

EBSCON 2023: How the green and digital transformation can succeed

EBSCON, the flagship event of the European semiconductor and electronics industry, taking place on 11 October 2023 in Graz, Austria, will address the question of how the tech industry can assume its responsibility and develop technologies that jointly support and accelerate the digital and green transformation.

(Graz, 11 October 2023) Under this year's leitmotif "Boosting Transformation", the double transformation or "Twin Transformation" will be scrutinised – it is about how the digital and green transformation can be driven forward together as quickly and efficiently as possible. At EBSCON 2023, the most important industry players will provide answers nationally and internationally. Robert Gfrerer, Managing Director of the organising SILICON ALPS Cluster: *"We will also gain insights into industries such as Pharma, Medtech and Energy and their solutions and strategies for the digital and green transformation. In this way, we look beyond the end of our nose several times – in the concluding key note, we ask whether this transformation performance is even possible in the traditional industrial culture and what needs to change."* Both digitalisation and climate protection are enormous drivers of development and, in combination, offer the opportunity to reduce the ecological footprint without having to sacrifice growth, productivity and comfort.

However, the locations and infrastructures must be developed accordingly. Styrian Economic Minister Barbara Eibinger-Miedl emphasises: *"In Austria, Styria and Carinthia play a pioneering role in the semiconductor industry. The companies and research institutions located in the south of Austria are the main drivers. Through the Koralm Tunnel, these two provinces are growing together into a common economic area, which will increase both international visibility and attractiveness for highly qualified professionals."*

"Twin Transformation" at ams OSRAM

Karin Ronijak, Vice President R&D at ams OSRAM, describes the products and innovations developed by a global technology group: *"Our miniaturised as well as energy-efficient products for displays, robots and electric cars support the EU's ambitious goal of decarbonisation. The energy consumption of these highly innovative products is significantly reduced. According to our own calculations, by more than 30 per cent on average. Likewise, AI-assisted semiconductor production and the switch to larger wafers contribute to energy savings and significantly reduced raw material consumption. And finally, the products developed for novel, digital applications as well as the automation of our production sites make an important contribution to the digital transformation."*

The "Twin Transformation" needs appropriate infrastructure

Renewable generation, a high-performance power grid and fast and redundant communication paths are the basic infrastructure for all digital and green applications. The energy transition is causing more and more green energy in the system, volatility is increasing and placing new demands on the entire energy system. Digitalisation is an integral part of this development and contributes to a resilient grid infrastructure, which is a prerequisite for business resilience. As the

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company responsible for infrastructure, KELAG is now also a "logical part" of the Silicon Alps Cluster and Reinhard Draxler, Member of the Board of KELAG-Kärntner Elektrizitäts-Aktiengesellschaft, emphasises: *"We are looking forward to developing solutions for the challenges of digital and green transformation together with the cluster partners."*

What happens at EBSCON

As in the previous year, this year's EBSCON will also be held as a "Green Event". More than 300 registered decision-makers from 15 countries will be inspired by the introductory "Key Notes" (Henriette Spyra, Markus Messerer, Dorethe Nielsen), use the smaller formats ("BarCamps" on "disruptive technologies" and "business resilience") for their own activities and network specifically via organised "Speeddatings". In the concluding key note by Wolf Lotter followed by a panel discussion with top speakers such as Sabine Herlitschka (CEO, Infineon Austria), Andreas Gerstenmayer (CEO, AT&S), Karin Ronijak (Vice President R&D, ams OSRAM) and Markus Stäblein (CEO, NXP), a look will be taken beyond the horizon and into the future.

Cluster Managing Director Robert Gfrerer emphasises that semiconductors are essential for many climate protection technologies – starting with the energy transition with photovoltaics and wind turbines, electromobility and energy networks. *"With our leitmotif 'Boosting Transformation', we want to focus on the enormous innovative power of the European electronics and semiconductor industry in the areas of digitalisation and climate protection. Not only does it have the key technologies, but it is also aware of its global responsibility and is constantly developing them further in the direction of greater efficiency, sustainability and safety."*

Website:

<https://ebscon.eu/>

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Your interlocutors are:

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Robert Gfrerer, Managing Director Silicon Alps Cluster

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