

Integrated Microelectronics' bid for global market gets power boost from Meralco

THE LUMINIARIES



Oscar S. Reyes (left) Meralco President and CEO and Alfredo S. Panlilio (right), Meralco Senior Vice President and Head of Customer Retail Services and Corporate Communications, join Arthur Tan IMI President and Chief Executive Officer as he receives the award for his company Integrated Microelectronics Inc., as Outstanding Corporate Industrial Partner in Meralco's 2014 Annual Luminaries Awards held at The Makati Shangri-La.

Meralco's reliable power and value-added services are playing a key role in Integrated Microelectronics, Inc. (IMI)'s fast rise to become one of the main players in the US\$500-billion global outsourcing industry for electronics manufacturing services (EMS).

The Filipino-owned multinational IMI is ranked among the top EMS providers in the world, operating in six countries: the USA, China, Singapore, Czech Republic, Bulgaria, and Mexico. With its biggest manufacturing operations and half of its global manpower complement of 20,000 based here, it invariably counts on a strong relationship with Meralco for success.

IMI attests that, aside from the country's talented workforce, one of the Philippines' competitive edge over other countries as the primary site for power-intensive manufacturing operations is having a proactive energy partner like Meralco.

"We have a very strong manufacturing base in the Philippines largely because of the excellent performance of our local engineers. We get only the best employees to be a part of the world economy," said IMI President and Chief Executive Officer Arthur Tan. "Without question, being competitive in our industry entails collaborating with Meralco not only for a reliable power supply but also for their innovative energy solutions."

Reliable power and innovative energy solutions

Ever since IMI started its operations in the Philippines in 1980 as a joint venture between Ayala Corporation and Resins, Inc., Meralco has been helping the company take steps toward more cost-competitive



Meralco utilizes its team of experts to provide and maintain the support necessary to ensure that IMI circuit connections are at maximum performance.

"Without question, being competitive in our industry entails collaborating with Meralco not only for a reliable power supply but also for their innovative energy solutions."

-Arthur Tan

IMI President and Chief Executive Officer

operations. These include improving the performance of IMI's circuit connection by optimizing the location of other customers' loads. This move not only maximized the performance of IMI's circuit connection but also kept IMI's exposure to power disturbances to a minimum.

In addition, looking after IMI's load-side facilities is Meralco's energy services company, MServ. The utility's subsidiary conducts regular power quality monitoring and audits. One desirable result after another led IMI to regularly avail of MServ's maintenance services. The IMI-MServ partnership spans four years, and both companies continue to find more areas where IMI can improve operations.

IMI was one of Meralco's key customers recognized as a 2013 Outstanding Corporate Industrial Partner during the Annual Meralco Luminaries Awards Night last April. The Luminaries is a premier Meralco program that honors outstanding partners in the public and private sectors which harnessed technology for innovation and showcased excellence in power management.

Energizing innovations, new markets

Many people revel at new electronics in automobiles, gadgets and new gizmos – made possible by cutting edge technology and power-sensitive manufacturing processes. Some of these wonderful developments are where IMI is: a car safety system that not only knows that you are stepping on the brakes, but also whether you are applying enough pressure to avoid a collision; a vehicle management system that optimizes the use of road systems with safety, fuel efficiency, and ease of travel in mind; and an eye-tracking device that enables users to control the computer with direct eye movements.

IMI has been ranked the 21st largest electronics manufacturing services provider in the world based on the 2013 EMS revenues collected by the *Manufacturing Market Insider*, a publication dedicated to the world of contract manufacturing.



Power-intensive operations at Integrated Microelectronics Inc.'s Biñan, Laguna site requires a proactive energy partner like Meralco.

IMI has also remained at the forefront of innovation with its engineers becoming "flexible experts" who customize products according to clients' specification. IMI focuses on high-margin products and services in the automotive, industrial, medical, and telecommunication industries.

Looking ahead, Meralco and its subsidiary MServ will continue to play a key role in IMI's expansion in markets and technologies, ensuring reliable supply and power quality – in step with any bold move of IMI.

IMI is targeting US\$1 billion in revenues by 2016 by serving more sectors in mobile, consumer, digital, automotive, aerospace, infrastructure, power, and healthcare. It also hopes to win back former clients from countries such as Japan, China, Thailand and Indonesia that are revisiting their sovereign manufacturing risk portfolios.

According to Victor S. Genuino, Meralco's Vice President and Head of Corporate Business Group, "The results of the collaboration between Meralco and IMI are definitely something that we hope will inspire others to partner with us. We are inspired by IMI's aspiration to get into new frontiers and conquer world markets, while contributing to the country's economic growth and progress. We will be there to energize and empower."

He adds, "We have seen how IMI has grown in the past decade, and we are proud to have been a partner in helping them achieve this growth. Meralco will continue to meet IMI's demand for reliable power and innovative solutions that will ensure the company's global competitiveness and significant contribution to the Philippine economy."

For more collaboration with Meralco, you may call the Meralco Business Hotline at 16210 or visit www.meralco.com.ph/corporatepartners.