

INSPIREME TALK: OPPORTUNITIES & CHALLENGES IN SEMICONDUCTOR INDUSTRY

ELECTRONIC ENGINEERING TECHNICAL DIVISION

reported by



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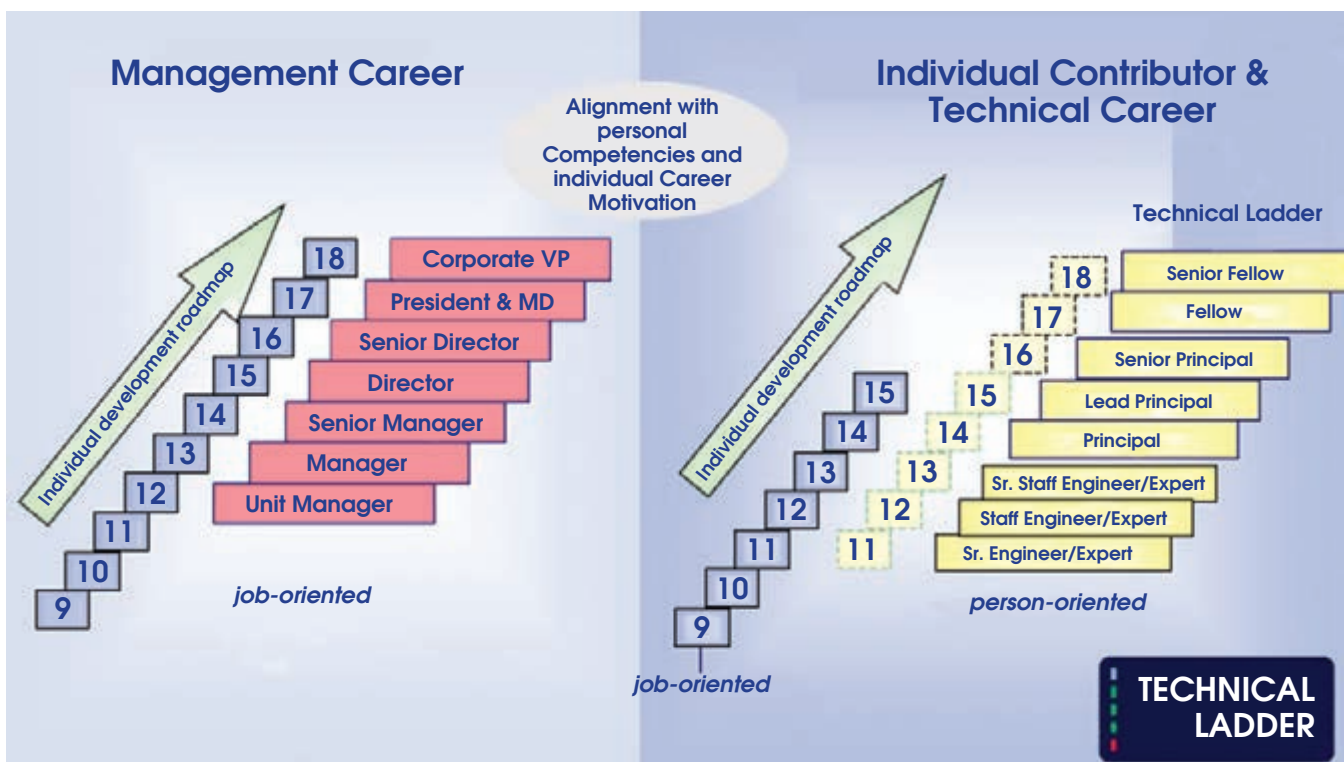
On 2 May 2019, the Electronic Engineering Technical Division (eETD) organised an InspireMe Talk titled Opportunities & Challenges in Malaysia Semiconductor Industry.

The talk by Dr Lee Cheong Chee (a.k.a. CC Lee) at KDU Penang University College, was attended by 32 IEM members and engineering students.

Dr Lee, a prominent technical leader in the semiconductor industry, started the talk by sharing about his career journey, from a test & product engineer in National Semiconductor to General Manager of NXP Semiconductor and finally, as President/Managing Director of Infineon Technologies. He retired recently.

He also talked about his experiences working with different corporate cultures such as American companies and a German company. He then elaborated on the history of the global semiconductor market, highlighting the world's biggest semiconductor producers in the past few years and the presence of semiconductor industry players in the country. He said the key advantages of semiconductor manufacturing in Malaysia were:

- Relatively low cost of labour
- Government support
- Established ecosystem for semiconductor backend manufacturing
- Free from natural disasters



Example of a career path in the semiconductor industry



Group photo after the talk

Dr Lee elaborated on opportunities and challenges in the industry. He said the semiconductor market will continue to grow as these devices are the enabler of emerging technologies such as sophisticated smartphones and tablets, compact memory drives, 5G communication, electric vehicles, autonomous driving etc., all of which help make our lives more efficient, faster and interesting.

This market growth has attracted plenty of competition but only companies which stay innovative and agile can survive and excel. Continuous cost and quality improvement as well as innovation are a must in the market and all these require engineering talents, so there are huge job opportunities in this industry. He said high demand jobs in the semiconductor industry are:

- Process & quality engineers
- Product & test engineers
- Products designers (innovative & creative jobs)
- Computer programmer & software developer
- Maintenance & equipment engineers
- Automation & industrial engineers
- Specialised technical sales engineers
- Failure analysis and reliability engineers.

He talked about career paths in the industry; i.e. management path and technical ladder for individuals. At the end of the talk, Dr Lee shared some of his own experiences and offered the following advice:

- Be passionate in what you do
- Never give up
- Be open minded
- Make the best of your life
- Show effort
- Learn from your own experience and mistake
- Be consistent
- Dedicate your life to something meaningful/great
- Find something that you really enjoy
- There's a lot more to be learnt after university
- People with the right attitudes will rise up
- Always ask questions; never be embarrassed to do so

He emphasised that attitude was an essential attribute in successful people. The talk was insightful, inspiring and informative and the Q&A session, lively. It ended with the presentation of a token of appreciation and a group photograph. ■