

# FutureHorizons



The Global Semiconductor Industry Analysts

**FUTURE HORIZONS  
Presents**

**The Global Semiconductor  
Event**

Where The International  
Electronics Visionaries Meet

## **International Electronics Forum 2010**

**Thrive Or Survive ... Going For Gold  
In The Post Recession Economy**

**5 - 7 May, 2010**

**Dresden, Germany**

- High level speakers and participants from across the globe
- Covers the key issues effecting the semiconductor industry
- Includes Business-To-Business Speed Networking
- High quality information and insight from discussion panels
- Debate issues with world leading experts
- By gathering top industry executives in one place at one time this Forum maximises productivity and delegate ROI

**Plus...Latest Industry Analysis From Future Horizons  
Leading Analysts**

**Held Under The Auspices  
Of The City Of Dresden &  
Silicon Saxony**

**Hilton Hotel  
Dresden, Germany**



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## Who Attends?

### Past Companies Include:

- Altis Semiconductor
- American University Of Dubai
- ARM Embedded Technologies
- Cadence Design Systems
- Cambridge Silicon Radio Ltd
- CEA-LETI
- DLA Piper Middle East LLP
- Dubai Silicon Oasis Authority
- Electronintorg Co. Ltd
- Hitachi Ltd
- Honda Research Institute Japan
- India Semiconductor Association
- Innovative Silicon S.A.
- Landshut Silicon Foundry
- Lasar & Electronics Middle East
- Mentor Graphics Corporation
- Motorola Inc.
- Nokia Research Centre
- Numetrics Management Systems
- Numonyx
- Organo Plant Services Co. Ltd
- Philips Consumer Lifestyle
- Pistorio Foundation
- Robert Bosch
- Samsung Semiconductor Europe
- Sondrel Ltd
- Sony Semiconductor & Electronic Solutions
- ST-Ericsson
- STMircoelectronics
- Synopsys Inc
- TSMC Europe

## Sponsor The Forum

Sponsorship provides a unique branding opportunity, to enhance corporate image and industry exposure at the highest international level. Sponsorship can cut throughout the market place and communicate your message directly to the decision makers in the industry. It can pave the way to start selling a new product or service as well as providing you with the opportunity to become part of the global industry. For further information on Sponsorship Opportunities contact Future Horizons or click here to download our [Sponsorship Brochure](#).

## What Is The International Electronics Forum?

The International Electronics Forum, inaugurated in 1991 is an executive-level meeting held annually in May respectively in co-operation with the host country's government, with delegates spanning the full spectrum of the industry. With a typical attendance level of over 120 senior executives, mainly CEO's and senior executives, from microelectronics companies, semiconductor equipment and materials firms, electronics equipment and systems manufactures, start up organisations, government and industry officials and investment organisations. It is internationally recognised as a platform for debate amongst industry peers.

**“Thank you. It was indeed one of the best conferences I have ever attended with a lot of interactive sessions. The B2B was a very good initiative, everyone meet each other before the forum had even started.”**  
**Silicon Ventures**

## International Electronics 2010

Future Horizons is proud to present its 19th Annual International Electronics Industry Forum - "International Electronics 2010" - to be held in May 2010. This year's Forum takes place in Dresden, Germany. Registration starts at 3:00 pm on Day One, followed by our Business-To-Business Speed Networking event. The welcome drink and Gala dinner commence at 6pm. The formal presentations start at 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 Thursday night Fiesta Dinner promises to be the social highlight of the Forum.



### Thrive Or Survive ... Going For Gold In The Post Recession Economy

Recessions don't destroy growth, they only delay it, stoking the fires for tomorrow's pent up demand, plus not all countries succumbed to recession in the 2008 global economic meltdown. Opportunities abound for those firms strategically aligned with the market and technology developments, plus new technologies and methodologies will expand the industry horizons. The 2010 Forum will focus on three strategic issues:

- New Business Models ... Opportunities For Growth & Self-Destruction
- Design & System Challenges ... Targeting 16nm & Beyond
- Expanding The Industry Horizon ... New Innovations & Technology

## Key Forum Benefits:

- Secure Your Company's Position
- Real Business Development Opportunities
- Convenient Location
- Develop New Business Connections
- Exceptional value for money
- Full Spectrum Of Keynotes
- Panel Discussions & Debates
- Gain Industry Insight
- Help Shape The Future
- Share & Discuss Ideas

**Friday FactoryTour** (optional) - Visit Volkswagen Transparent Factory (Die Gläserne Manufaktur)



"Photos - Archive of the Glaeserne Manufaktur (Transparent Factory) of Volkswagen"

## Airline Information

*Please book early to guarantee your flight preference*

Dresden Airport is located 9km north of the city 20/25 minutes drive to the hotel. For the majority of countries there are no direct flights to Dresden. 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. [Click here for VISA information](#) If you require a visa and you are planning of visiting another European country whilst in Germany you may wish to consider obtaining a [Schegan visa](#)

## Train Information

If your located in Europe why not come by train. As part of the main DB network, daily connections to all major German and European cities (connection to the international networks:IC, ICE, EC).

## Forum Fees -

*(Prepayment Required)*

**Reduced Fees** For Early Bird Registrations  
*(Early Bird Dates Until March 31, 2010)*

**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)*

## International Electronics Forum Agenda

<b>Wed 5 May</b>	15.30	Forum Registration
	16.00	B2B Speed Networking
	18.30	Forum Reception
	19.30	Welcome Dinner
<b>Thu 6 May</b>	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
<b>Fri 7 May</b>	08.30	Industry Presentations
	10.15	Coffee/Informal Discussions
	11.00	Grand Finale Executive Panel
	13.00	Lunch & Forum Conclusion

## 2010 Forum Speakers Include

### Opening Speaker

**Mr Dirk Hilbert**, City of Dresden, Lord Mayor of Economic Affairs

### Key Note Speakers:

- **Prof Karl Leo**, Professor, Institut für Angewandte Photo physik, TU Dresden & Director, Fraunhofer-Institute for Photonic Microsystems, lapp, [www.iapp.de](http://www.iapp.de)
- **Mojoy Chian**, SVP of Design Enablement, GlobalFoundries, [www.globalfoundries.com](http://www.globalfoundries.com)
- **Thomas Wiemers**, Managing Director, D. Swarovski & Co, [www.swareflex.com](http://www.swareflex.com)
- **Robert Hum**, Vice President and General Manager, Deep Submicron Division, Mentor Graphics, [www.mentor.com](http://www.mentor.com)
- **Rich Beyer**, CEO, Freescale Semiconductors, [www.freescale.com](http://www.freescale.com)
- **Jack Sun**, CTO, TSMC, [www.tsmc.com](http://www.tsmc.com)
- **Prof Gerhard Fettweis**, Vodafone Chair Mobile Communications Systems, Technical University Of Dresden
- **David Joseph**, CEO, PDF Solutions
- **Benedetto Vigna**, MEMS, Sensors and High-Performance Analog Division Analog, Power, MEMS Group Industrial & Multisegment Sector STMicroelectronics, [www.st.com](http://www.st.com)

### Panel Speakers

- **Prof Peter Kücher**, Director, Fraunhofer Center Nanoelectronic Technologies(CNT), [www.cnt.fraunhofer.de](http://www.cnt.fraunhofer.de)
- **Hossein Yassaie**, CEO, Imagination Technologies, [www.imgtec.com](http://www.imgtec.com)
- **Joseph Borel J B R&D Consulting (Retired from Executive Vice President Central R/D ST Microelectronics)**

### Closing Speaker

- **Sami Issa**, Sami Issa, , Executive Director, Abu Dhabi Ecosystem Development Unit of ATIC, ATIC, Advanced Technology Investment Company
- **Heinz Martin Esser**, CEO, Roth & Rau -Ortner GmbH

**Further speakers to be announced shortly**

## Hotel Information:

Please use the special Forum Hotel Registration Form



**Standard Room May 1-8, 2010**  
Single Occupancy - €144

**Executive Room May 1-8, 2010**  
Single Occupancy - €199  
Double Occupancy - €224



Rates Are Per Room Per Night  
Incl. Full Buffet Breakfast & tax  
Check In 3pm  
Check Out 12noon

See our [accommodation guide](#) for further details

## Who Should Attend IEF2010:

An International Forum To Meet New Contacts, Share Experiences, Explore Ideas, & Influence Industry 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

### Israel Affiliate:

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## Spouse Programme & Extended Stay

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 Dresden at the end of the Forum, with the reduced rates also applying for early arrivals too. [Please click here to see Spouses Programme](#)

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