

Automotive Electronics: The Opportunities and Challenges

With around 60 million new vehicles produced every year and increasing cost share of electronics (from 20% to 30-35% within 5 years), automobiles stands a chance to be the most attractive applications for electronics industry in the near future. The market of electronics applications in vehicles is estimated to reach US\$160 billion by year 2008. New technology and standard are pushing the adoption of electronics in vehicles. Now, we can see the applications of networking, safety, information and entertainments gathering big attentions in the automotive industry.

- What are the business opportunities in the emerging application market for electronics industry?
- What are the possible challenges in deploying applications in vehicles?

Time: 12:00-17:15, Saturday, October 29th, 2005

Venue: The Westin Santa Clara (Room: Lafayette/San Tomas/Lawrence)
5101 Great America Parkway, Santa Clara, California 95054. TEL: (408) 986-0700

Free admission (seating is limited)

12:00~13:00	Registration & Networking	
13:00~13:05	Opening Remarks	Dr. Chi-Hang Joseph Yang Director, Science and Technology Division, Taipei Economic and Cultural Office in S.F.
13:05~13:50	The Trends and Opportunities in Global Automotive Electronics Market	Dr. Sean Wang President, ITRI International Inc. Mr. Chih-Yen Tai Research Manager, Industrial Economics & Knowledge Center (IEK), ITRI
13:50~14:35	Application Opportunities and Successful Commercialization of MEMS/MST in the Automotive Market	Mr. Roger Grace President, Roger Grace Associates (RGA)
14:35~15:00	Coffee Break	
15:00~15:45	Mobionics: Opportunities and Challenges for Taiwan ICT Industries	Dr. Chung Hsin Lu Deputy General Director, Computer and Communications Lab (CCL), ITRI
15:45~16:30	Semiconductors in the Car of the Future	Mr. Demetre E. Kondylis General Manager, Sensors & Analog Products Division, Freescale Semiconductor, Inc
16:30~17:15	Technology Opportunities and Challenges in Automotive Electronics	Dr. Huan Yen Manager, Advanced Information & Entertainment Systems Department, Advanced Engineering Organization, Delphi Electronics & Safety
17:15	Adjourn	

Organizer: ITIS, S&T Div./TECO-SF, IEK/ITRI, ITRI International, CIE-SF, NATEA, CCL/ITRI



工業技術研究院
電腦與通訊工業研究所
Industrial Technology Research Institute
Computer & Communications Research Laboratories