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## Welcome Message



Atul Bhargava  
Managing Director  
Intel Malaysia

The year is coming to an end and festive mood is in the air. As we draw this quarter to a close, it is no doubt that it has been an exciting one as we jointly organized the inaugural Malaysia TRIZ Systematic Innovation Conference 2010 with Multimedia Development Corporation (MDeC). The conference was designed to promote systematic innovation through the use of TRIZ, the Russian acronym for “Theory of Inventive Problem Solving”. The response we received was very encouraging and we’re hoping that TRIZ will spark the innovative spirit in each of the delegates. Driving innovation has always been on Intel’s main agenda and we recognize the value of systematic innovation as Malaysia embarks on the journey to become a high growth and high income economy.

That’s not all. To mark the 10th anniversary of the Intel Teach Program, Intel organized the Intel Exemplary Teacher Award to recognize and celebrate the efforts of educators who have introduced innovative teaching practices in the classroom. Kudos to the winners! Continue to inspire our future generation.

It has been an exciting and eventful year as we launched the Kulim Microprocessor & Chipset Operations, an RM805mil investment, and garnered three prestigious accolades at the Malaysia HR Awards. I believe we will have an excellent year ahead. Let’s continue to be the agents of innovation and advancement in our industry and our local communities. I quote Pearl Buck – “The secret of joy in work is contained in one word - excellence. To know how to do something well is to enjoy it.”

Wishing all of you a joyous holiday season and Happy New Year. Spread the good cheer and I wish you all safe travels this holiday season.

## Spotlight

### Inaugural Malaysia TRIZ Systematic Innovation Conference

In line with the national agenda to build a high-income economy driven by knowledge and innovation, Intel Malaysia recently partnered with MDeC to host the inaugural Malaysia Systematic Innovation conference themed "Generating Growth through Systematic Innovation". The three day conference featured renowned practitioners of TRIZ including:

- Dr. TS Yeoh, President of the Malaysian TRIZ Innovation Association and Intel Principal Engineer,
- Dr. Mark Barkan from the International TRIZ Association and
- Dr. Sergei Ikovenko, Director and Chief Specialist, Innovation Leadership Programs, Massachusetts Institute of Technology.

The conference drew about 150 delegates representing multinational companies, small medium enterprises, universities, consultant firms and government agencies, including regional delegates from Japan, Vietnam, Thailand Korea, Sri Lanka, Pakistan, Philippines, India and Taiwan.



Dr. TS Yeoh, Principal Engineer of Intel Malaysia and President of the Malaysian TRIZ Innovation Association giving his speech at the Malaysia TRIZ Systematic Innovation Conference



Executives having a casual discussion during the conference



From L-R: Dr. TS Yeoh, President, Malaysia TRIZ Innovation Association; Atul Bhargava, Managing Director, Intel Malaysia; Tan Sri Abdul Halim Ali, Chairman, MDeC; Ng Wan Peng, COO, MDeC; Dr. Mark Barkan, President, International TRIZ Association

## Environment

### Mangrove Tree Planting



Clocking in 411 IIMGP hours by planting mangrove tree samplings



A concerted effort by Intel volunteers together with PIFWA



We got our hands dirty for a cause

Some 200 Intel Involved volunteers, students, teachers and villagers clocked in an impressive 411 volunteer hours in Kampung Bagan Belat, Teluk Air Tawar this October for its sixth annual Mangrove Tree Planting environmental program. An estimated 1,000 mangrove tree saplings were planted, with another 1,000 more trees to be planted in nearby areas by the Penang Inshore Fisherman Welfare Association (PIFWA). Since its inception six years ago, more than 12,000 mangrove trees have been planted to further Intel Malaysia's commitment towards environmental sustainability.

## Education

### Intel Teach 10th Anniversary



L-R: Datuk Asariah Mior Shahrudin, Deputy Director General of the Teacher Professional Development Sector, Ministry Of Education; Gold Prize winner, Sawaran Jit Kaur of Miri, Sarawak and Prakash Mallya, Intel SMG Country Manager

Intel, through the Intel Teach Program (ITP), has made a difference where it matters most: in the classroom. This year, Intel Malaysia celebrates 10 years of empowering the nation's teachers via the Intel Teach Program. Since its inception, the ITP has successfully reached **70,000** teachers nationwide and is set to continue this collaboration with the Ministry of Education to introduce new project-based approach courses such as the Intel Teach Elements.

#### *Intel Exemplary Teacher Award*

In conjunction with this 10th year celebration, Intel recognized 5 teachers through this award for their outstanding work of integrating technology using innovative pedagogy in the classroom. The Gold Prize was awarded to Sawaran Jit Kaur from Kolej Tun Datu Tuanku Haji Bujang, Miri, Sarawak. Other winners included teachers from Penang, Sarawak and Pahang.

### Advanced VLSI Curriculum Workshop

This quarter marks the conclusion of the Advanced VLSI (Very-Large-Scale Integration) Curriculum Workshop which was launched at the beginning of this year. Throughout 2010, Intel Malaysia has been collaborating with MDeC to introduce its VLSI curriculum in an effort to increase the technical talent in the country. The developed curriculum has helped to train faculty members to effectively teach graduates the technical skills required by the industry. Congratulations to the trainers who have successfully delivered 6 Modules in 4 Phases. The workshop has reached 48 faculties from 18 universities/colleges and to date, a total of 8 universities have successfully adopted the curriculum.



Workshop for faculty members in progress

## A Great Place to Work

### Intel Malaysia Family Day

Both Intel campuses in Kulim and Penang were abuzz with much laughter and joy from both adults and children in December this year.

Over 12,000 family members and friends of Intel employees enjoyed a fun-filled day of magic shows, both games and tele-matches. Celebrity comedian Harith Iskander and children's favorite cartoon characters Upin and Ipin also made guest appearances to the delight of all those present.



Families enjoying sand art during the Family day



Confetti to end the Family Day much to the delight of the little children present

## Year in Review

Intel Malaysia Celebrates Global Earth Day 2010 with the theme "From Land to Ocean; from Tigers to Trees".



Intel Malaysia volunteers joined over 100 students and teachers from Kulim and Penang's Intel Involved Matching Grant Program (IIMGP) schools to participate in a turtle conservation program in Pantai Kerachut.

4,724 employees from Intel Malaysia and United Nations Environmental Program (UNEP) planted trees as part of UNEP's Billion Tree Campaign.



Three students from Tunku Kurshiah College, Seremban won the Second Award of the United States Coast Guard at the Intel International Science and Engineering Fair and were presented with a US\$1,500 award for their research.

Intel Malaysia taught basic innovative problem solving skills to Form 4 through Form 6 students from SMK Sungai Ara for One Innovation Day.



## Year in Review

Over 375 students from 15 schools showcased their entrepreneurial skills at the Penang Young Enterprise Achievers Sales Fair.



Intel Malaysia signed a memorandum of understanding with the Ministry of Higher Education and Multimedia Development Corporation on July 19 to incorporate TRIZ Systematic Innovation as part of the local undergraduates' curriculum.

Shelly Esque, Vice President of Corporate Affairs Group, Intel Corporation brings festive cheer during Ramadhan to underprivileged children from Rumah Anak-Anak Taman Bakti.



## Coming Up Next

### Intel Back2School Program

As children prepare to start school next year, Intel Malaysia will be providing school supplies to under privileged students, keeping to its tradition for many years now. On top of that, Intel Malaysia will also be donating surplus laptops to schools within the community in Penang and Kulim. More details in our coming issue.

### Contact us

We would like to hear from you. Send us your comments by emailing [intelnewsltr@priority.net.my](mailto:intelnewsltr@priority.net.my)

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