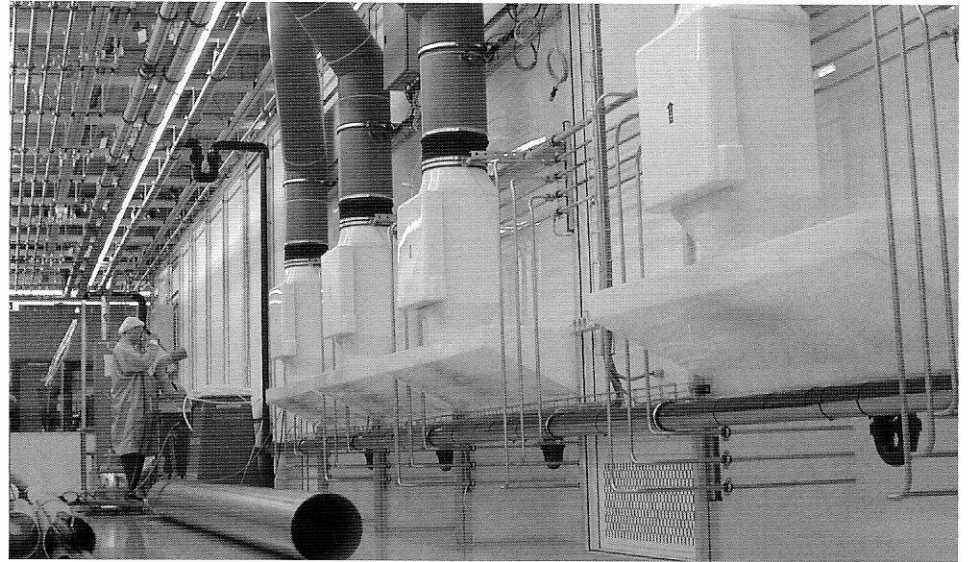


Nat. Lab. Journal

For internal use only • Jaargang 15 • nr. 1 • januari 2004

High Tech Connections • Annual Address by Rick Harwig • **Highlight - MEMS** • OR-thema: Goedemorgen OR • **Bonus targets 2003: final results** • De wiskundige leest in bedrijf • **Thesis Marco Bekooij** • Klantgericht onderzoek in MyShop • **Onderscheiding Fred Roozeboom** • Learning the smart way • **Templates presentations and documents** • Wetenschap begint bij waarnemen • Eerste bewoners MiPlaza • **Opening gerenoveerde Boerderij** •



Finding interested parties for MiPlaza was one of the objectives for the trade mission

Bridging Silicon Valley to the campus High Tech Connections

Organized by the US ambassador and the Dutch minister of trade, a group of key representatives of industrial companies located in the Netherlands visited Silicon Valley and some of its companies. The purpose for this trade mission was to place Europe, and in particular the Netherlands, on the map for new technology investments.

High Tech Connections, a unique trade forum, was held in Silicon Valley, USA, from 11 to 13 January. It featured leaders from business, academia and government and capitalized on the drive for innovation that is underway in the Netherlands. It should help US and Dutch companies, universities and institutes, involved in high technology to create opportunities for new business matchmaking and technological exchanges.

Philips was represented among others by CEO Gerard Kleisterlee, Rick Harwig (CEO Research), Henk van Houten (programme manager Lighting, Devices & Microsystems), Hans Feil (business development manager MiPlaza) and Jerome Verhagen (campus site manager). Other companies present included ASML, FEI, Atos Origin, IBM, Intel, Oracle, Cisco, Cap Gemini and HP.

Continued on page 2

PHILIPS

Continuation of: **Bridging Silicon Valley to the campus**

Presentations by CEOs as well as Dutch prime minister Balkenende and minister of trade Van Gennip were aimed at providing proof points of the positive investor climate in the

*A first step in a
process that certainly
will be continued*

Netherlands, with its high level of technology expertise that US companies are looking for. Rick Harwig gave a presentation in the Embedded Systems session and Henk van Houten in the Nanotechnology session.

There was also a special seminar to promote the campus. A number of high-tech business models that are winners for Europe were presented. The key issue was how to take advantage of Philips' knowledge and networks as well as that of the region to promote innovation and European marketing and sales. The expectations of the MiPlaza (Microsystems Plaza) concept was propagated, and companies and institutes were asked to consider settling on the campus.

The mayor of Eindhoven played an active role during this trade forum. He announced to the press that he will stimulate public/private cooperation on the campus.



www.hightechcampus.nl/trademission



www.hightechconnections.org