



The European B2B Forum for the Electronics Industry

106th Plenary
Director Elections

September 24th , 2008



Nominations Received

- CHAIRMAN
 - Boudewijn Janssen, Amkor Technology

CHAIR: Boudewijn Janssen of Amkor Technology

- Boudewijn Janssen, Dutch, is eBusiness Manager for Amkor Technology, responsible for the integration of Amkors European customers.
- He joined the Semiconductor industry in July 1998. Over this course of time Boudewijn has been active in Product Marketing, Business Management, Supply Chain Management and e-Business.
- Since January 1st, 2005 Boudewijn is part of Amkors Customer Management Organization which purpose is to enhance the integration between Amkor and its customers in pursuing intensive B2B relationships to support current and future business models.



My activities in EDIFICE:

- Sep-2006 to May-2007 Vice Chairman of EDIFICE
- Since May-2007 Treasurer of EDIFICE
- Co-initiative taker of the AsiaB2B project



CHAIR: Boudewijn Janssen of Amkor Technology

My Objectives for Edifice :

- **Maintain the current level of stability...**
- **Enforce / enable the task groups...**
- **More membership participation...**
- **More output for membership...**
- **Focus on SME...**
- **Focus on changing markets/industries and B2B...**





Nominations Received

- VICE-CHAIRMEN:
 - Arthur Larres, Texas Instruments
 - Krishna Neuert, Freescale Semiconductor
 - Stefan Harrstedt, SonyEricsson



Vice-Chair: Arthur Larres of Texas Instruments



- Arthur Larres has been responsible since 1979 at Texas Instruments for the definition and implementation of various IT-projects both in Europe and WW.
- He currently shares responsibility for the implementation of TI's B2B programs, defining integration roadmaps with primarily the OEM and EMS customer base.
- Arthur Larres is co- developer of TI's EZconnect programs and holds WW fan out responsibility for those programs.
- **Activities within EDIFICE:**
 - Chair of the EDIFICE Marketing group since 2006
 - Co-organiser/sponsor of the Florence Plenary Feb 2007 (GXS and TI)
 - Member of the EDIFICE development team for the AsiaB2B organisation



Vice-Chair: Arthur Larres of Texas Instruments



Below three areas considered as being very important to support the well-being of EDIFICE in the future.

Objectives

- Expand the scope: Attract more SME's to the organisation.
Address questions like: Why - How and, at which cost ?
Needed to remain independent, ensures sound financial base.
- Continue supporting the 'AsiaB2B' community set up – Legal/ Financial/ Marketing.
Strategically important – Gap closure.
- Work on strategic liaisons, OAGi / ODETTE / EIDX / RosettaNet / the new AsiaB2B org.
Which others ? Survey yet to come ?
Bundle the power.



Vice-Chair: Krishna Neuert of Freescale Semiconductor

Freescale EMEA B2Bi– Responsibilities include Forecasting & Logistics implementations for OEM/EMSI and Distribution customers.

Working in the Semiconductor Industry for more than 25 years. Based in Munich, Germany.

During many years of representing Freescale within EDIFICE, I have participated in the following roles :



- Vice Chair of Edifice since September 2004.
- Member of the EDIFICE Marketing Task Group.
- Contributed to the Physical Distribution, Automatic Data Capture and Portals & Marketplaces Task groups.
- Participated in the preparation for the joint EDIFICE/EIDX collaboration in creating the AsiaB2B organisation.



Vice-Chair: Krishna Neuert of Freescale Semiconductor

My Objectives for Edifice :

- Influence B2B standards development.
- Strengthen active participation in Task Groups.
- Encourage the sharing of experience and best practices across existing and potential members to achieve their B2B goals.
- Promote the Edifice organisation to ensure the growth of membership.





Vice-Chair: Stefan Harrstedt of Sony Ericsson

Job description:

Stefan Harrstedt joined SonyEricsson Mobile at the birth of the company in 2001.

He is currently managing information systems within the global supply chain operations organisation.

Previous to joining supply chain operations, Stefan held various positions relating to IS/IT and processes in the areas of supply planning, sales forecast and product launch planning.

Prior to joining SonyEricsson Mobile, he held similar positions within Ericsson Mobile.

My activities within EDIFICE:

- Vice-Chairman since February 2008
- Active Member of the EDIFICE FIM task Group
- Host of the 106th Plenary Meeting





Vice-Chair: Stefan Harrstedt of Sony Ericsson

My Objectives for Edifice:

- Keep EDIFICE in the front line of supply chain B2B innovation
- Promote and utilize EDIFICE as the B2B forum for the European Electronics industry
- Keep EDIFICE open to multiple standards
- Keep EDIFICE open and free, with all members having equal voice and weight

