



COLLABORATIVE RESEARCH IN ENGINEERING, SCIENCE & TECHNOLOGY

CATALYST FOR MALAYSIA'S E&E GROWTH

[www.crest.my](http://www.crest.my)



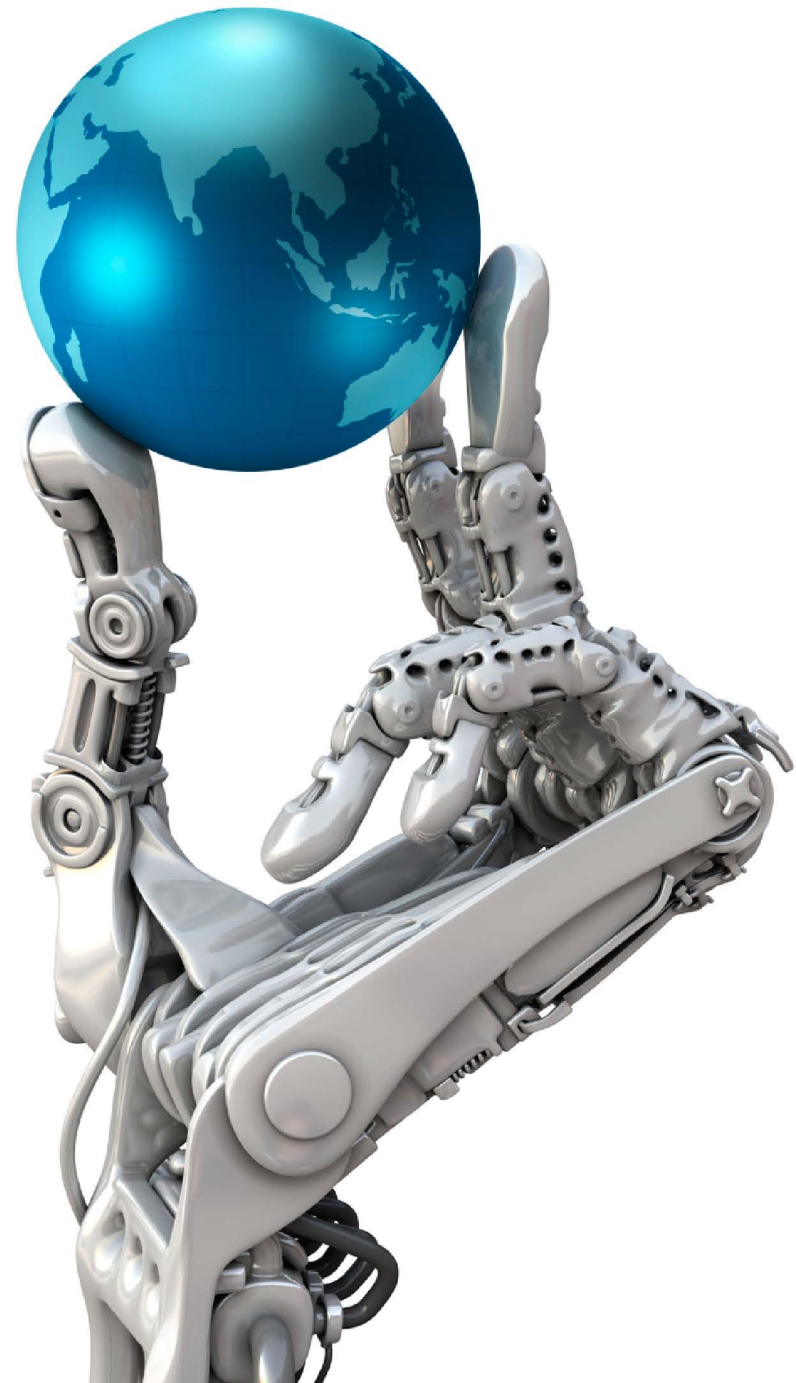
“ Malaysia, in the year 2020,  
aims to be a strategic Electronics and Electrical  
centre for leading global E&E players and  
domestic champions, offering high-value  
money with a deep pool of talents.  
We will focus on design and development  
high-complexity manufacturing and build  
leading edge capabilities in the area of  
ecologically sustainable technologies. ”



JABATAN PERDANA MENTERI

**PEMANDU**  
PERFORMANCE MANAGEMENT AND DELIVERY UNIT

Electronics &amp; Electrical Lab 2010



A 3D rendering of a transparent cube filled with a glowing blue circuit board pattern, set against a background of a larger, fainter circuit board pattern. The cube is positioned on the left side of the slide.

**CREST** Was Launched in 2012  
To Address Malaysia's E&E Needs:

AN INDUSTRY-LED ORGANISATION  
To Drive R&D and Innovation.

A PLATFORM FOR LOCAL & MNC COMPANIES  
To Form a Formidable R&D Ecosystem.

A Sustainable Pipeline of  
INDUSTRY-READY TALENTS.

Three stylized paper cutouts of human figures in white and light blue, standing on a light blue surface and casting long, dark blue shadows to the right. The figures are arranged in a line, with the middle one slightly behind the other two.

We Have a Simple Model:

## THREE'S A COMPANY

We Bring Together

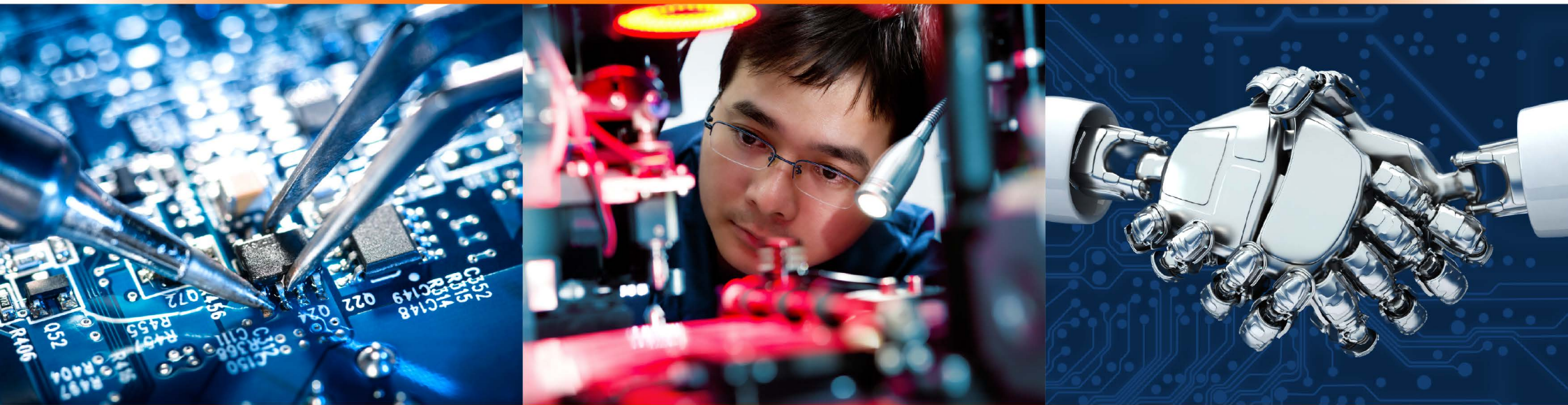
THE INDUSTRY,

THE ACADEMIA &

THE GOVERNMENT

To Advance Our E&E Goals.

We Apply **3 BASIC PRINCIPLES** To Guide Our Strategic Roadmap.



We Are **INDUSTRY DRIVEN**, We **FOCUS** on E&E, and We **INSPIRE** Collaboration.

### 3 FOCUS AREAS That Define Us:



## EXCELLENCE THROUGH COLLABORATION

Our Founding Members and Partners Actively Support Us By  
Committing R&D Projects, Funds, Expertise and Leadership.

## Founding Members



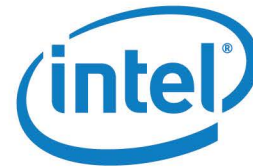
**Agilent Technologies**

ALTERA

**AMD**

**AVAGO**  
TECHNOLOGIES

Clarion



**MOTOROLA SOLUTIONS**



**OSRAM**  
Opto Semiconductors

SILTERRA







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