

# ***INTERNATIONAL ELECTRONICS 2010***

**19<sup>TH</sup> ANNUAL INTERNATIONAL ELECTRONICS FORUM**

**May 5-7, 2010, HILTON HOTEL, DRESDEN, GERMANY**



## **Welcome To Dresden**

### **History**

Dresden is situated on the Elbe River in the heart of historic and beautiful Saxon Germany and is capital of the Free State of Germany boasting a magnificent array of mainly baroque buildings. Often referred to as 'Florence on the Elbe', Dresden is not only the most dynamic city in Germany, but has one of the most promising futures. Following the demise of the communist planned economy, Dresden invested in high technology and affiliated research making it one of the most attractive business hubs in the world. .

The name of the city derives from 'drezdane', meaning "place of the inhabitants of the marsh woods". The layout of the city and Dresden's most important buildings including the Zwinger, Hofkirche, Frauenkirche and Taschenbergpalais were built during the 'Augustine Age' (1694-1793) by Friedrich August I (known as August the Strong) and his son, Friedrich August II. It was during Augusts reign that Dresden experienced its heyday as a centre of art and culture.

Dresden is the eastern most major German city and has around 500,000 inhabitants. It was a masterpiece of baroque architecture and design prior to World War II. During the last days of the war, the city was destroyed by a massive Allied firebombing campaign that left the city in ruins and killed about 35,000 people. Today, the city's ambitious rebuilding programme seeks to return the metropolis to its earlier splendour. The reconstruction of the Frauenkirche, Dresden's proud Protestantism symbol designed by George Bähr was finally completed in 2005.

Since the German reunification in 1990, Dresden has re-emerged as a cultural, educational, political and economic centre of Germany. Locally produced porcelain is the first type to be produced in Europe and remains one of the city's claims to fame.

### **Location**

Dresden is situated in the south-eastern part of the Free State of Saxony, which borders not only other German regions (Bavaria, Thuringia, Saxony-Anhalt and Brandenburg), but also the Czech Republic and Poland. The city lies in a marked widening of the Elbe valley. The foothills of the Eastern Erzgebirge Mountains, the Lusatian Granite Uplands and the Elbe Sandstone Mountains characterise the delightful surroundings of the Saxon capital.



## Economy & Science

Over the past years, Dresden has developed into one of Germany's strongest and most dynamic economic locations. The city is free of debts and with a growth of 21.3 percent since 2000 lies well above the national average. The local population is also increasing, against the general trend. The concentration on growth nuclei after German Unification was the right decision. Dresden is today one of the most dynamic high-tech locations in Europe, with a particular emphasis on microelectronics, IT and telecommunications, biotechnology, nanotechnology and the development and manufacturing of new materials. Further traditional cornerstones are mechanical engineering and plant construction, aircraft and automobile manufacturing, printing, pharmaceuticals and the food and drinks industry. 1,200 companies with more than 44,000 employees make Dresden the largest European microelectronics and ICT cluster. "Silicon Saxony" unites many of the most renowned names in the branch, not only the global players Advanced Micro Devices, Infineon Technologies, Qimonda, Toppan Photomasks and X-FAB, but also innovative, emerging companies such as Novaled, KSW Microtec, Zentrum Mikroelektronik Dresden, Microelectronic Packaging Dresden and SAW Components and the latest location successes Plastic Logic and Micro Emissive Displays. A total of more than 12 billion Euros has been invested in this branch of the economy in Dresden since the 1990s. Furthermore, Dresden is the strongest research location in Eastern Germany, with the Dresden University of Technology and numerous other universities and colleges, and research institutes of the Leibniz Association and the Fraunhofer and Max Planck Societies. Together, they form a basis for innovative and successful developments. In biotechnology, for example, a unique research network has been established around the DFG (German Research Foundation) research centre "Regenerative Therapies" and in the field of nanotechnology, the Dresden region has evolved as a national focus, with 40 research facilities and 80 of the country's 500 companies.

## Language

It is recommended that you start off in German, even if it is only a greeting, before transitioning to English.

### English

Good Morning  
Hello/Good Day  
Good Evening  
Hi / Hello / Hi & Bye

### German

Guten Morgen  
Guten Tag  
Guten Abend  
Tag / Hallo / Servus

### Pronunciation

goot-en mor-gen  
goot-en tahk  
goot-en ah-bent  
tahk / hah-loh / sair-voohs

Goodbye  
Please  
Thank you  
You're welcome  
Excuse me  
Pardon me  
Yes / No  
Do you speak German?  
(formal)  
Do you speak English?  
(informal)  
I (don't) speak...  
I (don't) understand.

Auf Wiedersehen  
Bitte  
Danke (schön / sehr)  
Bitte schön  
Entschuldigen Sie  
Verzeihung  
Ja / Nein  
Sprechen Sie deutsch?  
  
Sprichst du englisch?  
  
Ich spreche (kein)...  
Ich verstehe (nicht).

owf vee-dair-zayn  
bih-tuh  
dahn-kuh shurn/zair  
bih-tuh shurn  
ehnt-shool-dih-gun zee  
  
yah / nine  
shpreck-en zee doytch  
  
shprikhst doo eng-lish  
  
ikh shpreck-uh kine  
ikh fehr-shtay-eh nikht

Where is / Where are... ?

Wo ist / Wo sind... ?

voh ist / voh zint

For further basic sayings and grammar log on to: <http://www.ielanguages.com/German1.html>

## Population

In terms of population Dresden holds the 13th position among the cities of the Federal Republic of Germany with a total population 512,546 inhabitants. The density of population in Dresden amounts to 1,529 inhabitants per square kilometre.

## Telephone

Country dialling code: +49

Telephone area code: 035

## Climate

Much of Dresden city stands in the Elbe Valley area of eastern Germany, where the overall climate is strongly affected by its fairly sheltered position. Dresden's weather is generally quite predictable, with warm and often hot summers, being followed by pleasant autumn months and mild winters, although frosty nights are not unusual during both December and January.

The best weather in Dresden falls between the months of April and October, the average temperature in May is Low of: 8° and High of: 17°.

## Currency

The currency in Germany is the Euro. Check [www.xe.com/](http://www.xe.com/) for the most up-to-date exchange rates.

It is no longer necessary to change money or convert various European currencies' exchange rates if you are travelling either within or to countries within the euro zone. The euro, foreign currency and other forms of payment can be brought into and taken out of Germany without restrictions. Travellers from the twelve member states of the European Monetary Union (Austria, Belgium, Germany, Finland, France, Greece, Ireland, Italy, Luxembourg, Netherlands, Portugal and Spain) can pay in euros by bank transfer or cheque. [www.euro.ecb.int](http://www.euro.ecb.int)

<b>Rates As At Dec 5, 2009</b>	<b>UK Pounds</b>	<b>Yen</b>	<b>US Dollars</b>
<b>1 Euro</b>	<b>£0.90</b>	<b>¥ 133.3</b>	<b>\$1.5</b>
	<b>£1</b>	<b>¥100</b>	<b>\$1</b>
	<b>€1.10</b>	<b>€0.75</b>	<b>€0.66</b>

## Banks

Opening hours are determined by the individual banks, and can vary greatly although no branches stay open later than 6pm and on Saturdays and Sundays all banks are closed. Many banks have a foyer with ATMs which can be accessed 24 hours a day.

## Credit cards

Modern cash machines accept a variety of German and international debit and credit cards. The airports and major railway stations have electronic currency changing machines which can be used to exchange foreign currency for euros. Credit cards are not universally accepted, particularly in smaller outlets.

## Time Difference

Time zone: UTC / GMT +1

## Voltage

The German mains voltage is 230V at 50Hz.

Electrical equipment from the UK/Ireland will work in Germany or vice versa, however Germany uses a round two pin plug and socket system and as such any electrical equipment imported from the UK/Ireland will need to have a suitable two pin adapter.

Two pin adapters are not available in Germany and should be purchased before travelling.

## **Emergency Telephone Numbers**

To call the police in an emergency, dial 110. The number is the same throughout Germany and is free from public telephone booths. There are also emergency phones at railway stations, in the streets and on the autobahns. The number to call for the fire service or an ambulance/emergency doctor is 112 throughout Germany.

## **Taxis**

Taxis are very easily available in all major cities and are usually recognisable as cream coloured Mercedes Benz. The average taxi fare in Germany is approximately €1.30 per Km with a minimum charge of €2.50. The local Dresden taxi company is called **Funktaxi +49 351 211 211/ [www.taxi-dresden.de](http://www.taxi-dresden.de)** The Hotel can call you a taxi and they generally take only a few minutes to arrive, the taxi rank is situated a two minute walk from the hotel in the square.

## **Tipping**

There is generally no need to tip in Germany, as service is included in the bill, although it is widely considered appropriate. In restaurants a tip of between 5 and 10 per cent of the bill is recommended. When you pay, you round up the bill to include a tip. Tips are never left on the table in Germany. Ten per cent is recommended for taxi drivers. In hotels, it is conventional to tip the bell boy one euro per bag, and the room cleaner one to two euros per day.

## **Visa**

European Community passport holders do not need a visa to visit Germany. Many other nationals are also exempt for stays of up to 3 months, however, if in doubt we advise you to check before travelling.

All visa information for Germany is available on the website of the German Embassy.

[www.london.diplo.de](http://www.london.diplo.de)

[www.auswaertiges-amt.de](http://www.auswaertiges-amt.de)

## **WiFi**

WI FI is available in your room for a price of €22 per 24 hours and this includes all public areas within the hotel.

## **Clothing**

Dress is informal throughout the Forum, except for the Wednesday Welcome Dinner where we recommend smart casual for the men. Spouses are welcome to dress up for any of the evening functions. For the Fiesta Dinner on the Thursday night, relaxed clothing is appropriate.

## **Identifying Staff**

Future Horizons staff can be identified by their [blue coloured badges](#)





**Zwinger**



**Church of our Lady – Neumarkt Quater**



**View of River Elbe & Dresden Old City**

# The Hilton Hotel, Dresden

[www.hilton.co.uk/dresden](http://www.hilton.co.uk/dresden)



Travel should take you places™

## Hilton Dresden hotel

Am der Frauenkirche 5, Dresden, 01067, Germany

+49+49 (0) 351 66420

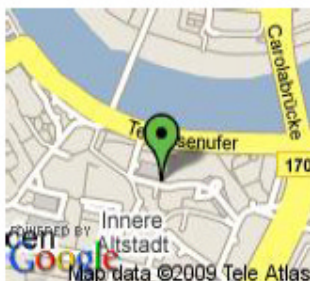
We guarantee our best rates are online: [www.hilton.co.uk](http://www.hilton.co.uk)



Overlooking the Frauenkirche church and the River Elbe, the Hilton Dresden hotel is set in the heart of historic Dresden. Treat yourself to gourmet cuisine in 1 of the 12 restaurants and bars or enjoy the onsite health club, with a gym, pool, and 2 saunas. Do business in the 14 meeting rooms for 8-700.

### LOCATION

Travel to the Hilton Dresden hotel in the centre of historic Dresden on the River Elbe.



### OUR ROOMS

Guest Room



Enjoy your stay in this contemporary 25m<sup>2</sup> room in fresh, vibrant colours. The spacious room has large windows and an LCD flat screen TV. Surf the web with wireless internet access, curl up in the fluffy bathrobe and slipper or get to work at the desk.

[see more rooms on the next page ...]

### MEETINGS AND EVENTS

20 minutes drive from the airport, boasting 14 meeting rooms for 8-700, wireless internet access and a 24-hour Business Centre, the Hilton Dresden hotel is the ideal location for any corporate event.

- 14 Meeting Rooms
  - Wireless in all public areas
  - Wireless in all meeting rooms
  - Business Centre
- Our largest meeting is Ballroom (Congress Centre) which measures 481.0 m<sup>2</sup> and has capacity for 500 people.

### AT A GLANCE

- <http://www.hilton.co.uk/dresden/ance> > Rates from £.enr119 - Check Availability / as
- In the centre of historic Dresden on the River Elbe.
- Wireless in guest rooms
- High Speed access in guest rooms
- Smoking rooms available
- Parking available
- 393 Rooms
- Accessible rooms available
- 14 Meeting Rooms
- Check In: 02:00 PM
- Check Out: 12:00 PM

### AMENITIES

- Beauty Salon
- Fitness Centre/Health Club
- Indoor Pool
- Sauna
- Steam Room
- Coffee shop
- Concierge Desk
- Accessible
- Pets Allowed
- Business Centre
- Foreign Currency Exchange
- Wireless Guest Rooms

For Hilton Room Information Please See Our [Accommodation Guide](#)



**Research  
Reports**



**Consulting  
Projects**



**Seminars  
& Forums**



**Design  
Services**



**Due  
Dilligence**

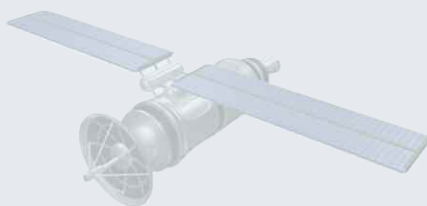
**20th Year Of Service  
Founded 1989**

Established in April 1989, Future Horizons provides market research and business support services for use in opportunity analysis, business planning and new market development. Its industry information seminars and forums are widely considered to be the best of their kind. Emphasis is placed on the world-wide semiconductor and electronics industry and associated markets. Emphasis is placed on the worldwide microelectronics and electronics industry, and European market environment.

**5th Decade  
Of Semiconductor  
Experience**

Malcolm Penn is the founder and CEO of Future Horizons, with over 45 years experience in the electronics and semiconductor industry. He has worked extensively throughout Europe as well as in the United States, the former USSR, Japan and Korea, and was an early pioneer of pan-European research and product development collaboration in the 1970s during his tenure with ITT Europe. His industrial experience has involved him with all aspects of the management, manufacturing, marketing and use of electronic components, particularly semiconductor devices.

**139 Man-Years  
Of Research Resource**



With 139 man-years experience in the semiconductor and related industries, Future Horizons offers a high-quality, cost-effective, flexible alternative to expensive subscription-style, market research. Our experience commenced with the industry in 1962, from the first commercial IC to SOC integration. For all of your semiconductor business development needs ...

**Let Future Horizons Save YOU Time & Money**

**Israel Affiliate:**  
**Amir Ben Artzi Content & Media**  
Tel: + 972 73 7367966  
Fax: + 972 9 8665799  
amir@amircm.com

**Russian Affiliate:**  
**Electronintorg Ltd**  
Tel: +7 459 155 4635  
Fax: + 7 495 787 3869  
elersm@mail.ru

**Indian Affiliate:**  
**Pradeep Chakraborty PC Mediaworks**  
Tel: +91 99451 27632  
pradeepchakra@gmail.com

**Far East Affiliate:**  
**Semicon Research Ltd**  
Tel: + 81 3 5684 3941  
Fax: + 81 3 5684 3943  
o\_ohtake@semiconresearch.com

**US Affiliate:**  
**Pathfinder Research**  
Tel: + 1 480 348 1133  
Fax: + 1 480 348 9745  
hfeeney@pathfinder-research.com