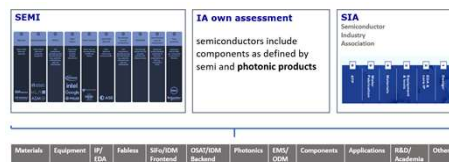
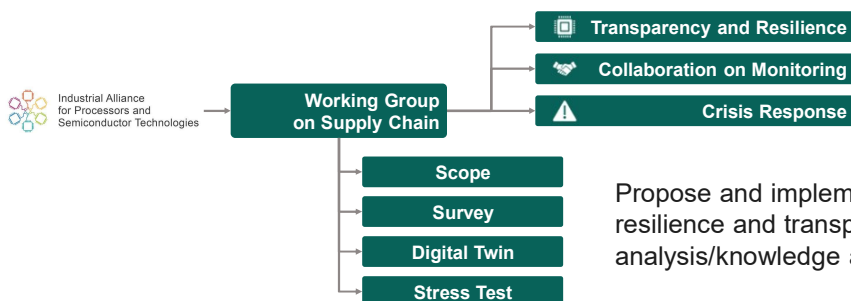


Supply Chain Working Group Cluster Applications



Objectives of the Supply Chain Working Group



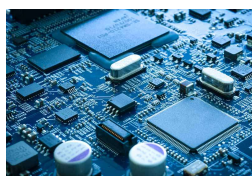
An industry working group working for the European industry on **End-to-End semiconductor*)** supply chain and supply chains containing semiconductors.

Join



Propose and implement measures to increase supply chain resilience and transparency, Support COM and ESB Board with analysis/knowledge and advise on possible future actions

Cluster Applications



Definition:

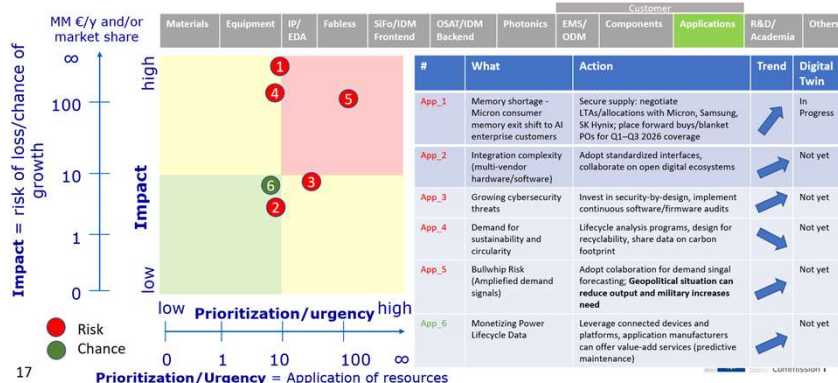
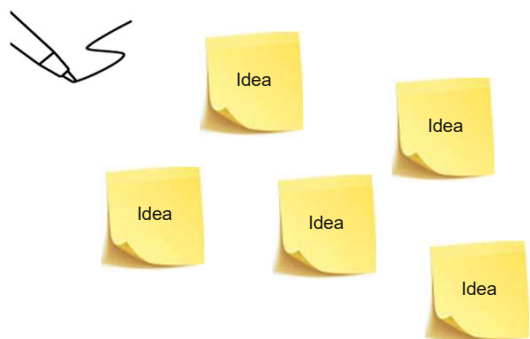
Downstream system makers and service operators that integrate semiconductors into end-products and platforms—smartphones/PCs, cloud & AI data centers, automobiles, industrial automation, and connected devices. Their product roadmaps and capex set the demand signal for chips across logic, memory, analog, Radio Frequency (RF), power, and optics

Pivotal actors in semiconductor related Applications:

- Apple [\[link\]](#) / HP [\[link\]](#) / Dell [\[link\]](#) / Lenovo [\[link\]](#) — Consumer Electronics and Computing OEMs: PCs/laptops/workstations,
- Samsung Electronics (Device divisions) [\[link\]](#) — Mobile & consumer; top global smartphone/CE vendor
- Volkswagen [\[link\]](#) / BMW [\[link\]](#) / Mercedes-Benz [\[link\]](#) — premium OEMs; L2/L3 ADAS²⁾ high-performance SoC¹⁾ demand
- Stellantis [\[link\]](#) — multi-brand auto OEM (Peugeot, Fiat, Opel, Jeep, etc.)
- Hyundai Motor Group [\[link\]](#) — global auto OEM (Hyundai, Kia, Genesis); expanding ADAS²⁾/EV platforms
- Denso [\[link\]](#) — automotive Tier-1 (Toyota group); strong in power electronics and ADAS²⁾ ECUs
- Bosch [\[link\]](#) / ZF [\[link\]](#) / Continental [\[link\]](#) / Valeo [\[link\]](#) — leading automotive Tier-1s; sensors, ECUs³⁾, powertrain
- Siemens [\[link\]](#) — industrial automation/electrification OEM: PLCs, drives, control/SCADA, industrial networking/edge IoT
- Siemens Healthineers [\[link\]](#) — medical OEM: imaging (MRI/CT/X-ray/ultrasound), lab diagnostics, patient monitoring
- Philips [\[link\]](#) — medical imaging/diagnostics and patient monitoring systems
- Miele & Cie. KG — household and professional appliances, integrating electronic modules and semiconductors into end products

1) System on a Chip; 2) Advanced Driver Assistance Systems; 3) Electronic Control Unit

Feedback (on Definition, on companies, on actual Chance/Risk Matrix, on increasing resilience, on ...)



The TASK

- Think about IDEAS & SUGGESTIONS to link the Base to the overall objectives
- Do some (silent) BRAINWRITING to put your Idea & Suggestion to a POST-IT
- Put your Post-it on the Poster with some EXPLANATORY WORDS to the group
- BRAINSTORM in the group about the ideas and make it as meaningful as possible
- PRESENT to the group (allow different opinions to be heard as well)

- Risk due to geopolitical situation in our domain and its supply chain mitigation strategy
- Risk due to complexity increase in our domain and its supply chain mitigation strategy
- Chances due to AI in our domain and how to accelerate harvesting the chances
- Chances due to collaboration in our domain and how to accelerate harvesting the chances