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Productivity award gives new impetus to workers at Infineon Technologies

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THE National Productivity Award 1999 which was won by Infineon Technologies (M) Bhd last month has given new impetus to its workers, said its managing director Wilhelm Fluit.

Infineon Technologies was formerly known as Siemens Components (Advanced Technology) (M) Bhd. It produces semiconductor components for the automotive communications and consumer electronics industries. They are marketed in Europe, Asia and the United States.

Besides the award, the plant located at the Batu Berendam Free Trade Zone in Malacca has won numerous awards in the past, including the First Malacca Industrial Excellence Award 1998 and the Malaysian Quality Management Excellence Award 1998.

Other accolades include the Siemens Semiconductor Group TQM 1993, Worldwide Siemens Environmental Award Communications Category in 1997 and the First Place Co-Winner of Siemens Semiconductor Group Project Award in 1998.

On the National Productivity Award which was given out by Prime Minister Datuk Seri Dr Mahathir Mohamad, Fluit said:

"All 4,200 workers at Infineon Technologies have worked hard over the past few years to bring us to where we are today, and this award is dedicated to them."

Fluit said winning the award was even sweeter as the company had to compete with multinationals based in Malaysia.

The NPC award was introduced last year to create greater awareness of the need to improve productivity, upgrade qualitative aspects of labour and capital inputs, encourage use of productivity indicators, and emphasise productivity measurements in managing and evaluating the company's performance.

A large number of companies competed for the award. They were evaluated based on their performance from 1996 to 1998.

Fluit said the award was a reflection of the many contributions made by the company over the years.

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