

Sustainable technology for a changing world

Among the objectives proposed by **ROHM Semiconductor** is the contribution to an ever-changing world through the development of technology able to reduce environmental impact and create a greener society.

We discuss this with Italy Country Manager **Alessandro Zanarella**.

by Laura Reggiani

Founded in 1958 in Kyoto, Japan, ROHM has become one of the globe's biggest suppliers in the electronics industry, constantly expanding the range of products they offer.

Today, the company develops and produces a vast range of solutions, including power management integrated circuits, diodes, MOSFETs and SiC power modules, transistors, and power diodes, as well as LEDs, resistors and a number of other electronic components. Managing the development strategy

and the implementation of products intended for the Italian automotive - industrial market is Alessandro Zanarella, Country Manager for both Italy and Israel since 2019. In his almost thirty years of experience in the international strategy and business development Zanarella has previously worked as Sales Director, Country Director and Field Sales Engineer for multinational distributors such as Ebv Elektronik, Future and Arrow. In this interview he explains to us the company's strategies, currently focused upon the development of analog and power solu-

COMPANIES

THE MANUFACTURER

tions, which are “able to resolve social issues and contribute to client energy-saving needs”.

Which stages of development have been fundamental for the company since its conception in 1958? Who is ROHM Semiconductor today, and what is its business model?

ROHM has come a long way since its establishment in 1958. It began as a producer of resistors; in 1967, it expanded its production to include transistors and diodes and in 1969 it added power management integrated circuits and other semiconductor products to its range. I think one of the most fundamental development was in 1971 when, going against Japanese business culture at the time, the company entered the US market, setting up a sales office and a design centre for the power management integrated circuits right in Silicon Valley. We’re talking about a fifty-year presence outside of Japan, which we’re actually celebrating this year. Other Japanese companies quickly started to use this as a business model, until it became common practice. Among a number of other milestones, I should also mention 2010: the year in which mass production began for first components – diodes and MOSFETs – in silicon carbide technology. Once again, we became pioneers at a technological level. Today, ROHM plays a fundamental role as a global electronics supplier, with a turnover of roughly 3.3 billion dollars a year. We have over 22,000 employees around the world, with cutting-edge production plants in Japan, Korea, Malaysia, Thailand, the Philippines, China and also in Europe. We base our business model on a precise, managerial vision which allows us to concentrate on the development of analog and power devices and recommend solutions in energy efficiency and in product size reduction.

What are ROHM’s strengths which differentiate it from other competitors on the market?

I think that one of our strongest points – and therefore something which differentiates us from our competitors – is the fact that we have immediately applied a vertically integrated production system which is able to cover the entire production process, from silicon wafer diffusion to assembly. Another strong point, possibly linked to the previous one, is our attention to quality. From our establishment, where the motto “Quality First” was coined, ROHM has consistently adhered to a quality level which is superior to the industry standard. From then on, we

have always sought to improve the reliability of our products, mechanising and automating all processes. The implementation of these strategies has allowed us also to reduce the impact on delivery, and to always respect the time frame agreed with our clients. It has allowed us to become recognised within the market as a serious, reliable supplier.

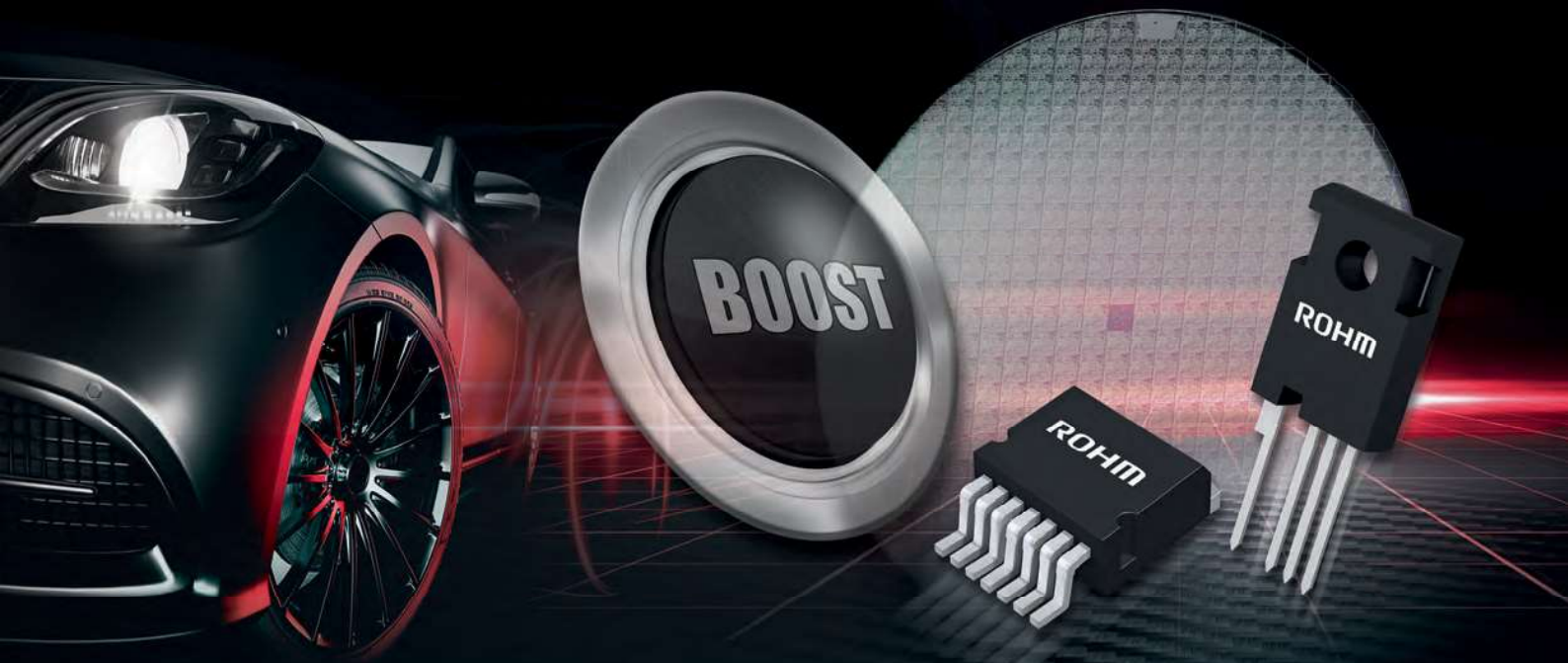
You focus mainly upon the automotive and industrial markets. Which applications do you analyse carefully within these fields?

The key applications within the automotive market for ROHM are linked to the electrification of vehicles and the ADAS sector. In the past few years, electric cars – and hybrids – have quickly entered into our daily lives. Within these applications, we appear



Alessandro Zanarella, Italy Country Manager at ROHM

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