



## Applied Materials CEO to Address PBEC in Shanghai

*Chairman of Leading Semiconductor Manufacturer Predicts "The Next Billion" Will Join the Global Networked Economy Within Seven Years*

HONOLULU (October 10, 2001) - James C. Morgan, Chairman and Chief Executive Officer of Applied Materials, Inc., will be addressing delegates at the annual PBEC Mid-term Meeting (MTM) in Shanghai. He will speak at a dinner on Wednesday, October 17 at the St. Regis Shanghai Hotel.

Noting that semiconductor chips have helped bring one billion people into the globalized marketplace, Mr. Morgan will share his vision of the networked future, noting that connecting people empowers individuals and promotes political stability — leading to greater understanding and a sense of shared destiny between people, and limiting the isolation and fear that breeds terror and violence.

Mr. Morgan has been chief executive officer of Applied Materials since 1977 and chairman of the board since 1987. From 1996 to 1997, Mr. Morgan also served on the Commission on United States-Pacific Trade and Investment Policy which advised President Clinton and Congress on steps the United States should take to achieve significant additional market access and improve trade relationships in the Asia-Pacific region. From 1986 to 1991 he was co-chairman of the Japan-Western U.S. Association.

He is a member of the board of directors of Cisco Systems, Inc. He serves as a board member of the Congressional Economic Leadership Institute (CELI) and the National Center for APEC (Asia-Pacific Economic Cooperation), a member of the Council on Competitiveness, a member of the Chairman's Circle of the Pacific Basin Economic Council (PBEC), and an advisory board member for the Center for Science, Technology, and Society at Santa Clara University.

Mr. Morgan is co-author of the book, *Cracking the Japanese Market: Strategies for Success in the New Global Economy*, and he earned a B.S.M.E. and an M.B.A. from Cornell University, Ithaca, New York.

PBEC's Mid-term Meeting brings together the organization's inner circle, to discuss and issue policy recommendations, to participate in working committee meetings on areas ranging from electronic commerce to transparency, and to chart the future direction of PBEC. The MTM also provides ample networking opportunities to forge close business and personal relationships.

For more information:

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**Oct. 16-18, 2001:**

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*About PBEC:*

- ♦ PBEC is an international association of senior business leaders representing more than 1,100 major corporations in 20 economies around the Pacific, which account for more than US \$4 trillion in global sales and employ more than 10 million people.
- ♦ PBEC is a forum through which business leaders create new business relationships, exchange views with government officials, and produce recommendations on key business issues.
- ♦ The unprecedented scope of PBEC's membership constitutes a broad and balanced reservoir of international business knowledge, unmatched in credibility and expertise. PBEC is the independent voice of business in the Pacific.