

THE WORLD IS WATCHING

NY Loves Technology

2013 Initiatives

March 20
CDRPC



The Center for Economic Growth

- Started 1987 by regional business leaders
- 501(c)(3) – charitable non-profit
- 300+ members
- Provides opportunity for private sector to have direct role in region's economic direction and growth
- Provides a forum for discussion of issues of regional concern and pursuing opportunities for transformational change
- Primary service area is 11-county Capital Region





Grow

Attract

Prepare



Tech Valley's Cluster-Based Regional Economic Development Model



- Advanced Materials
- Biotechnology
- Cleantech/Energy
- Information Technology
- Nanotechnology
- Homeland Security

2012 Recap

- Industry Events/Sponsorships

VISITED US

– SIA Dinner

- Sales Calls & Presentations

- Special Events

– World Semiconductor Council Meeting

- Marketing Campaign



VISITED

Halfmoon Bay, CA
Austin, TX
San Jose, CA
Las Vegas, NV
Boston, MA
San Francisco, CA
Washington, DC
Orlando, FL
Dresden, Germany

2012 Recap

- Trade Show Program
 - SEMICON West & Europa
 - Solar Power International
 - Power-GEN International
 - BIO International



2012 By the numbers...

350

Attendees at SEMICON West Dessert Reception

20

Presentations Given to Stakeholders

Tradeshows Attended **(4)** International Visits

6

Industry Event Sponsorships

13

Private one-on-one meetings at the Confab Conference

8

National Visits

3

450mm Session Sponsorships

2012 Sponsors



★ SPECIAL THANKS TO OUR ★
Sponsors

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GOLD		SILVER	
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Airgas / Arsenal Business & Technology Partnership / CVD Equipment Corporation / Krackeler Scientific / Mainfreight, Inc. Marcy NanoCenter / NEHP, Inc. / Rensselaer County Economic Development & Planning / Richmor Aviation, Inc.			



Looking Ahead

- Bill McLean, *President, IC Insights*

2013 Worldwide GDP vs. IC Market Growth Scenarios

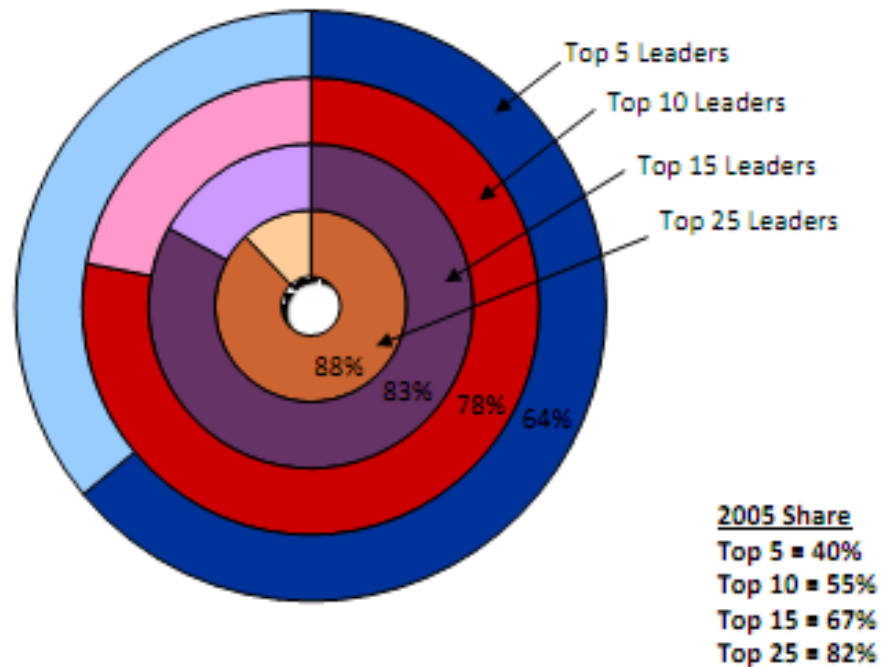
2013 Worldwide GDP Growth	2013 Worldwide IC Market Growth
2.5 - 2.8%*	<3%
2.9 - 3.3%	3 - 7%
3.4 - 3.7%	8 - 12%
≥3.8%	>12%

*≤2.5% = Global Recession

Source: IC Insights

Looking Ahead

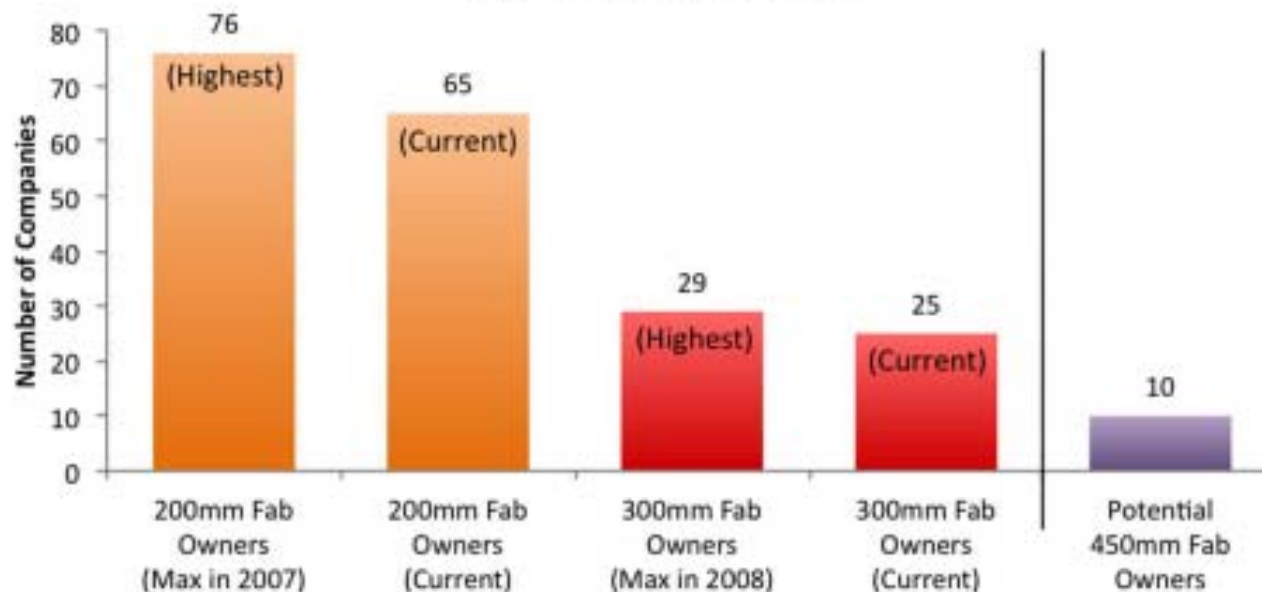
2013F Capital Spending Leaders' Shares of Total WW Semiconductor Industry Spending (\$53.1B)



Source: IC Insights

Looking Ahead

Number of IC Companies with 200mm vs. 300mm Fabs
(as of December 2012)



Includes pilot- and volume-production-class, but not R&D, fab facilities (IC fabs only).
Each member of joint-venture companies counted separately

Source: IC Insights' *Strategic Reviews* database

Looking Ahead

- 450mm
 - Intel *already has* the 1st 450 patterned wafer



- GLOBALFOUNDRIES
 - Ongoing investment: \$2 Billion Technology Development Center and possible Fab 8.2

2013 Strategy

Leverage Investments & Successes

- GLOBAL-FOUNDRIES
- GE
- CNSE
- M+W Group

Refine Message

- Marketing Collateral
- Materials &
- Media tools

Amplify Awareness

- Tradeshows
- Industry Events
- Regional Events
- PR

Generate Leads

- Sales Calls
- Prospect Management
- Consultants

Sales Calls & Outreach

- Strategic sales calls in targeted industries
- 2nd phase of research on aligned industries, Flat panel display, LED, PV
- Possible engagement with consultant for lead generation in PV industry/renewable sectors
- Manage prospect database – target renewables

Business Development

- Participation in select strategic industry events:
 - SEMI ISS (Half Moon Bay, CA)
 - SEMI ISS Europe (Milan, Italy)
 - Design West (San Jose, CA)
 - Industrial Asset Management Council (IAMC) Spring Forum (Charleston, SC)
 - Advanced Semiconductor Manufacturing Conference (Saratoga Springs, NY)
 - ConFab Conference (Las Vegas, NV)
 - RETECH (Washington, DC)
 - SIA Awards Dinner (San Jose, CA)

Business Development

- Maintain membership in strategic industry associations
 - Semiconductor Equipment & Materials International (SEMI)
 - Semiconductor Industry Assoc. (SIA)
 - American Council on Renewable Energy (ACORE)
 - Alliance for Clean Energy New York (ACENY)
 - Industrial Asset Management Council (IAMC)

Special Events

- Regional Familiarization (FAM) Tours
 - Site Selectors
 - Western NY Event around PGA
 - Regional Event around Saratoga Track
 - Prospect Companies
- SIA Event around “Excelsior Award”
 - Work with SIA to develop event around presentation of “Excelsior Award” to Intel CTO Justin Rattner. Possible venues: NYS; Washington, D.C. surrounding SIA Board meeting; West Coast
- Albany/Saxony/Grenoble Joint Initiative
 - Similar goals: establishing sustainability; driving growth and success of supply chain networks in nano and PV; developing a strong, knowledgeable workforce; promoting R&D
 - Exploring event with GLOBALFOUNDRIES and CNSE to host visit of Grenoble Officials in April.



Tradeshows



- Nanotechnology
 - SEMICON West
 - SEMICON Europa
- Clean Tech/ Renewables
 - InterSolar North America
 - Solar Power International
- Biotech
 - BIO International

Capital Region Marketing

- Re-work marketing campaign
 - Use NY Loves Technology as overarching brand for attraction marketing across industry clusters
 - Extend and reinforce NY Loves Nanotech branding across upstate
 - Update site inventory
- NY Loves Nanotech Website
 - Redevelop/Redesign/Re-launch website to increase functionality as a critical resource for regional/site information and expand site to include STAMP and western NY partners
- Airport Marketing



PR & Communications

Engage PR Firm

- Help market region on both local and international scale

Create & maintain Social Media presence

- Examine utility of various options: facebook, twitter, linkedin, RSS feeds, smartphone friendly media/applications

Capital Region Case Study

- Work with SIA and local PR firm on developing and placing story

Outreach to MSNBC

- Explore regional hosting of “Morning Joe” or Chris Jansing show
- Work with local PR firm and NBC affiliate to support effort

Questions?

David Rooney

SVP, Business Development & Marketing

davidr@ceg.org

Andrea Swank

Director, Business Development & Marketing

andreas@ceg.org

www.ceg.org