

# NXP opens its doors to High Tech NL Young Professionals

*It's about more than chips!*

*Young professionals have indicated that they greatly appreciate the interactive company visits to manufacturing and supplying companies in the field of high-tech industry. Thus we organized a visit to NXP. This visit took place on Wednesday October 14<sup>th</sup>. Because of the size of the demo room NXP can only accommodate 30 visitors. Therefore, as the visit turned out to be very popular, High Tech NL had to disappoint several members who subscribed too late. Of course we hope they can come to one of our next programs, such as the one-day international study tour of the Wallonian high-tech facility on Friday November 27<sup>th</sup>.*



## **A worldwide champion**

NXP Semiconductors N.V. (NASDAQ: NXPI) creates solutions that enable secure connections for a smarter world. Building on its expertise in high-performance mixed signal electronics, NXP is driving innovation in the areas of connected cars, security, portable & wearable devices, and the Internet of Things. NXP has operations in more than 25 countries, and posted revenue of \$5.65 billion in 2014 (source [www.nxp.com](http://www.nxp.com)). NXP has its headquarters at the High Tech Campus in Eindhoven. However, the High Tech NL Young Professionals met at the demonstration center which is located on the same campus. After having a drink and a short chat, the guests were welcomed by Mr. Maurice Geraets, a member of the board of NXP Netherlands. He presented the history of NXP, which is a former Philips company. Fifty percent of all its Research & Development takes place in the Netherlands. NXP takes fourth place in innovation investments, after companies like ASML and Philips. Thirty percent of its worldwide production is done in Eindhoven and at the Nijmegen plant, but only 2% of the sales take place in our country. This makes NXP a real global player. Over the last ten years NXP has managed to improve its economic position, which went from being weak to very strong. The management made some strategic decisions which worked out successfully. One of those decisions was to focus on Automotive, Security & Connectivity and standard products. The objective, however, is to become and stay the world

champion in every field of activity. "Every product becomes intelligent. Then products get connected. That is why they need to be secured. This process begins during the design of products and their networks", says Mr. Geraets. "That is where we play an important role."



*Mr. Maurice Geraets: "Security"*

## **Intelligent applications**

For the next part of the visit the guests were split up into two groups. Two researchers from NXP, Mr. Piotr Polak and Mr. Batjo Katukia, showed the guests around in the demonstration facilities. They demonstrated automated vehicle systems such as car-to-car connectivity and communication, as well as identification software and ICT applications in buildings and environments. One of the Young Professionals concluded: "NXP is producing chips but nobody is talking about that. Instead, it is all about the applications and the

development of new combinations of technology". That is exactly the focus of NXP: discovering, defining and developing new intelligent applications.



*Mr. Katukia shows his guests around*

NXP is a worldwide player, but not only as far as sales are concerned. The research and innovation departments offer a lot of jobs that are often filled by international knowledge workers. This of course is illustrated by Mr. Katukia, who is from Georgia, and Mr. Polak, who was born in Poland.

### ***Inspiration and creativity***

The third part of the company visit was the interactive part. The Young Professionals from NXP just got organized a few weeks ago, so it was a good opportunity to prepare this particular workshop and to join the High Tech NL



*Brainstorming in small groups*

program for Young Professionals. Marno van der Maas and Lars van Meurs, who both work in the field of research, had prepared a real NXP case which had to be discussed in small groups. What will cars look like in the future

and what are the implications for NXP as far as legal, economics, service and security issues are concerned? The visitors took their time to brainstorm about these issues, which inspired them to come up with interesting ideas and solutions. Of course, after finishing the brainstorming sessions, each group was invited to present its findings. This case offered a lot of opportunities for inspiration and creativity. But at the end of the session we were all still left wondering: "What will cars look like and how will they operate in twenty years?" Nobody really knows the answer for sure.

### ***See you soon Vlad and Xhaja!***

Mr. Maurice Geraets thanked the visitors for their active cooperation. He and his staff received a few bottles of wine from High Tech NL on behalf of the Young Professionals. Afterwards during the networking session refreshments were served and the guests were able to get acquainted and generate new ideas. Vlad Popa, a Romanian student of software engineering at Fontys, and Ms. Xhaja Romina from Albania were special guests of High Tech NL. Vlad concluded: "This is a very good opportunity to meet employers during the last years of our studies. Couldn't High Tech NL and the Fontys community of international students set up an event to further stimulate this?" An appointment was made to take the next steps together. High Tech NL connects students to employers and vice versa. See you soon Vlad and Xhaja!



*Cars of the future. NXP is ready for it!*

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