

## *Media information*

Technology/Internationalization/Cluster marketing

### **Strong demand for Saxon automation know how for semiconductor production**

**The high tech region Saxony as a standard for Smart Manufacturing and Industry 4.0 for Taiwanese semiconductor producers**

**Dresden, 9 November 2016.** In March this year, German media and press portals reported of Taiwan as now having outrun South Korea in the semiconductor production and thus, got in the world lead. At the end of 2015, almost 22 per cent of the global production capacity were concentrated in that island nation. At the same time, Europe's share was only 6.4 per cent. Sufficient reason for the Saxon high tech cluster Silicon Saxony and reps from research as well as enterprises at Europe's largest microelectronics location to turn their gaze toward Asia. From 31 October to 4 November, a Saxon delegation hence traveled to the Taiwanese cities of Hsinchu and Tainan for market exploration and for fathoming potential cooperation.

**Cluster marketing for future settlements in the high technology region of Saxony** The trip was organized by Germany Trade & Invest (GTAI), the German federal economic development corporation. Among the participants were Iris Gleicke, Commissioner for the federal government as well as reps from the microelectronics cluster Silicon Saxony and the economic development corporation Saxony. Moreover, the delegation was joined by reps of the automation specialists Fabmatics GmbH and SYSTEMA GmbH, the PEER Group GmbH as well as the Fraunhofer Institute for Photonic Microsystems (Fraunhofer IPMS).

The cluster marketing trip aimed at informing Taiwanese enterprises and institutions about the business location Saxony and raising their interest for settling at the high tech location Saxony.

#### **International marketing strategy of the trade association**

As Heinz Martin Esser, board of Silicon Saxony e. V. emphasizes: "Given our approximately 320 member companies and institutions, we in Silicon Saxony offer a huge know how and capacities to advance innovations in the sector of microelectronics together with our Taiwanese partners. The international linking and cooperation has been focus of our activities for years." As Esser goes on: "As a member of Silicon Europe Worldwide, we actively support our members in the process of internationalization."

## **Silicon Saxony scores with local strengths for Smart Manufacturing and Industry 4.0**

The members of the Saxony high tech trade associations are among others offered trips of entrepreneurs to get an idea and to introduce themselves face to face and on site to potential partners.

Dr. Michael Arnold, MD of PEER Group GmbH in Dresden and delegation member welcomes this approach: "I participated in this trip to identify potential business, to deepen contacts and to establish new ones. This has worked out perfectly. I was able to e.g. introduce our enterprise to a renowned chip manufacturer. I got in touch with quite a number of other companies and had promising talks to reps of the local semiconductor industry. According to the economic opportunities between Taiwan and the cluster Silicon Saxony he points out:

"Industry 4.0 and the familiar term Smart Manufacturing are issues Taiwanese companies are particularly interested in. They would like to benefit from the automation know how concentrated in Silicon Saxony for advancing their own companies. The contacts made there and the talks with company reps in Taiwan show these cooperation potentials accordingly.

## **Cross-linking with Taiwanese top enterprises and top research institutions**

At cooperation forums, the delegation members got engaged in discussions with local enterprises and institutions and debated first joint steps toward a cooperation. This cooperation is supposed to cover the B2B sector (i.e. between companies) as well as to link research institutes from Saxony and Taiwan. Hence, the delegation visited the Taiwanese top Industrial Technology Research Institute (ITRI) in the science park of Hsinchu, the Southern Taiwan Science Park and the Metal Industry Research & Development Center.

Furthermore, the program included an investor event in Hsinchu, where the business location East Germany and the cluster Silicon Saxony in particular were able to present themselves to Taiwanese enterprises. Additionally, the participants visited numerous companies on site such as the chip manufacturer TSMC, a heavyweight in this sector. The talks pretty much focused on the requirements and opportunities of the Internet of Things and Industry 4.0 for the semiconductor sector as well as possible cooperation forms.

**Pictures** can be downloaded here:

<http://datas.weichertmehner.com/siliconsaxonytaiwan.zip>

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