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Welcome Message



Atul Bhargava
Managing Director
Intel Malaysia

Selamat Hari Raya to all our Muslim friends! It has been an excellent quarter for us at Intel Malaysia as we were awarded and given recognition at the Malaysia HR Awards 2010. At Intel, we recognize that our employees play a huge role in the success of our business. Their contributions during the Ramadhan Festive Cheer have certainly made us proud. Hence, it should come as no surprise that we are committed towards making Intel a place where our employees can thrive creatively and intellectually.

On a separate but related note, our recent MoU signing with the Ministry of Higher Education and Multimedia Development Corporation (MDeC) further underlines our effort to develop human capital. By extending our knowledge on systematic innovation to local graduates, we hope to help the country produce more graduates with innovative thinking and creative problem solving skills.

I wish to see all of us strive to challenge ourselves to continuously improve, inspire and strengthen our communities as well as enable technologies that improve the lives of others. Let's focus on this objective as we look forward to another rewarding quarter.

Spotlight

Bringing Festive Cheer during Ramadhan

In conjunction with the holy month of Ramadhan, Intel Malaysia raised RM15,214 which was used to purchase festive clothes, food hampers and *duit raya* for over 450 beneficiaries which included 154 underprivileged children from Rumah Anak-Anak Taman Bakti, and 81 orphans from Merbok, Baling and Pengkalan Hulu Orphanage Centers. Adding to the festive cheer, Intel Involved volunteers went on a Festive Convoy, travelling over 700km, to visit and distribute these festive goodies to single moms, special children, orphans, senior citizens and the needy, including poor families in the remote villages of Kedah. The Ramadhan Festive Cheer program was officiated on August 18 by Shelly Esque, Vice President of Corporate Affairs Group, Intel Corp and included a host of *Buka Puasa* Feasts on site where Intel employees mingled with 230 underprivileged students from 23 IIMGP schools and presented Aidilfitri hampers to both students and teachers.



Shelly Esque handing out goodies to the orphans



An Intel employee carrying packets of rice to be distributed during the Festive Convoy



A representative from the orphanage graciously accepts a token from Shelly Esque

Environment

Planting for the Future

Intel Malaysia recently partnered with United Nations Environmental Program (UNEP) to promote green initiatives to the community through the planting of trees as part of UNEP's Billion Tree Campaign. A total of 4,724 employees from Penang and Kulim did their part for charity through various efforts which included the



Participants signing up for the campaign



An Intel employee placing his choice of donation

donation of free tree saplings from 1,689 employees. These donations were made to either the 23 Intel Involved Matching Grant Program (IIMGP) schools or to Penang Inshore Fishermen Welfare Association (PIFWA) for mangrove conservation efforts. As part of Intel's efforts in protecting the environment, 3,035 employees brought back fruit saplings to be planted at home.

In support of The Billion Tree Campaign by United Nations Environment Programme (UNEP)

Intel Malaysia Plant for The Planet Program 2010

I Plant For OUR FUTURE

me@intel
GPTW
Great Place To Work

Community

Young Enterprise Program Sales Fair



Intel Malaysia Financial Controller Suresh Chandra admiring the students' creations



A student shares his thoughts on the team's creation with YAB Lim Guan Eng, Chief Minister of Penang



Handmade stationery holders produced by the students

Intel Malaysia collaborated with the American Malaysian Chamber of Commerce (AMCHAM) to organize the Penang Young Enterprise (YE) Achievers Sales Fair. Over 375 students from 15 schools participated at the event which was held in Queensbay Mall, Penang, on July 17. The YE Achievers Sales Fair this year was a huge success after 7 months of collaboration between the students and the sponsors, which included among others, Agilent Technologies, Citigroup, Dell Asia Pacific, Federal Express, Motorola Technology, OSRAM Opto Semiconductor, Universiti Sains Malaysia and Wawasan Open University. This annual event is a platform for the students to showcase their entrepreneurial skills, where they are given the opportunity to learn the entire process of starting up a company, developing a business plan, selling its products and finally winding up the company.

One Innovation Day

Intel Malaysia spent a day with students on August 4 as part of its One Innovation Day program to promote 21st century learning skills and innovation in education. The Form 4 to Form 6 students from SMK Sg. Ara, were taught basic innovative thinking process to help better prepare them for the highly competitive and globalised knowledge economy.



Intel Malaysia Site Leaders with students from SMK Sg. Ara, Penang



An interactive session with the students

Education

Systematic Innovation in University Curriculum



Signing of MoU between Dato' Badlisham Ghazali, CEO of MDeC, Suresh Chandra, Site Financial Controller of Intel Malaysia, and Tan Sri Dr. Zulkefli bin A. Hassan, Secretary General of MoHE.

Intel Malaysia signed a memorandum of understanding (MoU) with the Ministry of Higher Education and Multimedia Development Corporation (MDeC) on July 19 to incorporate TRIZ (Theory of Inventive Problem Solving) methodology as part of the local undergraduates' curriculum. The collaboration is part of Intel's ongoing efforts in developing human capital by promoting innovative thinking and creative skills in problem solving among local graduates.

A Great Place to Work

Intel Triumphs at Malaysia HR Awards 2010



The proud team from Intel during the Malaysia HR Awards 2010 ceremony

Intel Malaysia is honoured to have garnered three prestigious awards at the Malaysia HR Awards 2010 ceremony, which was held on July 20 in Sunway Resort Hotel and Spa, Kuala Lumpur. We won accolades in the following categories:

- HR Excellence Gold Award
- HR Grand Award
- Multimedia Super Corridor (MSC) Best Employer Award

Coming Up Next

Intel Teach Celebrates 10 Years of Excellence

Intel Malaysia pays homage to teachers and educators through the Intel Exemplary Teacher Award 2010 in conjunction with the 10th Anniversary of Intel Teach Program. Find out more in our next issue!

Inaugural Malaysia TRIZ Conference

The much anticipated myTRIZ Conference, a joint collaboration with the Ministry of Higher Education, Multimedia Development Corporation (MDeC) and Malaysia TRIZ Innovation Association will be held for two days in October. Don't forget to check out our next issue as we share the highlights of the exciting event, including best practices on systematic innovation and TRIZ.

Contact us

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

To find out more about CSR@Intel, visit www.intel.com/apac/csr

About Intel

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