

FutureHorizons



The Global Semiconductor Industry Analysts

**FUTURE HORIZONS
Presents**

The IC Economics Industry

**A One-Day Introduction To
The Economic Fundamentals
Of The Integrated Circuit Industry**

**Future Horizons
The Global Semiconductor Industry Analysts**



The Integrated Circuit Economics Industry

“This seminar has allowed me to understand the market and my customers needs much better”

The IC Economics is a must for anyone working within the chip industry. Helping you to understand what drives the industries economics and how this directly impacts organisations that exist within it. Designed to provide you with a complete insight into the economic fundamentals of the IC Industry, to include:

- Industry Background, Structure, Business Models & Moore's Law
- Analysis Of The Factors Driving Industry Cyclicalilty
- Review Of The Issues Determining Industry Economics, covering factory costs, yields, die size trends, process defects and industry cost models
- IC Economics, Industry Characteristics & Strategies For Success

Simply explained, this inexpensive course provides an opportunity for participants to gain a better understanding of the whole IC Economics Industry. Future Horizons has over 148-man years experience in the electronics industry, experiencing first hand nine out of the ten past recessions and the economic cycles they bring with them. Future Horizons are more than qualified to bring you the global economic facts you will need to understand and successfully compete in this industry.

Supported By:



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Who Should Attend?

"The Integrated Circuit Economics" is ideally suited to all professionals from designers to CEO's working in, or involved with, the electronics, semiconductor, technology and IT industries.

Benefits?

Providing a comprehensive insight into the electronics and IC industry: terminology; industry background, structure and dynamics; IC industry economics, industry characteristics and strategies for success.

- Understand the IC industry's background and how key milestones such as Moore's Law shaped the industry's future
- Gain an understanding of the industry fundamentals and characteristics
- Learn about the evolution of electronics and the types of IC functions currently available
- Receive an introduction to both global & regional economic trends and how world GDP determines Silicon Chip growth
- Understand the issues influencing industry supply and demand
- Review the IC industry economics, including the manufacturing process, technology and investment trends
- Learn the rules to succeed in the IC Industry

Everything You Ever Wanted To Know About The IC Economic Industry ... But Were Too Afraid To Ask!

Session 1: Industry Background

- "World In A Grain Of Sand" Video
- Key Industry Milestones
- Impact Of Moore's Law
- Transition To Complex VLSI
- Integrated Circuit Functions
- Integrated Circuit Types
- SC Company Business Models

Session 3: IC Industry Economics

- Chip Design Issues
- Technology Trends
- Wafer Fab Investment Trends
- Wafer Fab Cost Structure
- Process Yields & Manufacturing Defects
- Die Size & Cost Reduction
- Device Cost Examples

Session 2: Industry Dynamics

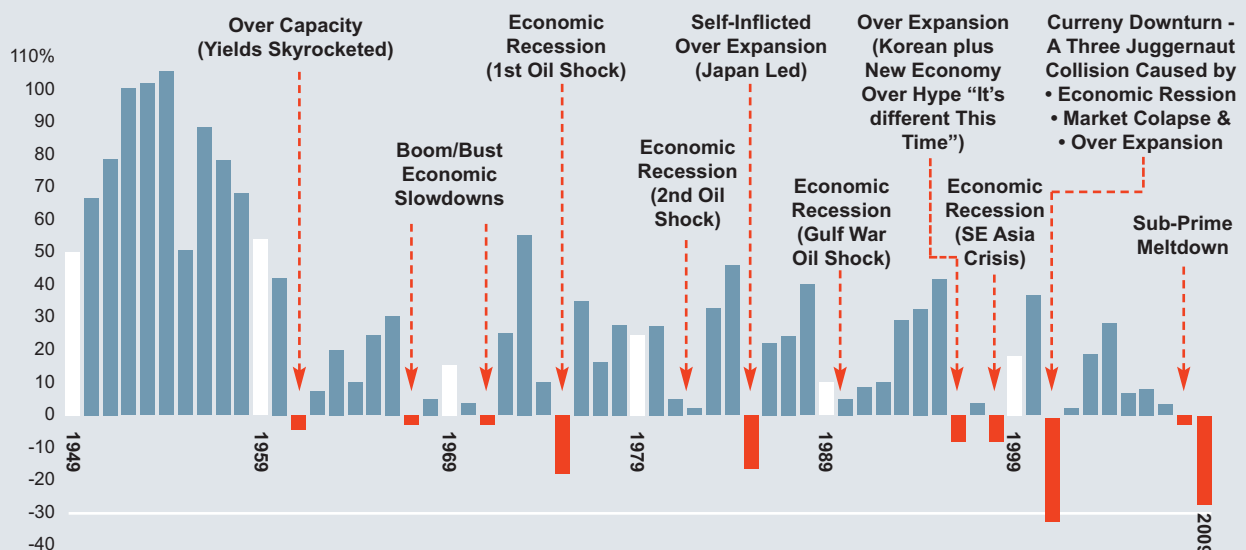
- Economy, World GDP, Demand & Supply
- IC Units
- Capacity Outlook
- ASP's
- Growth Rates

Session 4: IC Economics Summary

- Industry Fundamentals
- Industry Characteristics
- Back To Industry Basics
- Strategies For Success

“Having never worked in this industry before, I found the whole seminar really easy to follow”

The Four Horsemen Impact - The Market Dynamics



The IC Economics Provides A Complete Overview Of The IC Industry

Attendees will receive a copy of *"The IC Economics"* binder containing copies of the material presented, including a comprehensive Glossary of Terms detailing the most frequently used industry terms. *"The IC Economics is also available on an in-house basis"*, offering the added advantage of logistical convenience and timing flexibility. **Please call Future Horizons for further details.**

“My employees confidence has soared, they now understand my company and the industry much better”

Please Note
The Session Is Conducted In English

What You Will Learn - Agenda

- 09.15 Welcome & Introduction**
Introduction to Future Horizons & IC Economics
- 09.30 Industry Background**
“The World In Grain Of Sand” video, Key industry milestones, Moore’s Law & its impact, technology & business models
- 10.45 Coffee Break**
A chance to meet other seminar participants
- 11.00 Industry Dynamics**
SC Apocalypse Horsemen, economy, unit demand, capacity & IC ASP
- 12.30 Lunch**
- 13.30 IC Industry Economics**
R&D trends, wafer fab investment trends, cost structure, device cost models, process yields
- 15.00 Coffee Break**
A chance to meet other participants
- 15.15 IC Economics Summary**
Industry fundamentals, industry characteristioe industry basics, strategies for success
- 15.45 Open Discussion**
A chance to ask any questions
- 16.00 Closing Remarks**
Delegates adjourn

“Fantastic day. I have already impressed potential clients with my industry knowledge”

Book A Place

To register your place contact Future Horizons for an IC Economics Registration Form. Call, email or [book online](#).

IC Economics Fee

Fee includes course reference binder, lunch and coffee breaks. Hours: 9.15am - 4.30pm (registration from 9.00am).

Our unique post-seminar feature provides a three-month complimentary enquiry privilege, for delegates to call with questions arising from the course material or related work issue.

10% Group Discount

For three or more delegates from the same company. To qualify, registration and payment must be received together. Or save yourself 30% if you book both the IC Economics and Silicon Chip Seminar at the same time, for your convenience both courses run over two consecutive days, saving both valuable time and money.

Tel: +44 1732 740440

e-mail: mail@futurehorizons.com

www.futurehorizons.com (click here to download a registration form)

Future Horizons Ltd

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Registration Information

**Please Register Me
For The Following
IC Economics
Industry**

Send Completed Form By Fax/Mail Or
Online @ www.futurehorizons.com

Registration

Registration should be made using this form - please copy for additional delegates to qualify for the group discount. Participation is subject to space availability.

Please register early to ensure seminar availability

Group Discounts

10% group discount price applies to three or more delegates from the same facility registering at the same time with the registration fee paid on a single invoice.

Cancellations

Cancellations made less than two weeks prior to the seminar are subject to a 50% cancellation fee and must be confirmed in **writing**, otherwise the full seminar fee will apply. Refunds will not be granted after the seminar date or for no-shows. Substitutions may be made at any time up to the seminar date and confirmed in writing to Future Horizons.

In the unlikely event that the seminar is cancelled, delegates will be notified and all fees paid will be refunded in full.

The IC Economics Must Be Pre-Paid IN FULL

It is the delegate's responsibility to ensure that payment has been made.

The registration fee includes instructional costs, course presentation binder material, coffee breaks and lunch. Accommodation at the hotel is NOT included.

If overnight hotel is required, please see the information (left) and use this reservation form to make your booking.

UK VAT APPLIES TO ALL UK-BASED Events

Payment can be made by cheque (drawn on a **UK bank only**), or by bank transfer to:
Future Horizons Ltd, Royal Bank of Scotland, 3a Edinburgh Road, Portsmouth, PO1 1DA, UK, Sort Code: 16:28:24 Account No: 11686316

| IC Economics | Date Venue | Check Box |
|--------------------|---------------------------------|-----------|
| Tues 16 March 2010 | Hilton Kensington Hotel, London | |
| Tues 8 June 2010 | Hilton Kensington Hotel, London | |
| Tues 7 Sept 2010 | Hilton Kensington Hotel, London | |
| Tues 23 Nov 2010 | Hilton Kensington Hotel, London | |

Also available In-House please call for details
NB. Payments In UK Pounds Sterling Only

Delegate Details (Or Attach Business Card)

| | |
|--|---|
| Full Name <i>Mr/Ms/Mrs</i> | |
| Job Title | |
| Company | |
| Full Postal Address | |
| Post Code | |
| VAT/TVA/MWS/IVA No. | |
| (Please Note - This Must Be Supplied) | |
| PO No. | |
| Phone | Fax |
| E-mail | |
| Special Diet? | Yes <input type="checkbox"/> No <input type="checkbox"/> If "Yes", specify: |
| Overnight Hotel? | Yes <input type="checkbox"/> No <input type="checkbox"/> |

Registration Fee (Per Delegate)

| Standard Rate | | Group rate (3 or more) | |
|------------------|----------------|------------------------|----------------|
| Fee | £495.00 | Fee | £445.00 |
| VAT @ 15% | £86.63 | VAT @ 15% | £77.88 |
| Total Fee | £581.63 | Total Fee | £522.88 |

An invoice will be sent by fax/email on receipt of seminar registration.

Pre-Payment Mandatory Payment by UK Cheque: or Bank Transfer:

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