

ITAC ACTI

Co-Hosted by:

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16TH NATIONAL EXECUTIVE FORUM ENTREPRENEURIAL OPPORTUNITIES ENABLED THROUGH MICROSYSTEMS

October 5th (evening) and 6th, 2010



Brookstreet Hotel, 525 Legget Drive,
Kanata (Ottawa), Ontario
A Strategic Microelectronics Council of ITAC Event

Tuesday, October 5th, 2010 (evening)

In collaboration with CMC Microsystems
Brookstreet Hotel, Kanata

6:00 p.m. **Registration and Reception**

7:00 p.m. **ITAC/SMC and CMC Banquet - Celebrating Excellence**

8:00 p.m. **Welcoming Remarks**

Presentation of Awards
Outstanding Service Awards and CMC Awards
David Lynch, Strategic Microelectronics Council of ITAC Chair



Wednesday, October 6th, 2010

Brookstreet Hotel, Kanata - Grand Scheme Ballroom

8:00 a.m. **Registration and Buffet Breakfast**

8:20 a.m. **Opening Remarks**
David Lynch, Strategic Microelectronics Council of ITAC Chair

8:30 a.m. **Canada's Digital Economy Strategy**
Bernard Courtois, President and CEO, ITAC

A lot of countries are announcing Digital Economy Strategies including most of our peer and competitive nations. How does Canada's strategy fit in this context?

9:10 a.m. **"The Market for Next Generation Microsystems: More than MEMS!"**
Rob Lineback, Senior Market Research Analyst, IC Insights

Today's market forecasts for Microsystems are derived mostly from those of MEMS devices. But when today's devices blossom into the next generation of Microsystems combining electronic, photonic, mechanical and fluidic technologies with embedded intelligence, then just how big can this market become?

9:50 a.m. **"Can Manufacturing Technologies Meet Market Needs?"**

In Microsystems manufacturing today almost every product design requires a customized manufacturing process. But can foundries accommodate this requirement or can designers work with more standardized processes?

Moderator: Ian McWalter, President and CEO, CMC Microsystems

Panel:

Normand Bourbonnais, Head of Development Center, IBM Bromont
Derek Hudson, Chief Financial Officer, Micralyne Inc.
Cormac O'Connell, Senior Director ODC and Academician, TSMC
Jean Proulx, Director of Waferfab Operations, Abbott Point of Care
Donald Robert, VP of Sales & Marketing, DALSA Semiconductor

10:30 a.m. **Networking Break**



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Schedule of Events

10:50 a.m. “Canada’s Opportunity for Growth Through Microsystems”

Canada is already a world leader in this new area with activities spanning the whole value chain, directly contributing \$20 billion and \$60 billion in related fields. But are there any companies poised to follow in RIM’s footsteps? Can we fast-track start-ups?

Moderator: Brian Piccioni, Analyst, BMO Capital Markets

Panel: Jacques Beauvais, Professeur, Vice-recteur à la recherche, Université de Sherbrooke
Robert Crawhall, President and CEO, NanoQuébec
Brian Doody, CEO, DALSA Corporation
Paul Smelters, Partner, Vengrowth Private Equity Partners Inc.

11:30 a.m. Award Winning Research from Canadian Universities

The 4 winners from the CMC event will provide a brief overview of their work.

12:00 p.m. Research Excellence Showcase and Buffet Lunch Networking

The winners from the CMC event will be featured and all invited students will be on hand to discuss their research.

1:00 p.m. “Enabling The Future Of Diverse User Interfaces” Daniel Wigdor, Researcher, Microsoft

The past 25 years of our interaction with computing technology has been facilitated by a simple but deeply engrained abstraction: the mouse cursor. As technology surges through the early 21st century, the mouse is not being replaced. But it is becoming a voice in an ever-growing choir of input methods, a trend spurred by the increasing diversification of computing form factors we are becoming surrounded by. The challenge to technology companies is to recognize the simple truth that the one-sized-fits-all interaction modality enabled by the mouse cursor is a thing of the past, and that new technologies present both opportunities and challenges to creating useful, usable, and desirable products.

1:40 p.m. “MEMS Today – Microsystems Tomorrow?” Mary Ann Maher, Founder and CEO, SoftMEMS

MEMS are contributing to the success of many new products and the possibilities for the future as MEMS add computing capabilities and become stand alone Microsystems

2:20 p.m. Networking Break

2:40 p.m. “MEMS Opportunities and Challenges” Tom Willey, TW Partners

As recent CEO of Discera, California, and VP at Philips semiconductor, Tom has been watching the evolution of MEMS towards Microsystems and will share his unique insight into the opportunities and challenges as new devices and technologies impact mainstream products.

3:20 p.m. “Can Canada Build a World Leading Ecosystem?”

A complete ecosystem can drive innovation, economic growth and employment, but what does Canada need to do to enhance our’s? Are there any significant opportunities to build a stronger ecosystem? What end applications have the most opportunity?

Moderator: David Barnes, Vice President, Industry Development, ITAC

Panel: Peter Carbone, Chairman - Coral CEA
Dr. Praveen Jain, Founder, SPARQ Systems Inc.
Paul Kempf, Vice President, Silicon, Research in Motion
Dr. Shaowen Song, President and CTO, System-on-Chip Technologies Inc.
Danial D.M. Wayner, Vice-President, Physical Sciences, NRC

4:00 p.m. Closing Remarks and Adjournment Bernard Courtois, President and CEO, ITAC



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While the giants of the Microelectronics industry do battle with fundamental physics to continue to keep up with Moore's Law, a relatively small group of pioneers – many of them Canadian – are pursuing a "More than Moore" strategy for creating new technologies, new advanced components, and new business opportunities, in Microsystems!

Some of us already owe our lives to MEMS-based accelerometers that trigger vehicle airbags just when we need them, but what new opportunities are there if we could combine electronic, photonic, mechanical and fluidic technologies with embedded intelligence?

Whether you are a single entrepreneur, a visionary within a small start-up or responsible for diversifying a large, successful company, join us to learn more about just how

big the Microsystems industry can become, how attractive it can be for entrepreneurs and just how important it could become to Canada's high-tech future!

Once again, there will be a combined CMC/ITAC SMCouncil Award Dinner on Tuesday, October 5th. Our full day's program will follow on Wednesday, October 6th and pioneers in the field on Microsystems will share their insights with you, about Entrepreneurial Opportunities.

In all, the Executive Forum 2010 will be an exciting and informative event for all who attend. So, mark your calendars today and join us in Ottawa on October 5th (evening) and all day on the 6th, for stimulating discussion and excellent networking at this year's Executive Forum on Microelectronics!

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Special thanks to the Organizing Committee:

Brian Gerson, Fellow and VP R&D, PMC-Sierra
Ben Bar-Haim, General Manager, AMD Canada
Xerxes Wania, President and CEO, Sidense
Sid Allman, H/W Design Manager, CISCO
David Lynch, VP & GM Media Processors, Sigma Designs

And to the Outstanding Service Award Selection Committee:

Brian Doody, CEO, DALSA Corporation
Julia Elvidge, President, Chipworks
David Lynch, Senior Vice President of Sales and Marketing,
Sigma Designs, Inc.
Ian McWalter, President and CEO, CMC Microsystems