



FUTURE HORIZONS
Presents

International Electronics 2009

**18th Annual International
Electronics Forum**

***Innovation, Vision & Strategy ...
Outsmarting The Competition***



**Ramada Encore,
Geneva, Switzerland
30 Sept - 2 October
2009**

**The Global Semiconductor
Networking Event
"Where The International
Electronics Community Meet"®**

- **Survival Strategies**
- **Real Business Development Opportunities**
- **Competing Successfully In An Ever Changing Environment**
- **Key Trends & Growth Opportunities**
- **Innovation & Business Upturn**
- **Pasquale Pistorio, Pistoria Foundation, Honorary Chairman
STMicroelectronics, Chairman of the Board Sagem
Wireless, joins forum speaker line up**

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Key Forum Benefits

- Secure Your Company's Position
- Real Business Development Opportunities
- Convenient Location, Close Proximity To Grenoble & Crolles
- Exceptional value for money
- Full Spectrum Of Keynotes
- Panel Discussions & Debates
- Gain Industry Insight
- Help Shape The Future
- Share & Discuss Ideas

Who Should Attend?

An International Forum To Meet New Contacts, Share Experiences, Explore Ideas, & Influence Industry Development Targeted For Senior Executives In:

- Executive Management
- Strategic Marketing & Planning
- Market Research & Marketing
- Engineering & Design
- Purchasing & Acquisition
- Project Management
- Investment & Banking
- Finance & Administration
- Sales & Distribution Channels
- Government Organisations
- Business & Technical Press

In today's fast moving world it is vital to stay well informed. Future Horizons' Annual International Electronics Forum is designed to meet this need. Whether a seasoned veteran or industry newcomer, this Forum is invaluable to executives and professionals from the semiconductor, electronics and related industries charged with responsibility for design, production, investment, strategic planning, marketing, business development, distribution, finance and purchasing. The huge success of previous Future Horizons' Forums has earned this event an enviable international reputation at the CEO, President, Business Development and Managing Director level. Regular attendees comprise senior executives spanning the full spectrum of the industry, including microelectronics companies; semiconductor equipment and materials firms; electronic equipment and systems manufacturers; government and industry officials; investment organisations and the press.

This Forum is essential to all those charged with shaping future company directions or industry positions. In addition, the Forum proceedings and CD-ROM will provide a valuable resource for future reference and substantiating positions taken. The popular Wednesday start and Friday finish make Future Horizons' Forum the most productive and cost effective meeting of its kind.

International Electronics 2009

Future Horizons is proud to present its 18th Annual International Electronics Industry Forum - "**International Electronics 2009**" - to be held in September/October 2009. This year's Forum takes place at the Ramada Encore, Geneva, Switzerland. Registration starts at 5:30 pm on Day One, followed by a cocktail welcome reception and Gala Dinner. The formal presentations take place in the Event Centre from 8:30 am on Day Two, through to 1:00 pm on Day Three, followed by the Grande Finale Forum Buffet lunch. As always, the traditional Fiesta Dinner promises to be the social highlight of the Forum.

About The Forum

Future Horizons' Forum is widely considered the most important networking and business event in the global semiconductor calendar, as demonstrated by the seniority and stature of both delegates and speakers. Past experience has proved that real decisions are made as a result of discussions held at the Forum, and this year's event promises to be no exception. The Forum is a proven industry catalyst, offering a unique opportunity to influence the future direction of the global electronics industry development. Hear from, and debate issues with, the world's leading experts, plus the latest industry analysis from Future Horizons analysts. Attendance at the Forum will ensure your company is better prepared to exploit the opportunities that lie ahead. Help shape the industry future ... this is the event to make things happen ... **Can You Really Afford NOT To Be There?**

Spouse Programme & Extended Stay Option

Spouses are especially welcome to accompany Forum delegates, and are cordially invited to attend all of the Forum social functions. In addition, a special Spouse Programme has been arranged for the Thursday, with the emphasis on relaxation, enjoyment and conviviality. The programme combines selected sightseeing opportunities with shopping and other items of interest, with the special spouse lunch traditionally the high spot of the day. The Friday lunchtime finish allows delegates the opportunity to take advantage of the reduced Forum hotel rate to spend the weekend in Geneva at the end of the Forum, with the reduced rates also applying for early arrivals too.

“This was no junket, despite the nice location, nor was it an expense but an investment in our company's future. I did real business as a result of the contacts I met at this Forum. Excellent organisation & venue plus a very engaging style. A great team, with incredible attention to detail and perfect execution - IEF 2008 Delegate”

Forum Fees - Please use the special Forum registration form (Prepayment Required)

Reduced Fees For Early Bird Registrations
(*Early Bird Dates Until Friday 28 August 2009*)

Discounts Available For Three Or More Delegates From The Same Firm
(*Must register simultaneously*)

Unable To Attend? Forum Proceedings Available Separately After The Event
(*Binder plus CD-ROM*)

**Get The Answers At
"International Electronics 2009"**

**Come To Geneva
For The Latest Industry
Outlook ... Where The
International Electronics
Community Meet®**

Sign Up On-Line NOW - Reduced fee for early registration and group bookings

Forum Programme

Please check our website @
www.futurehorizons.com
for the latest details

A proven industry catalyst, this Forum is the world's premier networking and visionary event for defining and shaping future electronics industry directions. Past delegate quotation: *"This Forum is a 'must do' for every industry executive's calendar ... I can do serious business here."*

Now in its 18th year, the 2009 Forum focuses on recovery. Presentations will address product development, R&D, M&A and new business strategies; interactive Q&A, panel and networking discussions will allow delegates to test the effectiveness of their strategies.

The Forum will specifically address questions such as:

- What happens next?
- What do we all feel?
- What is the business like?
- What are the customers saying?
- Have I redirected my resources to my best advantage?
- How do I ensure I can capitalise on the next cyclical upturn?

For Large Firms - meet the smaller 'hot-bed of innovation' companies

For Start Ups & SMEs - promote and test market trailblazing ideas

For Investors - gain first hand insight into the future killer opportunities

For Government / Academia - find new partnerships and collaborations

For Everyone - meet industry peers, improve visibility, feel the market pulse, refine strategic thinking, define future plans, develop collective strategies, build new relationships ...

Speakers Include - (Please Check Our Website For The Latest Details)
We are currently finalising the keynote and panel programme which this year will focus on the key developments in R&D and technology that will drive the electronics industry out of recession, including:

- **Steve Glaser**, Corporate VP-Marketing, Cadence Design Systems (USA)
- **Nobuaki Miyakawa**, Chief Technical Adviser (former Director), Honda Research Institute (Japan)
- **Young Sohn**, CEO, Inphi (USA)
- **Ron Collett**, Chairman & CEO, Numetrics (USA)
- **Hossein Yassie**, CEO, Imagination Technologies Ltd (UK)
- **Joseph Sawicki**, Mentor Graphics (USA)
- **Jean-Marc Chery**, Exec VP Chief Technology Officer, STMicroelectronics, (Europe)
- **Brian Harrison**, CEO, Numonyx, (USA)
- **Enrico Villa**, Chairman, CATRENE (Europe)
- **Alain Dutheil**, CEO, ST-Ericsson (Europe)
- **Martin Orrell**, GM of Multimedia Technologies, TTP (Europe)
- **Maria Marced**, President Europe, TSMC (Europe)
- **Peter Pfluger**, CEO, Tronics (Europe)
- **Mike Lehnert**, CEO, LFoundry(Europe)

Session Topics Include:

- Lowering The Cost Of SoC Design
- 3D Stacking Technology & Its Application
- High Performance Semiconductor Solutions For Cloud Computing
- Raising The Bar On Semiconductor R&D Management, Execution & ROI
- Designing For The Upturn; Exploiting Industry Dynamics To Ensure Success
- Information & Communication Technology – Key For Global Competitiveness
- Don't Fear The Exponential
- Agile Customer Support Models for More Moore & More than Moore
- Powering Out Of The Recession Through Innovation
- Wireless Communications And Broadband For The Upturn: Opening New Horizons
- Building Complex Embedded Software Applications That Keep Pace With Rapidly Changing Silicon & End User Expectations
- Feeding the World's Insatiable Appetite for Memory - New Technologies, New Markets, New Applications
- MEMS – Successful Business Models and Differentiating Elements
- Analog Mixed Signal Foundry – Today & Tomorrow

**Plus the
forum
will be
closed by
Laurent
Malier
CEO
CEA LETI**

| | | |
|--------------------|-------|-------------------------------|
| Wed 30 Sept | 17.00 | Forum Registration |
| | 17.30 | B2B Speed Networking |
| | 18.30 | Forum Reception |
| | 19.30 | Welcome Dinner |
| Thurs 1 Oct | 08.30 | Industry Presentations |
| | 10.30 | Coffee/Networking Discussions |
| | 11.15 | Industry Presentations |
| | 12.45 | Forum Lunch |
| | 14.00 | Industry Presentations |
| | 15.00 | Coffee/Networking Discussions |
| | 15.45 | Market Forecasts |
| | 19:30 | Forum Fiesta |
| Fri 2 Oct | 08.30 | Industry Presentations |
| | 10.15 | Coffee/Informal Discussions |
| | 11.00 | Grand Finale Executive Panel |
| | 13.00 | Lunch & Forum Conclusion |

Registration Information

Please Register Me
For The Following
**“International
Electronics 2009”
Training Forum**

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

Hotel Information -

Please use the special Forum
Hotel [Registration Form](#)



Standard Room Sept 30 & 1 Oct
Single Occupancy - Chf 180
Double Occupancy - Chf 202



Standard Room Sept 26-29 & 2-3 Oct
Single Occupancy - Chf 167
Double Occupancy - Chf 189

Rates Are Per Room Per Night
Incl. Full Buffet Breakfast Excl
City Tax Chf 2.95 P/P Per Night

Ramada Encore - Geneva, the world capital of meetings & conferences, renowned for its watch making & stunning views of the first peaks of the Savoy Alps. Open since 2003, The Ramada Encore Geneva is a 3 Star Superior Hotel located in Carouge, just 2km from Geneva 'City Centre'. Carouge is a small charming 18th century suburb, its Piemontese style buildings & large artist population offers a surprise change of surroundings to the bustling city centre. This modern 154 bed hotel is situated between the new Geneva football stadium and the shopping mall 'La Praille', easily accessible both by car & by public transport.

Forum Sponsorship

Increase Your Global Presence & Branding By Sponsoring The Forum
Call For More Details +44 1732 740 440/sponsor@futurehorizons.com

“Future Horizons thrives on doing the impossible at its Forums; this year's event set a new standard of excellence - IEF2008 Delegates.”



Airline Information

Please book early to guarantee your flight preference

Geneva International Airport is located 6km/20 minutes drive from the hotel. Direct flights to Genoa are available from most major airports. If you have a passport of one of the following countries, you do **NOT** need a visa for visits not exceeding 90 days in Switzerland:

All EU countries, Antigua and Barbuda, Argentina, Andorra, Australia, Bahamas, Barbados, Brazil, Brunei, Canada, Chile, Costa Rica, Croatia, Dominica, El Salvador, Fiji, Guatemala, Guyana, Honduras, Hong Kong, Iceland, Israel, Jamaica, Japan, Kiribati, Korea, Macao, Malaysia, Mexico, Monaco, New Zealand, Nicaragua, St. Kitts and Nevis, St. Lucia, St. Vincent and the Grenadines, San Marino, Singapore, South Africa, Solomon Islands, Suriname, Trinidad and Tobago, Tuvalu, United States of America, Uruguay, Vatican, Venezuela. For further VISA information contact <http://ch.vfsglobal.co.uk/faq.aspx>

“As a new start-up I was sceptical of the value of attending - this was misplaced. I met so many contacts I would never have been able to meet under normal circumstances. I shall be back again and again- IEF2007 Delegate”

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