

# Program schedule

Monday, February 18 2008

Keynote address (10:00 am - 10:30 am)

## A H Premji

Chairman, Wipro



Azim Premji has led Wipro since 1966. Premji has received many honors, including Business Week's top 30 entrepreneurs in world history, Financial Times' global list of 25 people who are 'dramatically reshaping the way people live, work or think', Time's list of 100 most influential people in the world, Fortune's list of 25 most powerful business leaders outside the US, Forbes' one of ten people globally who have the most 'power to effect change' and the Business Leader of the Year 2004 by the Economic Times.

In 2005, he became the first Indian recipient of the Faraday Medal and also a Padma Bhushan, one of the highest civilian awards conferred by the Government of India. Premji has received honorary doctorates from IIT, Roorkee and the Manipal Academy of Higher Education, the Sir Jehangir Ghandy Medal for Industrial and Social Peace from XLRI, Jamshedpur, Sir M. Visvesvaraya Memorial Award from the Visvesvaraya Technological University and the Honorary Fellowship from the Institute of Electronics and Telecommunication Engineers.

He is a non-executive Director on the Board of the Reserve Bank of India and a member of the Prime Minister's Committee for Trade and Industry in India. Premji is a graduate in Electrical Engineering from Stanford University, USA.

## Inauguration (10:30 am - 11:30 am)

### Chief Guest

#### **Jairam Ramesh**

Minister of State for Commerce, Government of India



Jairam Ramesh is Union minister and Rajya Sabha MP. He has been an advisor to previous state governments in Karnataka, Rajasthan and Chattisgarh. He has been with the Prime Minister's Office, Finance Ministry, Planning Commission, Ministry of Industry and Advisory Board on Energy. He has served on technology mission programs and the boards of a number of public service organizations. He has authored two books, besides writing columns for newspapers and magazines.

He studied engineering, management and technology policy at IIT Mumbai, Carnegie-Mellon University and MIT, respectively.

### Guests of Honor

#### **M Madhavan Nambiar IAS**

Special Secretary of the Ministry of Communications & Information Technology  
Government of India



Prior to his stint at the Department of Information Technology, Madhavan Nambiar was Executive Director, National Institute of Disaster Management, Director, Prime Minister's Office, and Private Secretary to the Commerce Minister. At the state level, he was Chairman & Managing Director, Tamil Nadu Industrial Development Corporation Ltd. and Chairman & Managing Director, Tamil Nadu Electronics Corporation, besides others.

Nambiar holds a B.A. (Economics & Statistics), an MA from Delhi School of Economics, Delhi University in Public Administration, Statistics and Economics. He is an associate professor at the School of International and Public Affairs, Columbia University, New York and a visiting fellow at Queen Elizabeth House, Oxford University.

## Stanley T Myers

President & CEO, SEMI



Prior to his appointment as SEMI president in 1996, Myers worked for 17 years at Siltec Silicon, a manufacturer of silicon wafers, where he rose to become the president and CEO. In 1996, Siltec was acquired by Mitsubishi Materials Corporation. Prior to Siltec, Myers worked for Monsanto Corporation for 18 years. Myers continues to serve on the SEMI board of directors. He is also on the boards of Ecosol, SKW Corporation, NCT Corp. and MATEC (Maricopa Advanced Technology Education Center). Myers is a member of the Engineering Advisory Board to the School of Engineering, San Jose State University.

He earned a bachelor's degree in Chemical Engineering from the University of Kansas.



Session 1 (11:30 am - 1:00 pm)

## The Design Ecosystem: Coming of Age

If companies have to move up the electronic hardware value chain, they have to secure better control over semiconductor design. The cost, manufacturability and systems level upgradeability/compatibility in the long term depends heavily on semiconductor design. A well-established semiconductor design ecosystem is vital for exploiting the full potential of the domestic market.

Over the years, an increasing number of global companies have set up design operations in India. Besides, large Indian software companies have diversified into this domain and now offer outsourced design services to overseas clients. The sector has also witnessed a number of start-ups and is making rapid strides.

Moderator

### Ashok Soota

Chairman & Managing Director, Mindtree Consulting Ltd



Ashok Soota co-founded MindTree in August 1999. Prior to that, he was President, Wipro Infotech, and CEO, Shriram Refrigeration. He was the President of the Confederation of Indian Industry and part of the Prime Minister's Task Force for Development of the IT industry. Currently, he is a member of the Advisory Council of World Intellectual Property Organization in Geneva. Soota was named the Electronics Man of the Year in 1992 by the Electronic Component Industries Association, IT Man of the Year in 1994 by Dataquest and IT Man of the Year in 1997 by Computerworld Magazine.

He holds a BSc degree in Electrical Engineering from the University of Roorkee (now IIT, Roorkee) and an MBA from the Asian Institute of Management, the Philippines.

Speakers

### Malcolm Penn

Chief Executive, Future Horizons



He has over 40 years' experience in the electronics and semiconductor industry. He has worked extensively throughout Europe as well as in the USA, the former USSR, Japan and Korea, and was an early pioneer of pan-European research and product development collaboration in the 1970s during his tenure with ITT Europe. His industrial experience has involved him with all aspects of the management, manufacturing, marketing and use of electronic components, particularly semiconductor devices.

## Craig Johnson

Corporate VP, Marketing & Strategy Cadence Design Systems Inc



Craig Johnson is responsible for global product, field, corporate marketing, market intelligence and strategic planning. His team defines and drives the implementation of innovative marketing strategies around core products and new strategic initiatives, product segmentation and tiering, and brand awareness. Prior to Cadence, he was with Intel where his last position was Director, Strategic Marketing, for the Enterprise Platforms Group.

Johnson holds a B.S. degree in electrical and computer engineering and an MBA from Brigham Young University.

## Tony King-Smith

VP Marketing - Technologies Division, Imagination Technologies



King-Smith joined Imagination Technologies from Panasonic, where he was involved in global business and technology development in the consumer, automotive and mobile phone market segments. King-Smith has also held senior management positions at Renesas (Hitachi), LSI Logic, Inmos and British Aerospace. He brings to the company extensive experience in segment marketing and further blue chip corporate relationships, as well as a wide network of industry contacts.

## Ashish Dixit

VP Hardware Engineering, Tensilica Inc



Ashish Dixit is responsible for processor and multimedia design and development, besides the Tensilica Technologies India (TTI) operations in Pune, India. Prior to Tensilica, he was Director Engineering at Silicon Graphics in the consumer products division and in-charge of various microprocessor projects in the MIPS Group of SGI. Dixit was previously with Intel Corp as a design engineer for various projects, including the original design team of the i486. He also worked briefly for C-Cube Microsystems. He has several patents for CISC and RISC microprocessor design.

Dixit is a BE from BITS, Pilani, India and an MS in Electrical Engineering from the University of California, Santa Barbara, USA.



Session 2 (2:00 pm - 3:30 pm)

## Telecommunications Mantra: Look Local, Go Global

The Indian telecommunications market is the largest and the fastest growing in the world. The market is riding on a wave of domestic consumer demand, thanks to the increasing spending power of the middle class.

Rapid spread of telecommunications has been recognized as an indicator of economic prosperity. Telecommunications, worldwide, have assumed the status of a significant infrastructure industry. The Indian telecom market is growing at a scorching pace, and has outpaced the Chinese market in mobile telecom services. In order to meet the growing demand of urban mobile users and the aspirations of a large unconnected rural population, a new dimension to the telecom growth has been added through the evolution of wireless information networks.

India is up-to-date with the world in the adaptation/use of the latest technology. Indian telecom companies are leveraging the knowledge of local market dynamics and the application of the latest technology to expand their operations in overseas markets and go global.

Moderator

**L V Sastry**

VP & Chief of Operations, Airtel Enterprise Services



As the VP and COO for Enterprise Services, LV Sastry is responsible for designing sales and operation strategies at the regional level across verticals. He looks after the complete telecom needs of Airtel's enterprise clients in the region.

He is responsible for the sale of Airtel products & services, timely meeting of customer commitments through interactions with the Business Solutions Group, Customer Care & Delivery and other Airtel companies (backend) and collections. L V Sastry completed his MBA from the Manchester School of Business - UK, masters in Communication and Bachelors in Science.

## Speakers

### Lynelle McKay

Sr Vice President & General Manager Networking & Multimedia  
Freescale Semiconductor Inc



Lynelle McKay is Senior Vice President and General Manager of the Freescale Semiconductor Networking & Computing Systems Group (NCSG) and for radio frequency power products. McKay leads the innovation, development and marketing of communications processors, host processors, digital signal processors, network multimedia and RF power devices for the wireline and wireless networking and computing markets. Prior to this, McKay served in Motorola as Vice President and General Manager of the Digital Systems Division, the Networking & Communications Systems Division and the Radio Frequency and Digital Signal Processing Division within NCSG.

McKay holds a bachelor's of Science degree in Electrical Engineering from the University of Hawaii.

### Alan Nakamoto

VP & Founder, PMC-Sierra



Alan Nakamoto is Vice President of Design Services at PMC-Sierra. He oversees all centralized engineering support functions for the Company's design teams, including Physical Implementation, CAD and Methodology support, Technology and IP procurement. He is also Vice President of Engineering for PMC-Sierra's Microprocessor Products Division, providing direct customer support for the Company's joint SoC developments. Mr. Nakamoto is a founding member of PMC-Sierra, originally starting as a product development engineer and worked in various roles of increasing responsibility in development, CAD and IT. Prior to joining PMC-Sierra in 1989, Mr. Nakamoto was with Mitel Semiconductor.

Mr. Nakamoto is an active member of several Technical Advisory Boards. He holds a bachelor's degree in Applied Science from the University of British Columbia, as well as several DFT-related patents.



## Chinnu Senthilkumar

Director, Sandisk India Device Design Centre Pvt Ltd



Senthilkumar has 15 years of experience in semiconductor and consumer electronics industry. Prior to SanDisk India, Senthilkumar worked in Texas Instruments (India) and Intel Corporation (US) in managerial capacities. His primary expertise lies in flash memory design, mixed signal design and hw/sw sub-system development for consumer electronics and telecom applications. He holds eight US patents for circuit design. He was a key contributor of the USB 2.0 specifications development during his days in Intel. As an undergraduate, he had received the President of India Award for his innovative electronic product design for the disabled.

Senthilkumar received his bachelor's degree in Engineering from Anna University, Chennai and MSEE degree from the University of Utah, Salt Lake City, USA.

Session 3 (4:00 pm - 5:30 pm)

Opportunities at the Base of the Pyramid (interactive session)

Discussion leader

## Jaswinder S Ahuja

Corporate VP & Managing Director, Cadence Design Systems



Jaswinder S. Ahuja is Corporate Vice President and Managing Director of Cadence Design Systems in India. He is responsible for defining the globalization strategy for Cadence and developing R&D centers in Russia, Taiwan and China. From 2002 to 2004 Jaswinder was based at Cadence headquarters in San Jose, California and was responsible for establishing and leading the Strategic R&D partnerships and the R&D Central Operations functions for the company.

Jaswinder has a B. Tech in Electronics Engineering from IT-BHU, Varanasi and an MS in Computer Engineering from Northeastern University, Boston, USA. He also holds an Executive MBA from Stanford University, USA.

## Analysts

### P V G Menon

President & CEO, VANN Consulting Pvt Ltd



PVG Menon is CEO of a strategic management consulting company called VANN Consulting, which focuses on the semiconductor and embedded software segment. He has over 20 years of experience spanning from development to project management and international business development. Prior to starting on his own, PVG was Senior Business Development Manager for NXP Semiconductors, responsible for the complete embedded wired connectivity business of the company. Prior to NXP, he built up the DSP-based high-end consumer audio product line for Analog Devices, and was responsible for delivering several design-wins for ADI in Japan, USA and the APAC markets.

Prior to that he has worked in companies like Siemens Information Systems Ltd., CMC Ltd. and a few startups in development roles.

### Sathya Prasad

Director - Strategic Product Marketing  
Cadence Design Systems (I) Pvt Ltd



Sathya Prasad is responsible for analyzing semiconductor/EDA trends and issues and driving long-range Cadence product roadmap.

He has been in the semiconductor industry for 16 years and started his career at Intel Corp by designing leading edge microprocessors. Subsequently he moved to the Intel Enterprise Technical Marketing team and led the Architecture and Firmware enabling team for Intel's first 64-bit processor and is credited with bringing out the first Itanium® Processor Software Developer's Reference manual. He joined the Strategic Planning team in Intel's Enterprise Platform Group in 2001 and successfully defined the re-entry into 4-way multi-processor server chipset market and was last responsible for enterprise microprocessor planning in India.

Sathya has a Master's degree in Electrical Engineering from Arizona State University and a Bachelor's degree in Electronics from Bangalore University.



## Vinay Shenoy

Vice President & Head of Product Lines, SemIndia Inc



Vinay has over seventeen years experience in driving innovation and business within semiconductors, consumer electronics and telecommunication industries and has over ten years in senior management positions. He has a proven track record in setting up and leading organizations meeting diverse customer needs, business models and stages in product creation: semiconductors R&D, products design and manufacturing, product line management, new business creation and intellectual property management.

His previous assignments have been- Senior Director at Corporate Technologies, Philips Electronics; Department Head at Philips Semiconductors (now NXP Semiconductors) and Manager at Texas Instruments.

Networking dinner & cultural program (7:00 pm onwards)

Host speaker

## M N Vidyashankar IAS

Principal Secretary to Government, Dept of IT, Biotechnology, S & T  
Government of Karnataka



Currently the Principal Secretary, Department of Information Technology, Biotechnology and Science & Technology, M N Vidyashankar has held many key positions in the state administration. He has been Commissioner, Bangalore Development Authority, and Chairman, Bangalore Water Supply and Sewage Board.

He has also served in the Ministry of Personnel and Public Grievances, Government of India. Vidyashankar completed his MA in Economics and M.Phil. from the Delhi School of Economics, University of Delhi, and MBA from Harvard Business School, USA.

Cultural group

## Dollu Kunitha and Yakshagana group