



COMPANY BIO

Antoine AMADE

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Mr. Amade joined Entegris in 1995 as an Application Engineer in its Semiconductor business. In his current role as EMEA Sr. Regional Director, Mr. Amade's primary responsibilities include growing the semiconductor business in Europe and Middle East through market strategies, and in the management of a sales, customer service and marketing team.

Mr. Amade held leadership positions at Entegris which included: gas microcontamination market management, strategical account management and regional sales management.

Mr. Amade has a degree in Chemical Engineering from ENS Chimie Lille and he is a member of Semi Electronic Materials Group for Europe.

ABSTRACT

A new collaborative approach to reliability challenges in the automotive industry

By 2030, 50% of the car costs are expected to be SC components related. While it is an exciting source of growth for the complete supply chain, the car industry sets a great challenge for all of us: reaching the ppb level in failure rate at the component level. Material purity and contamination control could play key enabler roles. However it requires a new collaborative approach to validate expectations and identify the most adequate investments to meet the "zero defects" goal. From the list of potential material options, there is an increased value to tackle the non-visible particles that are sources of latent defects. Actually, the defectivity monitoring challenges in terms of limit of detection create a "Black Box". The industry is here in the 3rd generation of contamination control strategy where base line and excursion control could be improved with an adequate contamination management strategy. A collaborative engagement model exists where device makers and experts in purity work together in task force mode. This is the "New Collaborative Approach".