



**2010 iSuppli European Briefing Series**  
**What's Next in the Renewed Economy - Impacts on the Electronics Value Chain**  
 Hotel Concorde - Berlin, Germany



**Day One: Ubiquitous Connectivity and the Renewed Economy**  
**Wednesday, 1 December 2010**

Presenter	Title
<b>Registration</b>	
Bob Braverman / Lloyd Kaplan <i>iSuppli Corporation</i>	Welcome
Edgar Auslander <i>ST-Ericsson</i>	Industry Perspective on How Connectivity is Driving the Business
Francis Sideco <i>iSuppli Corporation</i>	The Taming of the Wild Wireless Semiconductor Market
Jagdish Rebello, PhD <i>iSuppli Corporation</i>	Mobile Handsets = Ubiquitous Connectivity
<b>Break</b>	
Kanwar Chadha <i>CSR</i>	Industry Perspective on How Location Ecosystem and Connectivity are Driving the Vision and Architecture of Next Generation Product Platforms
Steven Mather <i>iSuppli Corporation</i>	The Business Implications of Wireless Technologies and Strategies
Vinita Jakhanwal <i>iSuppli Corporation</i>	The New Human Interfaces – Touchscreens, OLED Displays, and Haptics
<b>Lunch</b>	
Stephane Gervais-Ducouret <i>Freescale Semiconductor</i>	From Smart to Intelligent Sensors
Dale Ford / Jagdish Rebello <i>iSuppli Corporation</i>	The New Human Interfaces – Touchscreens, OLED Displays, and Haptics
<b>Break</b>	
Ola Larsen <i>TAT</i>	Exploring the Future of Screens
Dan Stevenson <i>Screen Digest</i>	Connected Devices and the 'Over-the-top' Challenge
Bob Braverman <i>iSuppli Corporation</i>	Closing Remarks

**Cocktail Reception**

**Day Two: Component, Procurement, and Supply Chain Realities in the Renewed Economy**  
**Thursday, 2 December 2010**

Presenter	Title
<b>Registration</b>	
Brent Hobson <i>iSuppli Corporation</i>	Welcome
Jean-Francois Baril <i>Nokia</i>	Procurement Thoughts on the Renewed Economy and How Nokia Views the Industry from Sourcing Perspective
Dale Ford <i>iSuppli Corporation</i>	Semiconductor Synergies and Market Shares in the Renewed Economy
<b>Break</b>	
Anthony Astley <i>Texas Instrument</i>	Multi-market Semiconductor Supply - How has the Current Economy Changed the Landscape
Len Jelinek <i>iSuppli Corporation</i>	Disruptive Forces Reshape Chip Manufacturing - Managing your Chip Suppliers in a Renewed Economy
Rob Savelkoul <i>Philips</i>	Mastering the Collaborative Advantage
<b>Lunch</b>	
Lloyd Kaplan <i>iSuppli Corporation</i>	
Eric Pratt <i>iSuppli Corporation</i>	Teardown Analysis and Validating Component Pricing and Ensuring Continuity of Supply in the Renewed Economy
<b>Break</b>	
Vinita Jakhanwal <i>iSuppli Corporation</i>	Panels and Pricing - Developing Strategies for Procurement of Small/Medium LCD Panels Displaying Growth for the Wireless and Automotive Markets
<i>iSuppli Corporation</i>	Panel Discussion / Open Q&A
Bob Braverman <i>iSuppli Corporation</i>	Closing Remarks



**Day Three – Renewed Economy Impacts on the Automotive Value Chain**  
**Friday, 3 December 2010**

Presenter	Title
<b>Registration</b>	
Bob Braverman <i>iSuppli Corporation</i>	Welcome
Reinhard Jurk BMW Group	Automotive Brand Perspective
Phil Magney <i>iSuppli Corporation</i>	Automotive Realities in the Renewed Economy
<b>Break</b>	
Huber Conti-Geitner <i>ST Microelectronics</i>	Automotive Semiconductors: What's next?
Richard Dixon <i>iSuppli Corporation</i>	A Sensitive Time for MEMS and Sensors in the Automotive Market
Klaus Handler Infineon Technologies	Semiconductors as Innovation Engine for Clean, Safe, and Affordable Mobility
<b>Lunch</b>	
Harald Trautsch <i>Octo Telematics</i>	Innovations to Drive Insurance Telematics into the Future
Vinita Jakhanwal <i>iSuppli Corporation</i>	Displaying Growth for the Automotive Market
Luca De Ambroggi <i>iSuppli Corporation</i>	The Infotainment and Telematics Revolution - Challenges Ahead for the Tier 1's and Semiconductor Supply Chain
Bob Braverman <i>iSuppli Corporation</i>	Closing Remarks