

Future Horizons signs up Israeli representative

London, UK. 30 June 2009. Future Horizons, the Global Semiconductor Industry Analyst house, has entered the Israeli market by signing up Amir Ben-Artzi as a representative. Formerly a journalist with EE Times and IDG, editor of several technology magazines and a public relations supervisor for companies such as Intel, Ben-Artzi brings an impressive track record within the semiconductor industry to the world's leading independent semiconductor analyst house.

"The Israeli market offers incredible potential for technology companies and is fast becoming a centre of innovation for our industry," said Malcolm Penn, Chairman and CEO, Future Horizons. "We have known Amir for many years now from his days as a journalist, and his track record and connections in and outside of Israel make him the perfect representative to help bring Future Horizons to this new market."

Ben-Artzi, the founder and head of Amir Ben-Artzi Content & Media, brings over 15 years of experience in the industry to Future Horizons. Both organisations are expanding into new areas and offer each other a multitude of benefits and contacts. Ben-Artzi will represent Future Horizons in Israel and help promote the upcoming International Electronics Forum alongside the Start Up Service and consulting opportunities.

"With so many new and existing companies in Israel, Future Horizons' upcoming International Electronics Forum and Start Up Service are just two of the services that will really appeal to this market," said Ben-Artzi. "Future Horizons is one of the most respected analyst houses in the industry, and Malcolm's impartial and honest analysis will be of real benefit to many of the technology companies here."

Future Horizons' International Electronics Forum will be held in Geneva, Switzerland, from Wednesday 30 September - Friday 2 October 2009. With high-level speakers and a broad pool of delegates, it maximises productivity and delegate ROI. It is specifically designed to foster networking opportunities across a broad pool of disciplines in a condensed, value-added period. Such is the established reputation of the Forum, the vast majority of speakers and delegates stay for the full duration of the meeting.

Ends

About Future Horizons

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.
www.futurehorizons.com

About Amir Ben Artzi Content & Media

Amir Ben Artzi Content & Media is a result-oriented agency providing content, knowledge and media services in English and Hebrew, for online and offline environments. The services include marketing writing, copy writing for advertising, content writing, editing and rewriting, translation and knowledge delivery through a combination of off-the-shelf market reports, on-demand information services, lectures and consulting. The agency also represents Techwire International, which specialises in public relations and press release distribution for the global electronics media. The agency is owned and managed by Amir Ben-Artzi, who gained over 15 years experience in global and Israeli technology journalism (EE Times, Technologies and Electronica in Israel,

including publishing in outlets such as the Washington Post), marketing communications and public relations, copy writing for advertising and marketing campaigns, translations, market research and lectures.

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