

## **Semiconductor Challenges**

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Semiconductors will play a key role to drive the technological evolution in the next 20 years. We already possess many of the technologies that will deeply change our scenario, among which we can mention nanotechnologies, bioelectronics, photonics. The central role of Integrated Circuits in the economy will grow stronger and stronger in future, starting from the convergence between storage, security, video, audio, mobility and connectivity. Systems are converging and ICs are more and more converging with systems. The fundamental issue is how to translate knowledge and competence coming from different fields into single architectures. The key factor to win this challenge is to build the right culture. This means to be able to build an organisation for innovation, with the right mix of creativity, personal initiative and execution skills.