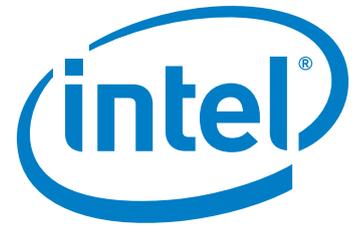


CSR Newsletter

AN INTEL MALAYSIA CORPORATE AFFAIRS PUBLICATION



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Left: It Ain't Easy Being Green Right: Deepavali Festive Cheer



Clockwise from left: Smells Like Innovation / I See Embedded Systems / Inspiring Passion and Change

Cheng Cheng speaks



Loo Cheng Cheng
Corporate Affairs Director
Intel Malaysia

If you haven't heard this before, let me be the first person to say it: Intel Malaysia is anything but uneventful and the final quarter of 2011 bears testament to that!

From a composting project and Environmental themed fashion show with students from SJKC Hwa Min, Kedah to an Embedded Systems Curriculum Development Workshop with faculty members from 17 local and foreign universities, our folks at Intel Malaysia have been busy keeping the flame of learning burning bright.

In a much more informal setting, Intel Malaysia womenfolk were treated to an empowering keynote by Tan Sri Rafidah Aziz at our Women@Intel Network (WIN) Conference. Green-fingered Intelliers also invested time and sweat into giving Mother Nature a helping hand with a mangrove tree planting activity. Our other more festive-minded friends also took time to spread Deepavali Cheer to 100 needy families across Penang and Kulim. We'll definitely be looking forward to extending the same spirit of giving with our upcoming Back2School and Christmas Festive Cheer programs.

In times of much joy, it is only fitting that we turn our thoughts to those not as fortunate as us. In a mighty show of charity and generosity, employees from Intel Malaysia came together to raise over RM35,000 in aid of those afflicted by the devastating floods in Thailand. It is our hope that these contributions can do their bit to make things a little easier.

So as the seasons turn and one year ends, may your holiday season and the New Year be filled with much happiness and success. Happy holidays and we will see you in a brand new year!

SPOTLIGHT

Smells Like Innovation

If you can still use it, it's not garbage so said the wise. In an effort to inculcate innovative thinking in the management of refuse, Inteliers worked with almost 1,000 students of SJKC Hwa Min, Kedah in setting up a compost corner. A competition that promoted innovation and design skills was also organized, which included a Fashion Show and an exhibition, where students showcased their creations made using recycled materials.

Funded by Intel Involved Matching Seeds Grant worth US\$5,000, **The Garbage Project** was 1 out of 3 winning proposals from 43 applications made to Intel worldwide: a fitting testament to the minds cultivated by Intel's culture of innovation.



Above: Students manning their exhibition booths / An ancient monster gets a new lease of life thanks to electronic refuse **Left:** Colourful facsimiles of iconic Malaysian structures made from recycled refuse.

COMMUNITY

Deepavali Festive Cheer



From left: Intelliers doing their part in packing up Deepavali Festive goodies for up to 100 families **Above:** The Intel festive convoy delivering Deepavali Festive Cheer from door to door

For the first time in Intel Malaysia history, the Intel festive convoy delivered goodies and small cash donations to nearly 100 needy Hindu families across Penang and Kulim in collaboration with Persatuan Kebajikan Masyarakat Paya Besar (Kulim) and Sai Baba Center (Penang).

Also raising a total amount of RM14,373.60 in a Donation Drive, **Deepavali Festive Cheer 2011** was inspired by the recently concluded Aidilfitri Festive Cheer. Judging from the support received and achievements garnered, the Deepavali Festive Cheer will definitely be a mainstay in Intel's many charitable outreach programs for many years to come.

ENVIRONMENT

It Ain't Easy Being Green



We've done this before but it doesn't make our fight for a greener planet any less important or effective. For the 7th time since its inception, around 200 Intelliers clocked in 371 volunteer hours and dove right into the mud to plant 1,200 mangrove tree saplings at Kuala Sungai Aceh.

The **Mangrove Tree Planting** environmental program also included a colouring contest for nearby kindergarten students and quizzes open to IIMGPS school students. Over the past seven years, up to 17,000 Mangrove trees have been planted by our volunteers – a noteworthy achievement that will hopefully keep the planet running green for generations to come.



Top: Our only hope for a guaranteed future lies in a greener environment **Above:** Celebrating a job well done by Intel Malaysia

EDUCATION

I See Embedded Systems

Faculty members from 17 local and foreign universities received an academic boost in the **Intel Malaysia Embedded System Curriculum Development Workshop**.

21 Intelliers including Eric Chan, Director, Intelligent Systems Group, Intel Malaysia shared the next level of details on Embedded Intel Architecture on Atom Platform curriculum in a series of lectures, discussions and hands-on lab sessions. At the end of the workshop, up to 11 universities present expressed plans to implement curricula based on the workshop in the coming year: a clear indication of the event's success.



Above: Prof Dr. Lee Yann-Hang from Arizona State University delivering the Embedded Systems Curriculum Development Workshop in Eastin Hotel

Right: Workshop attendees paying rapt attention to the lesson at hand

In Retrospect

Intel Malaysia
Year 2011 in Review

Young Enterprise (YE) Achiever's Workshop



Blood Donation Drive



Intel Get SETT Program



Back2School Program



Intel Involved Matching Grant Program (IIMGP) 2010 Recognition



Back2School Program



Solid Waste Recycling Campaign



Intel Easy Steps Program



2011 Aidilfitri Festive Cheer



Intel International Science And Engineering Fair 2011 (INTEL ISEF)



Intel Easy Steps Senior Trainers' Training



Young Enterprise (YE) Achiever's Sales Fair



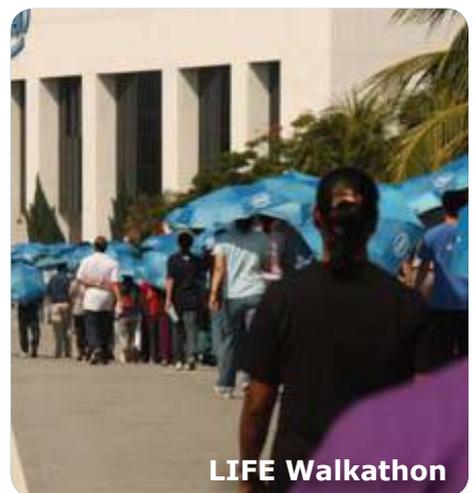
Innovate Malaysia Design Competition



Intel International Science And Engineering Fair 2011 (INTEL ISEF) Send Off



Intel Sponsors of Tomorrow™ Employee Expo



LIFE Walkathon



"Iron Lady" Tan Sri Rafidah Aziz took the stage to thunderous applause at the **3rd Women@Intel (WIN) Leadership Conference** where she urged employees to "ignite, inspire and invest" in themselves. 500 guests including employees and guests from Dell, Science University of Malaysia (USM) and other NGOs were also treated to other equally empowering keynotes and panel discussions.

Robin Martin, GM of Intel Malaysia and VP of Assembly Test and Manufacturing (ATM) accurately sums up this awesome show of feminine strength in saying, "There is always a woman behind every successful man."

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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, please visit www.intel.com/apac/csr.

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