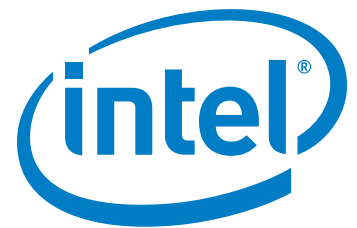


# CSR Newsletter

AN INTEL MALAYSIA CORPORATE AFFAIRS PUBLICATION



## In This Issue

### ▶ Spotlight

- Operation Innovation Accomplished

### ▶ Community

- Intel Spreads Festive Cheer

### ▶ Education

- Class is in Session
- Business as Usual

### ▶ A Great Place to Work

- Sponsors of Tomorrow



*Left: Intel Spreads Festive Cheer Right: Sponsors of Tomorrow*



*Clockwise from left: Business as Usual / Class is in Session / Operation Innovation Accomplished*

## Cheng Cheng speaks



**Loo Cheng Cheng**  
Corporate Affairs Director  
Intel Malaysia

Time sure flies! We're already three quarters into 2011.

We recently saw the transition of our site Managing Director as Atul Bhargava completed his assignment in Malaysia and returned to the United States. In his place, we're pleased to welcome Robin Martin, who is also Vice President of Technology Manufacturing Group and General Manager of worldwide Assembly Test Manufacturing.

Robin's debut and re-introduction was through the Aidilfitri Festive Cheer event which feted 90 under-privileged children, along with employees and guest-of-honor, YB Dato' Mukhriz Tun Mahathir Mohamed.

A key determinant of Intel's continued success and leadership is the ability to innovate. For this very reason, Intel partnered with the industry, academia and government to introduce the inaugural Innovate Malaysia Design Competition. Congratulations to Universiti Tunku Abdul Rahman for clinching the top prize!

On the digital inclusion front, Intel Easy Steps Program which was launched earlier this year started sessions for Senior Trainers of community broadband centers managed by MSD Digital Intelligence.

Finally, our girls from SMK Sri Mutiara put up a fantastic show at the Young Enterprise Program (YEP) Achievers' Sales Fair, generating a good profit for their business. All these activities would not be possible if not for the passionate Intel Involved employee volunteers. I hope you will enjoy reading more about these happenings in this CSR newsletter. Until the next issue, on behalf of Intel Malaysia, I would like to wish all Muslims a *Selamat Hari Raya!*

## SPOTLIGHT

## Operation Innovation Accomplished

Universiti Tunku Abdul Rahman (UTAR), came up tops in the inaugural **Innovate Malaysia Design Competition**, organized by Agilent Technologies, Altera, Intel and supported by Multimedia Development Corporation (MDeC) and Ministry of Science, Technology and Innovation (MOSTI).

The winning team, comprising Gan Yu Han, Gan Guo Dong and Vincent Cheah trumped 71 other teams to win the MOSTI Innovate Malaysia Award 2011, a RM5,000.00 cash prize and an Intel® Atom™-based netbook each with their presentation of the Electric Vehicle Intelligent Control System (EVICS). The team also scooped up first place in the Intel track (category), with their system design based on the Intel® Atom™ Processor Platform.



**Above:** The winners sharing a moment with Eric Chan, Director for Intel Embedded and Communications Group (ECG), Asia Operations (2nd from left) and YB Datuk Hj Fadillah, Deputy Minister of Ministry of Science, Technology & Innovation (3rd from left). **Left:** A student from Multimedia University (MMU) demonstrating their smart office project also using on the Intel® Atom™ processor platform.



## COMMUNITY

## Intel Spreads Festive Cheer



In its tenth year running, the **2011 Aidilfitri Festive Cheer** raised over RM10,000 to benefit over 620 underprivileged Malaysians including orphans, single mothers and senior citizens in Kedah and Penang.

Intel Involved volunteers also collaborated with the Kulim Hi-Tech Park Wargakilang group – volunteers representing multinational companies (MNCs) in Kulim Technology Park Centre – to deliver festive goodies and *duit raya* to 41 families deep in the rural areas of Sik, Kedah.

This year's Aidilfitri Festive Cheer concluded with a Buka Puasa dinner with YB Dato' Mukhriz Mahathir, Deputy Minister of International Trade and Industry, who handed out even more goodies presented to 90 underprivileged children.

**From left:** Dato' Mukhriz Mahathir handing out Hari Raya goodies at the 2011 Aidilfitri Festive Cheer, Prakash Mallya, Country Manager Sales and Marketing distributing duit raya. **Above:** Robin Martin, Managing Director, Assembly, Test and Manufacturing spreading festive cheer to the Buka Puasa attendees.

## EDUCATION

Sixty managers of Community Broadband Centers (CBCs) from rural communities nationwide have added another feather in their caps as newly-minted Intel® Easy Steps Senior Trainers.

Conducted in two batches, the Senior Trainers were given an in-depth training of the program through hands-on activities and activity cards. The training session was also witnessed by officials from MSD Digital Intelligence - Intel Malaysia's partner in the **Intel Easy Steps** Program.



**Above:** Representatives from MSD Digital Intelligence at the Intel® Easy Steps program training session. **Right:** Class is in session! Sixty Community Broadband Center managers on their way to becoming Intel® Easy Steps Senior Trainers.

## Class is in Session



## EDUCATION



After months of learning the ins and outs of running a business, team Natty Pearl Enterprise from SMK Sri Mutiara, Penang – an Intel Malaysia-sponsored school - finally demonstrated what they were made of in the **Young Enterprise (YE) Achievers Sales Fair** at Queensbay Mall, Penang.

The two-day Sales Fair saw our Young Achievers overcoming entrepreneurial challenges through unique product offerings, creative marketing strategies, combined with a good load of humour.



**Top:** Assorted book marks, zipper bags and flower badges. **Above:** Well done team Natty Pearl Enterprise! **Bottom right:** The Young Enterprise (YE) Achievers Sales fair in full swing.

## Business as Usual





This past June, the Intel Sponsors of Tomorrow™ Employee Expo came to Penang and Kulim as part of a worldwide tour of Intel sites. The program is designed to pull the latest in our products and technologies from around the company so that our employees can see what their colleagues around the world work on every day.

## IN THE NEXT ISSUE

### ► Education

- Embedded Curriculum Workshop  
*Getting the lowdown on Embedded Intel® Architecture on the Intel® Atom™ Platform.*

### ► Community

- Deepavali Festive Cheer  
*Spreading cheer to the underprivileged communities as the Festival of Light dawns.*
- Mangrove Tree Planting  
*Keeping it green from coast to coast.*

### ► A Great Place to Work

- 3rd Women@Intel Network (WIN) Conference  
*Tan Sri Rafidah Aziz keynotes at this annual leadership conference.*

## Contact us

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

To find out more about CSR@Intel, please visit [www.intel.com/apac/csr](http://www.intel.com/apac/csr).

## About Intel

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