

Chip sales down 30 pct in March: SIA

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A probe pin ring, chip testing equipment, is on display at the three-day annual exhibition on semiconductor equipment and related products in Taipei in 2005. Global semiconductor sales fell nearly 30 percent in March compared with a year ago but improved slightly over the previous month, the Semiconductor Industry Association (SIA) said.

Global semiconductor sales fell nearly 30 percent in March compared with a year ago but improved slightly over the previous month, the Semiconductor Industry Association (SIA) said Friday.

Worldwide sales of semiconductors hit 14.7 billion dollars in March, down 29.9 percent from a year ago as the global recession continued to take a big bite out of the computer chip industry, the SIA said.

It said sales for the first quarter fell to 44 billion dollars from 62.8 billion dollars during the same period last year, and 52.2 billion dollars in the fourth quarter of 2008.

The trade association said that while sales were down year-on-year, March sales of 14.7 billion dollars were a 3.3 percent improvement on February sales of 14.2 billion dollars.

"The modest sequential rebound in worldwide sales in March suggests that demand has stabilized somewhat, albeit at substantially lower levels than last year," SIA president George Scalise said.

"There are some bright spots such as 'smartphones' and 'netbook' PCs, but there are no clear signs of early firming of demand in other major end markets such as automotive, corporate information technology, and consumer electronics.

"The global chip industry continues to reflect the influence of the worldwide [economic slowdown](#)," Scalise said.

"We expect [economic stimulus](#) measures in the US combined with other countries will begin to impact [sales](#) as we enter 2010," he added.

Market research firm Gartner said last month that worldwide [semiconductor](#) revenue fell by more than five percent last year and could face a "far worse" decline this year.

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