



Technical Visit to Smartrac Technology (M) Sdn. Bhd.

by Ir. Dr Lee Choo Yong

Ir. Dr Lee Choo Yong is currently the Deputy chairman in Electronic Engineering Technical Division (eETD).

Electronic Engineering Technical Division (eETD) has successfully organized technical visit to Smartrac Technology (M) Sdn. Bhd., Kulim Hi-tech Park, Kedah, on 25th February 2019. The visit has attracted 14 participants comprising IEM members from Penang and Kedah branches. The visit started with arrival of IEM delegates and refreshment serving at meeting room. After refreshment, Smartrac team led by Managing Director Mr. Khoo Leong Aun extended warm welcome to IEM delegates, in return, eETD Chairman Ir. Dr Khor Jeen Ghee also extended gratitude to Smartrac for hosting the technical visit. Then Mr. Khoo walked through corporate and plant presentation with IEM delegates. At the same time, Smartrac team also passed various RFID products around the table so that IEM delegates could take a look and raise questions.

Smartrac is a global RFID (radio-frequency identification) and IOT (Internet of things) pacesetter and provides both reader-made and customized RFID offerings which are suitable for broad range of applications.

Smartrac's industry leading RFID technology is backed by extensive intellectual property, Smartrac participates and supports multi industries from retail, automotive, medical, library, industrial, supply chain and logistic.

Smartrac is headquartered in Amsterdam and founded in year 2000. Today, they have high capacity manufacturing network with total capacity of 2.5 billion RFID transponder per year and global R&D organization with transponder R&D mainly been supported out from Kulim site.

Smartrac's vision is "We digitize your products so you can digitize your business". The aim is to help the businesses to bridge the gap between the real and digital world, digitize every physical products with innovative solutions in order to unleash Internet of Things. Smartrac Technology (M) Sdn. Bhd. is one of the biggest RFID transponder manufacturing plant in the world with annual capacity of 1.2B. They have unique manufacturing capability in Malaysia.

After the presentation, visit proceeded to plant tour. The visit adjourned at 12:30pm with Q&A where IEM delegates have chance to understand more about RFID technology. It was indeed a fruitful technical visit, Ir. Dr. Khor Jeen Ghee presented a memento of appreciation to Mr. Khoo Leong Aun at the end of the visit.



(Left) Ir. Dr Khor Jeen Ghee presenting token of appreciation to Mr. Khoo Leong Aun
(Right) Group photo – Smartrac team and IEM delegates