

SSIA official launch event at the Shangri La Hotel, Singapore

Singapore, April 30th 2010:

SSIA, Singapore Semiconductor Industry Association, today announces the official launch under its new charter. Previously known as "MIDAS", Microelectronics IC Design and System Association, which has actively supported IC design in Singapore since 2005, SSIA will expand with its new role to cover the whole semiconductor industry, across the entire value chain. The association will engage to support business growth, cutting edge technology & capability development, talent and manpower development as well as communication & networking.

The program of the evening was aimed to emphasize SSIA's expansion and new commitment to the entire industry. Richard Hong from TÜV SÜD PSB provided a business overview from the angle of the Electronics Industry and the German Chamber of Commerce. What do the customers of the semiconductor value chain think of the current economic upswing and can it be sustained into the near future? Michael A. Podolinsky energized the audience with his motivational speech on leadership titled "Attitude, Aptitude and Assiduity". His presentation emphasized the quality of leadership that is required to achieve greater goals. Damian Chan from EDB underlined in his speech the importance of the electronics industry for Singapore's economy and the need of a collective voice. He also emphasized on the role model of a cohesive force to spearhead industry productivity, efforts which keep and increase competitive advantage in the global economy.

This first event for SSIA was very well attended with approximately 100 guests representing the entire industry. The major sponsors (in alphabetic order) Mediatek, Micron, NTU, SSMC, ST-Ericsson, TechSemi and supporters (including higher learning) EDB, GIST, NTU, Spring Singapore and WDA have made great efforts to make this event a remarkable highlight in the history of SSIA.

About SSIA

SSIA is a premier organization representing Singapore's semiconductor industry. Established in 2005, it includes members from leading MNC and SME semiconductor companies as well as universities. It is committed towards fostering an active collaboration between the various entities in the semiconductor eco system of Singapore.

For more information, please visit www.ssia.org.sg

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