

SAC press release September 2024

EBSCON 2024 under the sign of „Curiosity“

‘Curiosity’ - the freedom to be curious - is the focus of EBSCON 2024, organised by the SILICON ALPS Cluster (SAC). The leading event for the European semiconductor and electronics industry will take place for the fourth time on October 2nd 2024 at Messecongress Graz.

(Villach/Graz, September 12th 2024) Under the motto ‘**Curiosity**’, this year's EBSCON is all about the **freedom to be curious**, which is considered an essential driver of research, development and innovation. At EBSCON 2024, top international speakers and experts from industry, think tanks and start-ups will present and discuss how ‘curiosity’ enables powerful and highly profitable innovations in companies. For example, **Astrid Heide Petersen** (Sanofi, DK) will speak in her keynote about ‘**The economic impact of curiosity**’ and **Jonna Heliskoski** (SITRA - the Finnish Innovation Fund) about ‘**Curiosity-driven research**’. In addition to the keynote speeches in the morning, **Bernhard Petermeier** (XISTA science ventures) will also address the topic of ‘**Dynamic innovation ecosystems**’ in his keynote speech in the afternoon. It is particularly important to the organising SILICON ALPS Cluster that EBSCON 2024 not only provides impulses in terms of content, but that a dialogue and active participation between the international industry representatives and experts and the participating decision-makers from the audience takes place.

Two **BarCamps** on the key technology fields ‘**ELECTRONICS | CHEMISTRY | MATERIALS**’ on the one hand and ‘**ELECTRONICS | AUTOMOTIVE | MOBILITY**’ on the other, **EBSCON4Pioneers** and **EBSCON4Networking**, will ensure this. ‘**Stay Curious!**’ is the title of the concluding **EBSCON4CURIOSITY** panel discussion. This year's EBSCON 2024 will once again feature an exhibition of innovative companies and the **Match Making Session**, which has already proven itself in previous years and is supported by the EEN (Enterprise Europe Network).

EBSCON 2024 will take place on **October 2nd 2024** at **Messecongress Graz**, Messeplatz 1. Programme starts at 10 am, registration from 9 am.

*‘At EBSCON 2024, we will be exploring the topic of ‘curiosity’, because without curiosity there is no progress, whether at a corporate or social level. It's about the ‘freedom to be curious’ in companies that have brought such powerful innovations to the market in the last two years that **entire economies have benefited** from them - such as Denmark, which, according to Statistics Denmark, owes a large part of its economic upturn to the pharmaceutical industry,’ explains Robert Gfrerer, Managing Director of the organising SILICON ALPS Cluster. ‘At EBSCON, we will also be exploring the potential for cross-industry cooperation using the example of batteries with mobility and greentech and highlighting the possibilities of the future **Competence Centre for Chips** in Austria. This technological leadership in future-oriented high-tech fields and the accompanying social change would not be possible without the targeted curiosity of companies and organisations and their employees,’ says Gfrerer.*

The EBSCON 2024 programme at a glance:

Keynotes: „Economic Impact of Curiosity“, Astrid Heide Petersen | Medical Transformation Lead, Sanofi and „Sparking Curiosity and Shared Ownership in Co-innovation Programmes. How The Finnish Innovation Fund Sitra Advances Societal Innovations In Practice“, Jonna Heliskoski | Senior Lead, SITRA

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As part of **EBSCON4Pioneers**, 'young talents' (from high school graduates to students) present themselves and their mentors to an international audience. This results in cross-generational projects and 'mixed doubles' for innovative group work.

At **BarCamp I 'ELECTRONICS | CHEMISTRY | MATERIALS'** with **Werner Ecker**, CEO, Materials Center Leoben and **Christina Hirschl**, CEO, Silicon Austria Labs, the changing effects of the electronics and semiconductor industry on the technology fields of electronics, chemistry and materials will be highlighted.

At **BarCamp II 'ELECTRONICS | AUTOMOTIVE | MOBILITY'** with **Michael Leitner**, General Manager Smart Car Access, NXP Semiconductors, **Angelika Berger-Sodian**, Co-Founder, Aurelia Academy, and **Bart Scholte van Mast**, Business Innovation Manager, go-e, the changing effects of the electronics and semiconductor industry on the technology fields of electronics, the automotive industry and mobility will be examined.

Keynote: "From Research to Revenue: Building an Innovation Ecosystem for Breakthroughs", Bernhard Petermeier, (XISTA science ventures)

EBSCON4CURIOSITY: Michael Wiesmüller, Federal Ministry for Climate Action, Environment, Energy, Mobility, Innovation and Technology, **Alexander Bergmann**, Institute of Electronic Sensor Systems, TU Graz, **Bernhard Petermeier**, XISTA science ventures, and **Matthias Pirs**, AT&S, discuss 'Curiosity' with the participants. Afterwards, SAC Managing Director **Robert Gfrerer** will summarise EBSCON 2024 in his closing statement.

EBSCON4Networking once again stands for the informal meetings at the exhibition and the organised match-making session.

Programme: <https://ebscon.eu/>

EBSCON 2024 is sponsored by **ams OSRAM, AVL, NXP** and the **City of Graz** and - as in previous years - is being organised as a **green event**.

Website:

<https://ebscon.eu/>

<https://www.silicon-alps.at>

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Picture material for download: <https://ebscon.eu/press/>

- *Portrait picture Robert Gfrerer:* SAC-Managing Director Robert Gfrerer © SILICON ALPS Cluster

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