

## **Semicon Summit 2009**

Semicon Summit 2009 is the flagship event of MIDAS -a leading association of Semiconductor companies in Singapore. Running into its third year the event was attended by leading semiconductor companies, start-ups, investors, analysts and industry leaders who met to discuss key trends and challenges for Singapore's semiconductor industry.

Themed "New Semiconductor Growth Avenues", this year's summit brought together industry leaders to discuss topics including new markets and applications, developments in silicon technology, trends in electronics manufacturing, developing electronics manufacturing in Singapore, and the advantages and challenges of Singapore's semiconductor ecosystem.

In a year marked with negative sentiments and slowdown in the semiconductor market, it was a bold move by the organizers to shift their attention to critical topics leading to future growth avenues.

In his opening Address, Mr. Ulf Schnieder the President of MIDAS assured the members of a stronger industry network in the form of MIDAS and urged the members to come forward and raise key issues related to the industry.

In another key address Prof Dim-Lee Kwong, Executive Director Institute of Microelectronics, A\*STAR highlighted MEMS to be a potential business growth area for Singapore based companies and urged the members to explore MEMS as an emerging source of revenue for local companies considering the strong infrastructure that exists here.

In an interesting presentation Mr. Marcel Van Roosmalen, Business Unit Manager USB & Singapore Country Manager ST-Ericsson highlighted the Current trends in global personal communications including smartphones and Mobile Internet Devices and the key challenges in integrating wired and wireless technologies into a single mobile device.

Mr. Kevin Meehan, a partner with Bain & Company and Mr. Clark Tseng, Senior research manager at SEMI highlighted the key developments taking place in the Semiconductor ecospace and outlined the industry development from the perspectives of semiconductor fab investment, equipment and material market. Relying on strong historical data and future forecasts related to the semiconductor market, both the speakers were able to provide valuable insights and market dynamics in the semiconductor ecospace.

In a talk titled "A Perspective from the Photovoltaic Industry in Singapore" Oyvind Hassas, Vice President, REC (Renewable Energy Corporation Singapore) gave an introduction to the PV market and technologies and also highlighted his company's plans in Singapore.

Mr. Hollis McNully, President Coherix Inc discussed important areas related to Entrepreneurial Development Throughout Asia touching his rich entrepreneurial experience.

Mr. Damian Chan Director, Electronics Cluster, Singapore Economic Development Board discussed EDB's plan to transform Singapore into a world-class innovation-driven electronics capital, providing technology, manufacturing and business solutions; and enabling the development of new growth areas in plastic electronics, security, bioelectronics and green electronics.

The half day event reached its crescendo when Ms Meenu Sareen from VLSI Consultancy led all the above participants into a vibrant discussion on the challenges facing the Semiconductor ecosystem in Singapore. Mr. CV Jagadish CEO of SSMC and Mr. Mike Holt Vice President of MIDAS joined the above speakers in raising key issues.

The Semicon Summit organized by MIDAS, by all accounts was a resounding success, and perhaps the most spirited and successful ever.