

Our Reference: (97) PSMB/26/8/ Klt. 16
Date: 30 September 2025

PROJECT DIRECTOR

MALAYSIA SEMICONDUCTOR INDUSTRY ASSOCIATION (MSIA)

Malaysia Productivity Corporation Northern Region Office,
Malaysia Productivity Corporation,
Beg Berkunci 206,
Jalan Tun Hamdan Sheikh Tahir,
13200 Kepala Batas,
Seberang Perai Utara, Pulau Pinang
(ATTN: SC WONG)

Dear Sir/Madam,

HRD CORP CLAIMABLE FOR REGISTERED EMPLOYERS UNDER KUMPULAN WANG PEMBANGUNAN SUMBER MANUSIA (KWPSM)

The above subject refers.

2. We are pleased to inform you that Pembangunan Sumber Manusia Berhad (**PSMB**) has agreed with your request for training conducted as below to be **CLAIMABLE**.

Program Name : **Silicone Malaysia Conference 2025**
Date : **4th November 2025**
Location : **SPICE Penang**

3. Therefore, registered employers under Kumpulan Wang Pembangunan Sumber Manusia (**KWPSM**) can apply training grant through the e-TRiS system by selecting '**Non-Registered Training Provider Details – Association**' under the Skim Bantuan Latihan (**SBL**) and attach this letter as one of the supporting documents. The approval of the training grant is subject to the conditions set by PSMB.

4. PSMB also gives permission to you to use the **HRD CORP CLAIMABLE** logo for promotional purposes. Approval starts from the date of this letter until **NOVEMBER 4, 2025**. Enclosed with this letter is the logo link (<https://hrdcorp.gov.my/usage-of-hrd-corp-logo/>) for your reference.

5. Should you need further information, please contact the Training Market Department through email: vmdsupport@hrdcorp.gov.my.

Thank You.

***‘DELIVERING QUALITY, DEVELOPING EXCELLENCE’
‘MALAYSIA MADANI’***

Yours Faithfully,



.....
(ELAIYARAJ A/L RETNAM)
Training Market Department
Pembangunan Sumber Manusia Berhad

Our Reference: **(97)** PSMB/26/8/ Klt. 16
Date: 30 September 2025



PERSATUAN INDUSTRI SEMIKONDUKTOR MALAYSIA

MALAYSIA SEMICONDUCTOR INDUSTRY ASSOCIATION (MSIA)

Malaysia Productivity Corporation Northern Region Office, Malaysia Productivity Corporation,
Beg Berkunci 206, Jalan Tun Hamdan Sheikh Tahir, 13200 Kepala Batas, Seberang Perai Utara, Pulau Pinang.

Registration Number: PPM-013-07-08012021 | www.msia.org.my

17 September 2025

Human Resource Development Corporation (HRDC)
Wisma HRD Corp
Jalan Beringin, Bukit Damansara
50490 Kuala Lumpur
Federal Territory of Kuala Lumpur

Request for HRDC Endorsement of HRDC-Claimable Program under SBL Scheme –

Silicon Malaysia Conference 2025

Dear Mr. Soffian,

The Malaysia Semiconductor Industry Association (MSIA) is pleased to submit for your kind consideration our request for HRDC's endorsement of the upcoming Silicon Malaysia Conference 2025. The event is scheduled to be held on 4th November 2025 in Penang, and we wish for it to be recognized as an HRDC-claimable program under the SBL scheme.

Conference Theme and Focus

The Conference will be centered on the theme "Transform Silicon Malaysia by 2030: Innovate and LEAD!". It is designed to highlight Malaysia's ambitions for future leadership and growth within the Electrical and Electronics (E&E) sector, with the goal of establishing the nation as a prominent global semiconductor hub.

The program will feature curated sessions aimed at fostering dialogue, collaboration, and knowledge-sharing among government agencies, multinational corporations, local enterprises, and academic institutions. The discussions will focus on identifying strategies to elevate Malaysia as a global leader in the semiconductor industry by 2030.

Objectives of the Program

The Silicon Malaysia Conference 2025 aims to:

1. Equip industry leaders and professionals with strategic insights on innovation, leadership, and transformation.
2. Drive knowledge exchange to support Malaysia's transition from "Made in Malaysia" to "Made by Malaysia".
3. Strengthen collaboration across government, industry, and academia to advance the semiconductor ecosystem.
4. Encourage professional growth and development within the E&E sector in line with national objectives.
5. These goals directly complement HRDC's mission to enhance Malaysia's workforce capabilities and bolster national competitiveness.



PERSATUAN INDUSTRI SEMIKONDUKTOR MALAYSIA

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Malaysia Productivity Corporation Northern Region Office, Malaysia Productivity Corporation,
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Registration Number: PPM-013-07-08012021 | www.msia.org.my

We thank you for your kind attention and continued support, and we look forward to HRDC's favourable consideration of our application.

Yours sincerely,

SC Wong
Project Director
Malaysia Semiconductor Industry Association (MSIA)

SILICON MALAYSIA

Conference 2025

04 November 2025 | SPICE Penang

9.00 AM - 5.30 PM

<https://msia.org.my/events/smc2025>

About The Conference

The theme of the Silicon Malaysia Conference 2025 is **“Transform Silicon Malaysia By 2030: Innovate and LEAD!”** The Conference will focus on Malaysia’s future leadership and growth in the Electrical and Electronics industry, and on achieving the nation’s aspiration to become a global semiconductor hub.

The curated topics are designed to foster dialogue and debate, with the aim of identifying clear, actionable steps for Malaysia to attain a leadership position by 2030. MSIA will be extending invitations to relevant government bodies, leading multinational corporations, as well as local companies to participate in this important Conference. Ultimately, the aim is to explore strategies to accelerate the nation’s transformation from “Made in Malaysia” to **“Made by Malaysia”**.

Program (WIP)

9.00 AM	Welcome Speech	Dato' Seri Wong Siew Hai President of MSIA
9.15 AM	Keynote Address	YB Senator Tengku Datuk Seri Utama Zafrul Tengku Abdul Aziz Minister of Investment, Trade and Industry
9.30 AM	Panel 1	From Made in Malaysia to Made by Malaysia <i>Nurturing Malaysian Champions – Shifting the mindset from "Made in Malaysia to Made by Malaysia"</i> Moderator: Dato' KS Bock, Senior Vice President, Backend Operations (BEO), Sandisk Panelists: 1. Dato' SK Fong, CEO, SkyeChip 2. Mr Tay Kheng Chiong, Group MD, D&O Green Technologies Bhd 3. Dato' Chu Jenn Weng, CEO, ViTrox Bhd 4. Datuk Phang Ah Tong, Former Deputy CEO, MIDA
10.30 AM	Panel 2	Tariffs, Trade Wars, & Tech Sovereignty: Turning Risks into Localisation Opportunities <i>How to Navigate Global Trade Risks and Supply Chain Shocks into opportunities for Malaysian industries. How local businesses should look at FTA's (Free Trade Agreements) as strategic tools to increase global market access.</i> Moderator: Andrew Chan, Executive Director, MSIA Panelists: 1. YBrs. Puan Mastura Ahmad Mustafa, Deputy Secretary General (Trade), MITI; Chief Tariff Negotiator with the US 2. Mr Tan Siew Jin, Vice President of Operations & Managing Director, Jabil Penang 3. Mr Andrew Pince, Asia Pacific Manager, Macro Foresight, Accenture 4. En Noorazidi Che Azib, Vice President, Inari Amertron Bhd
11.30 AM	Panel 3	AI Inside: Building Future-Ready Enterprises Now! <i>Using AI to Optimise cost, tighten Cybersecurity strategies, Improve Productivity, Unlock new growth opportunities</i> Moderator: Mr Tan Chun Seng, Group Vice-President & General Manager STMicroelectronics Malaysia Panelists: 1. Mr Sam Majid, CEO, National AI Office (NAIO) 2. Mr Cheng Boon Seng, Managing Director, Elliance 3. Laurence Si, Managing Director, Microsoft Malaysia 4. Mr Koay Tze Siang, Managing Director, Dell Technologies Malaysia

Program (WIP)

12.30 PM	Lunch & Networking	Exhibition Walk at AUTOMEX
2.00 PM	Presentation	Special Presentation by Brainport Eindhoven, Netherlands <i>Sharing the success model of "Brainport Eindhoven"; Europe's most innovative technology region</i> Speaker: Mr. Marco Winter, Executive Director, Malaysian Dutch Business Council
2.30pm	Panel 4	Catalysing Malaysia's Rise as a Regional Brainport. What does it take to create an innovation ecosystem in Malaysia? <i>Brainport Eindhoven is renowned as a nexus of advanced technology, research, and industrial excellence. We look at the challenges, and the bold actions we need to take to transform Malaysia into a brainport.</i> Moderator: Mr Marco Winter, Executive Director, Malaysian Dutch Business Council Panelists: 1. Dato' Solomon Lorthu, Vice President of Penang Operations & Country President, Motorola Solutions Malaysia Sdn Bhd; Chairman of PSDC 2. Ms Catherine Lian, Vice President & Executive Technology Leader, IBM Asean 3. Keat Yap, AT Kearney 4. Mr Andrew Goh, Corporate Vice President & General Manager, ASEAN Lam Research
3.30pm	Rapid Fire	Silicon Malaysia 2030: The Countdown Starts! Moderator: Dato' Seri SH Wong, President, MSIA Panelists: 1. Dato' SH P'ng, Chairman, Cradle Fund 2. Mr Jan Thomas Nicholas, Executive Director, Technology & Transformation, Deloitte Southeast Asia 3. Mr Amarjit Sandhu, Corporate VP, Assembly and Test NAND Operations for Micron (Singapore and Malaysia) 4. Mr Ng Kok Tiong, Senior Vice President & Managing Director, Infineon Technology
4.30pm	Networking Cocktail	
5.30pm	END	

Conference Pass

Type	Normal Price	<i>Early Bird</i>
Member Pass	RM 300	-
Regular Pass	RM 800	<i>RM 600</i>

Thank You

SILICON MALAYSIA

Conference 2025

Silicon Malaysia Conference 2025

Tentative Agenda

9.15 AM	Welcome Speech	Dato' Seri Wong Siew Hai President of MSIA
9.30 AM	Keynote Address	YAB Tuan Chow Kon Yeow Chief Minister of Penang
9.45 AM	Panel 1	From Made in Malaysia to Made by Malaysia <i>Nurturing Malaysian Champions – Shifting the mindset from “Made in Malaysia to Made by Malaysia”</i> Moderator: Dato' KS Bock, Senior Vice President, Backend Operations (BEO), Sandisk Panelists: 1. Dato' SK Fong, CEO, SkyeChip 2. Mr Tay Kheng Chiong, Group MD, D&O Green Technologies Bhd 3. Dato' Chu Jenn Weng, CEO, ViTrox Bhd 4. Kevin Wu, Managing Director & Partner, Boston Consulting Group (BCG)
10.45 AM	Panel 2	Tariffs, Trade Wars, & Tech Sovereignty: Turning Risks into Localisation Opportunities <i>How to Navigate Global Trade Risks and Supply Chain Shocks into opportunities for Malaysian industries. How local businesses should look at FTA's (Free Trade Agreements) as strategic tools to increase global market access.</i> Moderator: Andrew Chan, Executive Director, MSIA Panelists: 1. YBrs. Puan Mastura Ahmad Mustafa, Deputy Secretary General (Trade), MITI; Chief Tariff Negotiator with the US (pending confirmation) 2. Mr Tan Siew Jin, Vice President of Operations & Managing Director, Jabil Penang 3. Mr Andrew Pince, Asia Pacific Manager, Macro Foresight, Accenture 4. Mr Noorazidi Che Azib, Vice President, Inari Amertron Bhd
11.45 AM	Panel 3	AI Inside: Building Future-Ready Enterprises Now! <i>Using AI to Optimise cost, tighten Cybersecurity strategies, Improve Productivity, Unlock new growth opportunities</i> Moderator: Mr Tan Chun Seng, Group Vice-President & General Manager STMicroelectronics Malaysia Panelists: 1. Mr Cheng Boon Seng, Managing Director, Elliance 2. Mr Adrian Chew, Partner, Ernst & Young 3. Mr Koay Tze Siang, Managing Director, Dell Technologies Malaysia 4. Laurence Si, Managing Director, Microsoft Malaysia (pending confirmation)
12.45 PM	Lunch & Networking	Exhibition Walk at AUTOMEX
2.00 PM	Presentation	Special Presentation by Brainport Eindhoven, Netherlands <i>Sharing the success model of “Brainport Eindhoven”; Europe's most innovative technology region</i> Speaker: Mr. Marco Winter, Executive Director, Malaysian Dutch Business Council

2.20pm	Panel 4	Catalysing Malaysia's Rise as a Regional Brainport. What does it take to create an innovation ecosystem in Malaysia? <i>Brainport Eindhoven is renowned as a nexus of advanced technology, research, and industrial excellence. We look at the challenges, and the bold actions we need to take to transform Malaysia into a brainport.</i> Moderator: Mr Marco Winter, Executive Director, Malaysian Dutch Business Council Panelists: 1. Ms Catherine Lian, Vice President & Executive Technology Leader, IBM Asean 2. Keat Yap, AT Kearney 3. Mr Andrew Goh, Corporate Vice President & General Manager, ASEAN Lam Research 4. Suresh Kumar Das, Vice President, Design Engineering; GM, Intel Malaysia Design Center
3.20pm	Rapid Fire	Silicon Malaysia 2030: The Countdown Starts! Moderator: Dato' Seri SH Wong, President, MSIA Panelists: 1. Dato' SH P'ng, Chairman, Cradle Fund 2. Mr Jan Thomas Nicholas, Executive Director, Technology & Transformation, Deloitte Southeast Asia) 3. Mr Amarjit Sandhu, Corporate VP, Assembly and Test NAND Operations for Micron (Singapore and Malaysia) (pending confirmation) 4. Mr Ng Kok Tiong, Senior Vice President & Managing Director, Infineon Technology
4.20pm	Networking	
5.30pm	END	

Silicon Malaysia Conference 2025

Speaker Profiles

PANEL 1: From Made in Malaysia to Made by Malaysia

Nurturing Malaysian Champions – Shifting the mindset from “Made in Malaysia to Made by Malaysia”

Dato' KL Bock

Senior Vice President

Backend Operations (BEO), Sandisk; Chairman

Dato' Bock joined SanDisk in June 2010, bringing with him over 30 years of extensive experience across multiple global semiconductor companies, including Motorola and STATSChipPAC. His diverse background spans key functions such as Quality and Reliability Assurance (QRA), Operations, Supply Chain, General Management, and the successful execution of greenfield construction and factory start-ups in both China and Malaysia. In his current role as Senior Vice President of Backend Operations, Dato' Bock oversees the end-to-end supply chain, product order management, transformation initiatives, packaging technology development, as well as the operations of captive factories, backend joint ventures, and contract manufacturing facilities across six countries.

He has a proven track record of driving operational excellence and innovation, notably transforming conventional factories into Lean Six Sigma-driven, fully automated “Lights-Out” manufacturing sites. Under his leadership, Sandisk became an industry pioneer in vertically integrated Wafer-In-Drive-Out manufacturing. This transformation led to Sandisk Semiconductor Shanghai (SDSS) and Sandisk Storage Malaysia (SDSM) achieving global recognition. SDSS became the first factory to be awarded both the Advanced 4IR Manufacturing Lighthouse and China's first Sustainability Lighthouse by the World Economic Forum (WEF) in a single cohort. Meanwhile, SDSM was named Asia's first Sustainability Lighthouse and Malaysia's first Advanced 4IR Manufacturing Lighthouse by the World Economic Forum (WEF).

Dato' Bock has been widely recognized for his leadership and impact in the industry. He was named Executive of the Year at the Malaysia Management Excellence Awards and was featured in CEO Magazine. He has previously served as a 4IR Technical Advisor to the Malaysian Investment Development Authority (MIDA), an Advisory Board Member of ISES SEA, and an IR-ACE Council Member at Universiti Teknologi PETRONAS. He now continues to play a pivotal role in advancing the industry through his current positions as Chairman of SEMI Southeast Asia, Board Member of the Malaysia Semiconductor Industry Association (MSIA), and Certified Chief Master Coach by ITD World.

Dato' Bock holds a Bachelor's degree in Electronic Engineering from Tunku Abdul Rahman University and a Master's degree in Business Administration from the University of Keele in the United Kingdom.

Dato' Fong Swee Kiang

Chief Executive Officer

Skyechip Sdn Bhd

Swee Kiang (SK) Fong (鄭瑞强) is the Chief Executive Officer for SkyeChip that is founded in 2019 by a group of world class IC designers with average experience of more than 15 years in MNCs including Intel, Altera, Broadcom, Spansion, Motorola, etc.

SK has more than 30 years of experience in the semiconductor industry. He started his career and worked in Intel for more than 20 years in various technical and management positions in US and Malaysia. He was instrumental in starting up Intel Design Center in Malaysia and growing the organization to 1500 people responsible for microprocessor, Chipset, SOC design and development. He then joined Altera Corporation as VP of R&D, leading the development of advanced FPGA, IP and Quartus software in Malaysia. He was the senior director of Broadcom Corporation overseeing the global operation of a USD1B division before starting up SkyeChip.

SK holds a First Class BSEE degree from the University of Technology, Malaysia; and earned his EMBA degree (Beta Gamma Sigma) from Olin School of Business WUSTL, Missouri and Shanghai Fudan University, China.

Mr Tay Kheng Chiong

Group Managing Director

D&O Green Technologies Bhd

- B.Eng. (Honours) E&E, University of Sunderland, UK;
- MBA, University of Strathclyde, Scotland;
- Registered Chartered Engineer with IET, UK;
- D.Eng. European International University, France.

Mr Tay Kheng Chiong commenced his career with Siemens as a Product Development Engineer and advanced to the position of Senior Director of the Opto Business Unit. As the main founding member of Dominant Opto Technologies Sdn Bhd, the principal subsidiary of D & O Green Technologies Berhad, he has served as Group Managing Director since its inception. He has > 35 years of experience in the opto semiconductor industry.

He is also a director and Non-Executive Deputy Chairman of Mega First Corporation Berhad, a company listed on Main Market of Bursa Malaysia.

Dato' Chu Jenn Weng

Chief Executive Officer

ViTrox Bhd

Graduated with a Bachelor's degree (Hons) in Electrical and Electronics Engineering from Universiti Sains Malaysia (USM) in 1993 and earned a Master's Degree in Engineering from USM in 1998.

Dato' Chu Jenn Weng is the Co-Founder and Group CEO of ViTrox, a Malaysian-born high-tech company that designs, manufactures, and exports advanced vision inspection systems and

embedded electronics to over 46 countries. Starting in 2000 from a bedroom in Penang with RM20,000, ViTrox now has a market cap exceeding RM7.5 billion. A strong believer in R&D, IP creation, and talent development, Dato' Chu founded ViTrox Academy, ViTrox College, and ViTrox Agritech, while pledging 1% of profits annually to ViTrox Foundation. He leads with ViTrox's people-first IACTG culture, and has earned top accolades including EY Master Entrepreneur of the Year 2022, SEMI SEA Leader of the Year 2024, and Deloitte Best Managed Company Gold Award, proving that "Design and Made by Malaysia" is possible.

Mr Kevin Wu

Managing Director & Partner
Boston Consulting Group

Kevin is the Managing Director and Partner at BCG. He is a core part of the Tech, Media, Telco (TMT) Practice in both Southeast Asia and Greater China, helping Hardware Technology manufacturers make Artificial Intelligence an integrated part of their strategy and business operations. With 10+ years of management consulting experience across multiple industries and geographies, Kevin has a strong problem-solving mindset and a track record of executing non-linear business growth and transformation for global corporations.

He is especially passionate about technology and its role in disrupting the status quo. He has extensive experience in supporting manufacturers and distributors across different scales on the rising topics of new business development / incubation, process optimization through Gen AI adoption and business leader succession. He is also proficient at bridging digital visions, operating model, budget planning and change management perspectives at the CXO level, and delivering impactful changes that create value for both customers and stakeholders.

PANEL 2: Tariffs, Trade Wars, & Tech Sovereignty: Turning Risks into Localisation Opportunities

How to Navigate Global Trade Risks and Supply Chain Shocks into opportunities for Malaysian industries. How local businesses should look at FTA's (Free Trade Agreements) as strategic tools to increase global market access.

Mr Andrew Chan, Executive Director, MSIA

Executive Director
Malaysia Semiconductor Industry Association (MSIA)

Andrew Chan Yik Hong is the Executive Director of the Malaysia Semiconductor Industry Association (MSIA). MSIA is the voice of the Malaysia semiconductor and electronics industry. Andrew leads MSIA's strategic direction, policy advocacy, industry development, and international engagement. MSIA currently represents over 300 member companies from 20 countries, spanning the full semiconductor value chain.

Andrew plays a pivotal role in positioning Malaysia within the global semiconductor landscape. He serves on several high-level national platforms, including PEMUDAH, the National Strategic

Semiconductor Task Force, and TalentCorp's MyMahir Future Skills Talent Council for the semiconductor sector. He also chairs the Semiconductor Working Group under Malaysia's National Standards Committee, where he champions cross-sector collaboration and technical leadership.

A Fellow Chartered Accountant with the Institute of Chartered Accountants in England and Wales (ICAEW), Andrew brings a distinctive blend of financial discipline, technological insight, and strategic foresight. His prior leadership roles at PwC Consulting, IBM, and Gamuda span corporate transformation, consulting strategy, and public-private partnership development—equipping him to work effectively at the intersection of industry, policy, and talent.

Andrew is a strong advocate for Malaysia's strategic role in the global semiconductor supply chain—leveraging its manufacturing depth, skilled talent base, and accelerating investments to support industry growth, innovation, and long-term resilience.

Mr Tan Siew Jin

Vice President of Operations & Managing Director,
Jabil Penang

SJ Tan is the Vice President of Operations & Managing Director for Jabil in Malaysia, overseeing more than 14,000 employees across six connected manufacturing sites spanning over 1.1 million square feet.

Since joining Jabil in 1995 as a test engineer, SJ has held multiple leadership roles—including Business Unit Director, Director of Business Management, and others—before assuming his current position.

With deep expertise in business management and manufacturing operations, he has led strategic and operational initiatives across Jabil's sites, driving growth through digital factory and automation advancements. He is also committed to talent development, focusing on training and career pathing for Jabil employees.

Beyond Jabil, SJ actively contributes to the industry through his roles as a Board Member of Tech Dome Penang and a Council Member of TalentCorp's MyMahir initiative.

SJ holds a Bachelor's in Electrical Engineering from the University of Maine, USA.

Mr Andrew Pince

Asia Pacific Manager, Macro Foresight,
Accenture Singapore

Andrew is a founding member of Accenture Strategy's Asia Pacific Macro Foresight team, which is focused on helping companies and investors navigate the complex intersection of macroeconomics, geopolitics, and emerging technologies. Based in Singapore, he leads strategic analysis on issues such as global technology competition, the geopolitics and economics of AI, and the impact of trade and industrial policy across ASEAN and the broader APAC region.

An experienced geopolitical and economic advisor, Andrew supports C-suites and strategy teams in building resilience to disruptive macro events, ranging from US tariffs to energy and security shocks in

Europe and the Middle East to shifting supply chains in APAC. He has authored a number of client studies focused on macroeconomic issues such as the potential economic impact of Generative AI across economies and the role of policy in catalysing investment in emerging economies. He is a key contributor to Accenture Strategy's global thought leadership and regular host and organizer of its macroeconomic webinar series, including the most recent series on the geopolitics of AI. Within Accenture, he also plays a central role in internal working groups that shape the firm's APAC-wide perspectives and client strategy.

Prior to Accenture, Andrew served as a Director at BowerGroupAsia, advising multinational clients on government policy and political risk across ASEAN. Elsewhere, he has covered APAC political economy issues from both the public and private sector, analysing geopolitical competition, sovereign debt, and macroeconomic conditions to inform investment and policy decisions. He brings over a decade of experience covering regulated markets spanning high-tech, financial services, pharmaceuticals, and energy sectors in Asia Pacific and North America.

Andrew holds a dual MBA-MA from INSEAD and the Johns Hopkins School of Advanced International Studies. He is also an alumnus of the University of Southern California, where he holds bachelor's degrees in business administration and political science.

En Noorazidi Che Azib

Vice President

Inari Amertron Bhd

Noorazidi Che Azib (Azidi) is the Vice President of Inari Amertron Berhad, a leading OSAT company in Malaysia, venturing into RF filter communication modules, Fiber Optic transceiver modules and other semiconductor assembly activities. Inari Amertron is also known as a largest RF test house in Southeast Asia with clientele among the pioneers in the mobile communication sector.

Azidi plays a focal role in driving innovation and digital transformation within the company and within the surrounding semiconductor supply chains. With an engineering background and over three decades of industry experience, he has been instrumental in spearheading Inari's advancements in Smart Manufacturing, Digital Transformation and productivity improvements. Passionate about academia-industry collaboration, Azidi is entrusted to prepare industry-ready talents and align workforce strategies with the demands of digitalization.

PANEL 3: AI Inside: Building Future-Ready Enterprises Now!

Using AI to Optimise cost, tighten Cybersecurity strategies, Improve Productivity, Unlock new growth opportunities

Mr Tan Chun Seng

Group Vice-President & General Manager

STMicroelectronics Malaysia

CS Tan joined ST Microelectronics in March 2013. Prior to this, he has worked in many companies spreading across a multitude of industries such as National Semiconductor, Seagate, Soletron,

Flextronics and ON Semiconductor. Including the last 13 years in General Management, he has more than 25 years of experience taking on different roles in said companies. CS currently manages ST's biggest assembly and test facility that specialises in Automotive semiconductors and Microcontrollers.

Married with 3 daughters, CS Tan spends his free time with the family and likes to go for jogs and jungle treks.

CS Tan has a Degree in Applied Physics and an MBA from USM. In 2017, he was appointed Adjunct Professor to the Faculty of Electrical and Electronics Engineering of Universiti Teknikal Malaysia.

Mr Adrian Chew

Malaysia AI, Data and Technology Consulting Leader; and Partner,
Ernst & Young Consulting

Adrian Chew has over 20 years of experience leading teams to deliver data and analytics projects for clients across various sectors such as financial services, telecommunications, utilities, and the public sector.

The types of projects he leads include data strategy advisory, cloud data platform, business intelligence, and advanced analytics implementations.

Prior to joining Ernst & Young, Adrian led the Asia Pacific Consulting Service practice for a data platform technology company.

Adrian is an Economics graduate from the University of Cambridge, United Kingdom. He is certified and accredited in cloud and data solution technologies.

Mr Cheng Boon Seng

Founder & Chief Executive Officer
Elliance Sdn Bhd

Cheng Boon Seng has been serving in various industries since graduating from Tunku Abdul Rahman College in 1995, where he also obtained the Bachelor Degree in Microelectronics from Campbell University, USA. Started as Automation Engineer in LKT Automation as a young graduate, where he put his programming skill into practice, he also gained much insight in Mechanical Design & Assembly.

His programming & system design skill further polished in the later jobs as Test Engineer in Lemtronics (Paramit) & Automation Manager in BAFE, new skills gained in the jobs are Control System, EE, PLC & SCADA as well. He has good exposure to IT world when he spent few years in FGAC as System Administrator, where he single-handedly set up the Network System for the whole organization, unknowingly, the IT knowledge he gained here has proven crucial for his later involvement in IoT and Industry 4.0 as these are the convergence of IT and OT.

He co-founded Elliance Sdn Bhd in 2011, where he led a team of talented programmers, system integrators & mechanical designers to help the industries to automate manufacturing processes, implement cloud based & IoT applications. His passion in Industry 4.0 has turned him into an Industry

4.0 evangelist for which he keeps himself occupied with sharing in Industry 4.0 seminars & guiding industries to implement Industry 4.0 in their plants & organizations.

PANEL 4: Catalysing Malaysia's Rise as a Regional Brainport. What does it take to create an innovation ecosystem in Malaysia?

Brainport Eindhoven is renowned as a nexus of advanced technology, research, and industrial excellence. We look at the challenges, and the bold actions we need to take to transform Malaysia into a brainport.

Mr Marco Winter

Executive Director

Malaysian Dutch Business Council (Invited)

More than 30 years experience in event management, marketing, sponsorships, TV & video production and hotel management in the Netherlands, the USA and since 1993 in Malaysia.

Since 2004 Executive Director of the Malaysian Dutch Business Council. Responsible for continuous annual growth in memberships, revenues, events, special projects and exposure for the organisation.

Ms Catherine Lian

Vice President & Executive Technology Leader

IBM Asean (received)

Catherine Lian, a technology veteran with over two decades of experience, is the General Manager and Technology Leader for IBM ASEAN which includes Malaysia, Singapore, Thailand, Indonesia, Philippines and Vietnam to lead all strategic and operational decisions related to IBM's sales, services, and delivery operations. As a part of her mission, Catherine works with clients and key stakeholders in the region to leverage hybrid cloud and AI technologies to help them further accelerate their digital transformation journey.

Prior to joining IBM Malaysia in 2019, she held leadership roles at Dell Technologies, overseeing markets in Southeast Asia, including Indonesia, Malaysia, Sri Lanka, Bangladesh, Indochina and Cambodia.

Catherine's stint with leadership roles in the IT Industry began at Dell Technologies, where she worked for the past two decades before joining IBM Malaysia. She has also held various management roles within Dell Technologies, covering the South Asia markets, including Malaysia, Sri Lanka, Bangladesh, Indochina, and Cambodia. Throughout her career, Catherine has been consistently recognised as the key leader in the IT industry, helping and enabling clients to innovate and succeed.

Catherine is a strong advocate for women in leadership in the IT Industry and was recognised at the Channel Asia Women in ICT Awards 2020 as the Highly Commended winner under the achievement category in the ASEAN region. She continues to mentor aspiring talents, believing that by leading the way, aspirants are empowered to create thriving and sustainable communities.

Catherine has been appointed as the PIKOM (The National Tech Association of Malaysia) Councillor in 2021. She has since held key positions in the association, including Chairman for Women in Tech 2022, Chairman for Tech Fest 2022 and Deputy Chairman for IR 4.0 SIG 2022. In 2022 Prestige Magazine Malaysia recognised Catherine as one amongst the 100 of nation's most influential Women of Power.

She is also recognised as the winner of Channel Asia Women in ICT Awards under the Achievement category. Catherine won this award in recognition of a management career spanning more than two decades in Malaysia and South Asia, built on the foundations of business growth, customer success and individual mentoring.

In 2023, Catherine has been recognised as one of the five most influential Women in Tech by Tech Wire Asia and she has been honoured with the Women in Tech Award from the prestigious World Innovation, Technology and Services Alliance (WITSA) Global Innovation and Tech Excellence Awards in 2023.

In September 2024, Catherine has won the prestigious award for the Women In Technology Category at the ASOCIO DX Award event which was held in Tokyo, Japan. The ASOCIO DC Award aims to recognise outstanding accomplishments in the utilization and implementation of digital technologies around the region.

Mr Keat Yap

Partner
Kearney

Kearney partner Keat Yap has deep operations experience and expertise and a global perspective that helps him to maximize impact on every client engagement. Since joining Kearney in 2008, he has brought a results-focused mindset to client work in his quest to help companies transform and to help the individuals he works with develop and make positive change.

In one of Keat's most memorable projects, he worked with a company that had a CEO who sought to modernize the business through a major transformation effort. To fund the project, the team started with a procurement cost takeout work stream that addressed a wide range of categories and gave the client a return on investment in excess of 10:1. From there, the team looked at the plan–make–deliver cycle for the company's products in order to reduce production time and improve supply chain resilience through process redesign and a revamped product design philosophy centered on platforming and a "design to x" approach. Another work stream improved the company's market-facing stance to improve its market attractiveness. The business also embarked upon a mission toward carbon neutrality, greatly enhancing its industry-leading ESG stance.

Keat has extensive international experience dating back to his days with Intel, where he worked in Japan, China, Korea, and the United States. "My time fresh out of school with Intel was a great experience for me as a future consultant, as I received a great view of high-tech manufacturing and R&D," he notes. "I worked with customers and suppliers alike and got a very strong sense of what 'good' looks like."

Based in the firm's Kuala Lumpur office, Keat works all throughout the APAC region.

Mr Andrew Goh

Corporate Vice President & General Manager
ASEAN Lam Research

Andrew Goh is currently the Corporate Vice President and General Manager of SE-Asia region. Since September 2018, he took on the additional world-wide portfolio of Vice President - Advanced Packaging Customer Operations (APCO) organization; the APCO organization is responsible to provide best in class technology and productivity solutions for existing and emerging advanced packaging applications. Prior to his current position, he managed the overall OSAT (Outsourced Assembly and Test) business in Singapore, Taiwan, Korea and China, a position he held after the merger with Lam Research in June 2012.

Andrew has 31 years of working experience in the semiconductor industry. Prior to Lam Research, Andrew headed the Novellus Systems SE-Asia operations as the Country Manager from 2005 to 2012. Between 2003 and 2005, he was the Regional Sales and Marketing Director with Veeco Instruments Inc. While in Applied Material from 1996 to 2005, Andrew held various positions in Product Marketing, Sales and Account Management.

Andrew received a bachelor's degree in Electronic and Electrical Engineering from the University of Sheffield U.K. and has attended AIEP – Executive Program (INSEAD). He serves as the Vice Chairman of Regional Advisory Board of SEMI SE-Asia.

He was born and raised in Malaysia but came to Singapore to pursue his Diploma in Electrical Engineering. Upon graduation, Andrew joined Seagate as an Associate Engineer in the Customer Service Department and later joined VM Diesel as Sales Engineer. After 2 years, Andrew left for Sheffield (U.K.) to pursue his undergraduate studies in Electrical and Electronics Engineering.

Mr Suresh Kumar Das

Vice President, Design Engineering
GM, Intel Malaysia Design Center

Suresh is the Vice President and General Manager of Malaysia Design Center, Intel Corporation. He leads a team of design engineers in developing cutting edge hardware and software solutions for Client & Server products manufactured on various process nodes and technologies. He is an experienced executive leader building high performance teams that operate globally for over 20 years.

Suresh also collaborates extensively with the external ecosystem - universities, government bodies and industry partners to drive meaningful innovation through technology. He is passionate about ESG, AI and applying technology for the greater good.

PANEL 5: Silicon Malaysia 2030: The Countdown Starts!

Dato' Seri SH Wong, President, MSIA

President

Malaysia Semiconductor Industry Association (MSIA)

Dato' Seri Wong Siew Hai is a distinguished leader in the Malaysian semiconductor industry, currently serving as the President of the Malaysia Semiconductor Industry Association (MSIA). With over four decades of experience in the electrical & electronics (E&E) and semiconductor sectors, he has been a key advocate for Malaysia's role as a global semiconductor powerhouse. Additionally, he is the Champion of the E&E Productivity Nexus (EEPN), an initiative focused on driving innovation and productivity in the electrical & electronics sector.

In 2021, Dato' Seri Wong founded the Malaysia Semiconductor Industry Association (MSIA), where he continues to serve as its first President. As the President of MSIA, he plays a pivotal role in fostering industry growth, advocating policies that support the ecosystem, and strengthening Malaysia's position in the global semiconductor supply chain. Under his leadership, MSIA has actively engaged with industry stakeholders, government agencies, and international partners to drive investments, talent development, and technological advancements in the sector. Prior to leading MSIA, he had an illustrious career with Intel Malaysia, where he held various leadership roles, including overseeing operations and manufacturing. He spent 27 years at Intel, where he rose to the position of Vice President of the Technology and Manufacturing Group (TMG) and General Manager of Assembly and Test Manufacturing (ATM), overseeing Intel's global assembly and test factories across five countries, outside of the US and operating from Penang. He was the first General Manager of Intel's Penang IC Design Centre. He established Intel's first offshore 8-bit microcontroller business unit, managing a thriving USD 200 million business out of Penang. Following his tenure at Intel, he served as Vice President and Managing Director of Dell's Asia Pacific Customer Centre for two years. His extensive expertise in semiconductor manufacturing, supply chain management, and industry development has made him a respected voice in shaping Malaysia's E&E landscape. Dato' Seri Wong is actively involved in shaping Malaysia's business and technology landscape through various industry engagements and advisory roles. He is a member of PEMUDAH, a high-level public-private task force focused on improving Malaysia's business environment and regulatory efficiency to enhance global competitiveness.

Beyond policy advocacy, he serves on the boards of multiple public-listed companies, contributing strategic insights and governance expertise to drive business growth in the semiconductor and technology sectors. He is also deeply engaged in industry development initiatives, collaborating with government agencies, industry leaders, and academic institutions to strengthen Malaysia's E&E talent pipeline, innovation capabilities, and investment climate. He pioneered the setup of the first offshore semiconductor reliability and state-of-the-art failure analysis center in Penang.

Dato' P'ng Soo Hong

Chairman

Cradle Fund

Dato' P'ng Soo Hong assumed the position of Non-Executive Chairman at Cradle on 1 January 2024, bringing with him a dynamic leadership and distinguished track record.

Presently, Dato' P'ng holds the position of Vice President at First Solar Malaysia Sdn Bhd, where he actively shapes the company's strategic direction and oversees critical operations such as Renewable Energy 100 (RE100), Responsible Business Alliance (RBA) and Strategic Sourcing performance. He joined First Solar in October 2008.

Prior to his tenure at First Solar, Dato' P'ng accumulated 17 years of professional experience at Intel Corporation, where he served significant roles in Operation Management, Manufacturing System/Process and Supply Chain Management development. Notably, he served as the General Manager for Intel's largest Assembly-Test Chipset Operation in Chengdu, China, from 2004 to 2007. Following this assignment, he made a transition to Intel's 300mm Fab in Arizona, United States.

Beyond his current role, Dato' P'ng holds various key positions that reflect his dedication to industry growth and community development. Among others, he serves as the President of the Kulim Industrial Tenants Association (KITA), Chairman of the Malaysia Semiconductor Industry Association (MSIA) Sustainability Committee, and Chairman of the Kedah Industrial Skills and Management Development Centre (KISMEC). He also holds directorial positions at Malaysian Industry-Government Group for High Technology (MiGHT), American Malaysian Chamber of Commerce (AMCHAM) and Titijaya Land Berhad.

Mr Jan Thomas Nicholas

Executive Director, Technology & Transformation

Deloitte Southeast Asia

Jan Nicholas is Partner with Deloitte Consulting, and leads Deloitte's Technology Sector in Southeast Asia. He also leads the firm's Semiconductor Industry consulting practice in Southeast Asia as well as the firm's Asia Pacific Semiconductor Centre of Excellence. He has over 25 years of experience leading projects in industry and consulting across strategy, operations, R&D, new product development, and supply chain management.

Prior to consulting, Jan held various operations and engineering roles in the semiconductor industry, including process development, manufacturing engineering, and supply chain. Jan holds a degree in Chemical Engineering from the Pennsylvania State University and an MBA from UCLA's Anderson School of Management.

Mr Ng Kok Tiong

Senior Vice President & Managing Director

Infineon Technology

As the Senior Vice President and Managing Director of Infineon Technologies (Kulim) Sdn. Mr. Ng Kok Tiong has been instrumental in spearheading Infineon Kulim to be the world's largest 200mm Silicon Carbide Power Fab. Under his leadership, Infineon Kulim has transformed into a world-class wafer fab facility, employing over 4,000 people and driving growth, efficiency and excellence in the region.

Mr. Ng's journey in the semiconductor industry began as a Product Engineer. He underwent training in Munich as a Test Development engineer for Logic Products from 1991 to 1993. This experience laid the foundation for his future roles, which included heading a Product Engineering section in 1994 and later becoming the Product Engineering Department head in 1998.

Throughout his career, Mr. Ng has held various leadership positions that have showcased his expertise and capabilities. Some of his notable roles include:

- Plant Manager for Singapore and Batam (2003).
- Global Assembly & Test Cluster Head for Automotive and Industrial segments (2005).
- Global Infineon Assembly & Test Cluster head, overseeing over 15,000 employees in Asia and Europe (2011).
- Senior Vice President and Managing Director of Infineon Kulim (2016), spearheading the site's transformation into the world's largest 200mm Silicon Carbide Power Fab.

With an illustrious career spanning over 36 years in the semiconductor industry, Mr. Ng has accumulated extensive expertise in both front-end and back-end operations. He is an active contributor to the industry, serving in various associations such as the International Semiconductor Executive Summit (ISES) and Semiconductor Fabrication Association Malaysia (SFAM). His thought leadership has earned him a platform to share his insights at numerous industry forums in Malaysia and the region.

Beyond his industry accomplishments, Mr. Ng is committed to nation-building. He has been appointed as the Mission Based Project (MBP 1.2) Champion for NIMP 2030, an initiative by the Malaysian government aimed at attracting more wafer fab investments to Malaysia.

Mr. Ng holds a bachelor's degree in Electrical and Electronic Engineering from the National University of Singapore (1989). He is married with three daughters and is fluent in English and Malay, with conversational skills in Mandarin and German.