

China's Electronics Industry

A Short Course Presented by Michael Pecht & Leonard Zuga

China is poised to become the **world leader** of the electronics industry.

Are You Prepared?

Michael Pecht and Leonard Zuga, the authors of *China's Electronics Industry, 2009 Edition*, invite you to attend a half-day short course where you will learn how to successfully deal with the Chinese electronics industry, which is rapidly emerging as the world's leader at all levels, from research and design to manufacturing.

The short course will be held at the Center for Advanced Life Cycle Engineering (CALCE) at the University of Maryland, College Park, on **Monday, October 18, 2010, from 9:00 a.m. to 12:00 p.m.** The cost is \$150 per attendee.

Each attendee will receive a **free copy** of *China's Electronics Industry, 2009 Edition*.

Did You Know?

- Chinese companies are acquiring businesses and resources around the globe.
- China accounts for over 35% of the revenue of the global electronics industry.
- China has virtually complete control over the materials critical to Western consumer and military electronics.

What You Will Learn

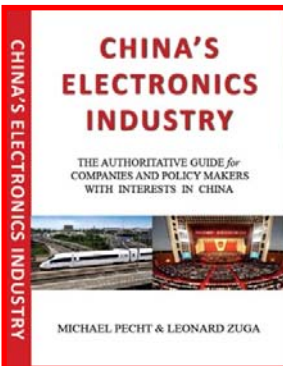
- The facts about China's electronics industry.
- The economic and political policies behind China's growth.
- How to strategically plan to engage Chinese companies.

The Presenters

Michael Pecht was a Visiting Professor in electronics engineering at City University of Hong Kong, where he served as an expert on the Asian (and Chinese) electronics industry. He is a Professional Engineer, an IEEE Fellow, an ASME Fellow, an IMAPS Fellow, and an SAE Fellow. He is the founder of CALCE (Center for Advanced Life Cycle Engineering) at the University of Maryland, College Park, where he is also a Chair Professor. He has consulted for over 100 major international electronics companies, providing expertise in strategic planning, design, test, prognostics, IP, and risk assessment of electronic products and systems.

Leonard Zuga is an analyst of emerging technologies, technology transfer, and industrial base development in the context of the global political economy. Mr. Zuga earned his masters degree in management at the U.S. Naval Postgraduate School in Monterey, California. He then worked as a program manager in the microwave components industry and later at Battelle. He turned his attention to studying emerging and high tech markets in the early 1990s in an effort to understand the forces responsible for the changes taking place in the electronics industry.

China's *Electronics Industry, 2009 Edition* is the authoritative guide for companies and policy makers with interests in China. It provides an in-depth look at the cultural, political, economic, and scientific factors that have combined to place China's electronics industry in its current top position. Topics covered include historical and recent developments in electronics, intellectual property protection, the electronics information industry, the semiconductor and microelectronics industry, photovoltaics, telecommunications, consumer electronics, and much more. Visit www.cityu.edu.hk/phmc/chinabook.htm for more details on this essential book.



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Cost: \$150 per attendee

To register, contact Joan Lee at joanyuan@calce.umd.edu.

Center for Advanced Life Cycle Engineering (CALCE),

University of Maryland, College Park, MD 20742

Phone: 301-405-5323 | Fax: 301-314-9269

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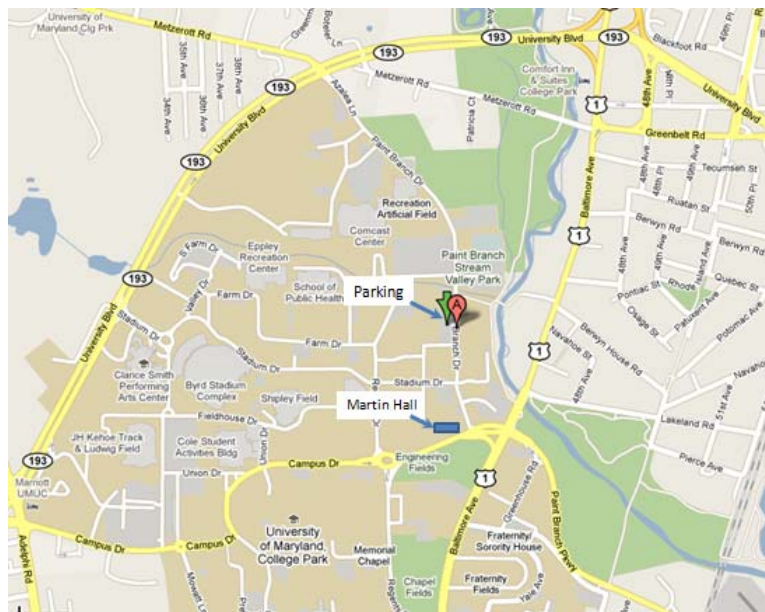
Dewalt Seminar Room, Martin Hall

University of Maryland

College Park, MD, USA

Directions

The Dewalt Seminar Room is on the second floor of Martin Hall, which is situated on the campus of the University of Maryland, College Park—conveniently located off of I-495 and close to the College Park Metro Station. Martin Hall is immediately on your right when arriving on the university campus from Baltimore Avenue (Route 1) and is between Campus Drive and Paint Branch Dr.



Parking

Paid parking is available for guests at the Paint Branch parking lot located behind the Kim Engineering Building on Paint Branch Dr.

Located at the Paint Branch parking lot are digital parking stations. With these stations, users can pay with cash, coin, or credit card. The stations allow visitors to use “Pay-By-Space Parking.” This type of parking system uses numbers assigned to each parking space, usually on a metal plate on the wall or marked on the ground. When you park your vehicle, note the space number, then proceed to a station and purchase the amount of time you need. Signs will designate where the pay-by-space system is in effect. For more information about the digital pay stations, please visit the Department of Transportation website at www.dots.umd.edu/visitor/paystation.html.

Hotel Information

There are a number of hotels located relatively close to the University of Maryland, College Park campus. The UMUC Inn and Conference Center by Marriott is closest to the venue for the short course. Other hotels, including the Sheraton, Holiday Inn, and Marriott, are located close to the University of Maryland. A list of the local hotels can be found at www.uga.umd.edu/admissions/visit/accommodations.asp. Please contact the hotel directly for information, rates, availability, and reservations.

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9:00 a.m. – 12:00 p.m.
Dewalt Seminar Room, Martin Hall
University of Maryland
College Park, MD, USA

Registration Form

The fee for this half-day short course is **US\$150** per person, including a copy of *China's Electronics Industry, 2009 Edition* and refreshments. Seating is limited. CALCE consortium members will receive a 20% discount on the registration fee per person.

Payments can be made by check or by credit card. Checks must be made out to **UNIVERSITY OF MARYLAND** and payable in US dollars only. Credit card payment requires card number, expiration date, and signature.

Please complete this registration form and mail it along with your check or credit card information to:

Joan Lee
Building 89, Room 1101
University of Maryland
College Park, MD 20742
USA.

Forms may also be faxed: 301-314-9269 (US country code is 1).

Please **DO NOT** email this registration form with your credit card information.

For more information on registration call 301-405-1905 or email: joanyuan@calce.umd.edu

Website: www.calce.umd.edu/

Name _____

Title _____ Company _____

Division _____

Address _____

City _____ State/Prov _____ Postal _____

Country _____

Phone _____ Fax _____

E-mail _____

Payment Method: AMEX VISA MC Check

Card Number _____ Exp. Date _____

Signature _____

Name on card _____