

EXECUTIVE SUMMARY

TITLE	:	Launching of 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 35,000.00
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 Launching of Malaysia Semiconductor Industry Association (MSIA) with the estimated cost of RM35,000 using MPB-EEPN 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.

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

The event to be organized physically, to be launched and officiated by YB Deputy Minister, Datuk Lim Ban Hong. Dato KP and TKP En Zahid already consented the event to be organized physically.

Item	Cost per unit	Total cost (RM)
Seminar Package and hotel related cost	RM150 x 100 pax	15,000
Promotion and Marketing Bunting, Plaque, Flyers, Certificate	RM10,000	10,000
Video livestreaming	RM 10,000	10,000
TOTAL		35,000

7.0 Approval from BOM

The consideration and approval of the Board of Management (BOM) is sought for Launching of Malaysia Semiconductor Industry Association (MSIA) with the total estimated cost of **RM35,000.00** using the MPB-EEPEN allocation.

Prepared by:



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Date: 22 Mar
2021

Reviewed by:



Lee Wan Wei
Manager
Date: 22 Mar 2021

Approved by:



Suhaimi Hamad
Director
Date: 22 Mar 2021