



北美中国半导体协会

North America Chinese
Semiconductor Association

6/5/2010 Santa Clara Marriott
Santa Clara, CA



NACSA 2010 ANNUAL CONFERENCE
EMERGING TECHNOLOGIES
OF THE NEXT DECADE



NACSA 2010 Annual Conference
Emerging Technologies
of the Next Decade

6/5/2010 Santa Clara Marriott
Santa Clara, CA

MORNING SESSION

- 9:30-10:00am **Registration and Social**
- 10:00-10:30am **Welcoming Speech**
Larry Ge & Renxin Xia, NACSA Presidents
- 10:30-11:15am **“20/20/20”**
Sehat Sutardja, PhD., Chairman, President and CEO, Marvell
Technology Group, Ltd.
- 11:15-12:00pm **“Reinventing Taiwan and China Inc.- What Is Next For
Taiwan and China's Semiconductor Industry?”**
Mario Morales, Program VP, Semiconductors & EMS, IDC
- 12:00-12:15pm **“Innovative Cities in China-the Trend for the Next Decade”**
杨菊兰, 镇江新区党工委委员、镇江高创中心 主任

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CONGRATULATIONS

Zhansheng Gao
Consul General
Consulate General of People's Republic of China, San
Francisco

Consulate General of the People's Republic of China
1450 Laguna Street, San Francisco, CA 94115

May 25, 2010

Dear Mr. Ge & Mr. Xia

On behalf of Consulate General of the People's Republic of China, I offer you my warmest congratulations on annual event of NACSA and I have no doubt that the annual event this year will be rewarding to all attendees. Over the years, NACSA has provided a valuable service to semi-conductor and clean-tech professionals not only in Bay area, but also in Greater China. I want to take this opportunity to thank you and NACSA for your great efforts in promoting professional exchanges between our two nations.

I wish this big event a great success and look forward to the opportunities of working with you and NACSA in the future.

Sincerely,



Gao Zhansheng
Consul General
Consulate General of the People's Republic of China, San Francisco

Chuck Reed
Mayor
City of San Jose



Chuck Reed
MAYOR

May, 2010

Dear Friends,

It is my distinct privilege to welcome everyone to the 2010 annual conference of the North America Chinese Semiconductor Association.

The event location in the heart of Silicon Valley is fitting with regards to the theme, "Emerging Technologies for the Next Decade." This is an excellent opportunity for members of emerging industries share their visions, perspectives, and experiences with others in the Bay Area.

Since being established in 1996, NACSA has developed into one of the largest Asian American professional organizations across the globe. NACSA is reputed as a valuable source of experienced professionals for the semiconductor industry in China. Its membership includes more than 4,000 technical and business professionals experienced in numerous aspects of high tech and renewable energy.

I would like to thank the NACSA staff, volunteers, and sponsors who have generously given their time and resources to organize this wonderful event to bring together such an elite group of industry professionals to the San Jose.

Congratulations and best wishes for a wonderful annual conference!

Sincerely,



Chuck Reed
Mayor

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WELCOME REMARKS

Renxin Xia

Larry Ge

Co-Presidents, North America Chinese Cleantech and
Semiconductor Association



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KEYNOTE SPEECH

20/20/20

Sehat Sutardja, PhD.
Chairman, President and CEO
Marvell Technology Group, Ltd.

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Reinventing Taiwan and China Inc.- What Is Next For Taiwan and China's Semiconductor Industry?

Mario Morales

Program Vice President, Semiconductors & EMS, IDC

ABSTRACT

Since the late 1980's, Taiwan has been an important part in the evolution of the IT and semiconductor supply chain. Taiwan has developed a strong base of semiconductor companies including TSMC, UMC, Mediatek, Novatek, among others that are leaders today in their respective markets. At the same time, China has emerged not only as the largest consuming region of semiconductors today, but also a very critical ecosystem for the ICT market.

Taiwan and China have enjoyed a very strong surge in growth in areas like memory, foundry, IC design, consumer, and wireless by investing in manufacturing, technology, and creating a vibrant ecosystem of OEMs and ODMs. How will these markets continue to evolve and can the overall Chinese companies continue to grow it's share of the global semiconductor market? Do the Chinese companies have the right formula to maintain a viable position in the ranks of the rest of the semiconductor industry moving forward? Mr. Morales will review these trends and the growth expectations of the current cycle and how Taiwan and China will be impacted by the key market drivers. Mr. Morales will also focus on highlighting the sustainability of the industry over time and what semiconductor suppliers in Taiwan and China must do to remain competitive and survive in a market that continues to accelerate in costs, scale, and investment. How fast can the foundry industry continue to grow? Who will be TSMC's and UMC's key competition in the next couple of years? Can Mediatek among others in Asia continue growing at a meteoric rate in the mobile phone and consumer market given their respective position in China? Finally, Can Taiwanese and Chinese suppliers take advantage of the growing momentum of M&A in the semiconductor market over the next couple of years?

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Congratulations and best wishes for a wonderful annual conference!

Sincerely,

A handwritten signature in blue ink that reads "Chuck Reed".

Chuck Reed
Mayor

Chuck Reed Mayor, City of San Jose

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Innovative Cities in China-the Trend for the Next Decade

杨菊兰

镇江新区党工委委员、镇江高创中心 主任



NACSA 2010 Annual Conference **Luncheon** Emerging Technologies of the Next Decade

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LUNCHEON

12:15-1:30pm **“Zhenjiang in Silicon Valley – 2010”**

Venue: California Ballroom

LUNCH MENU

- Santa Clara Salad
- Pan Seared Chicken (or Vegetarian)
- Fruit and Nut Tartlet





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AFTERNOON SESSION

- 1:30-2:15pm **“Emerging Technologies and Adjacent Markets”**
Stanley Myers, President & CEO, SEMI
- 2:15-3:00pm **“A Revolution in Mobile Computing”**
Philip Carmack, SVP, NVIDIA
- 3:00-3:15pm **Coffee Break / NACSA Board Member Election**
- 3:15-4:00pm **“Future Memory and Storage Technologies”**
Young Joon Choi, VP, Future Product Planning, Samsung Electronics Corporation
- 4:00-4:45pm **“Innovating Profitably in the Next Decade”**
Lip-bu Tan, Chair, Walden International & CEO, Cadence
- 4:45-5:00pm **Concluding Remarks / Board Member Election Results**

The banner features a green, wavy landscape with glowing circuit-like patterns. Silhouettes of people are visible against a blue sky with clouds. The text is overlaid on the right side of the image.

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Emerging Technologies and Adjacent Markets

Stanley Myers
President & CEO, SEMI

ABSTRACT

Semiconductor manufacturing is the innovation and production engine that has raised the global standard of living. It has also made possible significant advances in communication, productivity, and efficiency.

Much of this has been due to Moore's Law, which has driven industry progress by identifying challenges and fostering timely research and development. Another pillar supporting this progress has been the development of industry roadmaps, timelines, and standards to identify key areas of cooperation and competition.

Now, several adjacent technologies look to leverage the knowledge and practice of the semiconductor industry to have potentially larger effects on society. These include micro-electrical-mechanical systems, or MEMS; photovoltaics, or PV; light-emitting diodes, or LEDs; and flexible electronics.

Is it possible to repeat the progress and performance of the semiconductor industry in these new and growing markets? If so, what will be required, and how can we make it happen?

The banner features a green, wavy landscape with glowing yellow lines, suggesting a digital or technological theme. Silhouettes of people are visible against the background. The text is overlaid on the right side of the image.

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A Mobile Computing Revolution

Philip Carmack

Sr. Vice President, Mobile Business Unit

NVIDIA

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BREAK & ELECTION

- Coordinated by Victor Cao
- Use the ballot to vote 2 new NACSA BOD members from the candidates
- You may vote for your own candidates by adding the names and check marks in the blank space of the ballot
- Results will be announced around 5pm today

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Future Memory and Storage Technologies

Young Joon Choi

Vice President, Memory System Solution Group

Memory Division, Semiconductor Business

Samsung Electronics Corporation

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Innovating Profitably in the Next Decade

Lip-bu Tan

Chairman, Walden International

President & CEO, Cadence Design Systems, Inc.

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Many Thanks to:

- All of you for participating the exciting conference
- Distinguished speakers for interesting presentation
- Volunteers to make the conference successful

Visit www.nacsa.com for NACSA future events