



European Semiconductor Industry Association

**FOR IMMEDIATE RELEASE**

**ESIA elects new President: Klaus Meder, President of Robert Bosch Automotive Electronics**

**Brussels, 7 December 2016** – ESIA, the voice of the semiconductor industry in Europe, announced today that Klaus Meder, President of Automotive Electronics at Robert Bosch, was elected President by the General Assembly.

The new ESIA President said: *“The European semiconductor industry is a pivotal sector for Europe’s prosperity. There are fields of application which continue to expand: automotive, computing & cybersecurity, energy, health, smart manufacturing... The Internet of Things (IoT) offers opportunities on an unprecedented scale; it will revolutionise both industries and our day-to-day lives. But without innovative and secure semiconductor technology, there would not be any IoT. As President of ESIA, it is my objective to strengthen the European industry’s competitiveness and to strengthen its technological leadership in a global level playing field.”*

Klaus Meder has a distinguished 30-year career within Robert Bosch GmbH, and serves as President of the Automotive Electronics Division since 1 January 2012. Mr. Meder is succeeding Reinhard Ploss, CEO of Infineon Technologies, after a two-year mandate.

At the end of his turn, Reinhard Ploss comments: *“As President of ESIA for the past two years, I was honored to be part of developments in the European semiconductor industry that saw cutting-edge and disruptive innovations being applied across the economy and society faster than ever before. Also, I was delighted to see the World Semiconductor Council (WSC) celebrate its 20<sup>th</sup> anniversary in 2016. Together, we provided tremendous benefits to end-users worldwide through faster, cheaper and increasingly powerful applications and solutions enabled by semiconductor technology.”*

The WSC is the prime forum for government officials from China, Europe, Japan, Korea, Chinese Taipei and the US to meet with industry and to review joint recommendations and take action on a variety of policy issues. Mr. Ploss says: *“I am confident that Mr. Meder’s experience bearing both, the components and systems side in mind, will be a most valuable asset as we continue to accelerate the growth of the semiconductor industry, in Europe and globally. I could not be more pleased about his appointment to this role.”*

Klaus Meder thanked Reinhard Ploss for his contribution and concluded: *“The last two years were a turning point for the European semiconductor industry with significant political and economic implications for the global semiconductor ecosystem. I thank Mr. Ploss for*

*ESIA is an Industry Association of:*

**EECA** : European Electronic Component Manufacturers’ Association

Rue de la Duchesse 11/13, B-1150 Brussels

Tel: +32 2 290 36 60 · Fax: +32 2 290 36 65 · E-mail: [secretariat@eusemiconductors.eu](mailto:secretariat@eusemiconductors.eu) · Web: [www.eusemiconductors.eu](http://www.eusemiconductors.eu)

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*successfully driving ESIA to remarkable achievements such as the expansion of the WTO's Information Technology Agreement (ITA), covering a trade volume of \$ 1.3 trillion per year, and the inclusion of advanced semiconductors in the ITA. In a plethora of voices, ESIA has focussed on important issues, such as keeping worldwide markets open and preventing policies that discriminate between foreign and domestic products, as well as addressing the increased government focus in developing domestic industries."*



Klaus Meder,  
President of Automotive Electronics,  
Robert Bosch GmbH

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#### **For further information:**

Hendrik Abma  
Director General  
European Semiconductor Industry Association (ESIA)  
Tel: + 32 2 290 36 60      Web: [www.eusemiconductors.eu](http://www.eusemiconductors.eu)

#### **ABOUT ESIA**

*The European Semiconductor Industry Association (ESIA) is the voice of the Semiconductor Industry in Europe. Its mission is to represent and promote the common interests of the Europe based semiconductor industry towards the European Institutions and stakeholders in order to ensure a sustainable business environment and foster its global competitiveness. As a provider of key enabling technologies the industry creates innovative solutions for industrial development, contributing to economic growth and responding to major societal challenges. Being ranked as the most R&D intensive sector by the European Commission, the European Semi-conductor ecosystem supports approx. 200.000 jobs directly and up to 1.000.000 induced jobs in systems, applications and services in Europe. Overall, micro- and nano-electronics enable the generation of at least 10% of GDP in Europe and the world.*