

Joep van Beurden



Joep van Beurden
Chief Executive Officer
CSR

1. What is your perception of the Indian Electronic Systems Design & Manufacturing (ESDM) industry?

- My perception is that it is smaller than it should be. India is well known as a software development and back-office outsourcing centre, but less so when it comes to systems design, (fabless) semiconductor companies and manufacturing. My view is that the same strengths that India is using to be so strong in software and outsourcing can and should be used to strengthen its position in more hardware centric industries.

2. What are the top 3 innovative trends CSR sees in ESDM technology?

- First and foremost the internet of things or as we like to call it, the internet of my things. Over the next decade we will see a whole range of devices that will be connected that today are not. Bluetooth Smart is going to be a key enabler and CSR is investing significantly in the development of that technology.
- Second there will be a huge change in the area of Health and Wellbeing as the traditional model of curing ailments will shift to prevention of disease and monitoring of key health parameters in healthy people to get early warnings of problems as they begin to develop. Low power connectivity – Bluetooth Smart – again is a key enabler here.
- Finally, the use of location technology will move indoors. GPS technology has proven very important for use outdoors, but as we live 95% of our lives indoors, we are only utilizing 5% of its potential. CSR is investing heavily in the development of indoor location technology.

3. What part does India play in the overall technology strategy and marketing strategy of CSR?

- India is the main (embedded) software development center for CSR

4. How does India fare with regard to innovation in the semiconductor domain? How do you place the competency of Indian product and design companies as compared with MNCs?

- See question 1. India is second to none when it comes to innovative prowess, but today is mostly seen as strong in software, back-office outsourcing and consultancy. The same skill set can and should be deployed to design, develop and produce world beating products.

5. What would be the key market drivers in 2013 ?

- Mobile products (smart phones and tablets) and their accessories such as wireless speakers and headsets.

6. In your view, what should India's focus be for the next 2 years?

- Investment in better infrastructure
- Simplification of administrative rules around starting and expanding businesses
- Stimulate innovative industries other than the 'traditional' software and outsourcing areas to diversify the economy and make use of growth opportunities in areas such as Internet of Things

7. What would be your mission and vision statement for the growth of the Indian ESDM industry?

- Innovative India: open for business!

8. What are the key verticals addressed by CSR in the next three years?

- Internet of my things

- Deep indoor location
- Streaming Audio

9. What are the steps to be taken to increase the growth of fabless companies in India?

- Firstly it is important to grow the ecosystem of fabless semiconductor companies to increase the pool of experienced and capable engineers
- Secondly my view is that India would benefit from more exposure of the current successes in the fabless industry

About the author

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Chief Executive Officer

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Joep van Beurden, Chief Executive Officer, was appointed CEO in November 2007. He has over 15 years of experience in managing technology companies in the US and Europe. Prior to joining CSR, Joep was Chief Executive of NexWave Inc., a provider of embedded software solutions for the consumer electronics market based in France. Prior to that Joep held senior positions at Canesta Inc., a fabless semiconductor company in San Jose, California and Philips Components also in San Jose. Other roles include Engagement Consultant at McKinsey & Company in Amsterdam, Crude Oil Trader at Royal Dutch Shell in Rotterdam and Physics and Electronics Lecturer at the University of Zambia in Lusaka. In January 2009, Joep was appointed a director of the Global Semiconductor Alliance (GSA), a not-for-profit organisation supporting collaboration, supply chain integration and innovation in the global semiconductor industry. He was appointed Chairman of the GSA in December 2011 after serving as a Vice Chairman since December 2009. He holds a Masters degree in Applied Physics from Twente University of Technology in Enschede, The Netherlands.