

“The International Electronics Forum drives the industry – it is not driven by it,” says Future Horizons’ Malcolm Penn

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London, UK. DATE 2009. Malcolm Penn, Chairman and CEO of Future Horizons, today announced that the International Electronics Forum (IEF) is going ahead this year, despite the economic climate. “The easy option would have been to cancel, but the IEF is something that helps drive the industry, not something that is driven by it. To not run it would be doing the industry a disservice,” said Penn.

“In difficult times it is important that there is a forum where the industry can come together and share its concerns and experiences, the International Electronics Forum is the place where changes really start to happen” he continued. “This recession will come to an end, early signs of improvement are already being seen by foundries and equipment vendors, and it’s important for companies to be ready to seize the initiative when it does. Having a greater understanding of the industry and the decisions your peers are making is the key to getting through these tough times and coming out fighting on the other side.”

This year’s event, the 18th IEF, will be held in Geneva, a convenient business location, close to Grenoble and Crolles. Home to many leading economic players in technology, telecommunications, trade, banking and finance, the Geneva location makes it possible for delegates to combine other essential business either side of the forum.

Renowned for its dedicated informal networking opportunities, the International Electronics Forum is a proven industry catalyst, delegates don’t just come to listen about the industry; the Forum is renowned as a place to make changes happen. The 2009 theme “Making Tomorrow’s Future Today ... Secure Your Position For The next Upturn Now” will address new product developments R&D, M&A and business strategies to enable firms to capitalise on the next cyclical upturn. Confirmed speakers include Jong Kap Kim, Chairman & CEO, Hynix Semiconductor, Nobuaki Miyakawa, Director, Honda Research Institute, Wally Rhines, Chairman and CEO, Mentor Graphics and Ron Collett, Chairman & CEO, Numerics.

More information is available from <http://www.futurehorizons.com/page/9/international-electronics>

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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.

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