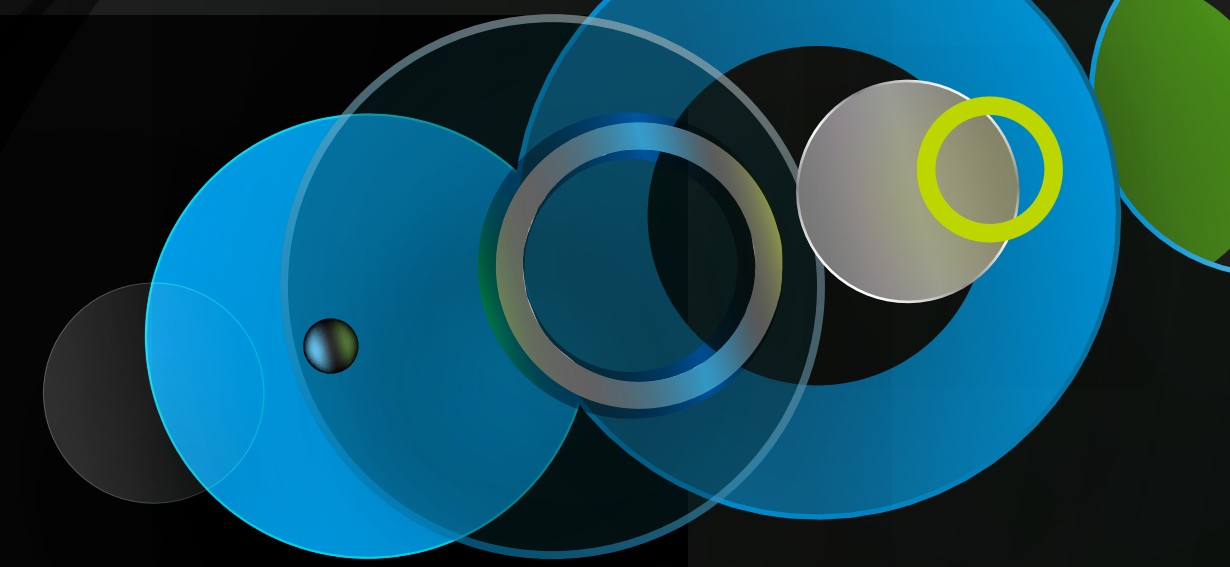


## Interview with



### **What experiences or insights have shaped your approach to navigating the dynamic electronics industry?**

In Micron, I oversee the operations in Malaysia, which include our sites in Muar, Johor and Penang, as well as the back-end manufacturing site in Singapore. These backend manufacturing sites complement the frontend wafer fabrications process, and we assemble and test SSD, NAND, PCDRAM and memory modules that enable future technologies such as artificial intelligence, data center and autonomous and electric vehicles.

I have over 30 years of operations management expertise in Singapore, China and Malaysia. In those 30 years, I have pioneered 4 green field manufacturing startups in different geographies and led 3 successful turnarounds of matured organizations in China, Singapore, and Malaysia.

Throughout my career, the key to my growth was to be comfortable with discomfort. I have shifted gears from the aspects of function, company, geography and type of roles and in all that, I had learned to rise above the discomfort I experienced. This is reflection of the dynamism of the electrical and electronics sector, and technology industry.

### **What are the most significant challenges currently facing semiconductor players?**

As Malaysia intends to rise above the competition globally, we require a strategic talent development roadmap that can ensure a proper supply of industry-ready talent. In that regard, Micron actively engages with university partners and conducts workshops in secondary schools both to promote STEM education and enhance the school curriculum to a certain extent.

The education institutions provide academic knowledge and paper qualifications that serve as important platforms for the students to grow, while Micron provides the industry experience and real situations to develop their understanding of the sector.

### **In what ways do you believe semiconductor companies can contribute to sustainability and reduce their environmental footprint in the manufacturing process?**

At Micron, we believe in acting with integrity. Through our environmental, social and governance (ESG) priorities, we aim to support long-term sustainability that benefits our people, communities and planet. Micron Malaysia obtained the 100% renewable energy status and through this initiative, we eliminate 120,000 metric tons of CO2 emissions annually. This substantial reduction is equivalent to taking 24,000 passenger vehicles off Malaysian roads for a year.

Furthermore, we have an urban farm that shapes how sustainability is incorporated into our operation. We reduce carbon emissions through urban farming, while the produce that we have harvested, amounting to more than 60,000kg to date, is given to our team members, cooked in our cafeteria, and also donated to underprivileged homes.

These transitions stem from Micron's global commitment to sustainability and net-zero goals, and similarly, Micron sets a high standard for its suppliers and vendors to ensure we work toward a common goal of preserving our planet and people.

This is the same aspiration that we share with our nation, and we hope to see the government incentivizing the industry to transition to sustainable operations. This will bode well for the entire value chain and nation.

### **In your opinion, what are the most pressing opportunities for innovation within the semiconductor industry, and how do you believe your company is positioned to seize them?**

We look forward to the possibilities in the industry, given the rapid adoption of artificial intelligence (AI).

AI has evolved from Artificial Narrow Intelligence (ANI) to Artificial General Intelligence (AGI) with Generative AI, and potentially will surpass humans in all capabilities linked to intelligence with further evolution to Artificial Super Intelligence (ASI).

AI has transformed various aspects of the world today, including autonomous vehicles, healthcare, climate and natural disaster prediction, productivity, learning, and smart manufacturing.

Micron's products drive technology acceleration that unleash broadscale AI adoption, reshape data center computing, accelerate intelligent edge proliferation, and enable user experiences not yet imagined.

### **What are you looking forward to at SEMICON Southeast Asia 2024?**

With AI as the buzzword, semiconductor companies have much opportunity to seize. I look forward to the discussions and forward-looking plans potentially materializing from the conference. The potential for memory and storage will continue to increase over the next few years, aligned with the growth of digitalization. At the turn of the century, memory and storage made up 10% of the semiconductor market, and commands close to 30% of the semiconductor market two decades later. By 2030, the semiconductor industry is expected to achieve \$1 trillion, with memory and storage estimated to comprise 30% of the market.

Memory and storage solutions enable future technologies such as artificial intelligence, data centers, and autonomous and electric vehicles, to name a few. As data becomes more pervasive, leading-edge memory and storage solutions are required to enable the efficient processing and storage of massive amounts of data.

As memory and storage fuel and enable future technologies, Micron Malaysia will continue to support the assembly and test network, capture growth areas and scale in accordance with the growth requirement. Micron will continue to deliver products of the highest quality, made possible through the adoption of smart manufacturing applications and artificial intelligence.

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