

EBSCON 2023: Driving digital and green transformation together

„**Boosting Transformation**“ is the title of **EBSCON 2023**, which will take place on 11 October 2023 with international top speakers and experts at Messecongress Graz. The top-class leading event of the European semiconductor and electronics industry will focus on the question of how the tech industry can assume its responsibility and develop technologies that jointly support and accelerate the digital and green transformation.

(Villach/Graz, 26 September 2023) Under this year's leitmotif „**boosting transformation**“, this year's **EBSCON**, organised by the **SILICON ALPS Cluster (SAC)**, is all about the double transformation or „**twin transformation**“, i.e. answers to the question of how the digital and green transformation can be driven forward together as quickly and efficiently as possible. Both digitalisation and climate protection are enormous drivers of development and, in combination, offer the chance that our ecological footprint can be reduced without having to sacrifice growth, productivity and comfort. **EBSCON 2023** therefore also sees itself as a platform where a wide variety of stakeholders meet to discuss the future of electronic-based systems (EBS) in the light of the challenges posed by digitalisation and the advancing climate crisis, and to come up with innovative solutions.

EBSCON 2023 will take place on **11 October 2023** at **Messecongress Graz**, Messeplatz 1. Programme start is 10 a.m., registration from 9 a.m. <https://ebscon.eu/>

Thematic fields of a joint digital and green transformation

In order to bring about the necessary changes, not only is the **twin transformation** essential, but **business resilience** is also an essential prerequisite. All topics will be dealt with in the form of **keynotes** and **panel discussions**, two **impulse camps** and an **exhibition** as well as a **match-making event** with **B2B meetings**.

The topics of EBSCON 2023 at a glance:

Boosting Transformation: TRUE POWER of Twin Transformation

Digital and green transformation unfold their true power in their combination (= twin transformation). In their key notes, **Henriette Spyra** (Director General Innovation & Technology, Federal Ministry for Climate Action, Environment, Energy, Mobility, Innovation & Technology), **Markus Messerer** (Chief Strategy Officer, Telia Company) and **Dorethe Nielsen** (VP Corporate Environmental Strategy, Novo Nordisk) will shed light on what twin transformation means from their perspective and how it can succeed.

Disruptive TWINsights: Focus Technology & Innovation

Impulse camp on the question of which new technologies and innovative approaches are needed, to realise the twin transformation.



TWINsights Future Resilience: Focus Business Resilience

Impulse camp on business resilience, strong cross-sector and cross-disciplinary networks and collaborations, the European supply chain and innovative business models to meet the challenges of the future.

BEYOND HORIZON: Focus Twin Transformation & SAC region

Key Note Wolf Lotter and Panel Discussion with top speakers such as **Sabine Herlitschka** (CEO, Infineon Austria), **Andreas Gerstenmayer** (CEO, AT&S), **Karin Ronijak** (Vice President Global Public R&D Funding, ams OSRAM), **Markus Stäblein** (CEO, NXP) and others.

EBSCON 2023 at a glance:

<https://ebscon.eu/#list-programme>

Cluster CEO **Robert Gfrerer**: „With our leitmotif 'boosting transformation' this year, we want to focus on the enormous innovative power of the European electronics and semiconductor industry in the topics of digitalisation and climate protection. Not only does it have the key technologies, but it is also aware of its global responsibility and is continuously developing them in the direction of greater efficiency, sustainability and safety.“

Successful through match-making

It is particularly important to the SILICON APLS Cluster that EBSCON 2023 not only provides impulses in terms of content, but that the international industry representatives and experts can also **network** with the participating decision-makers from the audience. In this way, the participants will have the unique opportunity not only to experience the future, but also to actively shape it.

As in previous years, EBSCON 2023 will be held as a Green Event.

Website:

<https://ebscon.eu/>

<https://www.silicon-alps.at>

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Picture material:

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