

EXECUTIVE SUMMARY

TITLE	:	Collaboration in the new association start-up - Malaysia Semiconductor Industry Association (MSIA)
OBJECTIVE	:	To support the newly established Malaysia Semiconductor Industry Association (MSIA) initiatives, programmes and activities to nurture and grow the semiconductor ecosystem, promote E&E subsector growth, having collective voice, and contribute to the government strategies and policy.
IMPACT TO BUSINESS	:	<ul style="list-style-type: none"> • To spearhead the Malaysia's semiconductor industry (electronics and systems), by nurturing and growing the complete semiconductor eco-system while keeping up with the state-of-the-art technology; and • To support members' interests and Malaysian economic growth through promoting and integrating Malaysian companies as key players to the global value (or supply) chain. • Collective voice of the semiconductor industry by advocating industry's challenges and building positive relationships with the ministries and its agencies, and other industry's associations and chambers; and • Contribute to the government on strategies formulation, policy advocacy to expand and grow the semiconductor industry to be globally competitive.
DURATION	:	Feb-Apr 2021
ESTIMATED COST	:	RM 40,000.00
BUDGET	:	MPB-EEP/N
RECOMMENDED BY	:	
Comment/ Signature by PCT	:	

MALAYSIA PRODUCTIVITY CORPORATION (MPC)
PROPOSAL FOR BOARD OF MANAGEMENT

1. Purpose

The purpose of this paper is to request approval from Board of Management (BOM) on the Collaboration in the new association start-up - Malaysia Semiconductor Industry Association (MSIA) with the estimated cost of RM40,000 using MPB-EEP budget.

2. Background

- 2.1 Malaysia Semiconductor Industry Association (MSIA) is an industry association which cover individuals and companies incorporated in Malaysia who are involved directly or related to Semiconductor Industry (Electronics and Systems), Semiconductor Industry supply chain, institutions in research and development and training related to Semiconductor Industry, those providing significant related services to semiconductor industry such as engineering, finance, legal and those societies, associations, chambers and government - linked agencies.
- 2.2 Industry covered under MSIA
 - i. Design business - IC design, EMS design, Industrial design
 - ii. Wafer fab
 - iii. Assembly Test & Packaging - OSAT, Integrated Device Manufacturer (IDM)
 - iv. Product Manufacturing - Electronic Manufacturing Services (EMS), Contract Electronics Manufacturer (CEM)
 - v. Automation & Wafer Fab Equipment
 - vi. Precision Engineering
 - vii. Engineering Services
 - viii. Parts and components
- 2.3 Objective of MSIA
 - i. To Strategically Develop and Accelerate Malaysia's semiconductor industry (electronics and systems), from Front End to Market Space by nurturing and growing the complete semiconductor eco-system.
 - ii. To elevate Malaysia companies to the global market and value chain by enhancing their capabilities and capacities.
 - iii. To be the collective voice of the semiconductor industry by advocating industry's challenges and building positive relationships with the government and its agencies, and other industry's associations and chambers.
 - iv. To collaborate with the government on strategies formulation and policy advocacy to enable the semiconductor industry to be globally competitive.

3. Objective of the event

- i. To launch the recently established Malaysia Semiconductor Industry Association (MSIA)
- ii. To promote MSIA's objectives, programmes and activities
- iii. To kickstart the MSIA's engagement with government agencies and industries

4. Estimated Cost

Item	Cost per unit	Total cost (RM)
Speech Recording Services	RM10,000	10,000.00
Video production and Editing	RM20,000	20,000.00
Promotion and Marketing (Design/Printing)	RM5,000	5,000.00
Writer and Publication	RM5,000	5,000.00
TOTAL		40,000.00

7.0 Approval from BOM

The consideration and approval of the Board of Management (BOM) is sought for Collaboration in the new association start-up - Malaysia Semiconductor Industry Association (MSIA) with the total estimated cost of **RM40,000.00** using the MPB-EEP allocation.

Prepared by:



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Date: 10 Feb 2021

Reviewed by:



Lee Wan Wei
Manager
Date: 10 Feb 2021

Approved by:



Suhaimi Hamad
Director
Date: 11 Feb 2021