



## Semicon and electronics execs attend PASIA's Industry Forum at PSECE 2011

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Manila, Philippines, June 10, 2011 - More than a hundred procurement and supply chain specialists from the semiconductor and electronics industries, investment-heavy sectors that have led the pack of leading economic drivers in the country today, attended the "High-Tech Industry Forum on Supply Chain Management" last June 1, 2011 at the SMX Convention Center.

A track session of the Philippine Semiconductor and Electronics Convention and Exhibition or PSECE 2011 which ran from June 1 - June 3, the event was jointly organized by the Procurement and Sourcing Institute of Asia (PASIA) and the Semiconductor and Electronics Industries in the Philippines, Inc. (SEIPI), the leading and largest organization of Filipino and foreign technology companies in the Philippines. Companies who sent representatives to the forum were Samsung, Analog Devices, Pricon Microelectronics, DHL Supply Chain, Toshiba, Fujitsu, Zilog, Schenker, PSI Technologies, Hitachi, Continental Temic, Rohm Elect, Cypress Mfg. Ltd., EEI, NXP, among others.

The convention gathered subject matter experts and seasoned resource speakers on matters concerning procurement and supply chain namely Charlie Villasenor, chairman of PASIA; Rolly Valenzuela, executive director of Isla Lipana and Co, a PricewaterhouseCoopers member-firm; Bill Kohlen, purchasing manager of Analog Devices; Walter Buczynski, senior consultant and senior trainer of PASIA; Atty. Agaton Teodoro Uvero, international trade and customs expert; and James Joseph Oliver, security and risk manager of Nippon Express Philippines Corporation.

The half-day event, which was hosted by Cristina Lee, kept participants up to date with developments in the industry as far as supply chain issues are concerned, covering such topics as Supply Management: Strategies for Success in the New Economy, Business Continuity Management/Disaster Recovery, Fraud, Career Planning Using Project Management, 2010 Incoterms, and Compliance to ISO 28000, C-TPAT, and TAPA FSR.

Aside from holding the convention, PASIA was also a participating exhibitor at PSECE 2011, generating more than a hundred inquiries on its service offerings, training and certification programs including in-house and upcoming public trainings on best practices for procurement and supply chain management.

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