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HR challenges in the semiconductor industry:

A “Personnel Roadmap” for the new European Electronics Strategy

The Power of

[x]



October 8–10
Dresden, Germany

10 / 100 / 20 in facts and figures

- 10 bln € investment from European Union
- 100 bln € investment from the industry
- Target: 20 % worldwide market share (2012: 9,3%)
- Three clusters: Grenoble, Eindhoven, Dresden
- Three-axis-strategy:
 - Cheaper chips: transition to 450-mm wafer
 - Faster chips: „more Moore“
 - Smarter chips: „more than Moore“

=> 250.000 new jobs in the industry!

250.000 professionals until 2020

Where should they come from?

Remember the upturn in 1998-2001?

- Launch of „silicon saxony“
- High volumes invested in capital equipment

BUT:

The HR planning was not adequate to the investments, i.e. not timed and tuned with the capital spending

- => Augmented pressure from chip manufacturers (f. e. staff on-site)
- => Companies rushed into recruitment process
- => Employment of „not-semi“ qualified staff
- => Massive increase of salary claims

250.000 professionals until 2020

What can be learned?

- Parallel and strategic planning of investments in both human resources AND capital equipment
- Strong long-term cooperation with HR consultants and recruiters specialized in Semi
- Set up of a „training-on-the-job“ program
- Observation of competitors' HR strategies:
 - Be first in contact with „High Potentials“ and „Big Shots“
 - Improve your HR Development Program
 - Invest and cooperate long-term with universities

250.000 professionals until 2020

What should (and can) be done?

- Develop and pursue a „Strategic Personnel Roadmap“
- Identify and define your „must have“ openings via specific Job Descriptions
- Start NOW with the hiring process to fill in these openings with qualified people
- Improve your tools to enhance a long-term, loyal and trusted working relationship between company and employees

250.000 professionals until 2020

Thank you for your attention!



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17+ years experience in the semi HR business

„If you think it's expensive to hire a pro, wait until you hire an amateur!“