Sizing up a MEMS foundry
John Kim, Silex AB

MEMS foundry helps the MEMS innovative companies take their MEMS to Market. Therefore sizing up MEMS foundries and selecting a right one is the key for the success of the MEMS developing companies to reach out to the target goal. Shall my project be better suited with a pure play foundry or non-pure play foundry, development focused foundry or volume focused foundry? Better understanding of how MEMS foundry works for new products development will be able to lead MEMS innovative companies to pick a right partner and go along the entire developing process efficiently and smoothly with the MEMS foundry.
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John Kim, has been representing Silex Microsystems in Korea for 10 years for sales and business development. Prior to joining the MEMS business for Silex, he had been working for Swedish Business Council as a Senior Trade & Invest Officer, and he had worked for International SOS, a multinational medical emergency service provider, as a representative for Korea.