



SEMI South America Semiconductor Strategy Summit

November 18–20, 2014

Hilton Buenos Aires

Buenos Aires,
Argentina

[www.semi.org/
southamerica](http://www.semi.org/southamerica)

Organized by



Premier Sponsor



Beyond BRICs: Building South America's Semiconductor Future

The growing strength of Latin American markets and the continued global expansion of electronics manufacturing are turning attention to microelectronics business opportunities in South America. Although the semiconductor industry is in the early stages of development, several established players—including Unitec Blue in Argentina, and Six Semiconductor and Ceitec in Brazil—are already on the ground and planning new investment in front-end and back-end manufacturing, promising to make South America the next frontier for microelectronics. Argentina and Brazil have the resources, infrastructure, investment, and a growing skilled workforce, but challenges remain in bringing large-scale semiconductor manufacturing to the region.

The inaugural **SEMI® South America Semiconductor Strategy Summit** aims to open the doors to the South American market and connect global leaders in the microelectronics industry with local companies, investors, and government officials focused on expansion of the semiconductor industry in the region. Business and technology experts from South America, Europe, Asia, and the United States will explore the development of the South American semiconductor industry, address the challenges to growth and expansion, and define the opportunities for companies ready to serve this emerging market.

The summit provides an exceptional opportunity to meet face-to-face with representatives and executives from local and global companies, government officials, industry experts, economic development specialists, and analysts. Tabletop display and sponsorship opportunities are available to give you even greater exposure to showcase your company, products, and services in front of potential buyers and technology partners in South America.

Sponsorship Opportunities

Premier Sponsorship — US\$12,000

This top-tier sponsorship opportunity gains your company the highest visibility and engagement at the event. This package includes:

- One tabletop display with option to expand to 10' pop-up style display
- Six (6) registrations
- Company signage opportunity
- Corporate video opportunity (3–5 minutes) during conference
- Logo placement
 - Promotion materials
 - Stage backdrop
 - Event signage
 - Welcome slide
 - Website
 - Conference materials

Gold Sponsorship — US\$5,000

- One tabletop display
- Four (4) registrations
- Logo placement
 - Promotion materials
 - Event signage
 - Welcome slides
 - Website
 - Conference materials

Silver Sponsorship — US\$3,000

- Two (2) registrations
- Logo placement
 - Event signage
 - Website
 - Conference materials

Custom Sponsorship Opportunities

Our team can work with you to identify customized sponsorship opportunities to address your unique marketing needs and budget, including:

- Conference materials: notebooks, pens
- Coffee/Tea breaks
- Lunch/Receptions
- Registration/Badges

For more information
or general inquiries on
Sponsorship, contact:

Marlene Sibley

SEMI

Tel: +1.650.943.6988

Email: msibley@semi.org



SEMI South America Semiconductor Strategy Summit

November 18–20, 2014

Hilton Buenos Aires

Buenos Aires,
Argentina

[www.semi.org/
southamerica](http://www.semi.org/southamerica)

Organized by



Premier Sponsor



Summit Agenda

Day One — Tuesday, November 18

- 9:00 am–4:00 pm Bus Tour/Delegation Visit to Unitec Blue
- 6:00 pm–7:30 pm Welcome Reception

Day Two — Wednesday, November 19

- 9:00 am–9:20 am Welcome Remarks—*Karen Savala*, President, SEMI Americas
- 9:20 am–9:40 am Argentina—An Introduction
- 9:40 am–10:00 am Brazil—An Introduction

Morning Session: Markets

- 10:00 am–10:30 am Keynote: Global Semiconductor Market Overview
- 10:30 am–11:00 am Keynote: Latin America: Trends and Developments in America Sur's Major Markets
- 11:00 am–11:30 am Break; Visit Tabletop Display
- 11:30 am–12:00 pm Planned Fab Project Presentation—Unitec Blue/SIX Semiconductor
- 12:00 pm–1:00 pm Panel Discussion
- 1:00 pm–2:00 pm Lunch; Visit Tabletop Displays

Afternoon Session: Public Policy and the Role of Government in Market Stimulation

- 2:00 pm–2:25 pm Presentation: Lessons Learned from Other Markets
- 2:25 pm–3:00 pm “Fireside Chat:” One-on-One Interview of High-level Government Officials
- 3:00 pm–3:30 pm Break; Visit Tabletop Display
- 3:30 pm–4:00 pm Keynote: Overview of Other Regional Experience
- 4:00 pm–5:00 pm Panel Discussion: The Regional Perspective: Ideas on How to Transform Specific Initiatives in a Connected Latin America Cluster
- 7:00 pm–9:00 pm Reception and Dinner

Day Three — Thursday, November 20

- 9:00 am–9:15 am Welcome Remarks/Review of Day Two—*Karen Savala*, President, SEMI Americas

Morning Session: Technology and R&D

- 9:15 am–9:40 am Presentation: Devices and End-user Applications
- 9:40 am–10:05 am Presentation: From Licensing to Joint Development: The Role of High-tech Multinationals as Technology Partners for Latin America
- 10:05 am–10:30 am Presentation: The R&D Landscape in Latin America
- 10:30 am–11:00 am Break; Visit Tabletop Display
- 11:00 am–12:00 pm Panel Discussion: Expectations on Latin American Technology Development
- 12:00 pm–2:00 pm Lunch; Visit Tabletop Displays

Afternoon Session: Opportunities and Risks

- 2:00 pm–2:45 pm Panel Discussion: What Makes South America the Next Big Market?
- 2:45 pm–3:10 pm Financing
- 3:10 pm–4:00 pm Panel Discussion: Equipment, Materials, Device, Facilities: Building and Operating a Semiconductor Company in South America
- 4:00 pm–4:45 pm Panel Discussion: Workforce Development
- 4:45 pm–5:00 pm Closing Remarks

For more information
or general inquiries on
Sponsorship, contact:

Marlene Sibley

SEMI

Tel: +1.650.943.6988

Email: msibley@semi.org