

## **An efficient and flexible R&D approach for the Semicon Industry**



LW Yong  
Chief Technology Officer  
Carsem (M) Sdn. Bhd.

### Abstract :

In a highly competitive, dynamic and challenging environment of Semiconductors OSAT there is a need to continuously evolve the methodology & approach of R&D.

It is essential to meet the numerous Customers and Market needs in terms of both flexibility coupled with speed of execution in order to survive and prosper in this tough environment. It is this adaptability that is a key enabler to gaining of market share and capture design-in despite the highly compressed time to market requirement especially in consumer and handheld markets.

### Speaker's Biography :

LW Yong has more than 30 years of experience in the Semicon and Fiber Optics industry. He has managed various roles within his career including R&D, QA, GM (operations), Business unit and Technical Support Groups covering Wafer Fab, Assembly and Test. He had worked in several semiconductor OEM's as well as Subcons in several countries.

LW has a degree in EE from the University of Sheffield in UK.