



NEWSLETTER FEB 2012
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Letter from the LEAD manager

Dear reader,

Welcome to the third issue of the SSIA eNewsletter! We hope that everyone had a good break during the Chinese New Year celebration. May the year of the Dragon bring good health, wealth and prosperity to everyone.

We have a whole line up of events this year. Our first major project is a Video Competition which involves getting our local young undergraduates to make a video about their views on the future of electronics.

We have also kick started a new workshop called "Powerful Presentations for Engineers and Managers in the Semiconductor Industry" where we had our first run this month. We are happy to share with you the comments from our participants!

Thank you for your continuous support!

For more information about our events and activities, please check our website www.ssia.org.sg

Yours sincerely,

Wah Yi LAI

(LEAD Manager)

Upcoming Initiatives

Singapore Young Talent Outreach Program- Video Competition 2012

In order to raise awareness of future developments and opportunities available in the semiconductor industry, the Singapore Semiconductor Industry Association (SSIA) and SEMI are jointly organizing a video competition for students from universities, polytechnics and junior colleges. This initiative seeks our youths' views on the 'Future of Electronics Innovation' through the production of a YouTube video clip by teams of 2-4 students. A panel of judges will rate the video and winners will be presented with attractive cash prizes during a prestigious ceremony.

Click [here](#) to see more details.



**SINGAPORE
YOUNG TALENT OUTREACH PROGRAM
VIDEO COMPETITION
2012**

How would our lives be in the future?
Share your thoughts on the future of electronics innovation through a video and stand a chance to win attractive prizes!

1st prize
\$5000 CASH

2nd prize
\$3000 CASH

3rd prize
\$2000 CASH

Special Prizes*

Qualifying Period
1-31 March 2012

- Form a team of 2-4 people and produce a video of up to 3 minutes.
- Submit your entries by 31 March 2012.
- Awards will be presented during a prestigious industry event at Marina Bay Sands on 24 April.
- This competition is open to undergrad students from Junior Colleges, Polytechnics and Universities.

Visit our Website
www.ssi.org.sg

* Backstage tickets to meet renowned CEOs/MDs of top electronics companies that shape our future

Organizers: **SSIA** **semi** Supported by: **EDB**

For more details and registration, please visit our website at www.ssi.org.sg

Industry Promotion Booklet

SSIA will be developing an Industry Promotion Booklet to promote the awareness of the semiconductor industry in Singapore. This booklet will feature some of the success stories and opportunities of companies from our industry, hence also serve as a reference for career opportunities within this industry.

Keep a lookout for more updates.



Influencing Skills for Internal and External Partners

Look out for our next Influencing Skills workshop on 12-13 March! For more information, please see [here](#).

Review of Initiatives

Powerful Presentations for Engineer and Technical Managers in the Semiconductor Industry

SSIA completed the first "Powerful Presentations" workshop on 9-10 Feb 2012.

During the two-day workshop, trainer Andy instructed participants about important presentation styles and delivery techniques. Each participant was also required to do an on-stage presentation which was recorded and evaluated by Andy and fellow peers. Presenters were then given pointers to correct and improve their presentation and delivery styles. The workshop was very well received by participants who gave very good feedback. Below are some of their comments:

"I learned a lot on how to capture audience attention, getting their needs and delivering message accurately and effectively" - *Account Manager, Cabot Microelectronics.*

"I have learned a great deal on the thought structure, framework and audience focus. Thank you for a great and enlightening training session". "(The trainer is) very engaging and has ability to target on specific problem areas with good alternatives" - *Director, Nepes Pte Ltd*

"(The trainer) gets listeners' concentration easily. Interesting presentation topics which I never got before" - *Baseband Engineer, Intel Mobile Communications*

"Excellent for electronic industry audience" - *Senior Manager R&D, Lantiq Asia*

"I have been a trainer for 11 years and I have attended various presentation skills workshop here and in my country. I am very confident to say that this workshop is the best among all. It combines theoretical knowledge, practical approach and skills practice altogether. It will sure make each and every participant (become) the best presenter"
- *Workforce and Organization Devt Specialist, MICRON Semiconductor Asia*

We look forward to having more participants in the next run of this workshop in April!



Influencing Skills for Internal and External Partners

SSIA held our third session of Influencing Skills on 12-13 January. Participants from Avago Technologies, Lantiq, Intel Mobile Communications and Silicon Laboratories were very satisfied with the workshop.

Commentators described the workshop as being “very interactive and interesting”, and said that they “learnt a lot (...about) how to improve (...) communication skills verbally and non-verbally”.



Announcements

Annual General Meeting

In December 2011, a new Executive Committee was elected. We have very good spread of representatives from both the industry as well as the academia:

- Ulf Schneider (President)
- Mike Holt (Vice President)
- Sandeep Chatterjee (Secretary)
- Meenu Sarin (Asst Secretary)
- Wong Soo Min (Treasurer)
- Paymon Rasekhy (Asst Treasurer)
- Jerome Tija (Exco Member)
- Darence Tan (Exco Member)
- Puvanendren M Maniam (Exco Member)
- Philippe Royannez (Exco Member)
- Yeo Kiat Seng (Exco Member)
- Wang Yihua (Exco Member)
- William Mallol (Exco Member)

See their profiles [here](#).

Event Calendar 2012

Jan	Feb	Mar	Apr	May	June
<ul style="list-style-type: none"> • Influencing Skills Workshop 	<ul style="list-style-type: none"> • Powerful Presentations Workshop 	<ul style="list-style-type: none"> • Q1 Member's Meeting • Influencing Skills Workshop • Student Video competition 	<ul style="list-style-type: none"> • Powerful Presentations Workshop • Student Video competition 	<ul style="list-style-type: none"> • Influencing Skills Workshop • SSIA SCM Conference 	<ul style="list-style-type: none"> • Powerful Presentations Workshop • Trade Fair/Biz Mission – Computex • Q2 Member's Meeting
Jul	Aug	Sep	Oct	Nov	Dec
<ul style="list-style-type: none"> • Influencing Skills Workshop 	<ul style="list-style-type: none"> • Powerful Presentations Workshop 	<ul style="list-style-type: none"> • Influencing Skills Workshop • Q3 Member's Meeting 	<ul style="list-style-type: none"> • SSIA Summit 2012 • Powerful Presentations Workshop 	<ul style="list-style-type: none"> • Q4 Member's Meeting • AGM 2012 • Influencing Skills Workshop 	<ul style="list-style-type: none"> • Powerful Presentations Workshop

About SSIA

The SSIA is the voice of Singapore's semiconductor industry and is committed to support this important sector in Singapore in order to facilitate substantial growth of the whole semiconductor economy of the country. Our mission: To advocate Singapore's major industry and to facilitate substantial growth of the semiconductor sector and its businesses internationally.

SSIA is a non-profit organization which brings together industry players, academia, and government agencies. Major activities focus on industry and talent outreach and continuing education, as well as to collectively address industry needs. The association started in 2005 under the name "MIDAS" and is operating with an extended charter under the new name "SSIA" since 2010.

Members include companies and organizations throughout all parts of the complex and comprehensive value chain - Chip design companies, Manufacturers, Fabless companies, Equipment suppliers, Photovoltaic and LED companies, EDA and material suppliers, Training and service providers, IP companies, Research institutes and Academia, as well as individual members.