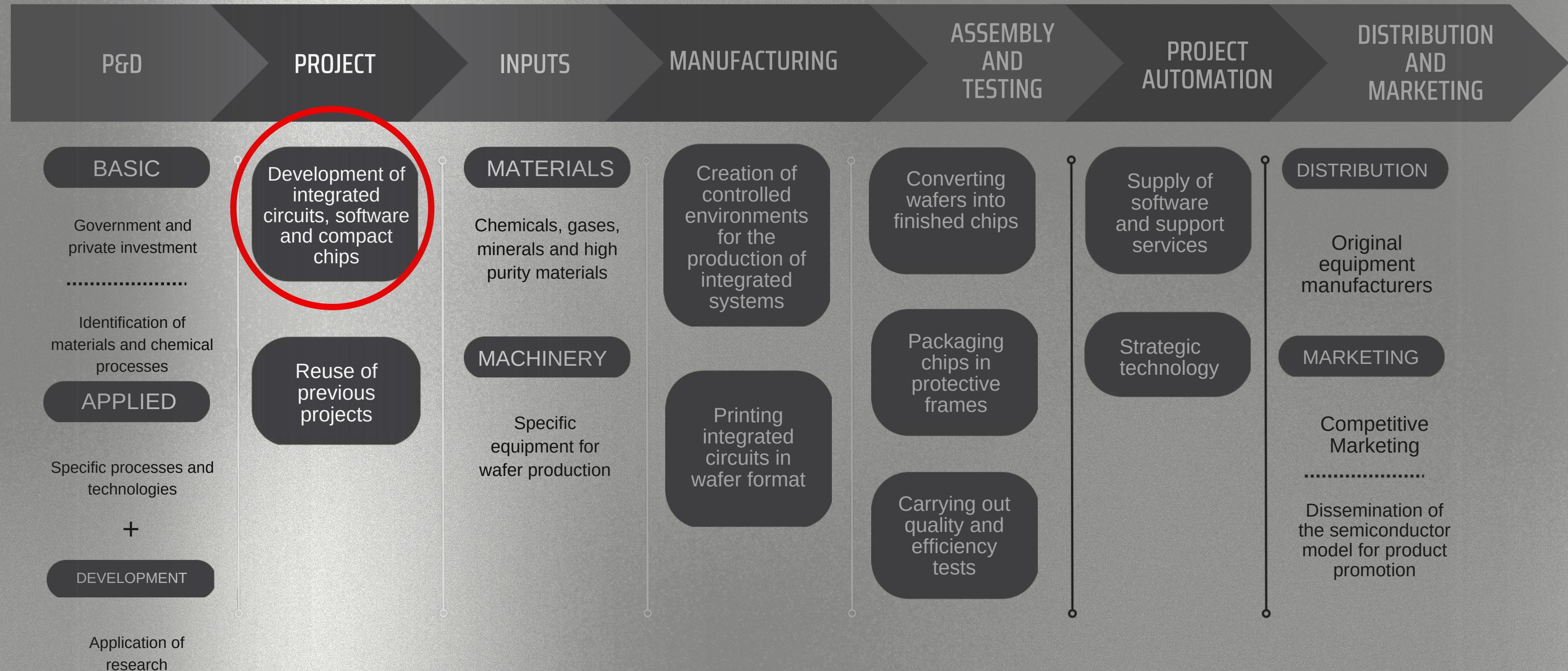
REPRESENTING 20% OF GLOBAL GDP (1995-2015), EQUIVALENT TO \$11 TRILLION
CAGR INCREASE OF 9.9% (2020-2026), REACHING \$841.1 BILLION



GLOBAL VALUE CHAIN



SELECTED ACTIVITY

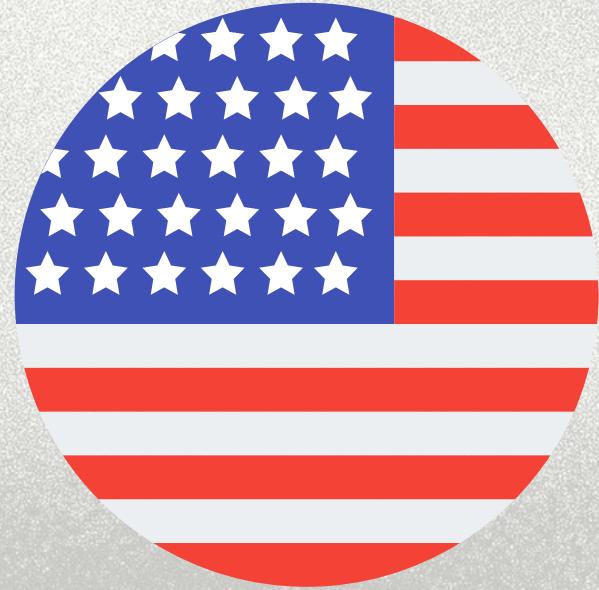


SELECTED ACTIVITY

DEVELOPMENT OF COMPACT CHIPS

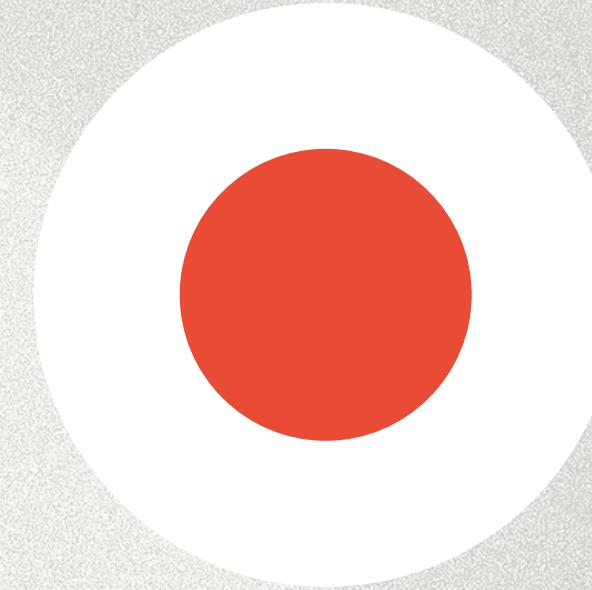
- Prioritization of Project Links
- Critical Importance in the Value Chain
- Higher Value Added - 40% to 50%
- Specialization and Efficiency
- Competitive Advantages

SELECTED COUNTRIES



Country of Origin

- Participation in Nearly All Links
- 38% Value Added in the Global Value Chain
- High Growth Projection
- Intellectual Expertise



Country of Destination

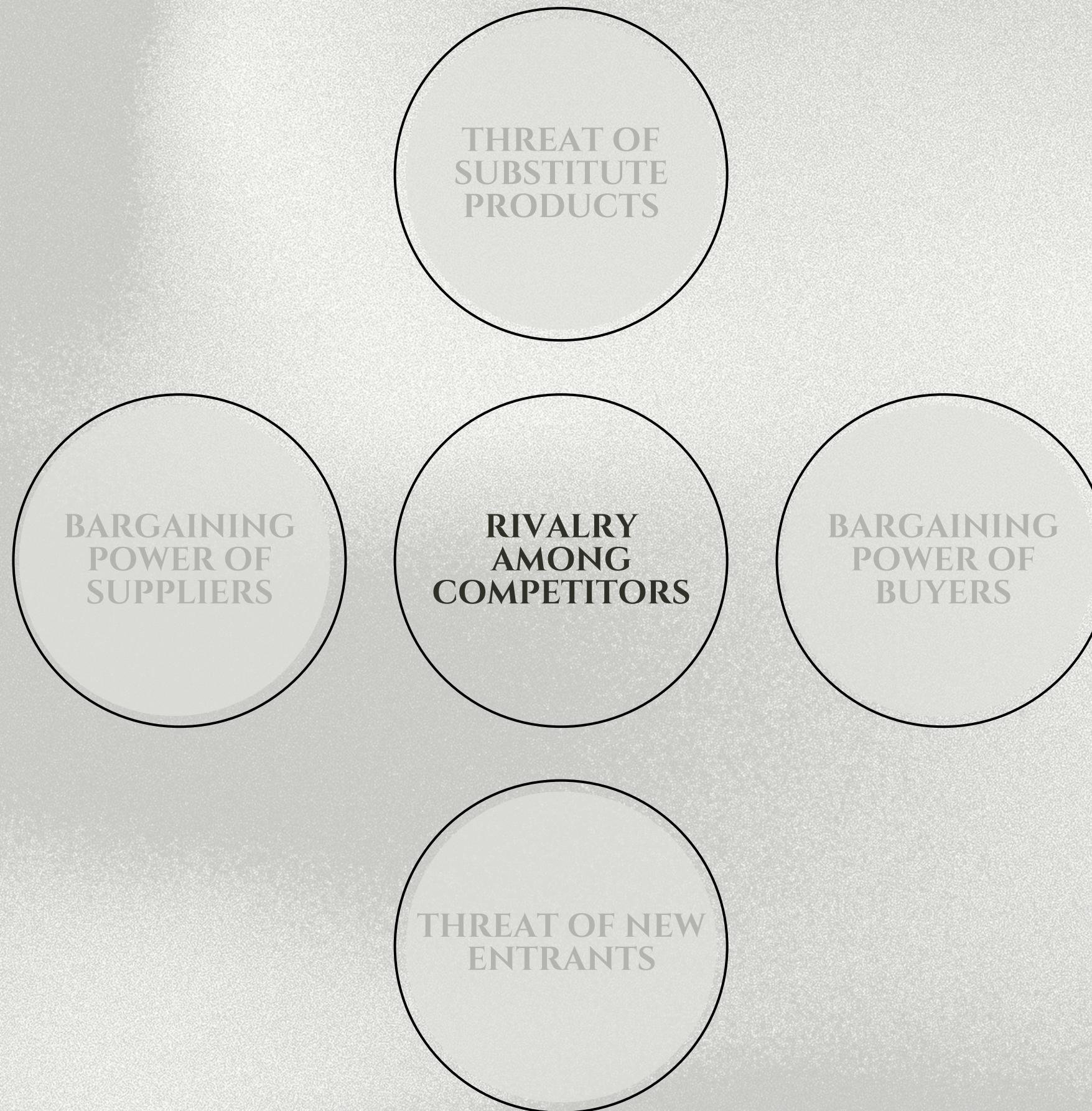
- Incentives
- Lower Vulnerability to Risks
- High Market Projection and Logistic Index

ANALYSIS OF MARKET ATTRACTIVENESS IN JAPAN

2024

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PORTRIER'S FORCES



HIGH IMPACT

MULTIPLE COMPANIES
INDUSTRY GIANTS
NO SUPPLY
BOTTLENECKS

PORTRER'S FORCES



LOW IMPACT

ECONOMIES OF SCALE
FOCUS ON INNOVATION

AGGRESSIVE
COMPETITION

PORTRER'S FORCES



HIGH IMPACT

FEW SUPPLIERS

UNIQUE AND SPECIFIC
PRODUCTS

LOW IMPACT

INTERDEPENDENCE
WITH BUYERS

DIFFICULTY IN
FORWARD
INTEGRATION

PORTRER'S FORCES



LOW IMPACT

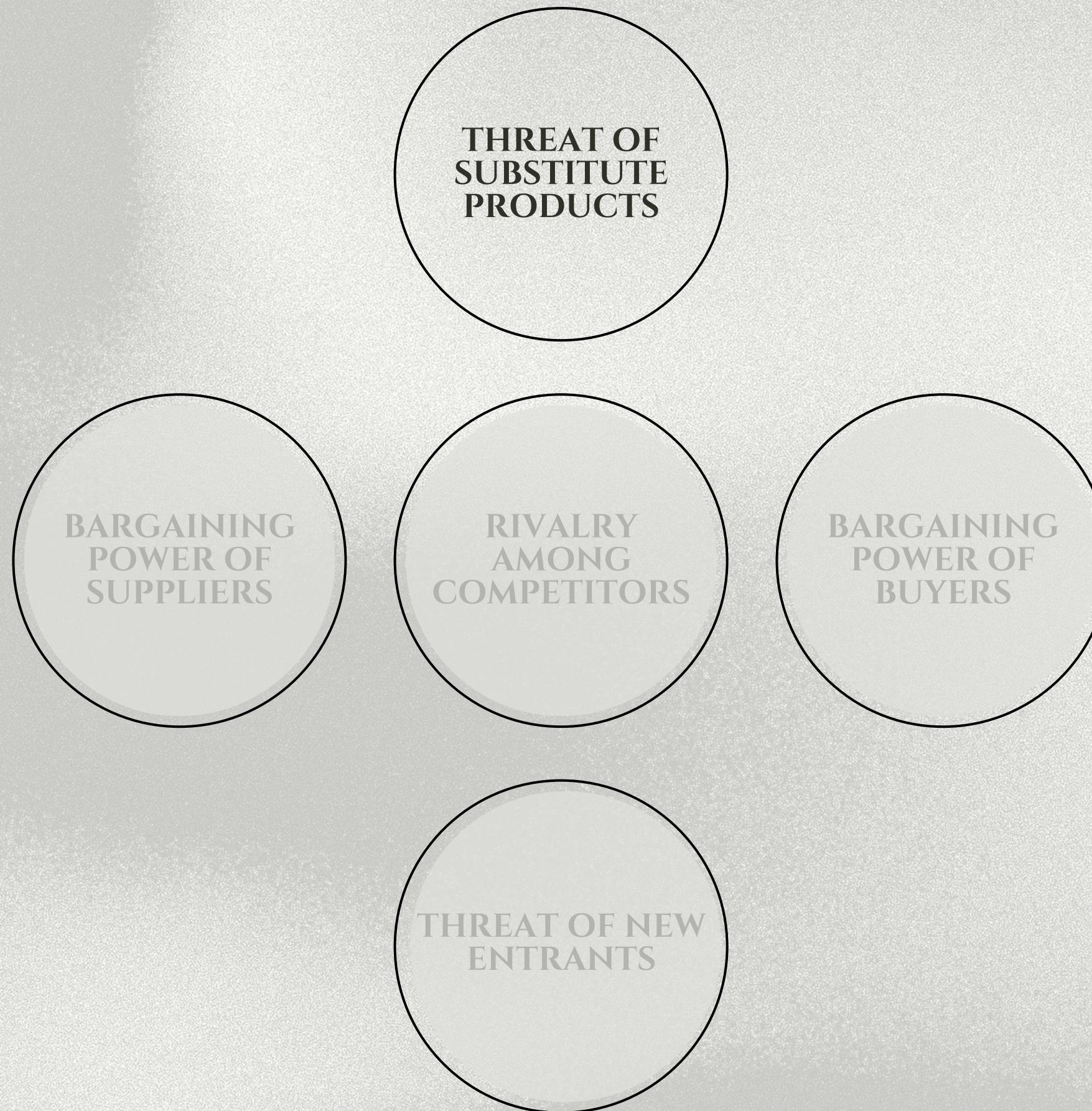
MANY BUYERS

FOCUS ON QUALITY -
LOW PRICE
BARGAINING POWER

STRATEGIC FRONTS

DIFFICULTY IN
BACKWARD
INTEGRATION

PORTRER'S FORCES



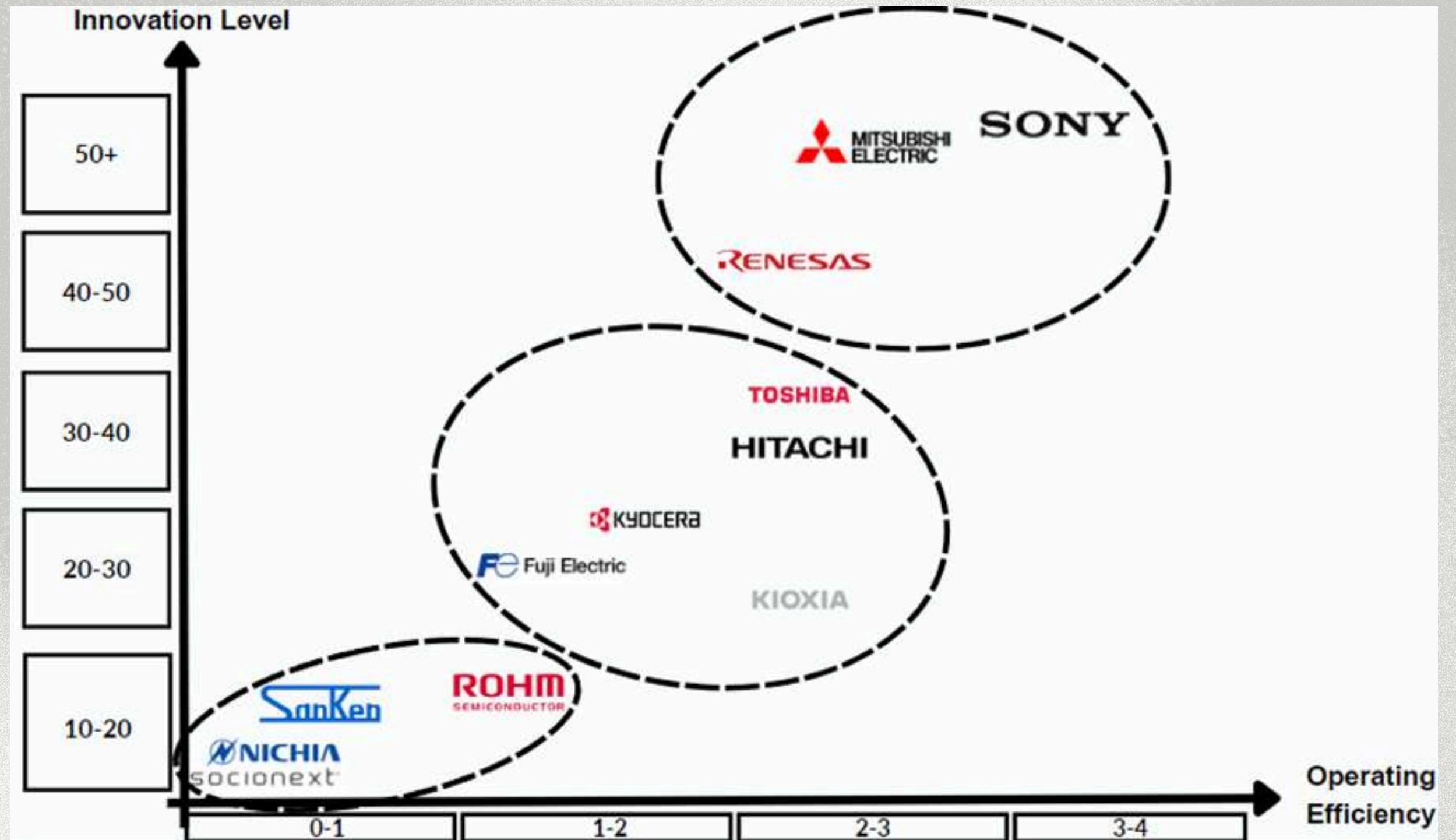
LOW IMPACT

HIGH DEGREE OF
SPECIALIZATION

INNOVATIVE
TECHNOLOGIES

SPECIFICITY OF
FUNCTIONS

STRATEGIC GROUPS



OPERATING STRATEGY

Global Integration

Operating at economies of scale reduces production costs

Requires significant product adaptation

Logistics faces global market competition but has minimal local impact

Local Responsiveness

High semiconductor consumption in Japan

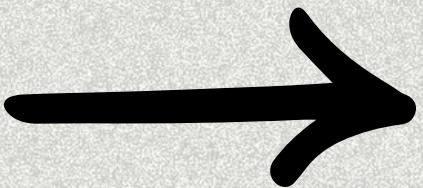
Strong regulatory and economic policies

Government incentives require decisive responses

OPERATING STRATEGY



OPERATING STRATEGY



- Specialization and Efficiency
- Meticulous attention
- Local Response
- Direct presence in Japan,
maintaining full control over
operations

MODE OF OPERATION

ENTRY MODE



RISKS

JOINT-VENTURE

- Faster process;
- Organizational misalignment (cultural);
- ROI (-8%);
- Risk of eliminating up to 10,000 new jobs.

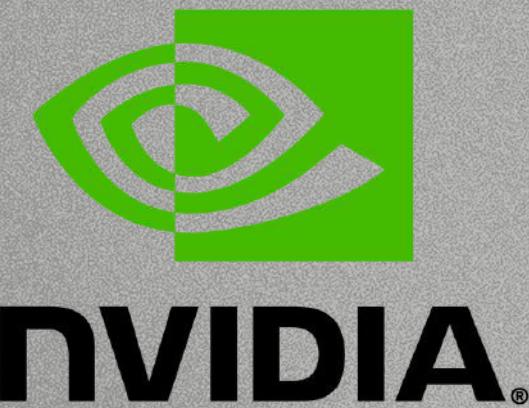
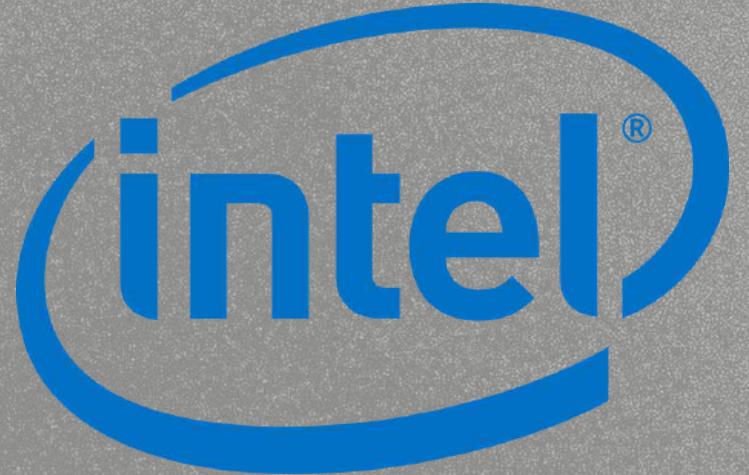


OPPORTUNITIES

PROJECT OFFICE

- \$300 million subsidy;
- ROI (+37.01%);
- Positive cash flow in approximately 5 years;
- Urban rental (15%-25%);
- Osaka, Tokyo University;
- Logistics flow (Sagawa, Yamato).





CASE: INTEL, MICRON AND NVIDIA



They represent 25% of the value-added revenue in the United States:

- **Intel:** Leader in the American sector for microchip development.
- **Micron:** American giant in advancing memory and storage solutions for chips.
- **Nvidia:** American powerhouse in graphical processing and semiconductor AI.

OBJECTIVE:

Develop chips with greater innovation and operational efficiency in East Asia.

RESULTS:

- **Micron:** Cost (\$3.6 billion) x Return (\$5 billion).
- **Nvidia:** Cost (\$740 million) x Return (\$1 billion).
- **Intel:** Cost (\$300 million) x Return (\$1 billion).

Top 3 Companies in Chip Development

CONCLUSION

CHOSEN ACTIVITY

DEVELOPMENT OF COMPACT
CHIPS IN JAPAN.

STRATEGY

TRANSNATIONAL

ENTRY MODE

PROJECT OFFICE

WE APPRECIATE YOUR
ATTENTION!