



# From Chips to Intelligence: fueling the AI Landscape

**AWS**

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Managing Director, AWS HK & TW

# The increasing demand for GenAI impacts the growth in the semiconductor industry significantly

Players increase profit by...



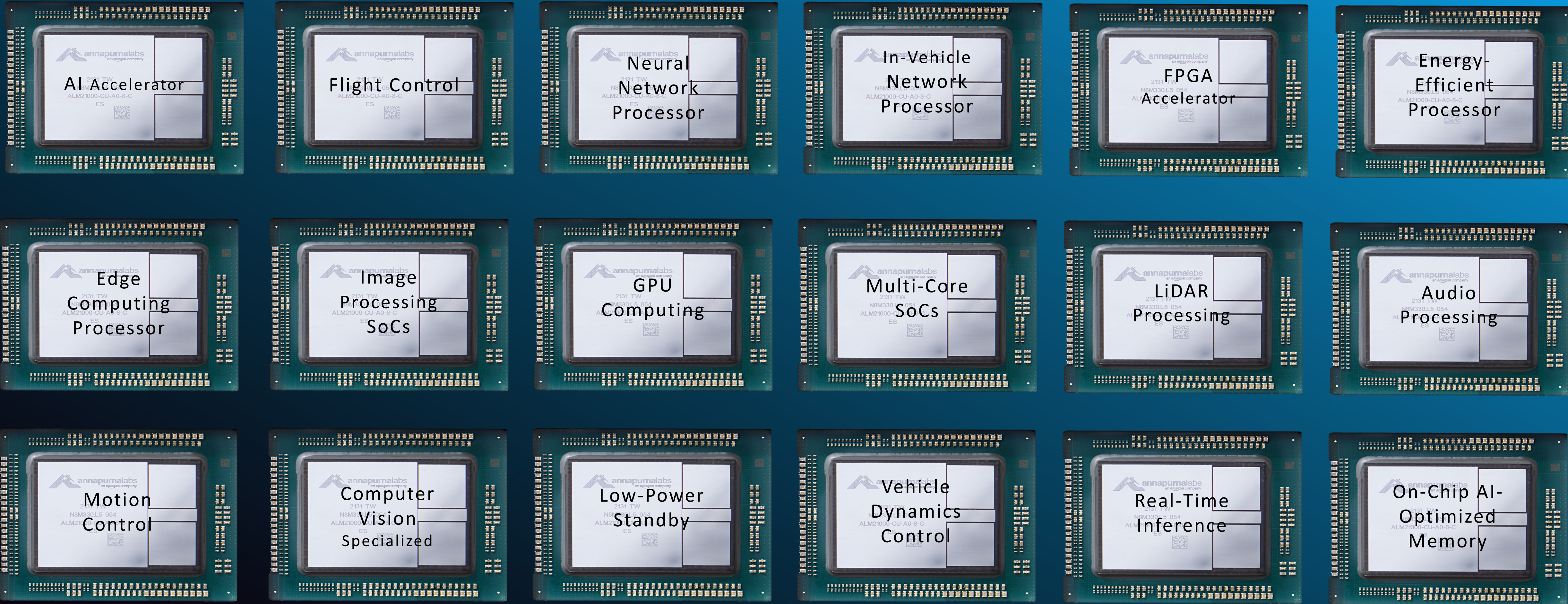
...increasing revenue due to higher chip demand for GenAI



...unlocking operational cost reductions & operational excellence with GenAI

- Faster design cycles and accelerated innovation
- Investment into AGI chip development to respond to growing demand
- Covering projected up to 30% workforce gap for chip designers by 2030 with GenAI design tools
- More efficient and optimized computing
- Leveraging of GenAI supply chain optimization and demand forecasting for complex and often volatile supply chain management

# How Semiconductors Set Sail

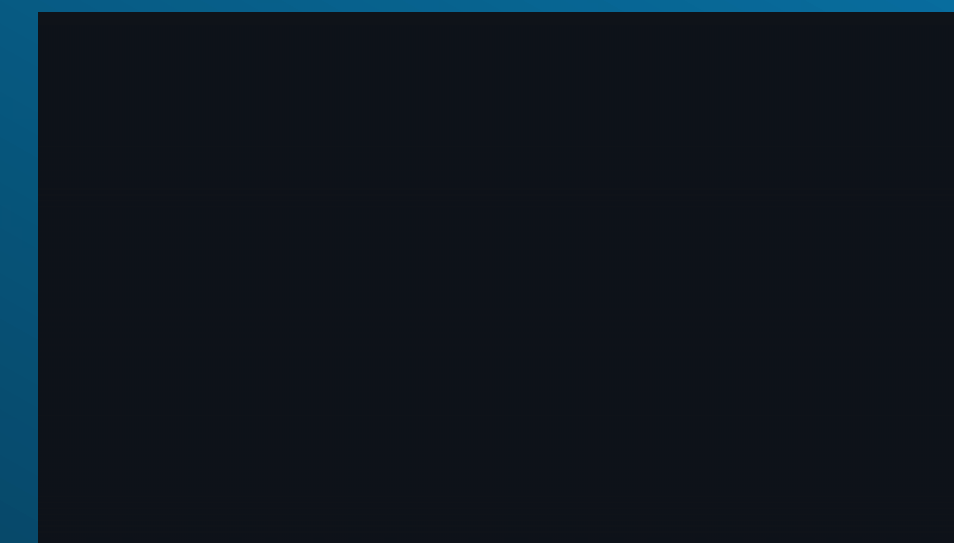
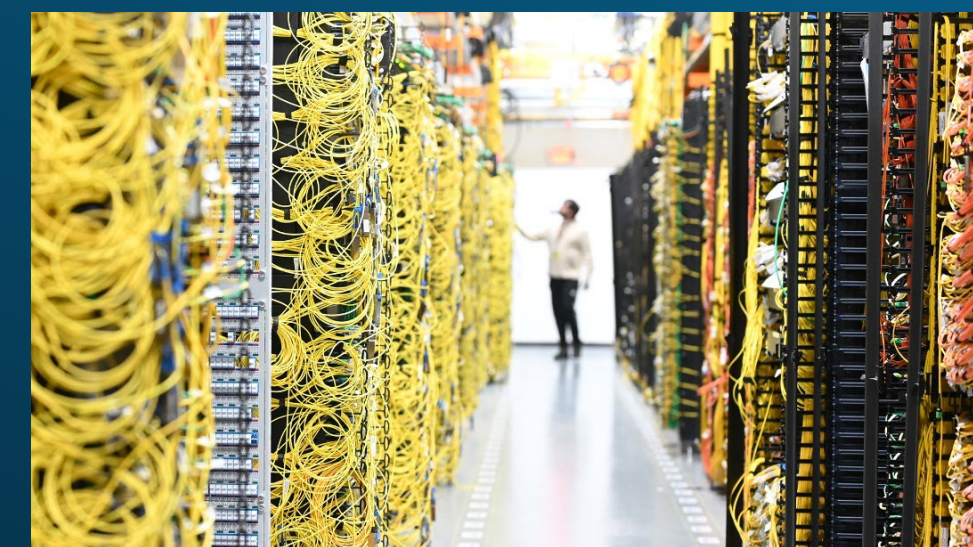
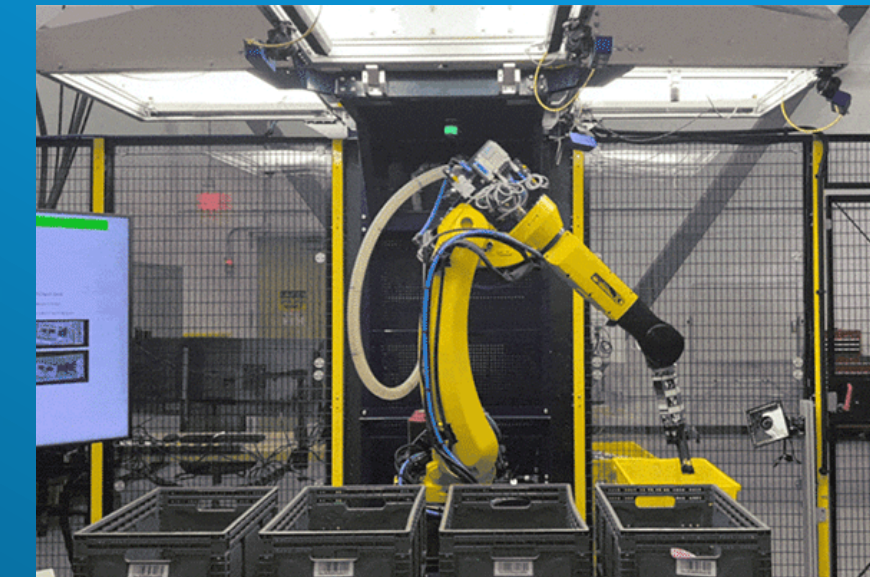
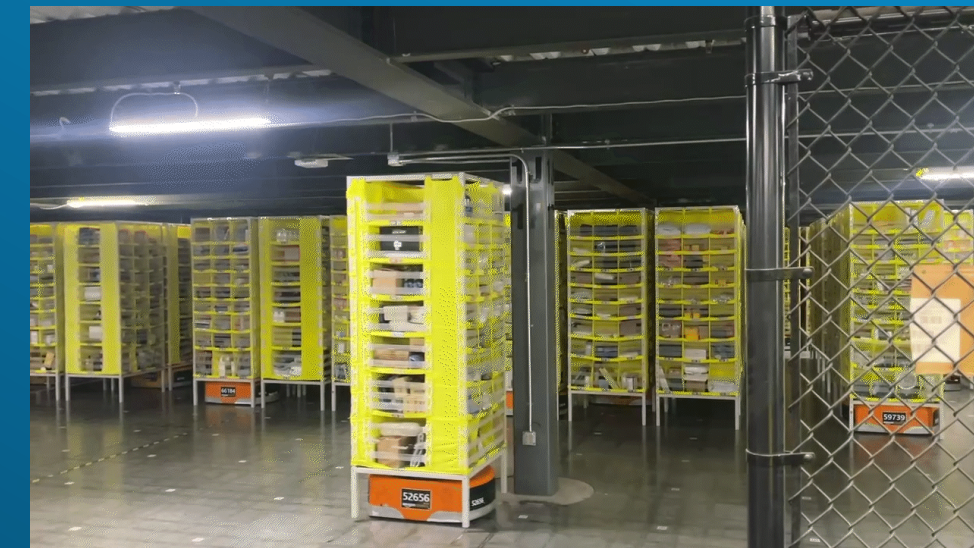


Buy

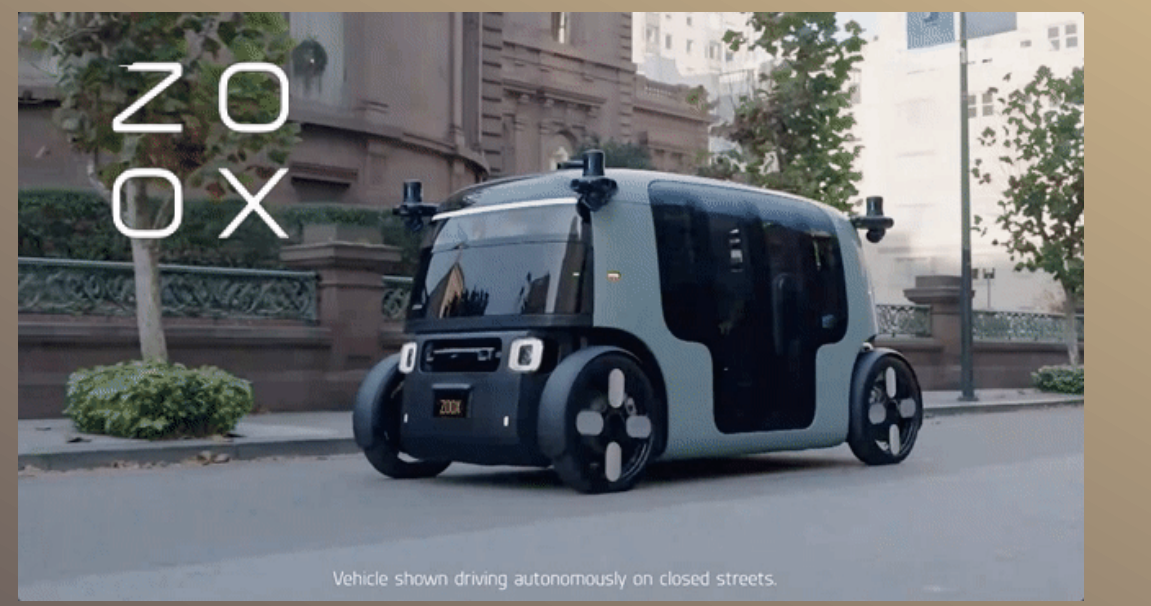
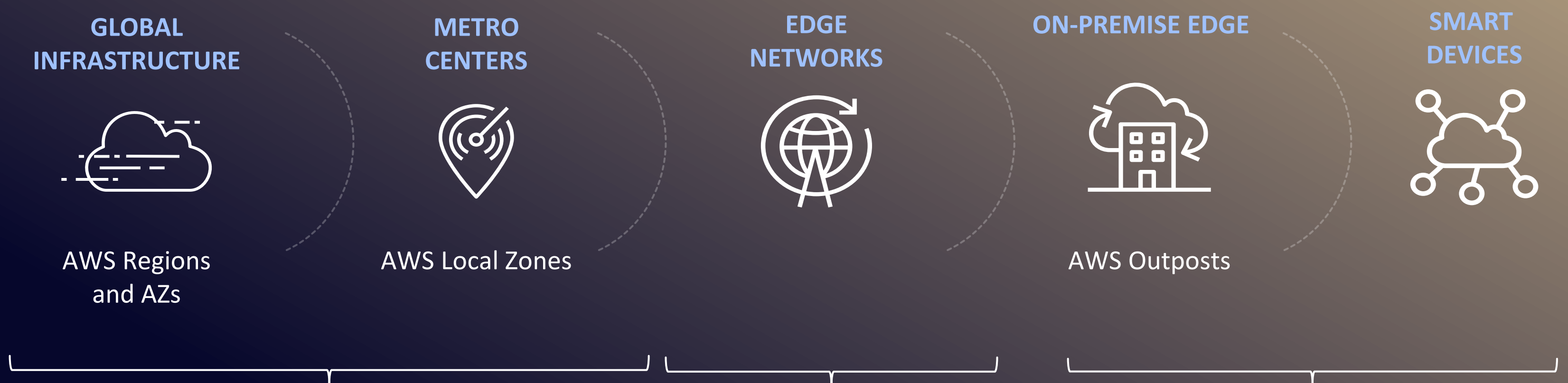
Use  
**amazon**  
Sell  
A **Fabless**  
Semiconductor  
Design  
Company

Enable

Nurture



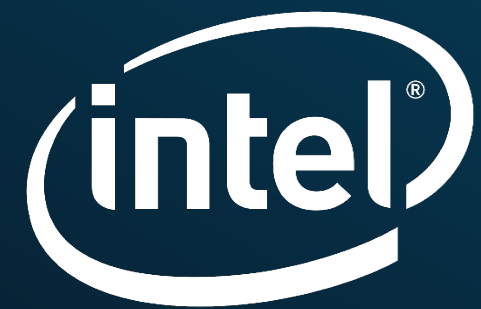
# End-to-end Semicon Play



Graviton 2018    Graviton 2019    Graviton 3 2021    Graviton 4 2023



# Broad and deep accelerated computing portfolio



Gaudi accelerator



B200, H200, H100,  
A100, L4, L40S  
A10G, T4



Radeon GPU  
Xilinx accelerator  
Xilinx FPGA



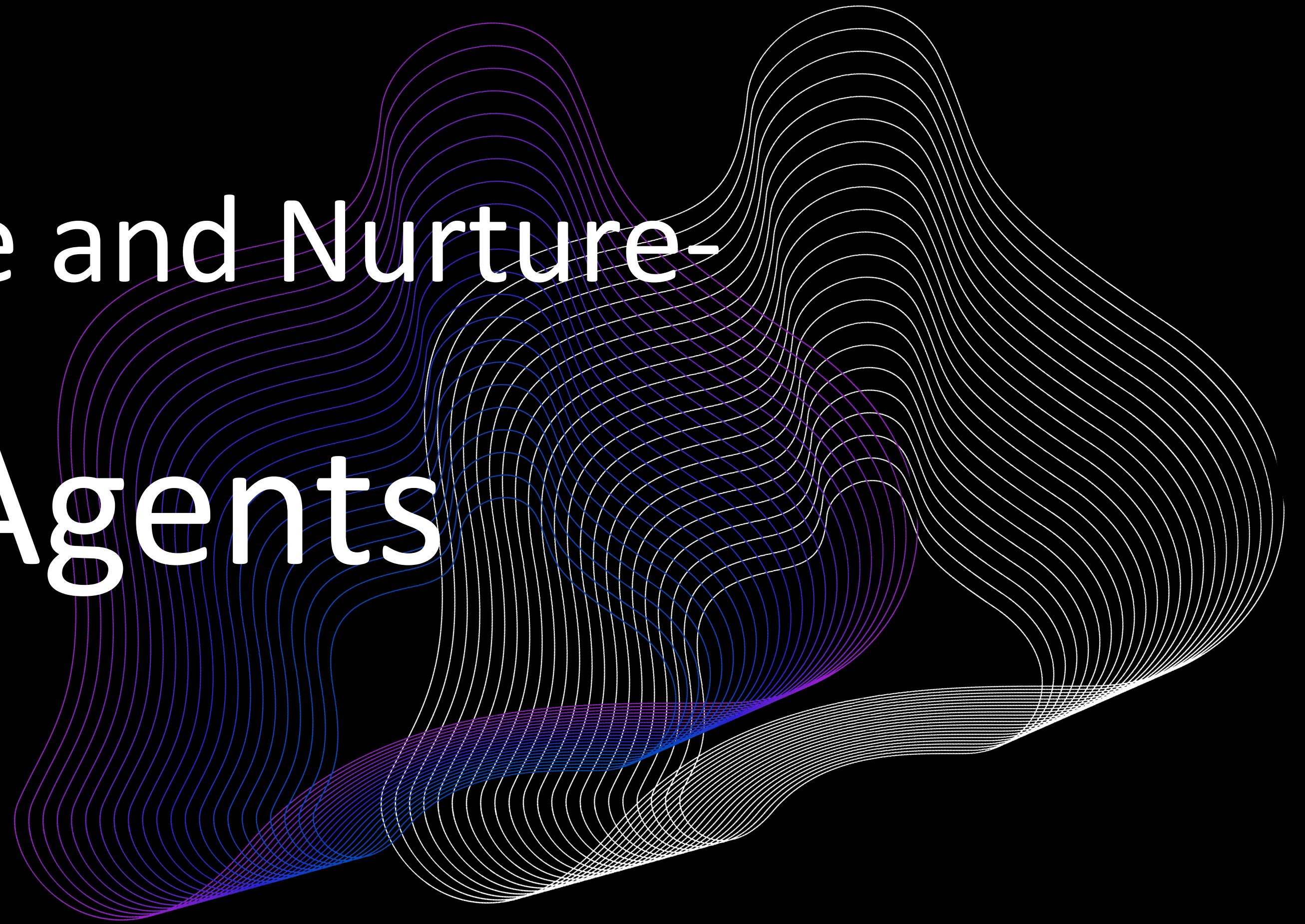
Trainium Inferentia



Qualcomm Cloud  
AI 100

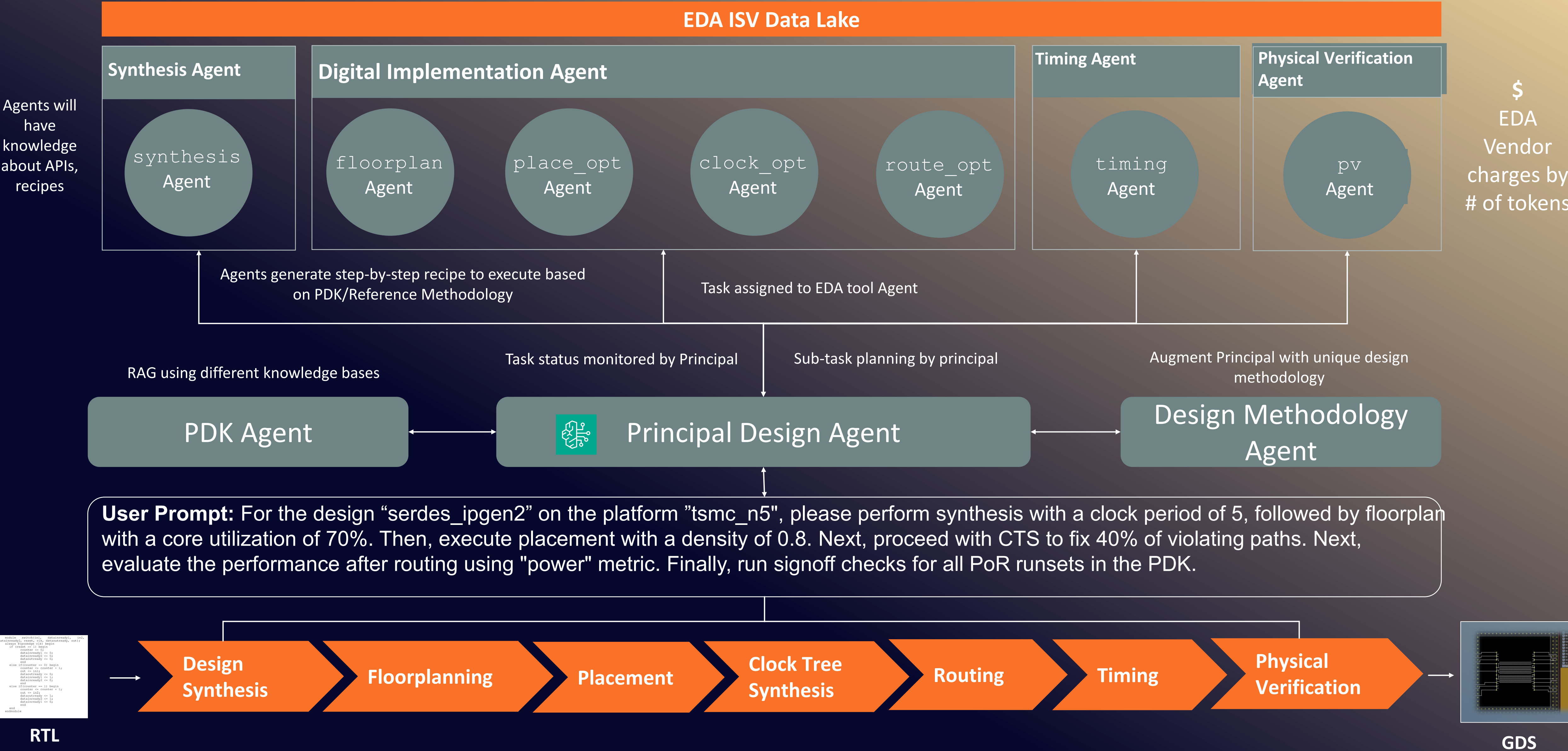
## Buy, Use, Sell and – Design

We Enable and Nurture-  
AI Agents



# Autonomous Agents for Semiconductor Design & Verification

## RTL-to-GDSII AI Agentic Flow



# 蕭美琴

## 中華民國副總統



從區域到全球  
亞馬遜創新戰略發佈會

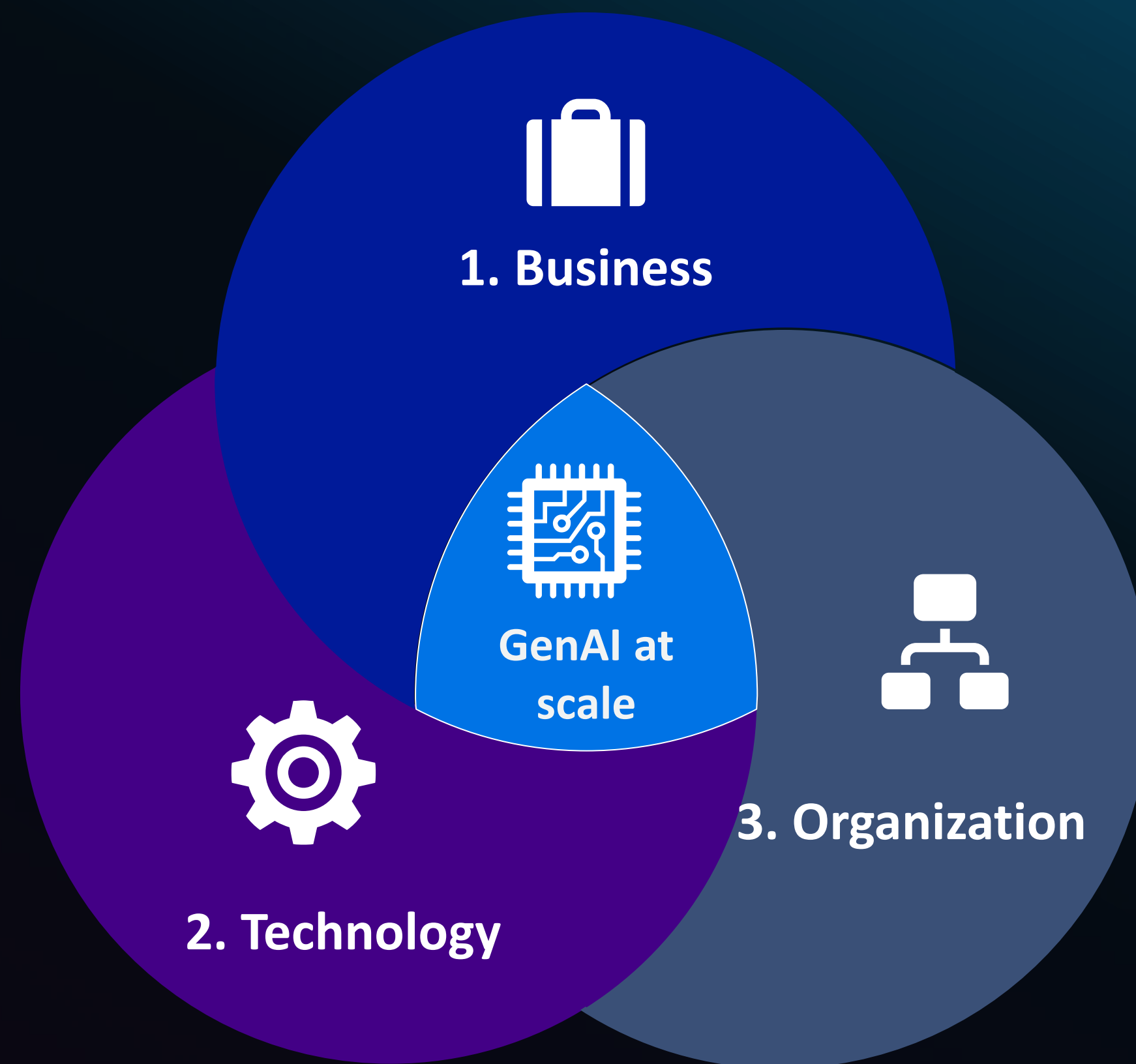
台灣智造 雲端關鍵  
雲端驅動的 AI、晶片、機器人、無人載具  
與太空科技的創新未來



Low-earth orbit, or aerospace,  
低軌道衛星或是太空

# A holistic approach to implementation of GenAI is required to generate business value at scale

Holistic approach builds on 3 pillars



## 1 **Impactful Use Cases**

Identify the most impactful GenAI use cases across the value chain of the organization

## 2 **Technological backbone**

Identify services and infrastructure for efficient roll-out of GenAI

## 3 **Organization & capabilities**

Build the required GenAI capabilities to innovate responsible and at scale



# Thank you!