

“We collaborate with local initiatives to create a fun and healthy work environment.”

We are invited to Nexperia’s headquarters in the impressive 52 Degrees building on the Noviotech Campus in Nijmegen. Jean-Pierre Kempeneers, Chief Corporate Affairs at Nexperia, welcomes us. With a broad smile, he proudly shows us the view from his office. “That is where I sleep three nights a week”, he says, pointing to the Sanadome Hotel, which can be seen in the distance.

Jean-Pierre is an experienced former diplomat who has travelled all over the world, but his home remains in The Hague, where he lives with his family. Since February, he has been working for Nexperia, a company he hardly knew before. And Nijmegen was also a relatively unknown city to him. “I had only been to Nijmegen once, for the Seven Hills Run in 2013. I’m discovering this city that’s completely new to me, it’s really exciting.”

600 Nexperia chips in every car

Nexperia produces chips that are essential to the functioning of all kinds of devices, from household products such as toasters and vacuum cleaners to cars. “There are about 600 Nexperia chips in every car produced”, explains Jean-Pierre. Chips are as important today as oil was in the past, and Nexperia plays a leading role. “I am enormously proud that we produce approx 1 out of 10 chips worldwide.”

At just a couple of cents per chip, these products are small but invaluable. Nexperia is the only European manufacturer of these particular chips, which is very important for the Dutch and European semiconductor industry. “It is important for Europe to remain independent during the current geopolitical challenges”, Jean-Pierre emphasises.

What’s next for Nexperia?

According to Jean-Pierre, his management style is all about vision. “In 2030, we want Nexperia to have a ten billion-dollar revenue. We have to know how to get there and develop a strategy that involves a certain amount of transformation. Currently, the chip industry is in decline, so we have to cut costs. However, as soon as the industry recovers, we have to make sure to have sufficient talent on board. So, we have always to remain attuned to the situation in the world and within Nexperia.”



Jean-Pierre emphasises the importance of genuine commitment and good relationships. “I want Nexperia to be a good employer. That means taking people seriously at every stage of their career with us, from onboarding to exit interviews. We offer a sense of freedom and responsibility, and it’s important that everyone feels that their management is there for them. And working with us should also be fun, healthy, and engaging, which is why we just set up a sponsorship with NOC*NSF and invest in collaborations with local initiatives and associations.”

Committed to the community

An NEC scarf can be found in Jean-Pierre’s office, a sign of the recent cooperation between Nexperia and the Nijmegen soccer club. In fact, Nexperia recently became NEC’s main sponsor. “We want to show that we are committed to Nijmegen and the region and that we want to contribute to the community.”

Another recent sponsorship that Nexperia is proud of is that of the Paralympic House. Jean-Pierre also explains the importance of supporting these athletes: “Paralympic athletes often have a very impressive story to tell. Their strength and energy fit perfectly with our company’s values.”

The Netherlands: leading in tech

Jean-Pierre is proud of the Netherlands’ position in the world. He and his team are dedicated to strengthening the position of Nexperia in the Netherlands and in Europe. “The Netherlands may be small, with only 18 million people, but we are the seventeenth-largest economy in the world and the second largest agricultural economy. We have a thriving semiconductor industry with companies such as ASML, NXP, and Nexperia, which are all related to Philips. That’s the envy of many countries in Europe.”

He also sees an important role for the Netherlands within Europe, particularly in trade policy. “When European countries work together, they can achieve much more internationally than when they act independently. Thanks to our strong economic position and influence, the Netherlands can play a key role. It is impressive that a small country like ours can produce such great companies and is highly regarded worldwide. Even countries like China recognise this: they have great respect for our technological achievements and economic strength.”

“NEXPERIA PRODUCES 1 OUT OF 10 CHIPS WORLDWIDE.”