CSR NEWSLETTER
MALAYSIA

This Intel CSR Newsletter is a publication of Intel Malaysia Corporate Affairs.

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Welcome Message

It has been a great start to 2010 for us at Intel Malaysia, having been shortlisted and finally garnering the Prime Minister's CSR Award for Environment. To top it off, Intel also received honorable mentions for our Education initiatives as well as Workplace Practices. It gave me great pleasure to represent Intel at the event, especially so when Intel was the only organization that went on stage three times to receive the awards. Naturally, all these would not have been possible if not for the amazing support and dedication of our employees. At Intel we view corporate responsibility as an integral part of how we do business. Hence, in 2010 we shall continue to focus our corporate citizenship in the areas of education, environment, community welfare and workplace ethics. I do hope you will join me in achieving these objectives. Every individual's effort may seem like a drop in the ocean, but when added together we can truly create a positive impact.

Atul receiving the award from Prime Minister Dato' Sri Mohd Najib Tun Abdul Razak

Atul Bhargava
Managing Director
Intel Malaysia

Spotlight

Launch of Intel KMCO and IIMGP Payout

Intel launched its Kulim Microprocessor and Chipset Operations (KMCO), a USD230 million (RM805 mil) investment within Malaysia's Kulim Hi-Tech Park on Dec 15, 2009. In conjunction with the launch, Intel contributed RM1.85 million to the local community generated from its Intel Involved Matching Grant Program (IIMGP). The fund was a result of over 130,000 volunteer hours from Intel employees.

Plaque signing by Dato' Sri Mustapa Mohamed to mark the official launch of Intel KMCO

Mock cheque presentation of RM1.85 million to the local community

Choral speaking performance by SMK Convent Green Lane, themed "Importance of Education"

Environment

Intel Mangrove Tree Planting

Underlining our commitment towards environmental sustainability, Intel volunteers organized its fifth consecutive annual Mangrove Tree Planting activity in November 2009. To date, 10000 mangrove saplings have been planted since the initiative first started in 2005. Our involvement in mangrove reforestation over the past three years is expected to create a habitat within the seafront of Sungai Sembilang, Juru, that will provide food and shelter for 5000 fishes, 5000 mud crabs and 10000 shrimps a year.

Intel volunteers always ready to pitch in for a good cause

The joy and contentment of an Intel volunteer in making a difference to the environment

Spirit of unity and team work displayed by Intel volunteers

Community

Intel Gives Back

Intel celebrated the International Volunteer Day 2009 with a meaningful project involving approximately 1,000 Intel volunteers packing hygiene kits for victims of natural disasters. The Intel Gives Back Project contributed 5,000 boxes of hygiene kits to the Malaysian Red Crescent Society (MRCS) which is expected to equip 25,000 victims with the most essential personal care items.

Intel volunteers packing the hygiene kits

Handover to MRCS Headquarters KL Acting Secretary General, Puan Ainin Abd Manan

Packed and ready to ship hygiene kits

Intel Back2School Program

A group photo of students and Intel volunteers

Staying true to its tradition, Intel once again held its Back2School Program for the 13th consecutive year which has benefited 1,800 school children to date. On Feb 11, a hundred children from less privileged families in Penang and Kulim received school supplies including uniform, shoes, bags and stationeries donated by Intel and its employees. The students were smiling from ear to ear when they were handed "angpows" in view of the Chinese New Year celebration.

Education

Intel Teach® Program – Unit Portfolio Contest

Intel and the Teacher Education Division, Ministry of Education, organized the Intel Unit Portfolio Contest in November 2009. Since 2006, the contest attracts over 300 participants including lecturers and school teachers every year. The Intel Teach® Program which is focused on training teachers on how ICT can be integrated into their lessons has successfully trained 60,000 teachers. In 2009, two new courses including the Thinking with Technology Course and Elements PBA Course were introduced.

Demo and showcase of Intel Teach Program

Unit Portfolio Contest prize giving ceremony

Education

Promoting Digital Inclusion in Rural Development

Intel and Danawa Resources collaborated to deploy Intel Classmate PCs in selected rural schools in Sarawak. At the same time, Intel also announced the implementation of the Intel® Learn Program in telecentres managed by Danawa Resources. The smart partnership aimed at promoting digital inclusion will also help teachers to integrate technology in teaching and learning and in turn help students to develop 21st century skills.

Handover of Intel CMPC to the Chief Minister of Sarawak, Pehin Sri Haji Abdul Taib Mahmud

Students showcasing the use of Intel CMPC at Sek. Keb. St. Alphonsus, Julau

Elderly folks at Rumah Jana, Julau surfing the internet using Intel CMPC

Young Enterprise Program

Intel Malaysia together with key industry partners and American Malaysian Chamber of Commerce (AMCHAM) held the Young Enterprise (YE) Annual Achievers' Showcase in October 2009. The event celebrates the culmination the year's outstanding effort by the YE Achievers. To kick start the program for 2010, workshops were held for both Advisors and Achievers.

Professor Dr. Ramasamy presenting an award to one of the Achievers

Students sharing their experience in YE Program via a sketch

Thumbs up from SMJK Phor Tay

A Great Place to Work

Intel Celebrates International Women's Day

Intel celebrated International Women's Day this year with a focus to "Stop Violence Against Women". On this day, female employees at Intel were given chocolates and roses. Additionally, Intel employees' pledge to support the cause will result in a matching grant to two women Non Governmental Organizations (NGO) in Penang.

Intel employee receiving a stalk of rose from an Intel Involved volunteer

All smiles from our lovely Intel employees

An employee accepts a rose in delight

Coming Up Next

Intel International Science and Engineering Fair (ISEF) 2010
Look out for Malaysia's very own bright sparks competing in the world's largest pre-college science fair in San Jose, California in USA on May 9-14, 2010.

Contact us
We would like to hear from you. Send us your comments by emailing intelnewsltr@priority.net.my

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