

## **New horizons set for sustainable electronics manufacturing as leaders gather at “Electronics Day” in Milan**

**Members of the Sustainable Electronics Manufacturing (SEM) Working Group convened for “Electronics Day” conference on the occasion of the Sustainability Summit Sessions on November 3, 2011, to envision how technology and innovation can enable and advance sustainable electronics manufacturing through both existing and disruptive technologies.**

*Milan, November 3, 2011* – Active participation by key players in electronic manufacturing at the third “Electronics Day” held by the Sustainable Electronics Manufacturing (SEM) Working Group on the occasion of ID WORLD International Congress in Milan, on November 3, saw the setting of horizons for new industry growth through embracing and implementing greener and more sustainable methods of manufacture.

“Once again a group of industry experts met to continue fostering a new philosophy of active support to the issue of sustainability, aiming to drive the electronics manufacturing industry in the direction of eco-friendly measures,” said Sophie B. de la Giroday, organizer of Electronics Day. “The relevance of their debate at the conference was underlined by public appreciation as the event was held under the patronage of the President of the Council of Ministers and the Ministry of Environment of Italy, as well as endorsed by the European Commission.”

“The first session of the day put the spotlight on what many see as the next big wave in electronics manufacturing – printed electronics – a method that is very compelling from both efficiency and environmental aspects,” said Mark Shaw, President of IMAPS Italy, chairing the focus sessions of this year’s conference held at the Sustainability Summit.

As was pointed out during the discussions, printed electronics is a disruptive technology enabling innovation in product design and functionality. Important companies are stepping into the market and massive investments have been made in production lines, paving the way towards volume manufacturing in the coming years.

Lighting, organic photovoltaics, flexible displays, electronics (printed RFID, printed memory, flexible batteries, etc) and integrated smart systems are the key areas of application for printed electronics. It was also highlighted how additive technologies, such as jetting, will have an important role in electronics manufacturing, reducing costs and the amount of waste that goes into the environment.

In the afternoon conference session, sustainable electronics manufacturing was discussed from the waste management, recycling and facility management standpoint, with recent advances including the recycling of high cost PTFE and glass fiber laminates used in high frequency applications such as the mobile phone infrastructure.

The conference session program saw active participation of key experts who illustrated how technology and innovation can enable and advance sustainable electronics manufacturing. Speakers included representatives from STMicroelectronics, MyData Automation, SEM, Isorg, PolyIC, Pragmatic Printing, Atotech, Trackwise Designs, IMAPS and the Organic Electronics Association (OE-A).

As an industry-wide initiative, the SEM Working Group involves industry players from all sectors, key international publications, events and associations to collaborate on and support a radical change in the paradigms of electronics manufacturing. It invites the players of the electronics industry to voluntarily embrace environment-friendly measures for the sake of driving the market while preserving the planet. Among the media partners, events and supporting organizations that progressively joined the initiative, are Sustainability Magazine, OnBoard Technology, EMSnow!, PLUS, PCB Magazine, Global Identification, ID WORLD, Sustainability Summit, SMT/Hybrid/Packaging and IMAPS.

The November 3 "Electronics Day" was organized by Wise Media. The event was sponsored by Assembléon, Avnet and Koh Young and supported by IMAPS, the International Microelectronics and Packaging Society (Italian Chapter).

The SEM Working Group furthermore announced a final appointment for 2011 that will take place as an annual "Electronics Day" Awards ceremony in Munich this year, on the occasion of Productronica on November 17. Voting of final nominees has been carried out online throughout the last month.

The initiative continues in 2012 with a series of appointments to maintain momentum and create opportunities for high-caliber networking and sharing of top-level know-how so that caretakers of the planet, who are serious about making a difference, can involve themselves in this initiative. Their overall goal is to drive one of the most important industries world-wide to reduce its carbon footprint and environmental impact.

For further information on the SEM Working Group and "Electronics Day", please visit: [www.sustainability2015.com](http://www.sustainability2015.com)

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#### **About the SEM Working Group**

**The Sustainable Electronics Manufacturing (SEM) Working Group is an industry-wide initiative, involving key international publications, events and associations to collaborate on and support a radical change in the paradigms of electronics manufacturing. Advocating for a new philosophy of sustainability, it invites the players of the electronics industry to voluntarily embrace environment-friendly measures for the sake of driving the market while preserving the planet. Created in 2010, this global think tank is supported by prime industry media and events and has a calendar of appointments at key moments throughout the year.**

**For full information visit [www.sustainability2015.com](http://www.sustainability2015.com)**

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