

Joint Symposium 2013
e-Manufacturing & Design Collaboration 2013 and ISSM 2013

Keynote Speech: Next Step for Taiwan Memory Industry



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About the Speaker

Stephen Su is the General Director of Industrial Economics & Knowledge Center (IEK) in Industrial Technology Research Institute (ITRI). Prior to joining ITRI in 2009, he was a Principal in Roland Berger Strategy Consultants based in Shanghai. His other management consulting experience was as a Case Leader in Boston Consulting Group (BCG) Hong Kong. He also held several manufacturing management positions including Senior Director of Consumer Electronics in Primax Electronics Taiwan, and Applications Engineer in the Semiconductor Group of Motorola in Phoenix USA.

Stephen has vast experience in manufacturing industry, strategy consulting and technology research. His professional specialties include Strategy, Operations Improvement, Organization Change, Business Process Redesign, and Marketing. He currently serves as the Chairman of Committee on Regulations and Standards, Cloud Computing Association in Taiwan (CCAT) and as the Executive Director, Asia Pacific Industrial Analysts Association (APIAA).

Stephen received BS in Electronic/Computer Engineering from UC Berkeley, MS in Electronics from California Institute of Technology, MBA from Kellogg School of Management at Northwestern University. He also received EMBA training programs from Harvard/CEIBS(Shanghai)/Tsinghua University (Beijing), and from Thunderbird/Indiana University.

Abstract

2013 is a turning point in worldwide DRAM market. The merger of Micron and Elpida will not only change the global DRAM landscape but insure Taiwan remains an important role of DRAM manufacturing. Besides, as smartphone sales grow rapidly, Mobile DRAM will replace PC DRAM as the mainstream in the DRAM market. In the future, next-generation smart hand-held devices and servers in the cloud both are requiring more energy-efficient and high-performance solutions which will drive novel approaches in memory development such as 3D IC and next-generation non-volatile memories. Taiwan will continue and enlarge its position in worldwide memory market as long as appropriate strategy is formed and implemented.