**#EBSCON 2021: Home-grown electronics expertise for a safe, green future.**

* **#EBSCON 2021: a matchmaking event for EBS industry and research**
* **Electronic-Based Systems (EBS): technologies for the smart, safe, green world of tomorrow**
* **EBS significance for Europe and Austria as a base for innovation and business**
* **Silicon Alps: a high-tech EBS cluster in the South of Austria**

**#EBSCON 2021: “Building bridges for tomorrow”**

Anyone who’s enthusiastic about smart technologies that point the way to a sustainable future should mark November 3, 2021 on their calendar – in green. #EBSCON (Electronic Based Systems Conference) is an event for tech entrepreneurs, engineers, researchers, students and anyone who dedicates their professional lives to a sustainable transformation of society. “Building Bridges for Tomorrow” is the motto of the Silicon Alps Cluster event (in cooperation with Silicon Austria Labs, the Austrian research centre for electronic-based systems), which was launched to join forces to meet the challenges of the future. “It’s all our responsibility to find solutions to bridge the gaps between society, climate and technology. In this context, EBSCON sheds a critical light on key concepts such as Society 5.0, Green Technologies, Artificial Intelligence and Cybersecurity,” Hartwin Kostron, Silicon Alps Project Manager and originator of EBSCON, explains and summarizes the key topics.

**Matchmaking Event**

How can high-tech support society? What can electronics contribute to the fight against the climate crisis? How can we make technology trustworthy, smart, connected, secure and sustainable? To facilitate jointly finding answers to these questions, the organizers are making use of a matchmaking concept. “EBSCON is becoming the meeting place for entrepreneurs and researchers looking for highly qualified innovation partners. That’s what we’re setting the stage for,” says Michael Liebminger, Co-Managing Director of Silicon Alps with Andreas Starzacher. The event includes interactive exhibition areas, partner lounges and an after-show club session for networking.

Insights into the world of technical possibilities will be provided by keynote speakers from high-end companies such as Infineon (the world’s leading manufacturer of semiconductor and system solutions with a focus on energy efficiency, mobility and security), ams AG (the world’s leading supplier of high-performance sensor solutions with low power consumption, maximum sensitivity and multi-sensor applications), AT&S (the world’s leading manufacturer of printed circuit boards with core business areas in mobile devices, automotive, industrial, medical and advanced packaging), NXP Austria (a competence centre for future-oriented contactless systems for a smart world) and AI Storm, a highly prestigious Silicon Valley start-up company with participation from our Graz branch that promises enormous potential with regard to energy efficiency and security using AI-in-sensor technology (intelligence integrated directly into microchips).

**EBS: Technological (Climate) Heroes**

#EBSCON’s focus is on electronic-based systems (EBS for short). They are seen as tech heroes and life-saving solutions on the way to a smart and in particular sustainable future. EBS is understood to refer to components and devices featuring micro- and nanoelectronics as well as embedded software that form the foundation for digital products and services. EBS functions make it possible to realize future-oriented applications such as automated driving, the Internet of Things and Smart Cities. Intelligent infrastructures for Industry 4.0 are likewise inconceivable without EBS.

**An Innovation & Economic Driver**

At the same time, EBS form an important basis for innovation and competitiveness in numerous economic sectors. Their role as an economic driver can be easily demonstrated with facts and figures. Across Europe, at least ten percent of the gross domestic product and nine million jobs depend directly on electronics products and related services. EBS also represent a significant factor in Austria’s highly developed electronics industry with its strong position in the global marketplace. In 2020, over 60,000 people employed in this sector generated a turnover of over 76 billion euros. The development of EBS in Austria starts with approximately 100 research and development institutions, and it is on their knowledge and results that almost 190 domestic companies that have EBS as their core process can build.

**EBS Cluster: Silicon Alps**

Austria’s hotspots for EBS innovations and microelectronics are located in the federal states of Styria and Carinthia, which are also home to Austria’s high-tech Silicon Alps Cluster. This EBS cluster brings together 120 companies and institutions, including leading international players from the semiconductor and electronics industries. The cluster sees itself as an impulse generator, innovation driver, trend scout and, above all, as a networker and bridge builder. “We bring together people from business and science across industrial sectors as well as countries that would not have found each other without us. We combine high-tech industry and research in the field of electronic-based systems to provide sustainable technologies that serve our society and enhance the region’s importance in the global marketplace,” says Andreas Starzacher, Silicon Alps Managing Director in Carinthia, highlighting the Silicon Alps Cluster’s mission. As a cross-sectional cluster, Silicon Alps combines core technologies – such as sensor technology, RFID and power electronics – with diverse fields of application. The result: intelligent solutions to address the global challenges of today and tomorrow. The world has changed since the successful and largest event to date of the young “Let’s Cluster” networking organization in 2019, which was awarded the Congress Award of the City of Graz in 2020. #EBSCON now unites the electronics industry around a clear, common goal of addressing society’s biggest topics of the moment, namely climate change and digitalization with regard to the ambitious European target.

**Everything you need to know about EBSCON**

**When:** November 3, 2021, 8:30 am to 9:30 pm

**Where:** Congress Graz in the Old Town, Albrechtgasse 1, 8010 Graz, Austria

**Registration:** Free registration for on-site & online participation at <https://ebscon.eu/#register>. Note that on-site registrations are limited.

**What:**

* Hybrid event: exclusive venue for 450 on-site participants; interactive live streams for registered online community
* Main stage with keynote speeches, panel discussions and presentations (see programme at <https://ebscon.eu/#programme>)
* Interactive exhibition area for Silicon Alps partners
* Silicon Austria Business and Partner Lounge for cooperations and matchmaking
* Empowering start-up event
* After-show club networking session

**More information on the Silicon Alps Cluster**

Silicon Alps was founded in 2016 as a technology and innovation cluster in the field of Electronic Based Systems (EBS). The company is headquartered in Villach; a second branch is located in Graz. As a public-private partnership of Austrian players from business, science and the public sector, the cluster serves to develop and position the electronics and microelectronics industry in the regions of Carinthia and Styria. The overall objectives are to increase competitiveness, innovation performance and inter/national visibility of cluster partners, support partners in their search for talent, enhance the attractiveness of the location for company start-ups, settlements and researchers, and improve value creation in Carinthia and Styria.

[www.silicon-alps.at](http://www.silicon-alps.at)

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