

ENTERPRISE 50

Jade Micron seeks to play more than a supporting role

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NEARLY two decades ago, Jeff Wang had a hunch about an industry that would dominate the future: semiconductors.

"I had the vision... that this industry would grow big," he said. "I had wanted, then, to find a way to add value to this industry to help funnel its growth for the economy."

Drawing upon his personal interest in technology, precision engineering and electronics, Wang founded precision manufacturer Jade Micron in 2004.

Said Wang: "The semiconductor industry is the driving force behind the wider electronics industry and is fundamental to the evolution of technological advancement."

Over the past two decades, Jade Micron has expanded geographically as well as in its capabilities.

To bring its services closer to its customers, it has built a strong Asia-Pacific presence with manufacturing facilities in the Philippines, Malaysia, Thailand, and China.

Besides supporting the local semiconductor and electronics ecosystem, Jade Micron also makes precision products for other industries.

Its manufacturing capabilities extend to pharmaceutical and medical instruments; optical instruments; general automation; as well as printed circuit board design and fabrication.

The company has a full range of machinery, enabling it to provide



Jeff Wang (front row, extreme right), Jade Micron's chief executive officer says employee satisfaction and retention are key priorities for the company. PHOTO: JADE MICRON

customers with high-level customisation and flexibility. The machines are fully owned by Jade Micron, which Wang said provides a competitive advantage over competitors that lease machinery instead.

As a mark of its commitment to delivering quality services, Jade Micron has achieved various certifications, including the Quality Management System qualification which adheres to global ISO 9001:2015 standards.

It is also a certified ISO 13485 company, fully qualified in medical device manufacturing and its related services.

Training for the future

Apart from its edge in machinery, Jade Micron also prides itself on its people. Said Wang: "Having a strong and hard-working team is an anchor of every company as it expands."

Jade Micron has over 200 employees across its various markets, with its skilled workforce being key to its production of high-quality precision products.

Committed to equipping staff with the necessary skills and knowledge, the company has a comprehensive approach to training, including training handbooks tailored to the needs of different

departments and staff, from production to sales.

Staff receive continuous training to align their skills with client needs and product roadmaps. The aim is to nurture a proficient and adaptable workforce, capable of efficient and productive service delivery.

Employee satisfaction and retention are also key priorities, said Wang, not least given the challenges of high labour costs and limited manpower resources.

To that end, Jade Micron has welfare policies for both core management and its shop-floor team, including the provision of compa-

ny cars, incentive packages, and staff loans.

The company believes that staff retention has been aided by its focus on employee development and empowerment, as well as its collaborative and inclusive working environment. Indeed, it reports an employee turnover rate that is below the industry average, though no specific figures were given.

Going further

Finding skilled workers is especially important as Jade Micron prepares to expand its global footprint, after strong revenue growth of 35 per cent in 2021 and 44 per cent in 2022.

The company offers specialised products, especially in the subcontracting business, that are in high demand overseas. As it currently has less than 1 per cent of the total overseas market, there is plenty of room to grow.

Furthermore, relentless technological progress – in areas such as wireless mobile communications, artificial intelligence, autonomous driving and the Internet of Things – will continue fuelling demand for cutting-edge semiconductors, fostering an optimistic outlook for the sector.

With this in mind, Jade Micron is actively transforming itself into a technology company that also provides comprehensive solutions. It puts an emphasis on research and development (R&D) for innovation, cost efficiency and product quality.

For instance, it has developed its own superior alternative to conventional silver plating, which improves the performance of ma-


chinery. This plating also has high endurance and abrasion resistance, enabling efficient cleaning and thus cost savings.

"Building R&D capabilities, having strong innovative mindsets, and putting extra effort in providing value-added services to customers are key differentiating factors that will help us grow the business," said Wang.

Within the next three to five years, he hopes to build a team that can design software, collaborate with customers to move up the technical value chain, and develop state-of-the-art integrated circuit chips for high technology industries.

With specialised knowledge and innovative problem-solving abilities, Jade Micron aims to stay ahead of market trends and meet the increasing demands of international customers.

ENTERPRISE



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