

## **New Fab Ramp-up Vertical Excellence**

### **From Complexity to Advantage: Strategic Levers for Future Ready Fabs**

G. Notarnicola  
Partner  
Porsche Consulting, Milan, Italy

#### **Abstract**

In a climate of geopolitical instability and market contraction, especially in automotive and energy-linked segments, European semiconductor players must rethink how to stay competitive. Can AI truly revolutionize one of the most time-consuming and costly steps in the fab journey, such as product qualification? Possibly, but only if companies learn to unlock the value of the data they already have.

This session explores how collaboration across traditionally siloed domains, technology, operations, and digital, can generate real-world efficiency and speed. We'll share concrete examples and pragmatic insights from the field, showing how to build the right ecosystem of specialized capabilities to enable faster, more resilient fab scale-up.

#### **Biography**

TBD

References

## **Optimizing Fab Performance: Proven Strategies from Materials to Manufacturing**

A. Amade  
President Europe and the Middle East (EMEA)  
Region  
Entegris, Moirans, France



### **Abstract**

In a world of rising complexity, speed, and billion-euro investments, fab startups face unprecedented pressure. Our presentation outlines key strategies for effective contamination and material management, and shares concrete, experience-based insights to support fab ramp-up and operational efficiency. With a focus on risk mitigation, digitalization and data sharing, environmental responsibility and workforce training, we provide proven and innovative solutions from specification definition to startup and beyond.

### **Biography**

As president of the Europe and the Middle East (EMEA) region at Entegris, Antoine Amade is responsible for driving regional strategies and leading efforts to expand into markets that can benefit from Entegris' unparalleled expertise in advanced purity and materials solutions. These include sectors such as semiconductor, desalination, clean hydrogen energy, and other high-tech and data-intensive industries.

With 30 years of experience at Entegris, Mr. Amade has held leadership roles in gas and liquid microcontamination market management, strategic account management, and regional sales management. He has also held business management positions overseeing the market in North America.

He holds a degree in Chemical Engineering from ENS Chimie Lille and is an active member of the SEMI Electronic Materials Group and the Global Automotive Advisory Council for Europe.

References