



Dr. Mark Liu

President and Co-Chief Executive Officer

What strategies have you implemented at your organization to contribute to it being named a 2018 Thomson Reuters Top 100 Global Technology Leader?

The mission that TSMC has set is to be “the trusted technology and capacity provider of the global logic IC industry for years to come.” This means we consider technology a fundamental part of the value we provide to our customers. To deliver this value, we are willing and able to commit the resources needed to maintain and expand our technology leadership and serve as “Everybody’s Foundry.”

What does technology leadership mean to you?

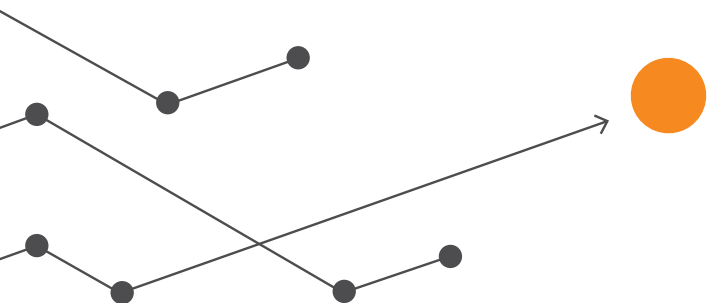
To me, technology leadership means the leading capability to unleash our customers’ innovation. Their ideas rely on our technology to bring their products to life. In partnership with our customers, we are the most innovative force in the semiconductor industry.

How is the changing technology landscape impacting your business?

The changing technology landscape is opening up many exciting new opportunities as semiconductors find places they have never been before. In the past, semiconductor industry growth was chiefly driven by a single important application, such as personal computers and smartphones. Now the door is opening to a host of new drivers such as artificial intelligence, cloud computing, automotive, and the Internet of Things. This is the most exciting time I have ever seen in the semiconductor industry.

What does the future of technology look like to you and your organization?

We believe what is ahead of us is “ubiquitous computing,” where very intelligent chips are performing powerful computing tasks not only in the cloud, but also in local networks and in end-devices all around us. It is this ubiquitous computing that will enable homes, cities, vehicles, and devices everywhere to serve us in an intelligent and intuitive way.



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