



NEWSLETTER Nov 2011 Nr 2, 25/11/2011

Letter from the secretary

Dear reader,

I hope you liked our first edition of the Singapore Semiconductor Industry Association newsletter. It's my pleasure to introduce to you the second electronic newsletter. Our newsletter is meant for all who are keen to follow the SSIA; its activities and future development, and its efforts towards binding the Semiconductor Community.

It will sum up the latest events and news and our presence at various events. In the coming months we will also try to feature member companies and other interesting personalities.

October 2011 was an important month for us as we held our SSIA summit at the Holiday Inn Orchard City Centre. This year's event was the biggest so far and attended by over 180 delegates. We are touched by the overwhelming support of the industry and the sponsors. We were fortunate to have a distinguished panel of speakers and we are very encouraged by the feedback received thus far.

Furthermore, we have increased our training and development efforts in the recent month and we will continue to inform you about our new training and outreach activities.

Many challenges still lie ahead. We look forward to your feedback in making this newsletter a success.

We hope you will enjoy reading this second edition.

Sandeep Chatterjee

(Secretary, SSIA)

SSIA Summit

The Singapore Semiconductor Industry Association (SSIA), the voice of Singapore's semiconductor industry, announces conclusions from its annual SSIA Summit, a gathering of 200 of Singapore's semiconductor industry leaders held October 31 in Singapore.

The SSIA Summit is the flagship event of Singapore Semiconductor Industry Association (SSIA). This event acts as a platform to share industry happenings, trends and thoughts. The theme for this year was "Made for the World: The Singapore Silicon Imprint?". The event focused on how the emerging semiconductor eco-system in Singapore is impacting the global semiconductor industry.

Distinguished keynote speakers and topics included:

- Mr. Ulf SCHNEIDER, President of SSIA
- Mr. Pasquale PISTORIO, Honorary Chairman, ST Microelectronics: "Aspects of Competitiveness and the Challenges of the Semiconductor Industry"
- Mr. Joon Woon CHONG, Deputy Director (Electronics), Singapore Economic Development Board: "Transforming Singapore's Semiconductor Industry"
- Mr. Andrew CHONG, Regional President and Managing Director, Infineon Technologies Asia Pacific Pte Ltd: "Towards Energy Efficiency - The Role of Infineon Technologies in Singapore"
- Mr. Mike HOLT, Managing Partner, Get2Volume Pte Ltd: "Challenges and Opportunities in Growing Singapore Semiconductor Companies"
- Mr. Carmelo PISTORIO, Founder and MD of Upstream Ventures, Founder and Exec Chairman of XiD Technologies Pte Ltd: "From Funding to Exit: How Singapore Technology Companies Can Impact the World"

Post-event write-up, photos, video snippets and presentation slides are available on our website www.ssia.org.sg.



Upcoming Events

Skills Workshop – Powerful Presentations

SSIA is organizing a 2-day workshop on Powerful Presentations for Engineers & Managers on 8th - 9th Dec 2011.

The workshop aims to develop the ability of the semiconductor engineering professionals and managers to deliver their presentations in a clear and engaging way.

For more information, please see <http://www.ssia.org.sg/edm/pitse/index.html>.

ESD & Latchup Seminar



SSIA and SIMTech are jointly organizing the ESD & Latchup Seminar on 14 December in the SIMTech Auditorium. We are pleased to inform you that we have invited world-renowned ESD and latchup expert Prof. Ker Ming-Dou from the National Chiao-Tung University, Taiwan to speak at the seminar. His discussion will focus on transient-induced latchup (TLU) in CMOS ICs. Towards this end, Prof. Ker will discuss the mechanisms, testing, preventive methods, real case studies of latchup and TLU. There will also be talks by other ESD researchers.

Closing date for registrations is 7 December. The seminar fee is S\$100, 50% subsidy from WDA is available for Singaporeans and PRs. For more information check our [website](#) or email us at secretariat@ssia.org.sg.

IEEE Asian Solid-State Circuits Conference A-SSCC

The prestigious IEEE Asian Solid-State Circuits Conference, A-SSCC 2013 will take place in November 2013 in Singapore and SSIA will be co-hosting this exciting event. For more information visit the website of the [IEEE Solid State Circuit Society](#) or find out more about [this year's A-SSCC event](#).

Past Events

Seminar: Cloud Computing

Cloud Computing has become important for the semiconductor industry. Major EDA players are introducing cloud-based products for design and verification processes. Along with benefits like development speed-up and cost reduction, end-users and vendors also express concerns like IP security, licensing mechanisms, bandwidth for large data sets and revenue protection. During the seminar on 14 October, many of these issues were discussed.

The speakers included Mr Kingsley Wood (Business Development of Asia Pacific Amazon Web Services), Ms Meenu Sarin (Director, VLSI Consultancy), Mr Harnhua Ng (Director of Engineering, Plunify) and Mr Wai Leng Cheon (Senior Channel Manager, Altera Corporation). Aside from an introduction about cloud computing, topics such as "Demystifying the Cloud", "Chip Design and the Cloud" and "What Can FPGA Designers Do With Personal Data Centers?" were covered.

During the following panel discussion moderated by Ms Sarin, a few questions were raised and discussed at length. Overall, the seminar was very fruitful and we look forward to developing further discussions and future developments of cloud computing in our industry.

SSIA would also like to thank Flexione for their generosity in sponsoring some NTU students to attending this seminar as part of their outreach activities.



Influencing Skills Workshop

Back by popular demand, SSIA organized a 2-day workshop on Influencing Skills for Internal and External Partners on 10th - 11th Nov 2011. The workshop aims to develop the ability of the semiconductor professionals to build and maintain mutually beneficial working relationships with production partners and across their geographically diverse teams.

This time round we had participants from ASML, Avago Technologies, Finisar, Lantiq, REC Wafer and Toyo Adtec. The session was very interactive. Participants engaged in active

discussions and got many opportunities to exercise the concepts they learnt through role plays. Case studies covered some challenging scenarios in the work environment within the semiconductor industry.

The feedback from participants was very positive: They said that the workshop was “applicable, straightforward, directive and useful” and concluded that it “opened up and broadened (their) thinking”. We look forward to organizing the next run in January.



Microelectronics Seminar

In this seminar at the Temasek Polytechnic on November 9th, SSIA EXCO member, Mr. Darence Tan, spoke to students about career opportunities in the semiconductor industry. He shared his knowledge about the growth areas in the global semiconductor value chain driven by the increasing use of “smart” electronics by consumers.



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. SSIA has grown to 44 member companies strong today.

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.

Contact SSIA

c/o 1003 Bukit Merah Central #02-10, Inno. Centre
Singapore 159836
Email: secretariat@ssia.org.sg
Tel: (65) 62782538
Web: www.ssia.org.sg