Global Industries
Where they are, where they go

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Role of a Senior Professor

- Identify research topics
- Provide and stimulate new ideas
- Manage the research group

- Secure funds for research
World is global
Recent crisis is changing paradigms
Emerging countries emerge

Microelectronics Global Industries
Where they are (where the power is)

Headquarter
Decision makers
Keys of Knowledge
Knowledge assembling
The Business Vision and Company Mission Statement

1. **Core values** to which the firm is committed
2. **Core purpose** of the firm
3. **Visionary goals** the firm will pursue to fulfill its mission

**CORE VALUES**
- excellent customer service
- pioneering technology
- creativity
- integrity
- social responsibility
**Strategic needs**

Sustain the competitive position  
Defend the knowledge asset  
Face the changing scenario  
  - Competitors from Asia  
  - Lose of human capital  
  - Lose of the technology bonus

**Strategic actions**

Innovation, execution, market expansion  
Spread knowledge  
Replacement  
Identify key knowledge generators

Microelectronics Global Industries  
Where they will go  
Searching  
Competitive Values
### Elements for Success

- Capability to anticipate the market needs
- **State-of-the-art technology**
- Strong marketing activity
- Be ahead of competitors
- Fast, reliable, ethical and **innovative**
- Basis of employees with a solid technical training
- **Pool of creative people**
- Vertical integration of expertise
My recipe

Develop specialized competences that fit particular needs of industry and at the same time are innovative enough to secure state-of-the-art results.

Do “useful” research and have fun!