

The trend of printed electronics market in Europe

김재일*

한국 Bosch Rexroth

(jaeil.kim@boschrexroth.co.kr*)

Printed electronics, which is also called as plastic electronics, polytronics and organic electronics, has been the hot potato in Europe, not only in research topic but also in industry area as new business model.

The European based global players in Material, Equipment, Device and Process integration are closely working together to create the trigger point for breakthrough technology, and several European governments as well as EU stimulate the collaboration by funding for the R&BD of Printed electronics. In this session, the trend of printed electronics in Europe is to be presented and discussed.