



R10 Director's Message



It is hard to believe that I have served only six months as the Region 10 Director. So many events have happened in our Asia Pacific region, so many emails every day and SKYPE conversations, that it seem to me like a full year since I have taken over the duties from Seiichi

Takeuchi. The Past Director was very right when he told me that IEEE Directorship had been taking 50% of his working time. I am confident that the service will bring me a lot of satisfaction, especially if we succeed in bringing more conferences and technical activities, increasing value of IEEE membership and expanding benefits of Region 1- 6 (at least partly) to our Region.

The most significant R10 events since the last Newsletter include our annual Regional Section Chairs Meeting (held in Kota Kinabalu, Malaysia on Borneo Island on 24-25 March 2007), inaugurations of new Sections in China (Nanjing and Xi'an) and an IEEE Board of Directors June meeting held just recently in Philadelphia 12-17 June 2007.

The Region 10 Meeting was attended by 102 delegates including 55 Section Chairs, ExCom members, 5 Council Chairs and seven IEEE VIPs including IEEE President-Elect, Lewis Terman, IEEE Vice President and TAB Chair, Peter Staecker, Vice-President and RAB Chair, Pedro Ray, Past Vice-President and TAB Chair John Vig, Past Vice-President and RAB Chair Mark Apter, Chair of IEEE Foundation, Richard Gowen, and Division 10 Director, William Gruver.

The meeting was very full and in the true spirit of IEEE volunteers. It consisted of informative, reporting, executive and training parts. Presentations were given by VIPs on

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Delegates and IEEE Officials at the Region 10 Annual Meeting in Kota Kinabalu, Sabah, Malaysia

IEEE Organisation, IEEE Technical Activities Board, Regional Activities Board and IEEE Foundation. I gave a talk on [Vision for IEEE Region 10](#) for 2007. Regional Committee Chairs: Student Activities, Membership Development, Awards and Recognition, Educational Activities, GOLD, Life Members, ByLaws and Operational Manuals, Section Chapter Support, Women in Engineering, Technical Activities, Electronic Communications and Newsletter, Industry Liaison, Special Projects, Recognized Educational Programs and Advisory, presented reports for 2006 and plans for 2007. This part of the meeting of course included a Treasurer's Report and a proposed Budget for 2007.

We held a R10 Forum and Discussion on Day 1 as well as a Banquet, during which presentation of Awards and Anniversary Banners took place. Candidates for the IEEE President-Elect 2008: John Vig, Marc Apter and Pedro Ray, gave short presentations and answered questions from the floor. We have three excellent candidates for this year Presidential election and I hope that all IEEE members in our Region, all 67,000, will participate in the election to show our presence! If we exercise our full voting power then it will be easier for us to have our goals supported on the Board of Directors meeting. That is why the voting participation is so important.

On Day 2 of our R10 meeting we approved plans and Budget for 2007 as well as a change in R10 Bylaws defining the Region 10 Territory. We held several workshops including a LEADERSHIP TRAINING WORKSHOP "How to Make Your Section an Award Winning One", a "Wireless Volunteers" Course and "Coaching for New/Rejuvenation needing Section Chairs". The meeting concluded with a Tour of Universiti Malaysia Sabah and a dinner at 'Kampung Nelayan' Seafood Restaurant.

It was a very busy and rewarding meeting. I appreciate time, active participation and effort put into this meeting and into all Region 10 activities during the last three months by all volunteers in the Asia-Pacific region. A big thank you to all! Achieving the IEEE vision (to advance global prosperity, to foster technological innovation, to enable members' careers and to promote worldwide community) in the Asia-Pacific Region is one step closer I think.

I will report on the IEEE Board of Directors meeting in the next newsletter.

Janina Mazierska



Prof. Janina Mazierska presenting the three candidates for the IEEE President-Elect 2008: Marc Apter, John Vig and Pedro Ray at the Banquet.

Awards and Anniversary Banners Presented at R10 Annual Meeting 2007, Kota Kinabalu, Malaysia

REGION 10 AWARDS

2006 R10 Outstanding Volunteer Award



Ekachai Leelarasamee (IEEE Thailand Section)

2005 R10 Outstanding Large Section Award



IEEE Singapore Section

2005 R10 Outstanding Small Section Award



IEEE Islamabad Section

2006 R10 GOLD Award



Helene Fung (IEEE Western Australia Section)

RAB Award & Anniversary Banner

2006 RAB GOLD Achievement Award

Helene Fung (IEEE Western Australia Section)

25th Anniversary Banner

IEEE Karachi Section

Society Award

Aerospace & Electronics Systems (AES) Society Outstanding Chapter Award

Control Aerospace & Electronics Society Chapter, South Australia Section

News & Reports from R10 Committees

IEEE Region 10 Milestone Award and IEEE Region 10 Academia-Industry Partnership Award

The IEEE Region 10 has established the IEEE Region 10 Milestone Award and IEEE Region 10 Academia-Industry Partnership Award. The criteria of these Awards are summarized as follows.

IEEE Region 10 Milestone Award

The requirements for an achievement to be an IEEE Region 10 Milestone are that not only it was performed in the field of electrical engineering and computing, but also

- (1) it must be at least 20 years,
- (2) it must have involved a unique solution to an engineering problem, and
- (3) it must have had at least regional impact.

This Award must be nominated and sponsored by an IEEE Region 10 Organization Unit (OU) - such as a Section, Society, or Chapter. A Nomination Form (available from R10 website) should be a detailed record of the historical significance of and evidence for the nominated Milestone.

After recommendation by IEEE Region 10 Industry Liaison Committee and approval by the IEEE Region 10 ExCom, a bronze plaque commemorating the achievement would be placed at an appropriate site with an accompanying dedication ceremony.

The OU will take responsibility for organizing publicity, and plan & conduct a dedication ceremony. An IEEE Region 10 Officer can be available to attend the ceremony and represent the IEEE Region 10 ExCom.

A bronze plaque would be delivered to the OU within three months of placing the order. If an additional plaque is requested, the OU will pay the cost of the plaque. The plaque shall carry a citation of not more than 75 words describing the achievement that is being recognized. The plaque made from bronze metal, will be 45cm×30cm×3cm and weigh about 9 kg.

IEEE Region 10 Academia-Industry Partnership Award

The requirements for an academia-industry collaboration to receive an IEEE Region 10 Academia-Industry Partnership Award are that not only it was achieved in the field of electrical engineering and computing, but also

- (1) it must have accomplished a distinguished joint R&D project which contributed to an engineering innovation,
- (2) it must have implemented a new channel of academia-industry relationship by real time knowledge-sharing, and
- (3) it must have had at least regional impact.

This Award must be nominated and sponsored by an IEEE Region 10 OU. A Nomination Form (available at R10 website) should be a detailed record of the technological significance of and evidence for the nominated Award.

After recommendation by IEEE Region 10 Industry Liaison Committee and approval by IEEE Region 10 ExCom, a pair of plaques commemorating the achievement would be awarded to an academia-industry collaboration team.

An OU will take responsibility for organizing publicity and plan and conduct a dedication ceremony. An IEEE Region

10 Officer can be available to attend the ceremony and represent the IEEE Region 10 ExCom.

A pair of plaques will be delivered to the OU within three months of placing the order. If an additional plaque is requested, the OU will have to pay the cost of the plaque.

The Industry Liaison Committee would like to encourage your Section and/or Chapters to nominate for the above 2 awards. There is NO DEADLINE for the nomination of the Awards. Upon receiving the duly completed nomination form, the Industry Liaison Committee will review and recommend within 6 months, the nominated candidates for the Awards to the Region 10 ExCom for final approval.

We look forward to receiving your nominations.

Prof. Isao SHIRAKAWA (sirakawa@hyogo.ac.jp)
Region 10 Industry Liaison Coordinator

Inauguration of the IEEE Nanjing and IEEE Xi'an Sections, China, June 2007

The official inauguration ceremony of IEEE Nanjing Section was held on June 4th at the South-East China University in conjunction with a lecture presentation attended by 200 participants. The IEEE Region 10 Director, Prof. Janina Mazierska, attended the inauguration ceremony and gave a key-note presentation on IEEE development in China. Past Director of Region 10, Prof. Seiichi Takeuchi and YW Liu, Past R10 Treasurer and Past Award Chair also attended the inauguration.

The official inauguration ceremony of IEEE Xi'an Section was held on June 8th in the North-West Polytech University with 450 participants and a key-note presentation.

Prof. Janina Mazierska also visited Beijing Section and China Council on June 9th and 10th, and held talks with the leaders of the IEEE China Council for the future development of IEEE activities in China. She also visited the IEEE Beijing Office.

Mengqi ZHOU
Secretary, Beijing Section
Interim Chair of IEEE China Council



Prof. Janina Mazierska presenting IEEE flag to Prof. Zhenya HE, the Nanjing Section Chair

Visit IEEE Region 10 Website at:
<http://www.ewh.ieee.org/reg/10/>



Prof. Janina Mazierska presenting the IEEE certificate to Prof. Jianguo HUANG, the Xi'an Section Chair



Prof. Janina Mazierska presenting the certificate of the establishment of a Student Branch in North-West Polytech University in Xi'an, China



Prof. Janina Mazierska and YW Liu with the Vice President of North-West Polytech University in Xi'an, China

2006 R10 Distinguished Large Section and Small Section Awards 2006

It is my pleasure and honour to announce the result of the R10 Distinguish Large Section and Small Section Awards.

The R10 Award Committee has selected Malaysia Section as the 2006 R10 Distinguished Section. Shikoku Section has been selected as the 2006 R10 Distinguished Small Section.

The selection of the two Awards is based on the performance summarized in the 2006 Annual Report submitted by R10 Sections.

The winning of these two Sections will be celebrated at the R10 meeting in March 2008.

Malaysia and Shikoku Section have also been nominated to participate in the Regional Activities Board (RAB) Distinguish Large and Small Section Program.

Congratulations on the job well done by Malaysia and Shikoku Sections!

Hirohisa Gambe Ph.D,
R10 Award Committee Chair

R10 Student Branch Website Contest Results 2007

I am delighted to declare the results of the R10 Student Branch Website Contest 2007.

First let me congratulate the 30 student branches which participated in the contest and from the final scores, it's evident that we had a tough competition. A heartfelt 'thank you' to the judges (outside of R10) who took time to judge the contest which had 6 criteria, with around 40 sub-criteria for judging.

Congratulations to the following three winning Student Branches. All the three will be entered in the Inter regional contest. Best wishes!

First Place: US\$ 500

Thodamal Shahani Engineering College, Bombay

<http://www.ieee-tsec.org>

Second Place: US\$ 350

VESIT, Bombay - <http://www.ieee-vesit.org>

Third Place: US\$ 200

The University of Western Australia, Australia

<http://www.ee.uwa.edu.au/~ieeesb>

Congratulations! Best wishes to all the other Branches and better luck next time.

Let me thank RSR Kazuyuki Sudoh & Dr Marzuki Khalid for all the help. For full results showing your Branch rank, please visit R10 website.

Mini S. Thomas
R10 Student Activities Chair

IEEE Region 10 Special Projects Updates

Project 1: IEEE 2008 Section Congress (SC08) Coordination

Do you know?

IEEE Section Congress is a Triennial gathering of IEEE grassroots leadership to

- network with other Section leaders
- attend training programs
- develop recommendations to guide the future of the Institute

- SC08 will be held at Quebec City Convention Centre, Quebec City,



Canada from 19th to 22nd September, 2008

- The theme of SC08 is “*Celebrating Volunteer Achievements Worldwide*”
- Until September 2007, SC08 Program Committee will be developing program. Nomination of speakers should be sent to Fanny Su at APO for consideration by Region 10 Director and the R10 Advisory Committee.
- Region 10 committee meeting will also be held either prior to or after the congress.
- Each section is encouraged to send at least a primary delegate.
- Further details on Region support will be announced later. Just watch this space!
- Updated Information on SC08 can be found at <http://www.ieee.org/web/volunteers/sections-congress/2008/index.html>

Project 2: History of IEEE Region 10

When was the last time you celebrate a 125th birthday?

- IEEE will celebrate 125th anniversary in 2009 and Region 10 will be 42 year young!
- Last IEEE Centennial Report was published in 1984 and it can be found at Region 10 website. Only 9 countries and 10 Sections were included.
- It is timely to collect updated information on the sections, councils and relevant IEEE units for compilation of the 125th year history report.
- The objectives are:
 - to recognise past achievements and to promote the IEEE units
 - to raise public awareness and image of IEEE
 - to collect and standardise record keeping



Examples of historic information can be found at [Australia NSW Section](#) on

- Milestones of Electrical Engineering in Australia
- History of IEEE in Australia and Australia Council Data collection site and collection process will be announced later in 2007. So, please start collecting information about your local IEEE history.

Lance C.C. Fung, R10 Special Project Coordinator

2007 IEEE Annual Election Information

To ensure that you receive your 2007 IEEE Annual Election ballot materials, please verify that your IEEE member profile contains your current postal and e-mail addresses. Please make sure that your member profile information is updated by 12:00 noon EDT in the USA (16:00 GMT) on Friday, 29 June 2007. All eligible voting members will be mailed a ballot based on this information on or before 1 September 2007.

To access and update your profile, visit myIEEE (<http://www.ieee.org/myieee>) or the Update Profile Application (<http://www.ieee.org/coa>). If you encounter any problems, contact IEEE Member Services at member-services@ieee.org

IEEE Tokyo Section, Japan

Celebration Ceremony for 2007’s Fellows and First Lecture

The IEEE Tokyo Section's Year 2007 General Assembly was held on 19th March 2007. After the General Assembly, there was a celebration ceremony for newly selected Fellows of IEEE in 2007. 9 (out of 12) new IEEE Fellow in the Tokyo Section attended the ceremony. Each new Fellow was introduced by the citation, read by Dr. Tai, Vice Chair of Tokyo Section, and honored by the presentation of a Radio-Controlled Alarm Clock with IEEE logo, handed by Dr. Aoki, Chair of Tokyo Section. The new IEEE Fellows gave the audience rejoicing speeches on aspirations and resolution for further efforts in their professions either in researches or in business.

After the celebration, the First Lecture of 2007 was hosted by the Tokyo Section entitled “Learning obtained from hybrid car Prius development”. The invited lecturer was Dr. Yoshitaka Asakura, General Project Manager of the Toyota Motors Corporate. Toyota Motors Corporate received 2007 IEEE Corporate Innovation Recognition Award.

Dr. Ichiro Tai, Chair, IEEE Tokyo Section Publications Committee



(L to R, Back row to front) Dr. Takayuki Kawahara, Dr. Kazumasa Enami, Prof. Masamichi Tokuda, Prof. Tamaki Ura, Dr. Hiroshi Yamada, Prof. Shigeki Sugano, Prof. Akira Chiba, Prof. Hideto Iwaoka, Dr. Yoshio Itaya, Dr. Tsutomu Sugawara: Secretary, Dr. Toshiharu Aoki: Chair, Dr. Ichiro Tai: Vice Chair, Prof. Hideki Hashimoto: Treasurer



Mr. Yoshitaka Asakura delivering the 2007 IEEE Tokyo Section Distinguished Lecture

IEEE Thailand Section

A Thai book about IEEE Virtual Museum

A ceremony to donate 5000 books to The Institute for the Promotion of Teaching Science and Technology (IPST), Ministry of Education was held on April 24, 2007. The 264-page book is a Thai version of the IEEE Virtual Museum that appears on www.ieee.virtual-museum.org. All volunteering effort in translating and editing were carried out by 5 professors and 11 students from Chulalongkorn University, many of whom are IEEE members. The project was initiated and led by Dr Ekachai Leelarasmee, Secretary IEEE Thailand Section. It took one year and was funded by IEEE Foundation, IEEE Thailand Section and Thai Oil Public Company. IPST will distribute these books to approximately 4500 high school libraries serving more than 3 million students around the country. Another 1000 copies of the book will also be sent directly to high school lecturers.

This book describes events, inventions and people that were significant in shaping the EE history and making technological impacts. It is divided into 7 chapters. They are

- 1) Socket to Me: How Electricity Came to Be
- 2) Thomas Edison: A Lifetime of Inventions
- 3) Let's Get Small: The Shrinking World of Microelectronics
- 4) The Beat Goes On: How Sounds are Recorded and Played
- 5) Microwaves: From Your Kitchen to the Edges of the Universe
- 6) Small is Big: The Coming Nanotechnology Revolution
- 7) Great People in EE History

It is expected that the book will significantly improve the technological literacy of Thai students as well as stimulating them to pursue a study in electrical engineering.



Mr Siri Tandhavattana (IEEE Thailand Section Chairman), Dr Direk Lavansiri (Dean of Faculty of Engineering, Chulalongkorn University) presents the Thai book about IEEE Virtual Museum to Dr Thatchai Sumittra (President of IPST)

Dr Ekachai Leelarasmee
Secretary, IEEE Thailand Section

PES Seminar

On April 24, 2007 PES Chapter and the IEEE Thailand Section along with The Engineering Institute of Thailand under H.M. the King's Patronage and CEPT Chulalongkorn

University organized a technical seminar on Innovative Power System Testing Solutions at Faculty of Engineering, Chulalongkorn University for providing education and technology transfer and to promote the Power Engineering Society as outstanding in technical and profession.

The seminar was conducted by Mr Boonmarg Smittileela, Assistant Director, Transmission System Maintenance Division, Electricity Generating Authority of Thailand (EGAT) and presented by Dr Michael Kruger, Product Line Manager, OMICRON electronics GmbH, Austria.

There were 150 participants from state utility providers (i.e. EGAT, MEA and PEA), private power utility providers (SPP, IPP), consultants, contractors, industries and university professors at the seminar.

The subjects presented include a comprehensive overview of power system testing, understanding partial discharge and measurement on cables, rotating machines and power transformers, water in power transformers and experience with new tools for fault location on power transformers.

Dr Michael Kruger of OMICRON and Mr Boonmarg



Smittileela of EGAT during the PES seminar at Chulalongkorn University

Mr Praditpong Suksirithawornngule
Secretary PES Chapter, IEEE Thailand Section

IEEE Gujarat Section, India

Samapark 2007

Samapark (meaning 'Contact'), a full day annual event of IEEE Gujarat Section, was started in 2006. It was primarily envisaged to bring together students of different institutions to allow cross pollination of ideas and knowledge and to create a fraternity of would be engineers who can benefit from help and support of each other in their exciting future engineering careers. It can be one of the most powerful ways to build professional relationships, actively foster contacts and disseminate information among student community.

Also, volunteering and taking part in such events can help people who are shy or who find it hard to meet new people to break out of their shells. Plus it can build self-esteem and confidence faster than anything else because you are helping others.

With these objectives, IEEE Gujarat Section organized "Samapark '07" on April 8th, 2007 in the beautiful

auditorium of Ahmedabad Management Association, Ahmedabad. It registered 35% increase in the number of students participation compared to last year's 100 which shows that we have been able to achieve our objective.

The day started with an open house discussion providing an opportunity to all the students to interact with the Executive Committee of IEEE Gujarat Section to present their views and their expectation out of IEEE. Also, The Executive Committee members answered questions from the students on several topics including what students consider to be the IEEE's high dues and the Institute's role in helping them find jobs after graduation.

Innovation ideas such as setting up a R&D club and ideas regarding how to promote IEEE were poured in. It was followed by a comprehensive mock test which would help the students to crack many of the competitive exams. To increase the interaction among the members a small ice breaking activity of role play was organized which resulted into members getting more involved in the event and become more interactive with the members of other student branches.

A technical quiz following group photograph and delicious luncheon was another major event of Sampark'07. It not only brainstormed students on the technical aspects of area of interest of IEEE but also tested their knowledge about IEEE. As the last event of the day we had "Ad Mad Show". It was a fun game to showcase the abilities of students to use a tagline for advertisement of their product.

The idea of Samapark was to create interesting events that reinforces the students' commitment to work as active IEEE volunteers after they graduate. Such events bring members closer to each other and ultimately contribute to the Section's growth and to that of the IEEE.

Deepak Mathur
Chair, IEEE Gujarat Section

Bombay Section, India

India Roadshow by COMSOC Directors in Feb/March 2007

Dr Doug Zuckerman, President Elect of the Communications Society and Dr Roberto Saracco, CTO, Telecom, Italia, Member Strategic Board of IEEE and Director of Communications Society for Sister Societies, IEEE conducted a Roadshow in India from February 25 to March 2, 2007. This Roadshow was approved by COMSOC Board of Governors in 2006 and was organised by Bombay COMSOC Chapter. COMSOC Directors visited four cities, Mumbai, Bangalore, Chennai and Delhi during this period. Dr Madhukar V Pitke, Past Chair of Bombay COMSOC Chapter accompanied the Directors during the Roadshow to all the cities.

The objective for the Roadshow was to understand the needs of the Indian constituency and advertise the benefit of becoming a member of COMSOC.

The Roadshow started with Mumbai (Bombay). On Feb 26, the team comprising the directors and members of Bombay Chapter visited Reliance Communications. Reliance is a major mobile operator in India and owns FLAG Telecom which owns and manages an extensive optical fibre network spanning four continents and connecting key business markets in Asia, Europe, the Middle East and the USA. Dr Zuckerman gave a presentation on Communications Society and Dr Saracco gave a lecture on "Is there a Future for Telecommunications? Looking into Today's Situation and Challenges Lying Ahead". This was followed by visit to IIT Bombay, a premier technological institute of the country. In the evening the COMSOC directors participated in Execom meeting of Bombay Section and interacted with Section members.

On Feb 27, the team visited Tata Consultancy Services, a major software services provider with about 75K employees and multinational operation. This was followed by an industry meeting where the team interacted with representatives from communications industry and other institutions in Mumbai.



On February 28, the team was in Bangalore. Here they met Mr Narayan, President of IETE, the sister society of COMSOC in India and also the Execom members of Bangalore Section. They visited Tech Mahindra, a company providing R&D Services to various companies around the globe. In the afternoon they visited facilities of Sasken, a company operating in the wireless area supporting Mobile Operating Companies. Here they addressed a large gathering of engineers.

On March 1, the team was in Chennai and visited Alcatel-Lucent Development Centre and IIT Madras. On March 2, the team visited Delhi and had meetings with representatives of Vavasi, a start-up company working in wireless domain, representatives of Ministry of Communications and Information Technology of the Government of India and with representatives of IETE.

In a short span of 5 days, spread across four cities, the team addressed 8 audiences, had discussions with representatives of 20 telecom companies, met professors from 6 universities and also met with the President and members of COMSOC Sister Society in India (IETE). Many issues were raised by participants during meetings. These have been consolidated and directors have suggested action points to the BoG.

The Roadshow was very successful with the directors recommending more such events in other areas of the world. On behalf of Bombay COMSOC Chapter, I would like to thank fellow volunteers Dr U B Desai (Bombay Section), Mr Hitesh Mehta (Bangalore Section), Dr Suresh C Pal (Madras Section), Dr R G Gupta (Delhi Section) and Dr M V Pitke & Mr R. Muralidharan (India level) for making this Roadshow a success.

Ashok Jagatia (ashokj@ieee.org)
Chair, Comms Society Chapter, IEEE Bombay Section



COMSOC Directors visit to Reliance Communications facility. From L to R: Mr P. K. Bhatnagar (Reliance), Dr Roberto Saracco, Dr Doug Zuckerman, Mr K.Subramanian (Reliance), Mr Ashok Jagatia, Dr M. V. Pitke, Mr R. Muralidharan

IEEE Western Australia Section

A Transnational Activity between Australia and Thailand: The Strategic IT Governance & Information Security Management Executives Workshop at Perth, Western Australia

On 30th and 31st May 2007, a group of 15 delegates from the Strategic IT Governance & Information Security Management for Executives course at Bangkok, Thailand,

visited Perth for a workshop and field trip. The course was jointly organised by the Software Park, Thailand; ACIS Professional Center, Bangkok; Murdoch University, Perth and technical co-sponsored by the IEEE WA Section and Computer Society WA Chapter. All the delegates were senior executives, managers and directors from the Thai government and private sectors.

A one-day workshop was held at Murdoch University on 30th May and local experts and IT consultants were invited to share their experiences. Speakers on the day included Mr Chris Foley, CIO and Director of Murdoch IT Services; Mr Arthur Tam, a former IT director for HBOSA Group and BankWest; Mr Narinder Elhence, a former CIO of Western Power and various industry corporations; Ms Mona Gabriel-Seow, a consultant from Ajilon Consulting; Mr Eduard Bitao, Director of BITZ-Q Consulting and Associate Professor Lance Fung, Murdoch University. The delegates have found the sessions to be very practical, informative and helpful.



Delegates and speakers from the Workshop at Murdoch University

On 31st May, the delegates visited ISA Technology; iVEC, the WA High Performance Computing Centre, and the Technology Park, Bentley WA. They were warmly received by Mr Craig Butler, Manager of the Technology Park and Ms Annie Lew and colleague, representatives from the Department of Industry and Resources (DOIR). The delegates were impressed by the facilities and demonstrations at ISA and iVEC. In addition to the tour of the park facilities, discussions were carried out on possible collaboration between Software Park, Thailand and the Technology Park, WA in the future.



Delegates at Technology Park, Bentley, WA

On the whole, IEEE WA Section and Computer Society WA Chapter played an important role in networking and

organising this event. Together with the organisers, ACIS Professional Centre; Software Park, Thailand, and Murdoch University, this event has involved participations from the government, industry and academic sectors. The discussions and exchange between the delegates and local participants on the technological advancement, employment and industrial trends, and general issues concerning the IT and related disciplines were enlightening and useful. The various speakers shared insights and provided the visiting delegates with a better understanding on the relevant subjects. It is hoped that the delegates have left Perth with practical information and knowledge as well as memories of the beautiful WA sceneries and weather.

Lance C.C. Fung
Chair, IEEE Computer Society, WA Chapter

Soft-Skills Training Workshop – An EAC Supported Educational Activity for IEEE WA

What do fresh graduates or engineers need the most?

Simply ask any employer or check results from numerous surveys, more than likely, the answer is not technical knowledge, but soft-skills such as communication, interpersonal skill, time management, conflict resolution, teamwork, goal setting, strategic planning and so on. So, what have the training programs and educational institutes missed out and what can IEEE do to contribute to the development of the next generation Engineers and Technologists?

After many discussions and observations by the IEEE Western Australia Section committee members, it was decided that a training workshop on soft-skills is timely and much needed by many new committee and student members.

A proposal was subsequently put forward to the Region 10 Educational Activity Committee (R10 EAC). During the R10 meeting at Kota Kinabalu in March 2007, it was announced that the funding application has been approved. It was indeed a strong encouragement and affirmation of the WA Section’s initiative. As soon as the news reached WA, preparations were put to top gear to book the venue, invite the speakers, organise the social event and make the necessary logistic arrangement.

On Saturday 28 April 2007, over 25 delegates actively participated in a fun-packed and action-filled full-day program which included:

- A talk on Business Strategy: a bookshelf document or a roadmap to reality?
- Inter-branch communications
- Event planning, operating procedures and financial management tools
- Public relation, sponsorship, promotion and marketing
- Inter-personal skill training – communication, networking, leadership and resource management
- Award and recognition of volunteers and recruitment of volunteers
- Team-building
- Brainstorming and ideas sharing

The day-long training program was concluded with a “steamboat” dinner which requires everyone to cook in a

common hot-pot and then share the food. The sumptuous food and generous flow of drinks marked the evening with a high spirit of goodwill and comradeship and the conversation went late into the night. What an aptly way to finish off a soft-skills training workshop!

The IEEE WA Section would like to thank the R10 EAC and its chairperson Dr Norman Mariun for their kind support.

Lance Fung and Douglas Chai
IEEE Western Australia Section



Happy faces from the 2007 IEEE WA Section soft-skills training workshop



Practising cooking skills at the workshop dinner (also someone patiently waiting for food!)



Friendship, lively conversation, smiles and goodwill – marks of the soft-skills training workshop

IEEE Kharagpur Section, India

Biswa Datta Honoured in an IEEE Banquet at an International Workshop

Biswa Datta, a Distinguished Research Professor at Northern Illinois University, an IEEE Fellow and IEEE Distinguished Lecturer was honored in an IEEE Banquet ceremony held during the International Workshop on “Numerical Linear Algebra in Signal, Systems, and Control” at Indian Institute of Technology, Kharagpur, India on January 10, 2007, for his outstanding contributions to “Numerical Linear Algebra related to Control”. The ceremony was attended by mathematicians, computational scientists, and engineers from several countries, including Australia, Belgium, Brazil, Egypt, Germany, Hong Kong, India, Sri Lanka, Venezuela, and USA. The ceremony was presided by Professor Kishore, the Chair of IEEE Kharagpur Chapter and Professor Rajendra Bhatia, an eminent Indian mathematician from Indian Statistical Institute, as the banquet speaker. The other speakers were Professors Gene H. Golub of Stanford University, Paul Van Dooren of Universite Catholique de Louvain, Volker Mehrmann of Technische Universitat Berlin, and V. K. Mohan of Indian Institute of Technology, Kharagpur.

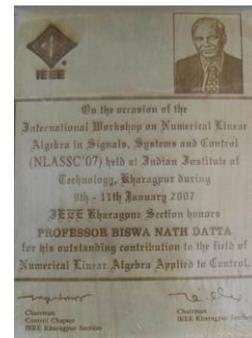
Professor Kishore gave a brief account of Datta’s biography and his principal achievements, honors and distinctions. Professor Bhatia noted the versatility of his research expertise and contributions, ranging from theoretical linear algebra to practical control and vibration engineering with a reference to his more than one hundred interdisciplinary research papers, two popular interdisciplinary books, Numerical Linear Algebra and Applications, and Numerical Methods for Linear Control Systems, and three software packages and toolboxes, MATCOM, MATCONTROL, and Advanced Numerical Methods. Special mentions were made about his outstanding contributions on stability, D-stability, matrix equations, pole placement, observer design, and vibration control. Professor Golub remarked on his ability to bring diverse groups of researchers together. He had also some kind words about his wife’s contribution to his academic career. Professor Van Dooren talked about Datta’s leadership activities, especially related to several successful interdisciplinary conference organizations, some of which he referred to as simply “Datta Conferences”. Professor Mehrmann mentioned about Datta’s ability to talk to and motivate young researchers about emerging topics of research and how he and his work influenced numerous researchers, including his own. Professor Mohan discussed



Datta’s activities and contributions to the scientific and industrial developments in India as a Non-resident Indian Scientist.

At the conclusion of the ceremony, Datta was awarded with a Plaque of Honor and a flower bouquet by Professor Kishore. In his acceptance speech, Datta mentioned that he was proud of his mathematical heritage of India, a country that made some fundamental contributions to the development of Mathematics and Science and that this honor given by a premier institute of India, his native country, was very special to him.

Datta, his wife, Karabi Datta, and Professor Golub were interviewed by an Indian Television Channel on this occasion. Several Indian news papers also published stories on this ceremony and the workshop. An edited book consisting of papers of the invited presentations by the speakers and contributions from other specialists is scheduled to be published by Springer-Verlag and will be dedicated to Professor Datta in acknowledgement of his outstanding contributions in the field.



Professor Kishore IEEE Kharagpur Section

IEEE Taipei Section

Meeting of the board of directors and supervisors in National Taiwan University

IEEE Taipei Section held the meeting of the board of directors and supervisors in National Taiwan University, Taipei, May 21, 2007. All participants including the newly elected directors and supervisors, Chapter Chairs, officers and staffs gathered in a warm setting. They resolved to expand the number of IEEE members among academia and industry. Chairman Prof. Ruey-Beei Wu and Supervisor Prof. Jingshown Wu have been looking for financial support from National Science Council (NSC) and Institute for information industry (III) to encourage researchers joining IEEE. It will not only aggressively activate in IEEE-related activities but also facilitate the understanding and exchange among the members from industry and academic. There are around 30 international events co-sponsored by IEEE Taipei Section and 5 student branch activities will be held this year. These include the IEEE TENCON 2007, 2007 Taipei Summit Asia-Pacific WiMAX Conference & Exhibition, and The 13-th IEEE International Conference on Embedded and Real-Time Computing Systems and Applications (RTCSA2007), to name a few. Moreover, one NTUST Student Branch with the corresponding SMC Student Branch Chapter, counselled by IEEE Taipei Section officer, Prof. Shy-Ming Chen, is recently established.

Prof. Ruey-Beei Wu, Chair, IEEE Taipei Section

IEEE Chengdu Section

Celebration of the Formation of IEEE Chengdu Section

On 5 March, the celebration of the formation of IEEE Chengdu Section was held in International Conference Hall of UESTC. Prof. Wang Houjun, vice-President of UESTC met with distinguished guests before the opening ceremony. More than 100 IEEE members attended the meeting, including Professors and professionals and students with major in Information Technology and staff engineers of Hi-tech companies.

Proposed by the IEEE members from UESTC (University of Electronic Science and Technology of China), SWJTU (Southwest Jiao tong University) and SCU (Sichuan University) and under the great support of Mr Seiichi Takeuchi, Mr Y. W. Liu, Mr Mengqi Zhou, Mr R. W. Liu and Mr Binda Liu, IEEE Chengdu Section was approved by the IEEE BoG on 18 November, 2006.

By the nomination deadline of the IEEE Chengdu Section officers at the end of 2006, the nominating committee received 2 independent valid nominations but with the same nominees. Thus, the officers of IEEE Chengdu Section were selected. They are Mr Li Yanrong (Chair 2007-2008), Mr Fan Pingzhi (Chair 2009-2010) and Mr Jiang Bin (Secretary General 2007-2008). The following people were recommended as the Chairs of the Standing Committees: Mr Ma Jianguo, Mr Rao Yunjiang, Mr Huang Kama, Mr Fan Yong, Mr Yao Dezhong and Ms Hao Li.

Professor Li Yanrong said "IEEE is a high standard international academic society. Being part of this organization would benefit our university in heightening our academic level of communication. IEEE provides a normal platform for teachers in the UESTC to participate in academic conference, to exhibit our manufactures, to publish our publications, to go aboard for scientific collaborations. For university students, the international collaborations will enlarge their academic field of vision and obtain more resources."

The celebrating ceremony was hosted by Dr Jiang Bin, Secretary General of IEEE Chengdu Section. Mr Li Yanrong, Chairman of IEEE Chengdu Section, Prof. Huang Jianguo, Chairman of IEEE Xi'an Section, Ms Xiang Tao, Secretary General of Sichuan Institute of Electronics, Mr Wen Desheng, Secretary General of Sichuan Institute of Computers and Mr Sun Rong, Secretary General of Sichuan Institute of Communication gave speeches. Prof. Janina Mazierska, the IEEE Region 10 Director 2007-2008 and Mr Zhou Mengqi, Secretary General of IEEE Beijing Section also wrote letters to congratulate on this very important occasion.

At the meeting Prof. Li briefly introduced the circumstances of the formation of the IEEE Chengdu Section and mentioned in details the developments of the IEEE society in Chengdu region, including: actively attracting distinguish scholars, people from Hi-tech enterprise and industry, and the university students of IT specialty to join the IEEE organization; actively organize international scientific activities; establish various specialty sections of IEEE etc.

The Director of Office for International Cooperation and Exchange of UESTC and the Secretary General of IEEE Chengdu Section, Mr Jiang Bin also gave his opinions for

organizing large international academic activities. He believed that would not only increase the ability of academic communications for our teachers and students, but would also help our university to get into the mainstream of international academic activities. He believed that the foundation of IEEE Chengdu Section could also stimulate regional IT economy. As an IT intensive university, we are obliged to make contributions to regional interrelated areas.

After the ceremony, Prof. Fan Pingzhi hosted invited talks. Dr Seiichi Takeuchi, IEEE Region 10 Director 2005-2006, made a speech on "Recent Trend in Technologies Developments for Wireless Communications" and "Current Status of the IEEE Region 10". Dr Daniel Yeung, President-elect of the IEEE System, Man, and Cybernetics Society made a speech on "Artificial Intelligence".

Michael Gao

**Office for International Cooperation & Exchange
UESTC**

IEEE Bangalore Section

Addition of a New Chapter & Four Student Branches

Power Engineering Society (PES) Chapter of IEEE Bangalore Section was inaugurated on 11th April, 2007 by Mr. H. L. Bajaj, Technical Member, Appellate Tribunal for Electricity, Government of India, in the presence of Dr. Rambabu Adappa, Program Director, EPRI USA. Shri D. G. Sohony, Executive Director, SRTS-II of Powergrid Corporation of India Ltd. will be its first Chairman.

During May, 2007 four new Student Branches have been inaugurated under Bangalore Section.

INDICON-2007

The Section is organising an Annual Convention & Exhibition, INDICON 2007, jointly with IEEE India Council from 6th to 8th September 2007 at the Central Power Research Institute (CPRI), Bangalore. The theme of INDICON-2007 is "Advances in Electrical, Electronics, Communication and Information Technology". This year, the Annual Symposium of IEEE Bangalore Section is also being merged with INDICON 2007. A preparation for the conference is progressing well and more than 240 paper abstracts have been received which are under review. The details are available on the Section's web page.

AK Tripathy

Bangalore Section Chair

**Send your news items and articles to R10
Newsletter Editor by email:**

r10-ecn@ieee.org

**And please send photographs in JPEG
format in separate files**

Upcoming IEEE Conferences in Region 10

2007 International Symposium on Electromagnetic Compatibility 23 - 26 Oct 2007

Conference Location: Qingdao, China
Sponsored By: IEEE EM Compatibility Society, Beijing
Abstract Submission Deadline: 10 Jul 2007
Final Paper Submission Deadline: 10 Sep 2007
<http://www.cie-china.org/emc2007/>

2007 6th International Special Topic Conference on Information Technology Applications in Biomedicine (ITAB 2007) 08 - 11 Nov 2007

Conference Location: Tokyo, Japan
Sponsored By: IEEE Engineering in Medicine & Biology Society
Abstract Submission Deadline: 01 Aug 2007
Final Paper Submission Deadline: 15 Sep 2007
<http://www.itab2007.org/>

2007 - 17th International Photovoltaic Science and Engineering Conference (PVSEC) 03 - 07 Dec 2007

Conference Location: Fukuoka, Japan
Sponsored By: IEEE Electron Devices Society
Abstract Submission Deadline: 15 Jul 2007
<http://www.pvsec17.jp/>

2007 Digital Image Computing Techniques and Applications (DICTA'07) 03 - 05 Dec 2007

Conference Location: Glenelg, Australia
Sponsored By: IEEE South Australia
Abstract Submission Deadline: 03 Aug 2007
Final Paper Submission Deadline: 01 Oct 2007
<http://dicta2007.infoeng.flinders.edu.au/>

2007 IEEE Intl. Workshop on Radio-Frequency Integration Technology (RFIT): Enabling Technologies for Emerging Wireless 09 - 11 Dec 2007

Conference Location: Singapore
Sponsored By: IEEE Microwave Theory and Techniques Society, Sing Sec, SingS/AP, SingS/MTT, SingS/SSC
Abstract Submission Deadline: 24 Aug 2007
<http://www.rfit2007.org/>

2007 3rd IEEE International Conference on e-Science and Grid Computing (e-Science) 10 - 13 Dec 2007

Conference Location: Bangalore, India
Sponsored By: IEEE Computer Society
Abstract Submission Deadline: 15 Jul 2007
Final Paper Submission Deadline: 05 Oct 2007
http://www.garudaindia.in/e-science_2007.asp

2008 Joint International Conference on Power System Technology (POWERCON) and IEEE Power India Conference 12 - 15 Oct 2008

Conference Location: New Delhi, India
Sponsored By: IEEE Power Engineering Society, Delhi/IA C, Delhi/PES
Abstract Submission Deadline: 30 Sep 2007
Final Paper Submission Deadline: 30 Jun 2008
<http://ewh.ieee.org/r10/delhi/powercon.htm>

2007 IEEE Workshop on Automatic Speech Recognition & Understanding (ASRU) 09 - 13 Dec 2007

Conference Location: Kyoto, Japan
Sponsored By: IEEE Signal Processing Society
Abstract Submission Deadline: 01 Jul 2007
<http://www.asru2007.org/>

2008 7th International Asia-Pacific Symposium on Visualization (APVIS) 05 - 07 Mar 2008

Conference Location: Kyoto, Japan
Sponsored By: IEEE Computer Society
Abstract Submission Deadline: 03 Sep 2007
Final Paper Submission Deadline: 23 Nov 2007
<http://www.vogue.is.uec.ac.jp/pacificvis2008/>

2008 IEEE International Conference on Industrial Technology - (ICIT) 21 - 24 Apr 2008

Conference Location: Chengdu, China
Sponsored By: IEEE Industrial Electronics Society, Chengdu
Abstract Submission Deadline: 31 Oct 2007
Final Paper Submission Deadline: 15 Jan 2008
<http://www.scueei.net/icit08/>

3rd International Conference on Emerging Technologies (ICET 2007) 12 -13 November, 2007

Conference Location: Islamabad, Pakistan.
Sponsored By: IEEE Islamabad Section
Abstract Submission Deadline: 05 July 2007
Final Paper Submission Deadline: 06 August 2007
<http://www.icet2007.net>

3rd International Conference on Information and Automation for Sustainability (ICIAfS 2007) with 3rd Int. Conf. Intelligent Sensors, Sensor Networks and Information Processing, ISSNIP 07 and 2nd Intelligent Vehicles and Road Infrastructure Conference, IVRI 0 4-6 Dec 2007

Conference Location: Melbourne, Australia
Submission Deadline: 30 June 2007
Notification of acceptance: 14 August 2007
Camera ready manuscript: October 2007
www.issnip.org/2007/coconf.html

International Engineering Management Conference 2008 (IEMC'08) 19 to 22 October 2008

Conference Location: Adelaide, Australia
Sponsored By: IEEE Technical Management Council, Region 10 and IEEE South Australia Section
Submission Deadline: 31 March 2008
Final Paper Submission Deadline: 18 August 2008
<http://www.seecforum.unisa.edu.au/iemc2008/>

What's Involved in Organizing an IEEE Conference

If your Section wants to organise a conference and you would like to know about the processes by which IEEE conference business is conducted, please visit:

<http://www.ieee.org/web/conferences/organizers/index.html>

STUDENT BRANCH - NEWS & HIGHLIGHTS

HKU-Peking University Exchange Visit

In early this year, we, the IEEE Hong Kong University Student Branch (IEEE HKU SB), invited the Peking University Student Branch (IEEE PKU SB) to Hong Kong for a visit. Subsequently, we organized the visit in the middle April 2007. We obtained a financial support of HK\$3500 from the IEEE Hong Kong Section. Through this visit, we hoped we could introduce to the students from the Peking University our cultural, technological as well as commercial developments in Hong Kong.

The PKU students arrived in Hong Kong on April 18th. They were arranged to accommodate at Mont Davis Youth Hostel.

The visit lasted for 5 days, including their arrival day and departure day. During these days, the PKU students accompanied by the committee members of the HKU Student Branch visited the campus of the University of Hong Kong, the Independent Commission Against Corruption (ICAC) of Hong Kong and the Hong Kong Science & Technology Park (HKSTP).

During the visit to the ICAC, the ICAC staff kindly gave us a brief description about the nature and operations of the ICAC. The PKU students appreciated this very much. In the afternoon of the same day, we visited the Hong Kong Science & Technology Park (HKSTP). The HKSTP is a center for technological advancements in Hong Kong, consisting of numerous technical institutes and companies in various fields such as electronic engineering, mechanical engineering and biotechnology, etc. In this visit, the HKSTP gave us a seminar and then the management of HKSTP took us around for a Park Tour. The Beijing students really gained some valuable experiences to understand the Hong Kong's technological developments in this visit.

We also scheduled a meeting to have students from the PKU Student Branch, the HKU Student Branch and also the Chinese University Student Branch all together to share and exchange their experiences. We both learnt a lot about each other and this was a valuable opportunity to exchange our cultures.

One of their five days in this trip was just a free day in which the PKU students could tour around freely in Hong Kong. They could see and feel about this world-famous city all by themselves. This gave them a chance to experience the life style of Hong Kong people.

Although this was just a short visit, we all agreed that the visit has been a very interesting and meaningful event for both IEEE student branches. The PKU Student Branch appreciated our invitation very much and, in return, they have invited us to visit them in summer this year. We are glad that the IEEE Hong Kong Section has been very supportive for this sort of exchange events and has given us a financial support of HK\$3800 again. Therefore, we are now planning to organize a visit to the IEEE BKU Student Branch in July 2007. We plan to accept 20 student members from IEEE HKU Student Branch. We are looking forward to having a fun, memorable and fruitful tour in the coming July.

Dai Xiaoguang, The IEEE Hong Kong University SB



The Visit to ICAC HK



Hong Kong Science & Technology Park



The meeting between HKU Student Branch and Peking University Student Branch

IEEE Student Branch, IIEE Karachi

e-Indus 2007 - An Annual Event of IEEE Student Branch, Institute of Industrial Electronics Engineering, Karachi, Pakistan

IEEE Student Branch at Institute of Industrial Electronics Engineering (IIEE) has been regularly organizing its annual student paper seminar and project exhibition "e-Indus" since year 2000. There are number of student branches at different institutions of the city, working under IEEE Karachi Section, however, IEEE-IIEE Student Branch is one of the

oldest and active student branches of the city. This event of IEEE-IEEE Student Branch has become an annual event for the IEEE student members of the city. This year the e-Indus 2007 was organized at IEEE auditorium, on Monday, 16th April 2007.

Mrs. Nasreen Jalil, the Naib-Nazima (Deputy Mayor) City District Govt. Karachi, inaugurated the conference as the Chief Guest. The conference was also graced by the presence of Commodore Syed Imdad Jafary, SI (M), the Chief Electrical and Mechanical Department, Karachi Port Trust (KPT), Dr Tanzeel-Haider Usmani, Director General (DG) PCSIR Karachi lab, Mr Tufail Bukhari Principal PSTC, PCSIR Karachi, Dr Syed Naimat Ali Rizvi, Principal IEEE PCSIR Karachi and Prof. Ashab Mirza, Councillor, IEEE Student Branch at IEEE. Mr Furquan Rasheed Khan, Chairman IEEE Student Branch at IEEE briefed the audience about IEEE in general and its student's activities in particular. He gave an account on "How IEEE SB enabled IEEE students to participate in national and international students competitions". He also enlisted prizes and achievements that IEEE students made at the IEEE students forums.

The conference comprised of two technical sessions in which Engineering students from different institutions of the city presented their papers. They also gave demonstrations of their Engineering projects in the exhibition hall. Mr Irfan Zafar, DG (IT) of Sui Southern Gas Company of Pakistan gave key note speech on the case study of MIS project implementation and its benefits in SSGC Pakistan. The first technical session was chaired by Dr Arshad Aziz of PN Engineering College, NUST Karachi. Prof. Dr Syed Irfan Hyder, Dean & VP PAF Karachi Institute of Economics & Technology chaired the second technical session.

The projects and papers were presented by students of NED University of Engineering & Technology, Karachi, FAST National University, Karachi, PN Engineering College, NUST Karachi, and that of IEEE PCSIR caught the special interest of the conference participants and attendants. Beside students' participations in the event there were eminent academicians from different educational institutions and prominent engineers and professionals from industry like SIEMENS, KPT, PTCL, SSGC, TAPAL, Jubilee Corporation Karachi, Technology Links Karachi, and different units of the PCSIR.

**Ashab Mirza, (IEEE Senior Member)
Councillor, IEEE Student Branch, IEEE Karachi**



Guests visiting Projects Exhibition of e-Indus 2007



A student from the NED University of Engineering & Technology, Karachi presenting her paper

**IEEE Student Branch, SSGMCE Shegaon, India
SSGMCE Shegaon Wins R10 Award**

IEEE Student Branch of Shri Sant Gajanan Maharaj College of Engineering, Shegaon won the prestigious 'Outstanding Student Branch of IEEE Region 10 Award Year 2006'.

Significance of this award lies in the fact that IEEE Region 10 has more than 500 student branches and IEEE SSGMCE Branch has been declared best amongst them. Application for this award demands 6 essential criteria and 12 secondary criteria to be fulfilled. Miss Snehal Patil & Miss Jaya Dutta diligently worked for over a period of 4 months to prepare the proposal for this award. They collected documentary proof not only for required 18 criteria but also for additional 6 salient performance plus points of IEEE SSGMCE Branch. The 50 page proposal was dispatched to IEEE Region 10 Office.

There are 1519 IEEE student branches all over the World. Out of these 1519 branches, the IEEE SSGMCE Branch rank 10th in the World and 4th in Asia Pacific region as far as membership strength is concerned.

Efforts of IEEE student members, generous & proactive support by Hon. Shri Shrikantdada Patil, Director-SSGMCE, Prof. M. M. Shah, Chairman IEEE Region 10 Technical Activities Committee & Prof. M. S. Thomas, Chair IEEE Region 10 Student Activities Committee made the branch eligible to apply for this award.

**Prof. U. A. Rane
Staff Advisor of IEEE SSGMCE Student Branch**



From L to R- Sonal Jadhao, Shradha Drolia, Jaya Dutta, Snehal Patil, Anuja Jain & Nitin Kushwaha

IEEE Student Branch RASET, India

Automation

Sponsored by R10 Educational Activities Committee

AUTOMATION was the main event conducted by the IEEE Student Branch of Rajagiri School of Engineering & Technology (RASET) during the semester February-July 2007. It was held on 23rd - 24th March 2007. The event featured a robotics workshop by The Robotics Institute (TRI), a Mumbai-based firm started by IIT Bombay alumni. It was a two-day basic level workshop that started right from the basics and went on to building a mechanically controlled robot with a pick-and-place mechanism. The workshop aimed at giving beginners and robotics enthusiasts a platform to embark on their quests for autonomous machines.

The workshop was open to all engineering colleges around the state. It was attended by a total of 31 teams of four; 20 from RASET itself, and 11 teams from various colleges around Kerala. 35% of the participants were IEEE members. Each IEEE member was given a discount on the workshop fees.

The team from TRI consisted of two persons: Mr. Fahad Azad and Mr. Ashutosh Sharma. The program was inaugurated at 9.00 A.M. on Friday, 23rd March by Dr Karthikeyan C., Head of Electronics & Communication Department. On the first day, the participants were given an insight into the vast scope, diversity and current developments in the field of robotics. Each team was given a multipurpose takeaway robotics kit, using which they would design and build their robot. Detailed hands-on sessions, interlaced with theory sessions, helped the students put to use what they learnt. Robot locomotion and electrical control systems were dealt with on the first day. The session came to end by 5.30 p.m.

Meanwhile, a stall was set up by the international office of Cambridge-based robotics firm Energid Technologies. Mr Jayakrishnan T of Energid exhibited and explained the working of state-of-the-art products like accelerometers, servo systems and robotic arm.

In the evening, IEEE-RASET hosted a short social gathering for all participants. Ex-Chair of the Student Branch, Mr Alexis K. Alexander, spoke on the birth and development of the IEEE Student Branch at RASET. This was followed by a group game and an entertainment session by the in-house college band Split. Dinner was served by 8.00 PM. The program came to an end by 9.00 PM.

The second day of the workshop dealt with actuators, manipulators and power transmission systems. Each team explained their idea of a suitable manipulator for their robot, its design, working and application. In the afternoon session there was a competition round which required all teams to use their Xcavater machines to pick up the most number of balls from a box in the given time. The victorious team was given a prize at the end of the workshop. The workshop concluded at 5.30 p.m. with the distribution of certificates by Director of RASET, Father Jose Alex, and a vote of thanks by Student Branch Chair, Mr. Vivek Santhosh.

Vivek Santhosh
Chair, IEEE Student Branch, RASET



IEEE Student Branch, Kuttipuram, India

Activities Conducted By The IEEE Student Branch, MES College of Engineering Kuttipuram

The following office bearers for the academic year 2006-07 were elected on 27th September 2006.

CHAIRPERSON – Sulgith Moosan
VICE CHAIR - Sherbaz C. P. Mohammed
SECRETARY - Aneesh P.
TREASURER - Sibi Charley
JOINT SECRETARY – Saliha K. Hassan
LINK REPRESENTATIVE – Shyam K.
PROF. IN CHARGE (IEEE activities) - Prof. PV Abdul Hameed
COUNSELOR - Prof. Gopakumar A.

Linux Workshop- November 14th 2006

IEEE Student Branch of MESCE conducted a Linux Workshop on 14th November 2006. The session was managed by Mr Amarnath Raja, Vice Chair, IEEE Kerala Section and CEO of Inapp Technologies. 75 students of the college including both IEEE members and non-members attended the workshop. The workshop benefited students in understanding the history and needs of open software. Mr Amarnath Raja explained the situations that led to the development of Linux OS and the open software foundation. He also explained about GNU and softwares provided by them.

The features of Linux were covered with a beautiful presentation in the first part of the workshop. The importance of command terminal in the Linux system was explained. Daily used commands and important folders in the file system of the Linux systems were also explained. The workshop helped many to gather basic knowledge of Linux OS and was a good experience. Certificates were distributed to the participants.

Formation of WIE affinity group- November 17th 2006

MES College of Engineering got approval for the formation of Women In Engineering (WIE) Student Branch Affinity Group on November 17th, 2006 .

The following are the office bearers of WIE.

Chairperson - Lakshmi Pathiyil
Secretary - Krishnapriya P C
Treasurer - Apitha N
Link Representative - Shalima K S

IEEE Xtreme Competition - December 2nd, 2006

The IEEE Student Branch MESCE participated in the IEEE Xtreme 24 hour world wide programming challenge conducted by the IEEE SAC for the student members worldwide on December 2nd 2006. The contest aimed at increasing IEEE activities in the field of computer programming and information technology fields and thereby attracting more members.

Three teams each comprising three students took part in the competition. The problems were sent through the proctor and were distributed to participants at the beginning of the competition. The solutions were developed using GCC linux platform. Extra points are awarded if submission of solutions is made earlier. The students had a wonderful experience and fun. This competition will be held every year. For details log on to <http://www.ieeextreme.org>

In-Plant Training at Keltron - December 21 – 27, 2006

The IEEE student members underwent an In-Plant Training at Keltron Electro Ceramics Kuttipuram for a period of one week. The students were familiarized with the production of capacitors, thermistors and transducers and about the different departments of the firm and quality management.

Formation of IEEE Computer Society Student Club – January 2007

The IEEE computer society has approved the MES College of Engineering Computer Society Student Club for the year Jan '07- Jan '08. The club offers students an opportunity to learn more about the field of computer engineering and gives access to resources such as the Distinguished Visitor Programme, networking with students at other institutions, funding for club activities, and being a part of the world's largest society for computer professionals. Hethal Gandhi is the chairperson of the club. Vinu V Das, Lecturer, Dept. of CSE is the faculty advisor.

BRANCH OFFICE INAUGURATION - January 23rd 2007

The new Student Branch office was inaugurated on 23rd January 2007 by Prof. P. O. J. Lebba, Secretary of the College. Principal Dr K. P. Mohammed, Prof. P. V. Abdul Hameed, Professor Incharge of IEEE activities, Chairperson Sulgith Moosan, Staff Incharge Mr Ujjal, IEEE student and faculty members were present on the occasion. Prof. P. O. J. Lebba addressed the students about the importance of professional organizations and to inculcate a habit of reading technical magazines. The Branch Office provides students with access to latest technical magazines and a platform for discussing technical topics and IEEE activities.

Talk on ‘When Negligibly Small Becomes Significantly Big’ - 24th January 2007

The IEEE student branch of MES College of Engineering organized a talk on the topic ‘When negligibly small becomes significantly big ‘on 24th January 2007.

Er. George C Paul, Managing Director and Chief Design Engineer of Pet Electro Trades (Trichur) PVT conduct the session, which was about important, but usually neglected, things in the system design, maintenance and testing process. While design of new technologies in any branch of physical engineering is undertaken, both at conceptual stage as well as testing of prototypes, and testing under regular production, there are serious grey areas which if left out due to ignorance or complacency can result in catastrophic accidents.

Er. George C Paul explained about various defects occurring in systems due to improper design. Deviation from normal behaviour of systems at special environmental conditions was discussed. He shared several facts he inferred from his experience in various system design projects and accident investigations.

Workshop on Computer Networking – 25th March 2007

The IEEE Student Branch of MESCE organized a one day beginner level workshop on computer networking on March 25th, 2007 .The workshop was conducted by senior students, Suhail Rehman, Antony F M and Jinesh K. J. of Department of Computer Science. The workshop covered construction of LAN, its configuration and administration. It also involved hands on experiments on wireless networking.

About 100 students including students from other colleges attended the programme.

Women in Engineering Inauguration (WIE) – 23rd April 2007

The inauguration of Women In Engineering Student Branch Affinity Group was held on 23rd April 2007. Mrs Jyothi Ramaswamy, Vice Chair WIE Kerala Section & Associate Manager TCS, inaugurated the WIE Affinity group.

Lakshmi Pathiyil, Chairperson of WIE Affinity Group welcomed the gathering. Dr K. P. Mohammed, Director and Dr Abdul Salam, Principal jointly presided the function. In the inaugural speech Mrs Jyothi Ramaswamy talked about various motives and objectives of WIE. The talk included community development programmes that can be conducted for school children and how WIE can act in college beneficially. Also the work done by WIE Kerala Section was discussed. The talk inspired the students to support for advancement of women in technical fields and thereby in the professional development.

Prof. Haseena H, WIE faculty advisor, Prof. Sobha M, Head of EEE and Sulgith Moosan, Student Branch Chair addressed the gathering. Shalima K S, WIE Link Representative, proposed the vote of thanks.

The WIE Student Branch Affinity Group of MES College of Engineering has made a good start and plans to conduct community development and leadership training programme in the near future.

ETHICS AWARENESS DAY- APRIL 27th, 2007

IEEE Student Branch of MES College of Engineering conducted ethics awareness day on 27th April 2007. The programme included an ethics awareness workshop and IEEE student ethics competition sponsored by Ethics & Member Conduct Committee.

The session started at 9:30 AM with an ethics awareness workshop by Er. George C Paul, MD & CEO of PET Electro Trades, Trichur and a consultant for accident investigations.

He explained the IEEE code of ethics to the students & its relevance in the society. Also the ethics to be followed by engineers & their responsibility was discussed. Various real life examples were also discussed.

IEEE student ethics competition started at 12:30 pm. Participants were given a case study on Missile Explosion that took place due to negligence of issue on possible mishap by the supervisor and military officer involved.

Each team was given a preparation time of 2 Hrs. The summary of the case study, the professional and ethical responsibilities of the engineers and supervisor involved, the relevance of IEEE code ethics were presented by the participants. College of Engineering, Chenganoor, FISAT Angamaly, MES College of Engineering Kuttipuram, MG University College Thodupuzha and Govt. Engineering College Sreekrishnapuram participated in the contest. The IEEE Student Branch of College of Engineering Chenganoor and MES College of Engineering Kuttipuram won the first and second prize respectively. The judges for the competition were Er. George C Paul, MD and CEO of PET electro trades, Dr Madhu and Prof. Biju, Department of MBA, Prof. C. K. Raju, Dept. of CSE, MESCE.

Student Achievements & Participation

- IEEE presented Sulgith Moosan, Chairperson of the IEEE Student Branch with Outstanding Leadership Award for services to the MES Student Branch for the academic year 2006-07.
- The IEEE Student Branch selected Shyam K. for outstanding student award. Abdul Haseeb OP, Aneesh P, Mejo Devassy and Sanal Simon were selected for Branch Support Award.
- The IEEE Student Branch won the second prize (USD 200) for the IEEE student ethics competition sponsored by the ethics and member conduct committee conducted at MESCE. Abdul Azeem, Anshad Mohammed and Nikhil P G represented the Branch.
- Shyam K won scholarship from Information Technology Giant Google in the Google Summer of Code contest for the project titled Character Recognition Using Malayalam.
- Nithin Sha AS was selected by the Kerala Section to attend the R10 student congress at Beijing.
- Shalima K. S. got selected as the WIE student representative to the Kerala Section.
- Binu B. won second prize for Essay writing competition conducted by the Energy Conservation Club of NIT Calicut. The event was co sponsored by the IEEE SB, NITC.
- Nikhil P. G. won first prize for Project Presentation for the technical event conducted by the IEEE Student Branch of Amritha Engineering College Kollam.
- Anshad Mohammed and Sulgith Moosan won second prize for paper presentation for Principia '07 conducted by Govt. Engineering College Calicut.
- The IEEE student members participated in 2007 AGM of Kerala Section, LINK meet conducted by Govt. Engineering College Sreekrishnapuram, Robotic workshop conducted by NIT Calicut, VHDL workshop conducted by SNGCE Ernakulam and Free Open Source Software Meet Conducted by NITC.

OFFICE BEARERS FOR THE ACADEMIC YEAR 2007-08

The following students have been selected as office bearers for the academic year 2007-08 at the general body meeting of the IEEE Student Branch, MES College of Engineering Kuttipuram held on May 3rd 2007.

Chairperson - Sherbaz C. P. Mohammed
Vice Chair - Mohammed Rameez A K
Secretary - Lijo George
Treasurer - Hethal Gandhi
Joint Secretary - Rahul
Branch Officer - Jagath N
Industrial Training Coordinator- Binu B
Link Representative - Shyam K
Counsellor - Prof. Haseena H., Dept of EEE
Staff In Charge - Mr Ujjal M., Dept of ECE

R10 Student Branches List

<http://www.ieee.org/web/membership/students/branchlists/R10.html>

IEEE Pakistan Student Congress, 6 - 7 July 2007

IEEE Pakistan Student Congress (PSC) is annual gathering of IEEE members including student representative from all the IEEE student branches of Pakistan and professionals from all over the world. The prime purpose of this congress is to bring together all the student branches in Pakistan and inculcate the idea of community and sharing of knowledge. The congress is to be held on 6th & 7th July 2007 at FAST-NU Karachi Campus and is being organized by Image Building Society in collaboration with IEEE NUCES Karachi and IEEE Karachi Section.

The PSC is going to include following major events:

1. Ice-breaking Activity
2. Branch Delegates' Presentations
3. IEEE GOLD Introductory Session
4. Leadership Workshop
5. IEEE Mentoring Connection Program Session
6. Gaming Session
7. Visit to Karachi City

The congress shall be held in parallel with the International Conference on Information and Emerging Technologies (ICIET 2007) and all the participants shall be able to participate in conference proceedings as well.

Om Perakash Batra

Chair, IEEE Pakistan Student Congress 2007

<http://khi.nu.edu.pk/subsites/psc2007/>

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THE IEEE REGION TEN NEWSLETTER

June 2007

A Common Sense Guide to Public Relation/Sponsorship and Event Promotions/Marketing¹

By Helene Hoi-Ying Fung
R10 GOLD Coordinator 2008

Many books have been written about these topics, but you don't really need a book or a course to learn the basics. I learnt these skills through "on the job" experience while organising activities as a university student. This "encouraging industry support and participation" aspect was part why I was recently recognised with the RAB GOLD Achievement Award.

Hopefully sharing some insights I gained along the way is enough to get you started!

PR/Sponsorship

Forms of Sponsorship

Sponsorship can take different forms – "in-kind" and monetary. In-kind sponsorship can be in terms of goods (e.g. food, drinks to be consumed during an event you organise), services (e.g. photocopying) and discount (e.g. discount to you as an event organising committee, or discount to members).

Of course monetary sponsorship is better because you are in control of how the money can be used to purchase goods or services, but "in-kind" sponsorship is just as important, and perhaps easier to get in some cases. In fact the catch-cry of someone who "showed me to ropes" to the art of sponsorship-hunting when I was involved in a student club was "Never pay for something if you can help it"!

Rule #1: Think about what you have to offer

While you are relying on the goodness of people's hearts, it is still important to create "value" and offer them something in return. For example, some charities in Australia have actually sent a sheet of personalised address labels with their sponsorship request.

So... the big question is: what can you offer a sponsor? Here are some ideas:

- Differential "status" of sponsorship (bronze, silver, gold, platinum if you wish – the more they sponsor the more they get)
- "Good corporate citizen" image for helping out
- General publicity (their logo on posters, emails)
- Opportunity to present/promote their company/products in front of members
- Other ways to access members (e.g. send out job advertisements on their behalf)
- Certificates of appreciation don't cost too much to print!

Rule #2: Establish rapport and gain trust

It is very important to always keep your eyes open for potential sponsors, because normal networking "soft-selling" is always more effective than cold-calling. In fact Daniel Goleman, the author of *Emotional Intelligence* mentioned a study in the book where the "star performers" among all the engineers in a large company were found to be more effective and efficient not because they were smarter, but because they establish a network of experts who can help them before they even need them, so in times of crisis they rarely waste valuable time on unanswered emails or phone calls.

But if you have to cold-call, there are a few tricks to establish rapport:

- Use some small talk to open (e.g. how are they today)
- Ask open questions instead of straight forward yes/no questions. Let people talk about themselves (most people generally like the attention), their products or their company. Showing interest usually leaves a positive impression
- This also gives you valuable info on what they would want that you potentially could offer (e.g. they may be in desperate need of a good story for the "community" section of their annual report!)

Also remember to act and look professional, because quite literally, **you need to convince them to trust you with their money!**

Rule #3: Walk the Walk, Talk the talk

Understanding how typical workplaces operate (this is especially important for students and academics), the pecking order, who calls the shots etc. will help you get to the right people.

Generic faxes and "info@company.com" emails are less likely to get you very far compared to ones with an actual recipient identified. And addressing a letter to a person/name is always better than to a position. So what you can do before

¹ Adapted from a presentation I delivered in the Western Australian Section training workshop April 2007

making a formal approach to the sponsor is do some research. Call up and ask the receptionist who you should be directing your letter/email/sponsorship proposal to.

Sending emails using ieee.org alias may in some cases look more professional (e.g. compared to emails sent from a hotmail account).

If you don't have a business card (e.g. student branch officers), consider printing IEEE business cards. This is how people in the business world keep contacts so having one makes dealing with you easier for the sponsors.

You can also try to include "Buzz words" and persuasive writing in your proposal (more on this later).

It is also important to keep yourself updated on news and current affairs, know what's the current focus/priority of the company you're approaching.

Rule #4: A door is closed now doesn't mean it'll be forever

If companies choose not to sponsor/participate, it could be for various reasons other than a lack of faith in your activities. Maybe they don't have the budget for now, they're not recruiting so they don't need the peer publicity, or you may have missed an application time frame (larger corporates often have their own sponsorship application programs, with their own forms and deadlines).

It is good practice to treat the effort not as wasted but as general PR, because you are keeping them in the loop and letting them know the good things you do. You can try approaching them again either in a different form (e.g. asked for in-kind rather than monetary sponsorship), or next year.

Events Promotion

My intent is to focus less on the mechanics of event promotions but more on how to plan it... Although for the record, these are the different avenues you can promote events:

- Email
- Website
- Posters
- Fliers
- Newsletters
- Pre-lecture talks (applicable to student branches)
- Don't forget to think about cross-promotions with other clubs/societies. If they are concerned about privacy issues, you can send them the content (e.g. electronic flyer) and send to their members on your behalf, and offer to do the same for their events to your members.

Design of Promotional Materials

Think about what members typically want out of the events you hold and what can you offer. Talk about that in your promotional documents. But don't over-exaggerate your promises, e.g. "opportunity to mingle with employers" as opposed to "we'll help you find a job".

When you're designing the promotional documents:

- Be succinct.
- Be attention-grabbing (e.g. use colours and pictures!)
- Use active voice (this urges the reader to do something!)
- Use positive words
- Persuasive soft-selling writing (more on that later)
- If you have the luxury of time, leave it for a few days before proof-reading it again, and get others to proof-read for you and word-smith it with you!

Ticket Pricing "Bag of Tricks"

Try to differentiate between members and non-members in pricing. Hopefully over the course of the year, members would've made their money back from savings in attending your activities.

Consider offering group discount or buy 10 get one free (this provides incentives for people with a lot of crowd-pulling power to convince more people to come)

Often ticket sales tend to increase massively the day before the event, and this is especially the case for social events - people tend to take their time and only make up their mind last minute. The uncertainty is not good for you as an event organiser. The solution? Consider offering an early bird discount!

Start promoting with enough lead time before the event

It's important to leave enough lead time before the actual event to start promoting/marketing it. For small events, ideally 2 weeks to a month. For large events, ideally send out a 'teaser' 2 months or more before, with the finalised details promoted again at least a month before. But there is a trade-off: if you promote too far advance, you're risking the "out of sight, out of mind" syndrome. So if necessary, send email reminders!

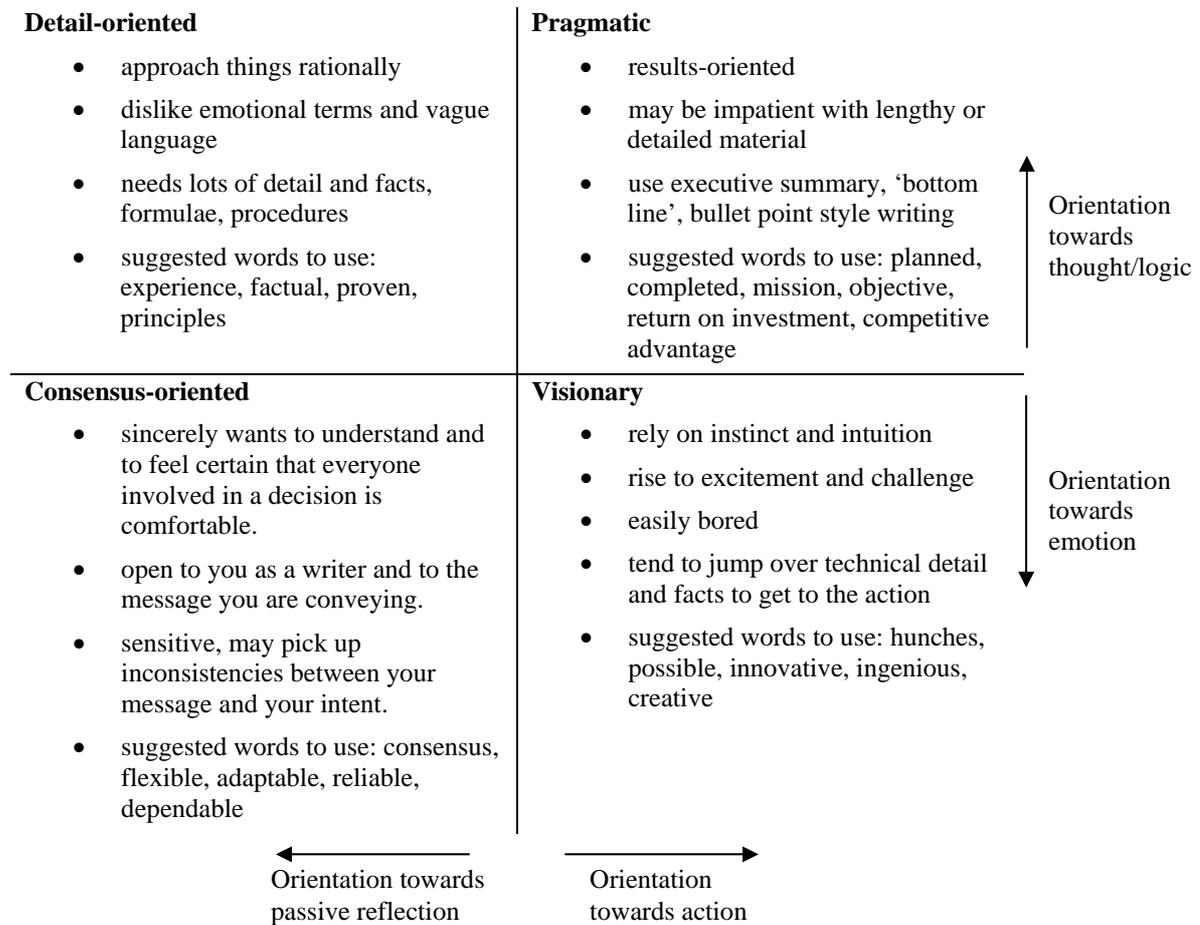
Conclusion

There are two common elements for success between sponsorship and events promotion:

1. Figure out what they want
 - Open communication channels
 - Remember to collect feedback afterwards (whether formal survey or informal verbal comments)
2. Soft-sell what you have to offer
 - This involved more than just stating the “bare facts” (which engineers have a tendency to do)
 - Use persuasive writing (Ok, finally we’re getting to this very important point...)

Side track: crash course in persuasive writing

Effective persuasion relies on ‘getting inside someone’s head’. Identify the decision maker, his/her needs, motives, and his/her thought processes will help you target your document appropriately. The key characteristics that you need to consider when assessing your audience is **how they like to gather data** and **how they prefer to make decisions**.



Engineers tend to belong to the top two quadrants, but the personality of potential sponsors is anybody’s guess unless you’ve actually met and observe them. So, try to do your research on them. Or if you don’t have the time, at least try to write your proposal to appeal to logic so that a decision to sponsor you should be quite easily justifiable.