

SEIPI has come up with five strategic approaches to meet its vision and objectives.

Global Competitiveness

SEIPI deems that the industry's competitive advantage lies in the capabilities of its people, particularly its engineers. With this in mind, SEIPI's strategic focus is on the development of the core competencies of its members' manpower complement.

Thus, in 2002, it initiated an organization-wide training and education program intended to make industry workers the best in their fields. More than one hundred training modules have been devised for the various Networking Committees (NWCs) of SEIPI. These NWCs cover the seven main functional areas of member companies, namely: engineering, purchasing, human resources, environment and safety, finance, traffic (import/export), and information technology. All the NWCs were tasked to identify the training modules their members require in upgrading their job skills and knowledge. SEIPI, in turn, has provided a learning center for the NWCs use and has assigned coordinators to assist the NWCs in the implementation of their training programs and other activities.

Another function of the NWCs is that it serves as a venue for benchmarking. Through the monthly NWC meetings and active e-groups, members are able to compare notes and freely exchange information and advise on best-known practices in their individual companies.

Learning opportunities are also extended to the level of CEOs, general managers and presidents of member firms. Learning sessions and seminars have become regular components of the General Membership Meetings in Baguio and Cebu. The electronics.business@seipi business forum is the main activity of SEIPI's celebration of Philippine Electronics Industry Week held every October, with local and international speakers presenting the newest industry trends and practices.

A long-term program of SEIPI is to develop the curriculum of Philippine schools and universities, gearing it toward engineering and technology. It has established linkages with the academe to improve the teaching capabilities of teachers and professors in the field and to instill a better understanding of the role of semiconductors and electronics in this digital age.

Advocacy

Policy advocacy is an important function of SEIPI. It publishes position papers on pertinent issues affecting the industry and regularly meets with heads of concerned government agencies to lobby for reforms. Thus, SEIPI has established strong links with various offices and bureaus of the different departments of the government.

The Department of Trade and Industry (DTI), through the Board of Investments (BOI), has established a program of Imperatives for the Sustained Growth of the Philippine Electronics Industry. The DTI has also committed to work with other agencies to answer infrastructure and policy issues set forth by SEIPI. It reports regularly to SEIPI on

developments regarding the given imperatives and the current administration's program to develop the country's capabilities in electronics business.

Moreover, SEIPI works closely with the Philippine Economic Zone Authority through collaborative efforts in reducing the cost of business for companies located in the various economic zones.

SEIPI actively worked for the passage of the Power Reform Bill that was finally signed into law in June 2001. As a result of SEIPI's dialogue with the Department of Energy (DOE), a Technical Working Group composed of SEIPI and DOE representatives has been organized. Its task is to come up with DOE Imperatives for the Electronics Industry and to study and tackle important issues such as lowering the cost of power (Power Purchase Adjustment, levies on private power generation)and improving the quality of power (no interruptions, no fluctuations).

A close working relationship has also been developed between the Department of Finance, particularly with the Bureau of Customs (BOC) and the Bureau of Internal Revenue (BIR). The BOC has already begun implementation of new and simplified customs procedures that facilitate the conduct of business of SEIPI member companies. The OSSC, on the other hand, has sat down with SEIPI in the release of members' VAT claims. To date, 50% of the value of these claims is expected to be returned through the issuance of Tax Credit Certificates.

The Department of Justice, through the Bureau of Immigration, has also given recognition to SEIPI's role in the country's development by agreeing to special procedures for the issuance of working visas of SEIPI-affiliated expatriates.

SEIPI also addresses various issues and concerns with DILG, DOLE, DENR, DPWH, DECS, CHED, TESDA, NEDA, DOST, DOTC, DND, PNP, House of Representatives, Senate and the office of the President.

SEIPI aims to continue with its advocacy work with government to ensure that industry concerns are brought to the knowledge of pertinent agencies and that corresponding actions are made that will benefit its general membership, in particular, and the industry, in general.

Information

SEIPI is recognized as the primary source of information on the Philippine semiconductor and electronics industry.

One of its main thrusts is to further develop its information base through its program of studies and surveys touching on all aspects of the industry, from product capabilities and capacities to manpower compensation packages and materials requirements.

SEIPI coordinates regularly with various statistical institutions like the National Statistics Office, the Bureau of Export Trade Promotion, BOI and the Securities and Exchange Commission to provide members and the general public with up-to-date information on exports, imports and investment figures.

It publishes a monthly newsletter bearing all the current news on the organization and the industry, as well as an annual directory of members and other industry players, forum proceedings and an industry paper series.

Networking

SEIPI serves as the platform where industry leaders converge and exchange ideas. It organizes a host of membership meetings and benchmarking activities for all levels of management with the end goal of sharing best global practices. It establishes strong linkages with local and foreign industry organizations for the purposes of information exchange and business development. This form of interaction also extends to sports activities and socials organized by SEIPI. These serve to foster camaraderie and closer relations among the members and provide them with opportunities for the establishment of strong business contacts.

Services

To provide relevant corporate support to members by carrying out professional business services addressing the needs and other requirements of its members.

SEIPI A - Z Services to Members

ACADEME LINKAGES – SEIPI networks with the academic community and advocates continuous curriculum advancement of engineering courses.

ADVOCACY – SEIPI provides strong and programmed efforts which ensures that industry issues are being elevated to the highest level of government.

ARBITRATION – SEIPI polices the ranks and promotes friendly competition within the industry. It likewise sets gentleman's agreement on various modes of doing business e.g. recruitment of personnel.

AUTOMATED EXPORT DOCUMENTATION SYSTEM (AEDS) – a system that paves the way for faster and easier documentation transactions with the Bureau of Customs and appointed forwarders. SEIPI's AEDS project significantly reduces the cost of doing business and the time of market cycle.

BUSINESS CENTER – SEIPI provides meeting, training and seminar facilities for member-companies. Likewise, SEIPI gives secretariat services to various industry meetings, and functional committees of the association.

BUSINESS CONTACTS - SEIPI maintains a comprehensive database of business contacts or list of companies and organizations in the Philippines.

BUSINESS OPPORTUNITIES – SEIPI acts as consultant to interested parties who wish to explore opportunities within the Philippine semiconductor and electronics industry.

BUSINESS OUTLOOK – SEIPI provides updates on the industry's performance and global business forecasts to members, government, and media. This is being released quarterly and annually.

CENTER OF EXCELLENCE – SEIPI is at the helm of establishing a convergence center for engineers, scientists, technologists, technopreneurs, investors and business people who will engage in high technology manufacturing and research and development engineering (RD&E) capability.

CEO FORUM – SEIPI conducts the annual gathering of CEOs and to executives of SEIPI and other industries aimed at leveraging technology and business.

CERTIFICATION – SEIPI provides certification / endorsement papers to its members regarding their business activities and transactions with the government e.g. pioneer status, etc..

COMPENSATION SURVEY – SEIPI conducts total remuneration survey aimed at providing participating member-companies with opportunities to share and exchange compensation and benefits data. The information database enables companies to benchmark and finetune their HR practices and positions.

CONFERENCES AND SEMINARS – SEIPI offers members and other industry players the opportunity to discuss major issues and concerns.

COUNTRY AND INDUSTRY PROMOTION – SEIPI develops an integrated country and industry marketing communications campaign to promote the Philippines as a smart choice for doing business.

DIRECTORY – SEIPI regularly publishes the membership directory, which contains pertinent data about the members. It increases the members' visibility among government and business makers for necessary partnerships and dialogues.

DISTANCE LEARNING – SEIPI's e-learning facility offers more than 2,000 e-learning coursewares using graphics, voice, music, and a wide range of multi-media delivered via PC.

ENHANCEMENT PROGRAM FOR ENGINEERS – SEIPI conducts series of course programs and disciplines to enhance the technical competencies of identified job functions namely, product and test, equipment, process, and quality/reliability/failure analysis engineering. SEIPI works on four level of competencies namely, basic working knowledge, can work independently, can lead an teach and can change and improve what is known.

ENVIRONMENT – SEIPI provides the venue for sharing the best known practices on environmental health and safety, plant engineering and facilities maintenance, space utilization, and operational reliability. It liaises with the Department of Environment and Natural Resources and other concerned government and non-governmental organizations involved on environmental issues. SEIPI, thru AESSEP, encourages its members to practice environmentally friendly standards e.g. ISO 14001, OSHAS 18001.

E-VERTICAL – SEIPI facilitates electronics procurement and electronics bidding activities for process efficiency and cost savings.

EXHIBITION – SEIPI organizes a venue for the electronics industry to promote and exchange ideas and information as well as showcase the industry’s high-tech capabilities and sourcing requirements.

EXPORT AND IMPORT – SEIPI, thru SETMA, facilitates the movement of goods, with main lobbying efforts towards simplifying export and import procedures in the Bureau of Customs and PEZA.

FELLOWSHIP – SEIPI organizes various venues/activities, e.g luncheons, golf fellowships, etc. geared towards fostering fellowship and camaraderie among member companies and their respective colleagues in business and government.

FINANCE – SEIPI, thru ASEFEX, serves as a venue for sharing information on current tax regulations and other financial related matters and strategies for cost reduction and other financial issues.

FOREIGN ELECTRONICS ORGANIZATIONS LINKAGE – SEIPI links up with foreign electronics organizations in Japan, Korea, Taiwan, China, Singapore, Thailand, Malaysia, Indonesia, Hongkong, Israel, France, Germany, Australia, and USA to discuss relevant global issues and concerns, exchange information on services and data, and strengthen foreign relations.

FOREIGN INSTITUTIONS LINKAGE – SEIPI partners with foreign institutions such as JETRO (Japan), CBI (Netherlands), CIDA (Canada), GTZ (Germany), KOTRA (Korea), STDB (Singapore) USAID (USA), others , to pursue projects and programs which would benefit the industry.

GENERAL MEMBERSHIP MEETINGS – SEIPI spearheads the quarterly general membership meetings to gather together the top officers of the largest and leading semiconductor and electronics companies in the Philippines. These events offer a wealth of opportunities to exchange information and initiate business relationships.

GLOBAL COMPETITIVENESS – SEIPI essentially provides members the competitive edge in doing business and gives them the opportunity to share and learn the best global practices or best known methods in high tech manufacturing.

GOVERNMENT RELATIONS - SEIPI actively works with various government agencies through regular meetings and coordination in order to address the different industry issues and concerns.

GREEN LANE – SEIPI coordinates with the Bureau of Customs to allow incoming and outgoing shipments of SEIPI members to get priority clearances.

HUMAN RESOURCES – SEIPI, thru ASPA, manages and upholds ethical hiring practices within the industry. This committee serves as a networking venue for best-known labor relation practices and information source from the industry on other labor related matters.

INCENTIVES – SEIPI plays an active role in harmonizing and standardizing the incentives being provided by the government to semiconductor and electronics investors in the Philippines.

INDUSTRY BRIEFINGS – SEIPI conducts industry briefings for businessmen, educators, students, researchers, press, foreign institutions and management of member-companies to give them an overview of the industry, its profile and performance.

INDUSTRY REPRESENTATION – SEIPI represents the concerns of its members and seats in the Board of various business organizations like Philippine Chamber of Commerce and Industry (PCCI), PHILEXPORT, DIGITAL PHILIPPINES and Philippine Foundation for Science and Technology (PFST).

INFORMATION – SEIPI serves as a one-stop center for inquiries about the Philippine semiconductor and electronics industry. SEIPI keeps close contacts with government, private institutions and its member-companies in its continuing efforts to strengthen its information vault.

INFORMATION TECHNOLOGY – thru ASITEP, SEIPI is at the forefront of addressing information technology and e-commerce issues and concerns of the industry.

INFRASTRUCTURE – SEIPI's advocates the infrastructure issues and concerns affecting the business activities of the industry.

INTELLECTUAL PROPERTY RIGHTS – SEIPI coordinates and represents the members with the Intellectual Property Office on patents, trademarks, technology transfers and other IPO related issues.

INVESTMENTS – SEIPI provides assistance to local and foreign businessmen interested to venture into semiconductor and electronics and its allied industries in the Philippines. IT counsels members and incoming businessmen on all questions relating to investments in the Philippines.

LABOR RELATIONS – SEIPI liaises and intervenes on behalf of its members on human relations and labor issues, laws and regulations that would affect the industry.

LEARNING PROGRAMS – SEIPI, thru its Networking Committees, provides comprehensive education and training programs aimed to build-up the core competency of employees of its members.

LEGAL SUPPORT – SEIPI represents members in meetings pertaining to existing or new laws.

LIBRARY – SEIPI maintains a library that serves as a repository of member-companies' profiles and product literature and other reference materials.

LOCAL INDUSTRY ORGANIZATIONS LINKAGE – SEIPI also maintains a strong alliance with local business organizations like ECOP, ITECC, MBC, FPI, MAP, FFCCCI, and other organizations and bodies.

MANUFACTURING – SEIPI, with its network of manufacturing engineers, provides support to member-companies in benchmarking manufacturing services, technical trainings, and strategic planning. ASEMEP hosts the annual National Technical Symposium aimed at showcasing technical expertise of SEIPI engineers. The group is likewise pursuing a strong and active academe-government-industry forum to help shape a more relevant technical and engineering education curriculum.

MEDIA CAMPAIGN – SEIPI takes the lead in media campaigns aimed at promoting the semiconductor and electronics industry, technology and the Filipino electronics workers.

NETWORKING – SEIPI offers excellent networking opportunities to its members. The organization has an extensive network of semiconductor and electronics technology leaders and professionals.

NEWSLETTER – SEIPI publishes the SEIPI Digest which contains news about events, activities, membership as well as industry data and position papers.

OPERATIONAL MANAGEMENT – The Office of the Executive Director, with the team of professionals handling various programs and services, and officers and members of the various Networking Committees (NWCs), the Operational Management Group manages and spearheads the implementation of the organization’s various plans and programs which would benefit the members .

PHILIPPINE ELECTRONICS INDUSTRY WEEK – SEIPI highlights the promotion and better understanding of the public of the semiconductor and electronics industry with the declaration of the last week of October of every year as the “Philippine Electronics Industry Week”

POSITION PAPERS – SEIPI prepares industry position papers and releases recommendations on issues and concerns affecting the industry.

PRESS CONFERENCES – SEIPI organizes press conferences to further discuss/clarify some industry issues and concerns.

PRODUCT SHOWROOM – SEIPI provides a display showroom of its members presenting the semiconductor and electronics manufacturing capabilities to foreign and local visitors and guests.

PUBLICATION – SEIPI regularly publishes relevant and up-to-date report, data, documented speeches, discussions papers during conferences or symposia, and other pertinent materials.

PUBLIC POLICY LEADERSHIP – SEIPI represents its members in arguments and deliberations in the roundtable discussions and Committee hearings in Congress of any new and existing legislations. SEIPI alerts its members about key policy issues and events and focuses its efforts on influencing policy makers and opinion leaders.

PUBLIC RELATIONS – SEIPI cooperates with the members of the press and prepares articles on electronics business and issues.

PURCHASING – SEIPI, thru ASPM, serves as the venue for sharing information on best practices on procurement, trainings on purchasing, consortium buying and other related purchasing matters.

REGULATORY LAWS AND REGULATIONS – SEIPI updates member-companies on the latest regulatory laws and regulations which would affect their business.

ROADMAP – SEIPI is responsible in preparing the competitive landscape study for the development of the industry. The study identifies seven key initiatives the government and the industry has to work on to maintain and further enhance its competitiveness.

ROSETTANET – SEIPI is one of the founding members of the Rosettanet consortium in the Philippines. It aims to provide the members with the latest global standards in e-business processes, as well as a wider network of potential partners outside the Philippines.

SCHOLARSHIPS AND GRANTS – SEIPI makes arrangements with various agencies and institutions to allow foreign scholarship grants and scholarships to engineering students and SEIPI employees.

SECURITY – SEIPI advocates the improvement of the peace and order situation and security in the country. It coordinates with the Philippine National Police and other concerned institutions.

SERVICE PROVIDERS AND SUPPLIERS – SEIPI, thru ASAAM, gives representation to member-companies who are supporting the manufacturing members. These are companies engaged into supply of raw materials, equipment, logistics, gas, industrial estates, and services such as financial, insurance, IT, software, environmental management, construction and certification bodies.

SOCIAL AND COMMUNITY DEVELOPMENT – SEIPI partakes in social and community development projects in the Philippines. This include manpower and financial assistance in the Habitat for Humanity project, donations to charitable institutions, churches, others.

SPORTS FELLOWSHIPS – SEIPI organizes sports activities such as golf, tennis and bowling to foster camaraderie and provide opportunities to establishing strong business contacts among members.

STRATEGIC DIRECTION – The policy creation, direction setting and decision-making duties rest on the 15 member of the SEIPI Board. The Board provides the leadership and sets the vision, objectives, strategies, structure, staffing, and operations of the organization.

STATISTICS – SEIPI is a source of data pertaining to export and import performance as well as top export markets of the semiconductor and electronics industry

SUPPLY CHAIN MANAGEMENT – SEIPI leads in managing the integration of suppliers, customers, transportation and information providers aimed at increasing throughput while reducing investments and operating expense.

SUPPORT INDUSTRY – SEIPI works on the development of allied and support industry particularly those whoa are engaged into components manufacturing, tool and die, packaging, chemicals, machinery and equipment, metal stamping, casting and machining, plastic injection molding, others.

SURVEYS – SEIPI undertakes various surveys to gather pertinent information about the industry.

TECHNICAL EDUCATION – SEIPI partners with TESDA to provide quality technical education and skill development to the industry's technicians and operators.

TECHNICAL PAPERS – SEIPI holds an annual submission of technical papers which provide an opportunity and recognition for SEIPI engineers to share their technical competencies in the field of semiconductor and electronics technology.

TRADE AND INVESTMENTS MISSION – SEIPI participates and represents the industry and its members in trade and investments missions, including Presidential state and official visits abroad.

TRADE FAIRS - SEIPI participates and organizes member-participation in international trade fairs organized by the Department of Trade and Industry.

TRADE OPPORTUNITY REPORTS– SEIPI acts as a conduit for businessmen who desire to link up with its members. It provides members with trade opportunity reports or inquiry of foreign businessmen who wish to make business with companies in the Philippines.

TRADE POLICY – SEIPI coordinates international trade policy issues with concerned government bodies that would affect Philippine electronics business e.g. WTO, GSP, and other bilateral and multi-lateral agreements of the Philippines. SEIPI leads to streamline and remove impediments affecting the interest of the industry.

VISAS – SEIPI assists members to facilitate the issuance working permits of its expatriate members and visas for its Filipino employees going on an official business trip abroad.

WAFER FABRICATION – To expand the country's share in the technology food chain, SEIPI supports the government efforts to obtain further technological advancement such as establishment of a wafer fabrication plant in the Philippines.

WASTE MANAGEMENT – SEIPI contributes to the cause of cost-efficient waste reduction opportunity and promotes environmental management as an essential yet sound and viable component of good business sense.

WEBSITE – SEIPI gives members on-line access to information and data about the industry