

# The Last **stand alone** European Microwave Conference – Jerusalem, 1997

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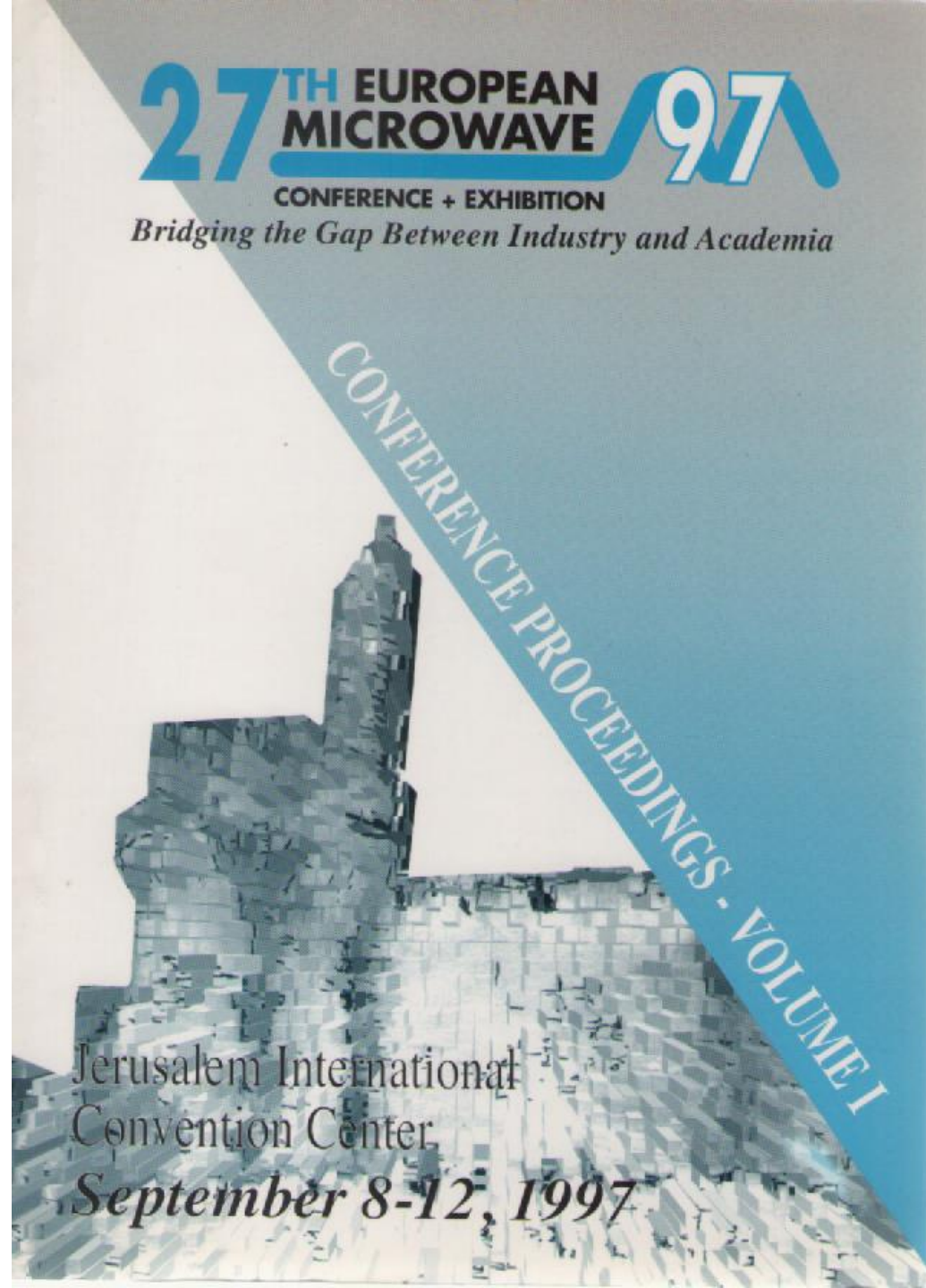
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Cover page of  
Program Book

EuMC1997  
27<sup>th</sup> European  
Microwave Conference

Jerusalem International  
Convention Center

September 8-12, 1997



# Outline

- Introduction
- 1997 as a turning point
- How was 27<sup>th</sup> EuMC managed and financed?
- Some statistics
- Focused sessions and technical highlights
- Conclusions

# What happened to EuMC during the early 90's?

- From 1969 up to 1991 EuMC was administered by MEPL (including financial responsibility) with technical guidance by a management committee
- The management committee was getting from MEPL only a small “royalty”
- In 1991 MEPL was sold to Reed Exhibitions Companies Ltd. which continued running EuMC until 1993, at which point the responsibility was transferred to another organizer
- This chain of events triggered a slow but continuous decline in EuMC
- The attendance declined systematically to an all time low of 300 attendees in 1996

# How was the problem solved?

- Once EuMC started declining, a complete **restructuring of the event, its ownership and management**, was needed
- This was a very long process
- A **European Microwave Association (EuMA)** was established
- EuMC was expanded into a **European Microwave Week**
- The first European Microwave Week took place in 1998 in Amsterdam
- **Prof. Vander Vorst presents all the details in his presentation later on in this session**

# So, what happened in 1997?

- The process of establishing EuMA took a few years, and the **formal creation was finalized during EuMC1997 in Jerusalem**
- At that time EuMA had practically almost no financial assets
- There was no professional organizer, and **EuMA could not take financial responsibility to organize EuMC1997**
- There was a real possibility that **EuMC does not take place in 1997**, which could have a negative effect on the planned upcoming EuMW the following year

# How did we manage to run EuMC in 1997?

- As the designated chairman of EuMC1997, I approached a company named **ORTRA**
- ORTRA, located in Tel Aviv, Israel, is a professional organizer of events with a very rich experience
- I knew this company well, and had used them in the past for IEEE chapter activities
- **I offered them to manage EuMC1997 with full financial responsibility on their part**
- **The technical program remained the responsibility of the management committee**
- ORTRA agreed to these terms, and this paved the way to the 27<sup>th</sup> EuMC in Jerusalem, Israel, and ensured the continuity of this important European event

# The approach we applied running EuMC1997

- Careful financial planning
- Effort was made to reduce expenses, but **no compromise on technical content or any item of importance**
- A typical example: the **TPC meeting** was held in the **Technical University of Munich** to reduce cost and avoid travel expenses to Israel – this was possible by the generosity of **Prof. Peter Russer** to whom we are very grateful
- Another example: **tours of Jerusalem and all social programs were included in the registration fee** – we considered it an integral part of the event



# The TPC meeting in Munich



# The TPC meeting in Munich



# The TPC meeting in Munich



# The TPC meeting in Munich





# Full description Of EuMC1997 Program In IEEE MTT-S Newsletter

## 27th European Microwave Conference:

### A Technical Review

*The European Microwave Conference took place in Israel this year, in Jerusalem from 8th to 12th September. In this review Asher Madjar and Shmuel Auster, the Conference Chairman and Secretary, make a personal selection from the conference papers.*

The 27th European Microwave Conference came for the first time to Israel, with Jerusalem being chosen as the host city. The beauty of Jerusalem and its many promises were for the conference delegates to experience.

Today, as in ancient times, Jerusalem is simultaneously the ultimate destination of countless pilgrims, the seat of government and vibrant urban center, which offers every activity from the mundane to the sublime.

The scientific program was of high standard, as is customary at EuMC. Following the decision of the Management Committee to encourage and increase industry participation, a new category of application-oriented papers was introduced. This new category has proved very successful, and comprised around



*Visit and reception at the Israel Museum. Hosted by the Jerusalem Municipality. From left: A. Rosen, A. Madjar, S. Auster, L.P. Lighthart.*

(receptions, a tour to the old city, etc.), which are an important part of any conference.

This event was very successful and memorable both scientifically and culturally.

### Exhibition

An exhibition of microwave devices, products and equipment ran in parallel to the conference, reflecting Israel's strong microwave in-

### Invited papers

Speaking were fourteen of the best microwave experts in the world, who had agreed to share their knowledge on a variety of topics. The invited presentations were scheduled in plenary sessions, so that all participants could attend them. In the opening session, Leo Young (Filtronic Comtek, USA), one of the founders of modern microwave, shared with us his views on "Microwaves in your future".

# Invited speakers

- The level of the technical program in EuMC1997 was high
- We recruited some of the **best global microwave experts** to present invited talks:
- **Leo Young, J. L. Cazaux, Arye Rosen, Peter Herczfeld, Tatsuo Itoh, O. G. Vendik, I. Vendik, Nader Engheta, Wolfgang Menzel, M. I. Sobhy, Alwyn Seeds, Andre Vander Vorst, Franko Giannini, Robert Weigel**

# Photos with invited speakers and others



Visit to the museum of Israel

# Photos with invited speakers and others

Leo Young  
Opening session





# Photos with invited speakers and others

At the reception



# Photos with invited speakers and others



# Photos with invited speakers and others



# TPC members appreciation dinner



# Some of the focused sessions

- Millimeter wave Automotive Radar – organized by **Holger Meinel**
- Commercial Microwave Sensor Systems – organized by **Patrick Heide**
- Wireless Market and Technology Above 900MHz – organized by **Paul Jackson**

**After 20 years all these emerging technologies have been implemented**

# Some of the workshops

- Mobile and personal communications – organized by **Meidan and Geller**
- Medical Applications of Microwaves – organized by **Arye Rosen and Andre Vander Vorst**

**These topics were at their initial stages 20 years ago, while now they are main stream**

# Some statistics

- 419 delegates, 72 workshop registrations
- 4 days scientific program (Monday-Thursday)
- 1 day workshops (Friday)
- 233 contributed papers
- 27 oral sessions, 3 poster sessions
- 5 focused sessions (17 papers)
- 4 workshops
- 14 invited speakers
- 500 m<sup>2</sup> exhibition
- K\$40 sponsorship
- Rich social program for all delegates

# Student Fellowship

- During EuMC1997 we have established a student fellowship for the first time
- This fellowship was established by the generosity of **Harvey Kaylie**, the CEO of Mini Circuits, Inc., and approved by the board of directors of EuMA
- The fellowship was titled: “**Mini-Circuits Student Fellowship – established Jerusalem 1997**” and involved a cash prize of \$5000
- The recipient of the fellowship was selected by the TPC each year (just like the EuMC microwave prize)
- This fellowship was awarded for a few years following 1997 until it was replaced by the “Young engineer prize”



# Conclusions

- The 27<sup>th</sup> EuMC in Jerusalem in 1997 was the last stand alone event
- 1997 was a turning point for this event
- After several years of decline due to changes of the professional organizer we were able to stabilize the event in 1997 despite the prior problems
- This allowed enough time for the creation of the European Microwave Association and enabled a continuous and smooth transition to a larger and successful event, the European Microwave Week