



NEWSLETTER SEPT 2011
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Letter from the president

Dear reader,

Welcome to SSIA's first newsletter! From now on we will be regularly updating you on events and other news concerning the Singapore semiconductor industry.

Preparations for the upcoming SSIA highlight – the yearly summit – are already underway to ensure an informative and interesting experience for all participants. We look forward to your participation to make this event a success!

For up-to-date information on upcoming events we invite you to regularly check our [website](#).

Yours sincerely,

A handwritten signature in black ink, appearing to read "Ulf Schneider".

Ulf Schneider
President, SSIA

Upcoming Events

SSIA Summit

The yearly SSIA summit is just around the corner: Get insights from semiconductor leaders, join in at the following panel discussion, network over cocktails, and showcase your company!

Date: Monday, 31 October 2011
Time: 2pm – 6.30pm
Venue: Holiday Inn Singapore Orchard City Centre

The theme for this year is **“Made for the World: The Singapore Silicon Imprint”**. Through this we focus on how the emerging semiconductor eco-system in Singapore is impacting the global semiconductor industry.

Eminent speakers from previous years include Mr Ian Drew (ARM), Prof Alexopoulos (Broadcom), Mr Swee Nian Lim (EDB), Dr LC Hsia (Chartered Semiconductor), Mr Eric Strid (Cascade Microtech), Dr Palem (Rice University), Dr Satya Gupta (Open-Silicon), Mr Chan Yang Choong (STATSChipPAC) and others.

Get your tickets before September 25th and enjoy an early bird discount of 10%. Tickets that are bought later are at S\$120 for SSIA/IEEE SSCS members and S\$150 for non-members. Registration closes on October 20th. For more information and updates please look at the [summit brochure](#) or check our website www.ssia.org.sg.

This was last year’s summit:



Accelerate Time-to-Market using Cloud Computing

This event will take place on October 14th from 8.30am to 12pm at the American Club. Join in to listen to interesting talks from speakers from Altera, Synopsys, VLSI Consulting and Plunify. For more information on this event check the SSIA website.

Past Events

Training Workshop



SSIA held its first training workshop titled “Influencing Skills for Internal and External Partners” on 18th – 19th August 2011. Influencing skills were improved by role plays and case studies that covered some challenging scenarios in the work environment within the semiconductor industry. The session was very interactive and participants were provided with many opportunities to exercise the concepts they learnt.

We received a lot of encouraging feedback such as from one participant who claimed that he “did not realize much the mistakes I made during my work...to understand individual personality and blend it in the communication is useful to build up the bond”. The trainer was described as “friendly”, “experienced and knowledgeable”. Altogether the workshop was very successful and we look forward to the next run.

Hi-Tech & Electronics Supply Chain Summit

SSIA was a media partner for the Hi-Tech & Electronics Supply Chain Summit that took place on September 20th and 21st - Two days of high-level discussion and elite networking among the top leaders in hi-tech supply chain.

For more information, take a look at the summit’s [website](#).

Abu Dhabi Roundtable



This event was co-hosted by IE Singapore and SSIA to have a roundtable meeting with Al Hamed Group's president, Sheikh Khalid Al Hamed, on September 5th. The discussion was about possible collaborations with his group in exploring semiconductor opportunities in Abu Dhabi. Sheikh Khalid sees the potential to grow the semiconductor industry in Abu Dhabi especially with the building of Globalfoundries' new fab there, and is very determined to bring in the right SG companies to partner with to tap on the opportunities.

Participants included Agnos Chemicals, ST Microelectronics, CEI Contract Manufacturing, Asia E-COTS, Dou Yee Enterprises, ASIC VLSI Training, Uni Connect, Flexione, Creden Intra Pacific, Innotec Automation, Intech Technologies, Lynxemi, National Oxygen, NCS, Nepes, Star Quest, Synopsys, Teltec, WF Industrialopolis, Semi Integration, Envipure, EnEc-Consult etc.

Seminar, Open House & Exhibition



This event at the Nanyang Polytechnic, Centre Innovation for Electronics (COIE) took place on September 7th. Speakers for the event shared insights on key growth drivers business, latest trends, business opportunities and growth potential areas arising out of the electronics sector.

SSIA participated in the exhibition amongst many companies who were there to showcase their innovative products and services.

NTU, EEE-NIEO Innovation Workshop

"From Lab to the Market" – September 15th: The president of the SSIA, Ulf Schneider (also MD of Lantiq Asia Pacific Pte Ltd), held a speech at this workshop on "How Innovation will drive Markets and Business Growth in the Future - an Industry Perspective"



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.

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