

# The role of trade associations in increasing collaboration between industry and academia

Dr Chris McArdle  
Innotec Ltd

Semiconductor Businesses Association



## Content

- Present a vision of the ideal trade association
- Look at what we have now
- Suggest how we close the gap



# The requirement

- A single body representing the voice of 'The UK Electronics Design Community'
  - To government
  - To the media
  - To its members
  - To the public
  - To bring together the 'System' and the 'Chip' into SoC and products



# The requirement

- A single body providing
  - Access to training and CPD
  - Common modes of practice (contracts)
  - Networking opportunities
  - ‘Marriage Brokering’ for research and commercial opportunities
  - Overseas promotion of ‘UK Excellence in Electronic Design’
  - Collective marketing
  - Promotion of ‘best practice’
  - Encouragement of technology transfer
  - Access to ‘collective’ services (e.g. PI insurance, legal services)



# Requirement

- An 'inclusive' body encompassing
  - Design Houses (Semiconductor & Product/System)
  - Fabless chip Companies
  - Chipless chip companies
  - Packaging and test companies
  - IP/Coreware developers
  - Embedded software companies
  - Technical support departments (FAEs)
  - Individual subcontractors/consultants
  - Business support companies (IP brokers, Patent people)
  - Design tool companies
  - Designers of associated technologies (microsystems, industrial designers....)
  - **Academic research and design groups**
  - **Individual academics**
  - **Technology-transfer units**
  - **Research institutes**
  - Internal design groups in OEMs
  - **Government departments associated with electronic design**
  - **Standards bodies**
  - **Training providers**



# Current organisations

- **FEI**
  - Predominantly large companies. Design organisations are generally small
- **PCA**
  - Essentially a 'single issue' organisation opposing IR35 on behalf of individual subcontractors
- **SBA**
  - Traditionally focussed on semiconductor related companies (although membership is much wider). Predominantly SME members. Academic membership is available
- **UKDF**
  - A high proportion of academic members. Infrequent meetings
- **IEE**
  - Professional institution. Individual membership



# Changes to the SBA

- Possibly a change of name
- Remarketing to increase the breadth of membership
- Academic membership at the lowest subscription rate (currently £260)
- Corporate membership related to size
  - 1-10 £260, 11-100 £450, 100+ £650
- A revision of aims to meet those of the ideal organisation discussed earlier
- A truly inclusive organisation
- Already involved in:
  - Networking and Technology-transfer
  - Overseas promotion
  - Collective marketing
  - Promoting 'best practice'



## Example

- The next SBA meeting
- Wednesday 8<sup>th</sup> May 2002, iS3 Ltd Design Centre, Sussex Innovation Centre, Falmer, Brighton, BN1 9SB at 11.00am.
- In addition to normal business
  - 1). Supply Integration - the role of the Fabless ASIC company
    - Steve Haws (iS3)
  - 2). Deep submicron EDA
    - Ian Sharp (Avanti)
  - 3). Deep Submicron Foundry
    - Jack Huang (UMC)
  - 4). Known Good Die /Test and Assembly
    - Alun Jones (SAATT)



# Conclusions

- The SBA is in the process of becoming the ideal trade association to meet the needs of the UK design community
- New members are welcome
- Further details at
  - [www.semiconductor.org](http://www.semiconductor.org)
  - e-mail [cm@innotec-uk.com](mailto:cm@innotec-uk.com)

