



## Welcome Message



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I take great pride in the year-on-year achievements recorded in this newsletter. They represent Intel's long-term commitment to transforming education, minimizing our environmental impact, promoting sustainability and contributing to the communities in which we operate. More importantly, these are the stories that bring to life the tangible, human impact of these efforts.

In September, this commitment to progress passed a momentous milestone when we reached 10 million teachers trained under the Intel Teach program, transforming 300 million students' education. Over two-and-a-half million of these teachers were trained here in the Asia Pacific region.

Progress was also the buzzword at this year's Asia NGO Innovation Summit where we brought together the region's policy makers and thought leaders to foster social innovation throughout Asia. We were also excited to welcome honored guests to the region, including Justin Rattner and Shelly Esque.

This newsletter provides links to a wealth of examples of the impact Intel is having throughout the region and I invite you to explore the stories my colleagues have to share.

## Accelerating Innovation



Great ideas can come from anyone, anywhere, which is why we support innovation and entrepreneurship programs, to ensure success is sustainable and shared by all. Intel chief technology officer [Justin Rattner](#) recently visited Taiwan to promote this vision, meeting with government and academic stakeholders and participating in the Intel Innovation and Research Forum, where he joined over 200 chief technology executives and R&D professionals from across Taiwan.

Through the Intel Higher Education Program we collaborate with [universities](#), [industry](#) and governments around the world to create programs that [empower students](#) and support professors to ensure that the next generation has the skills to continue to drive innovation and is prepared to solve tomorrow's challenges.

Initiatives such as the [Intel Global Challenge](#), the [Intel - DST Asia Pacific Challenge](#), and the [Intel India Embedded Challenge 2012](#) provide students the opportunity to build technical, entrepreneurial and research skills to become the next generation of innovators...

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## Feature Story: STEM Program



### **Science, Technology, Engineering and Math Shelly Esque, VP, Director Corporate Affairs Group, Intel**

I recently travelled to Seoul, Korea, where I was honored to share my thoughts with the dedicated and inspired educators and policy makers at the [Asia Science Educator Academy 2011 \(ASEA\)](#).

At Intel we believe young people are the key to solving global challenges. A solid math and science foundation coupled with skills such as critical thinking, collaboration and digital literacy, are crucial for their success in the 21st Century. Today, many of my colleagues are directly involved in providing education programs, advocacy and technology access to inspire tomorrow's innovators and create a highly-skilled workforce capable of driving a country's future economic growth.

Intel has been investing in the development of our global STEM (science, technology, engineering and mathematics) program for years, contributing USD \$1 billion each decade. ASEA is a prime example of Intel's STEM program at work in the Asia Pacific region,

## Transforming Education



In 2011 we made significant strides in [transforming education](#) and building 21st century skills across the Asia Pacific region. We have [engaged and catalyzed governments](#) on education transformation and policy; expanded our education initiatives with new partnerships, programs and tools; celebrated the impact these initiatives have on students and the [accomplishments of teachers](#); and marked some momentous [milestones](#) along the way.

To thrive in the global knowledge economy and succeed in the workplace of tomorrow, children require an education focused on building 21st century skills. Education drives future economic growth and gives countries a competitive edge. But more powerful than that is the transformative effect it can have - to change the lives of individuals, underpin our communities and enrich the lives of every person on earth... [>> Read more](#)

bringing together national education policy makers, education specialists, curriculum planners and science professionals from 15 countries to develop action plans to support education. The event provided the perfect opportunity to launch the [Intel Future Scientist Program](#), a two-day interactive workshop designed to help teachers understand how to create inquiry based lesson plans in science and to encourage innovation and creativity in their students by helping them to think like a scientist.

This complements other local efforts at play that facilitate student participation in research driven science fairs. Across Asia Pacific Intel enjoys strong partnerships with many local science fairs, including KISEF in Korea, the [Department of Education's National Level Science Fair](#) in the Philippines, and the Taiwan International Science Fair. Organized by the National Taiwan Education Centre, the Taiwan fair celebrated a decade-long partnership with Intel this year.

India has already selected its representatives for ISEF 2012 at [IRIS](#) (Initiative for Research and Innovation in Science) 2011. IRIS promotes inventions and innovation among students and youth in India, encourages originality of thought among young innovators to enrich the quality of future human resource and build a pipeline of world-class talent.

I anticipate the unveiling of many more innovative solutions by the budding scientists of Asia Pacific at next year's [Intel ISEF](#) fair in Pittsburgh. The annual science fair sees more than 1500 young scientists come together to share ideas, showcase cutting-edge science and compete for up to USD \$4 million in prizes. The competition itself is exciting for the young people who enter - challenging them to make friends around the world and interact with their future scientific peers.

Intel's work in fostering scientific talent around the region is evident in the increase in the number and quality of entrants from across Asia Pacific at Intel ISEF 2011. The performance of the 95 regional representatives was truly outstanding, marking one of the strongest showings the Asia Pacific has ever had at

## Citizenship



Intel's passion for innovation is reflected in our commitment to social responsibility. In October, Intel co-hosted the 2nd [Asia NGO Innovation Summit](#) (ANIS) in partnership with the Hope Institute. The summit brought together thought leaders and policy makers from across Asia Pacific to develop new ideas, and strategies that can meet the challenges facing society and help foster the move toward more sustainable, innovation-based economies.

Other efforts to improve the lives of citizens across the region included the [Get SETT](#) program in Malaysia, an extension of our global STEM initiative, to help nurture the scientists, engineers and technologists of tomorrow. In addition, many countries in the region participated in a range of volunteer projects for [Earth Day 2011](#). And, in India, the company's support of employee led [Social Entrepreneurship](#) efforts enabled multiple innovative programs including integrating a software solution on low cost netbook computers to assist the visually impaired and a project to help researchers conduct studies on endangered tiger populations...

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the event. Forty-two of the region's finalists picked up grand prizes and two of the three top prizes went to students from the Asia Pacific region. Three students from [Thailand](#) won second place overall, winning the Intel Foundation Young Scientist Award with USD \$50,000 in prize money for their research into using gelatin found in fish scales to create biodegradable plastic. And two budding scientists from [South Korea](#) came third, winning the Dudley R. Herschbach SIYSS Award for developing a technique to improve the efficiency of water harvesting.

I am pleased to see so many exciting things happening in the Asia Pacific region, and so many students excited about science. I am looking forward to seeing their next success as we work together to encourage literacy in science and math and I anticipate hearing more success stories from Asia Pacific throughout 2012.



## Disaster Relief

When natural disasters affect our communities in Asia Pacific, Intel and its employees are quick to respond with generous donations of time, expertise, finance and technology. This year we had four major relief efforts in the region - Australia, New Zealand, Japan and Thailand. Intel and its employees provided funding to support recovery efforts for those affected by the flooding in Queensland, Australia, which left most of the state underwater, and the earthquakes that devastated Christchurch, New Zealand.

The scale of the devastation caused by the earthquake and tsunami that hit [Japan](#) in March this year stunned our region. It will take years for those areas affected by the devastation to recover fully. Intel's emergency response was not just about giving money, it was about personal commitment on the ground. On the morning following the earthquake a team of Intel [volunteers](#) went out into the tsunami-stricken zone. Through the use of their expertise and our technology, they set-up communication links - providing a lifeline for those searching for their loved ones and wanting to communicate with the outside world... [>> Read more](#)

## Enriching Lives Through Technology



Innovation and technology literacy are essential to our ability to meet the critical challenges we face in the future. To help countries in the Asia Pacific region meet this rising challenge, this year we [connected communities](#) across the region, extended technology to reach the [underserved](#), and partnered with governments and NGO's on a new program to enhance [digital literacy](#) in multiple countries including [India](#), [Malaysia](#), [Pakistan](#) and the [Philippines](#). We achieved many important milestones toward our mission to create and extend computing technology to connect and enrich the lives of every person on earth... [>> Read more](#)

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