



Hector Ruiz: Dresden 10-Year Anniversary Speech

Guten Morgen. Willkommen.

Thank you for joining us today to celebrate the tenth anniversary of AMD's arrival in Dresden.

This celebration however, is not simply about the passing of time – this celebration is about the flawless track record of our manufacturing operations and the outstanding achievements of our Dresden employees.

Ten years ago AMD Dresden started with just two engineers – Toralf Gueldner and Hans Luedeck. I am proud to say that both are still part of our world-class team in Germany.

In 1996 when we broke ground for Fab 30, all you could see was an open field where we now stand.

Today this site is home not only to two of the world's best fabs, but also the Dresden Design Centre, the Operating System Research Centre and the future home of a new bump & test facility.

Adjacent to AMD's site are some of our successful local partnerships: The Advanced Mask Technology Centre and the Centre for Nanoelectronic Technologies.

AMD's choice to develop the best logic technology semiconductor fabrication facilities in the world here in Dresden has proved well founded.

This region has long been recognised for its microelectronics expertise.

Here, we have written a success story which has become the envy of the industry, allowing AMD to invest far beyond its original plans.

In 1996, AMD had planned to invest US\$1.9 billion in Dresden. By 2008, AMD will have invested US\$8.1 billion.

While significant, these numbers tell just a small piece of the story.

What truly matters is what we have been able to accomplish in the last 10 years.

Because of Dresden's ongoing operational excellence, AMD has been able to focus on delivering to customers the innovation they are asking for – innovation that addresses their needs, on their terms.

While AMD is proud of our achievements in Dresden, we know that we could not have done it alone.

We have been aided by governmental policies that were laser-focused in pursuing an ambitious goal: have Dresden and Saxony compete successfully in an intensely competitive, global industry.

Many believe – as I do – that the technology industry is *the* catalyst for productivity and economic growth in today's global economy.

Semiconductors are R&D and manufacturing-intensive, requiring significant investments in infrastructure and training.

Microprocessors are the brains of modern computing power, enabling our customers and partners to create jobs and markets of their own.

In fact, it would not be an exaggeration to say that, today the microprocessor is the required foundational ingredient for all downstream innovation. Microprocessors are vital not only to computers, but to cars, phones, planes, medical devices and household appliances, just to name a few. How well would our modern economy perform – and grow - without our industry's silicon? Given the undeniably central role microprocessors play in ways both seen and unseen, it is safe to say that AMD competes in a critically important industry that is worth protecting.

Our sustained innovation is a key driver of productivity. Productivity, in turn, that allows other businesses to create a huge amount of additional value.

The end result is, of course a growing economy – one that brings with it greater choice for consumers and greater competition to industry.

In the technology industry, choice, competition and growth are inextricably linked. You simply cannot have real choice without competition. You can't have competition without innovation. And you certainly can't have growth without competition.

Government has a key role encouraging the competitiveness of technologically advanced industries by investing in education, R&D and skilled worker training.

Our achievements in Dresden are built on a solid local base: a wealth of talented people with semiconductor experience and engineering know-how; respected universities and associated research institutions; extensive community support; and sustained visionary governmental policies.

Both Chancellor Merkel and Governor Milbradt understand the need to be ever more competitive in our global economy and they know what it takes for Germany to continue its success.

We are pleased to be a part of the German success story, and I thank the Chancellor and Governor for their continued support.

But all the investment, research and specialized education in the world cannot amount to a growing, dynamic economy without healthy, fair competition that invites and rewards innovation by many – not just a few.

Government must remember – and enforce – this important principle: You can't have competitiveness without competition.

Competition drives us to push past old limits; to extend our vision beyond what we used to believe was possible.

Competition allows consumers to reap the benefits of choice, value and innovation.

Working together, all of us here today have made AMD and Dresden an extraordinary symbol of what innovation is capable of producing, what freedom of choice is capable of delivering and what fair and open competition will empower in the future.

The partnership between AMD and Dresden is a superb model for how global companies can operate across geographic borders in a constructive manner and how they can thrive in a world that is increasingly flat.

As we celebrate our 10th year of success in Dresden, we are also actively investing in AMD's future here. The ongoing strategic investments highlight how significant Germany and Europe are to the future of AMD's competitiveness.

We expect that AMD's momentum and demand for our products will continue, fuelled by our technology leadership, our commitment to customer-centric innovation and our drive to enable greater consumer choice.

Thank you for joining us here. All of us at AMD look forward to what the next 10 years hold.