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FOR IMMEDIATE RELEASE

Bosch executive Erik Rein elected new President of ESIA

On 20 April 2026, the General Assembly of the European Semiconductor Industry Association (ESIA) gathered to elect Erik Rein, Executive Vice President and Board Member Mobility Electronics responsible for semiconductor business at *Bosch*, as the organisation's new President. He succeeds Michael Budde, who has stepped down from the ESIA Presidency following his recent change of responsibilities within *Bosch*.

Erik Rein brings more than 25 years of leadership experience, with a proven track record spanning semiconductor-based mobility solutions, manufacturing, purchasing, and quality management. He has held numerous senior executive positions across Europe and the United States, including President of a U.S.-based *Bosch-Denso* joint venture and several global roles in the Mobility Solutions division. Since April 2022, Mr Rein serves as Executive Vice President and Member of the divisional Board of Mobility Electronics. In his position, he is responsible for *Bosch*'s global semiconductor and sensor business. Holding degrees in mechanical engineering and business administration and a doctorate in engineering, he combines deep technical expertise with strategic and operational governance. He has played a key role in advancing semiconductor technologies for automotive and mobility applications, strengthening supply chains, and fostering innovation across complex, global ecosystems.

On his election, Erik Rein commented: *"Europe stands at a defining moment for its semiconductor future. The successful implementation and evolution of initiatives like the EU Chips Act, combined with a strong focus on sustainability and competitiveness, will determine our position in the global landscape. By working closely with international partners and government bodies, the European semiconductor industry will continue to drive innovation, strengthen supply-chain resilience, and unlock technologies that power key and strategic applications across our economy."*

ESIA warmly thanks Michael Budde for his leadership and valuable contributions during his tenure at the helm of the association.



Erik Rein, Executive Vice President and Board Member Mobility Electronics responsible for semiconductor business, *Bosch*

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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 semiconductor 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.*