Visit to Intel PG16 HEC Customer Experience Centre

By Dr. John Tan Teng Hwang, Ir. Dr Wong Shaw Fong and Mr. Sivarama Raja

Dr. John Tan Teng Hwang is the committee of Electronic Engineering Technical Division session 2024/2025. He is one of the critical players in eETD with 12 years of semiconductor industry experiences.

Ir. Dr Shaw Fong Wong has 24 years of engineering experience in semiconductor industry. He is also the eETD committee member for 2023/2025.

Mr. Sivarama is a Senior Engineering Manager at Intel Microelectronic (M) since 2016. He is also the eETD committee member session 2024/2025.

On August 16, 2024, IEM eETD (Electronic Engineering Technical Division) has successfully organised an industry visit to the Intel PG16 HEC Customer Experience Centre. This event, which saw participation from 46 attendees, was held in collaboration with IEM Penang, IEM MATD, IEEE EPS Malaysia, IET Malaysia and IEEE Malaysia.

The event began with registration and networking over breakfast. Attendees had the opportunity to connect and discuss their professional interests before the formal program commenced. Ir. Dr. Wong Shaw Fong from Intel Malaysia, welcomed the participants and set the tone for the day.

At 9:00 AM, Ir Dr. Ngoo Seong Boon, General Manager of Intel AP HEC, NESG, delivered a comprehensive introduction to Intel. He provided an overview of Intel's history, highlighting its establishment in Malaysia in 1972. Originally starting as a manufacturing facility, Intel's Malaysian operations have since expanded to encompass design and development, IT, and various other functions. This expansion has made Intel Malaysia a pivotal location within the company's global network. Dr. Ngoo also introduced the HEC Customer Experience Centre, a showcase for Intel's technology solutions, including data centers,

computing, AI, 5G, and IoT, and emphasised its role in various sectors such as education, finance, industrial applications, and retail. Additionally, he detailed the PG16 Lab's focus on cloud debugging for product and silicon development.

Following Dr. Ngoo's presentation, Ir. Dr Bernard Lim Kee Weng, Chair Elect of IEEE Malaysia, presented on "Introduction to IEEE Malaysia on Technical Volunteering Engagement." His talk provided insights into the various opportunities for technical volunteering and the impact of IEEE Malaysia's initiatives on professional development and community engagement.

Ir. Dr Mui Kai Yin, Chairman of the eETD and IEM Penang Branch (Session 2023/2024), gave a talk on "Introduction of IEM" & "IEM Path to Professional Engineer." This session outlined the professional development journey and the steps required to achieve the status of a Professional Engineer through Institute of Engineers Malaysia (IEM).

After the presentations, attendees enjoyed a 30-minute tea break, which allowed for further networking and informal discussions. The break provided a chance for participants to engage with speakers and fellow attendees, fostering connections and exchanging ideas.

The event concluded with a tour of the Customer Experience Centre and the PG16 Lab. Participants had the opportunity to explore Intel's cutting-edge technologies first-hand. The tour showcased Intel's advancements in data centre solutions, AI capabilities, 5G technologies, and IoT applications. The visit to the PG16 Lab provided insights into cloud debugging processes, offering a glimpse into the technical challenges and innovations involved in product and silicon development.

Overall, the industry visit to Intel's PG16 HEC Customer Experience Centre was a valuable experience for all participants. It not only provided an in-depth look at Intel's technological advancements and strategic direction but also facilitated professional growth and networking opportunities through engaging presentations and interactive sessions.

Welcome speech by Ir. Dr Wong Shaw Fong from Intel Malaysia.

Appreciation certificate to Ir. Dr Ngoo Seong Boon, General Manager of Intel AP HEC, NESG.

Ir. Dr Bernard Lim Kee Weng, Chair Elect of IEEE Malaysia, presented on "Introduction to IEEE Malaysia on Technical Volunteering Engagement."

Ir. Dr Mui Kai Yin delivered talk on "IEM Path to Professional Engineer."

Group photo at the Intel PG16 HEC Customer Experience Centre.

Group photo at end of the visit.