

PRESS RELEASE Silicon Alps Cluster (SAC) September 2025

## EBSCON 5.0: Creative Destruction – „How to ‘Schumpeter’ the ESBS Industry“

This year's EBSCON 5.0 will be dominated by the theme of 'creative destruction'. For the first time, the leading trade fair for the European semiconductor and electronics industry, which will take place on 8 October 2025 at Messe Congress Graz, will be held as part of EBSCON WEEK 2025, turning Graz into the hot spot for the European semiconductor community from 6 to 10 October. High-profile delegations from Sweden and the Netherlands will visit Styrian and Carinthian companies in the EBS and semiconductor industry at the end of the event week as part of the 'Incoming Delegation Days'.

Robert Gfrerer, Managing Director of the organising SILICON ALPS Cluster: *'We will open the door to the world at EBSCON 5.0. During EBSCON and throughout EBSCON WEEK, participants will be able to explore groundbreaking technologies, network with international delegations and take advantage of unique opportunities for collaboration and knowledge exchange.'*

(Villach/Graz, 19 September 2025) Under the motto **'Creative Destruction'**, this year's EBSCON 5.0 will focus on the central question of which 'old systems' and 'old technologies' will be replaced and how the 'new' can be recognised on the horizon in the future. Among other things, groundbreaking innovations, their prerequisites, implementation possibilities and economic and social impacts will be presented and discussed using the example of **'shared charging'** in battery technology.

At EBSCON 5.0, top international speakers and experts from industry, think tanks and start-ups will be looking ahead to future developments and technologies based on a tried-and-tested concept – **Joseph Schumpeter's 'creative destruction'**. In her keynote speech, **'The Magic of First Principles & Question Marks: Rethinking the Future Through Radical Curiosity'** **Henriette Hochstein-Frädrich** will take a holistic look at the changes currently taking place. Two **pitching sessions** – 'Talents' Pitch and Nomination of HACK2BRIDGE Hackathon winner' from Hack2BRIDGE 'Electronics' taking place on 6 and 7 October at UNICORN in Graz, and the already proven queue pitching of all exhibitors – round off the morning programme.

In **'How to "Schumpeter" the ESBS (Electronic and Software Based Systems) Industry'** **Maria Huffman**, Director at Swedish Chips Competence Centre, SCCC, and **Bruno Paing**, VP Europe at CEA-Leti and representative of the FAMES Pilot Line, will show how European competence centres and pilot lines are contributing to achieving European sovereignty within the framework of the European Chips Act.

Specifically, Maria Huffman will talk about the role of European chip competence centres and the challenges they face in light of the geopolitical situation and rapid technological progress in her

keynote speech, **'Navigating the semiconductor ecosystem: opportunities, challenges and risks'**. Bruno Paing will present the expanded pilot lines that bridge the gap between laboratory demonstrations and large-scale production.

It is particularly important to the organising SILICON APLS Cluster that EBSCON not only provides content-related inspiration, but also facilitates dialogue and active participation between international industry representatives and experts and the participating decision-makers from the audience. This will be ensured by the two **BarCamps 'How Disruptive Methods Drive Local Transformation, hosted by NXP'** and **'European Innovation, powered by AT-C3'**. The concluding panel discussion **'EBSCON HI 5'** with cluster managing director **Robert Gfrerer, Maria Huffman, Thomas Haim**, 3DSE Management Consultants, **Christian Ramsauer**, Graz University of Technology, and **Jan Preibisch**, AT&S, chaired by **Richard Sturn**, centre director at the Schumpeter Centre in Graz, will once again delve deeply into this year's main theme, 'Creative Destruction'.

As in previous years, EBSCON 2025 will be held as a **green event**.

Once again, EBSCON 2025 will feature an **exhibition of innovative companies** and the **matchmaking session** that has proven so successful in previous years.

**EBSCON 5.0** will take place on **8 October 2025** at **Messecongress Graz**, Messeplatz 1.

The programme starts at 10 a.m., with registration from 9 a.m.

**For the programme, visit: <https://ebscon.eu/>**

## **„European Network of Chips Competence Centres (ENCCC)“**

Also being presented to the European semiconductor community in Graz is the new **European Network of Chips Competence Centres (ENCCC)**, comprising 27 European chips competence centres with the **aCCcess** platform and networking project. **The active role of the Austrian centre AT-C<sup>3</sup> Austrian Chips Competence Centre** will also be presented in detail. The focus will be on the thematic interconnection of the new European centres and the concrete support they provide to SMEs and start-ups – and the electronics and chip developments that can be initiated as a result.

## **New expanded overall framework: EBSCON WEEK 2025**

This year's EBSCON is embedded in a series of events organised by the SILICON ALPS Cluster: On 6 and 7 October (Mon/Tue), Graz will host **'Hack2BRIDGE\_Austria'**, a hackathon at Unicorn, the start-up centre of the University of Graz (with an award ceremony as part of EBSCON the following day). On Wednesday, 8 October, **EBSCON 5.0** will take place at Messe Congress Graz with representatives of the European project **aCCcess**. At the same time, the **'Incoming Delegation Days'** will be held in Styria on 9 and 10 October with delegations from Sweden and the Netherlands. The first Incoming Delegation Days will conclude with a networking dinner in Villach, before the delegations visit companies in Carinthia on the final day. The **ESBS-Austria autumn conference** will also take place in Graz on 9 October.

Robert Gfrerer, Managing Director of the organising SILICON ALPS Cluster: *'We will highlight the importance of local innovations such as the FFG flagship project "Shared Charging" and European innovations and collaborations in the field of chip competence centres, united in the aCCcess project. The*

*concept of “creative destruction” offers opportunities for the entire industry – from start-ups to industrial companies. We are confident that the Austrian semiconductor industry will benefit from new and strengthened collaborations and innovations’.*

Website: <https://www.ebscon.eu/>

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**Press photo of Robert Gfrerer in print quality available for download:**

<https://www.ebscon.eu/press/>

**Additional photos in print quality** (reproduction with copyright notice – © Silicon Alps Cluster free of charge!) are available upon request – contact:

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**Registration for EBSCON at: <https://www.b2match.com/e/ebscon-2025>**

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