

QUALCOMM's

Unified Distribution Centre Opens in Singapore

THE NEW FACILITY IS EXPECTED TO ENHANCE QUALCOMM'S DISTRIBUTION CAPABILITIES GLOBALLY.



Qualcomm CDMA Technologies Asia-Pacific Pte Ltd (QCTAP, Qualcomm), a division of QUALCOMM Incorporated, pioneer and leader of Code Division Multiple Access (CDMA) digital wireless technology and the world's largest fabless semiconductor company, launched its new unified Distribution Centre in Singapore during the last quarter of 2006.

QCTAP, incorporated in Singapore on 11 December 1999, was set up to perform distribution centre functions in Singapore, serving the Asia Pacific region. Beginning operations on 21 Aug 2000, the company mainly deals with IC development, as well as handles software and protocol stacks that go with the chips, including software sales.

"Singapore retained its position with Qualcomm senior management as being the best place to do business outside the US. This investment is timely given the growing complexity of the QCTAP import-export business model," comments Merwin Wilfred, Senior Manager and General Manager of Operations, QUALCOMM.

OPTIMAL GROWTH

Located within the Airport Logistics Park of Singapore (ALPS), the state-of-the-art facility boasts an area of 21,400 sq ft. and stands next to QCTAP's third party logistics partner, BAX Global. BAX has been QCTAP's freight forwarding partner since 2001. Given the go-ahead in mid-June 2006, the unified distribution centre went "live" on 2 October 2006, taking a mere three months and half the time expected for it to turn operational.

"The Qualcomm/Bax team has accomplished an incredible feat," reveals Wilfred. "The project was completed in half the time a project of this magnitude might have been completed."

Being situated in the ALPS brings with it inherent benefits that QCTAP is more than keen to tap on. "The biggest advantage of being located within the ALPS free trade zone

is the ability to perform fast turnarounds when moving the time sensitive integrated circuits that QCTAP imports and exports across the region," says Wilfred. "In addition to its proximity to Changi airport, simplified customs procedure is another advantage of being located in ALPS."

In fact, just one day after its opening, over 11 million chips were shipped to various customers without a hitch. This is a remarkable achievement – only attainable because of the dedicated service of teams in Singapore and San Diego headquarters who worked tirelessly to provide a seamless transition from one centre to the next.

"Many people worked long hours to ensure that the move was transparent to our customers," says Frank Malcangio, Vice President of Operations, QUALCOMM. "What the multiple teams undertook and delivered is really amazing."


A CHIP OFF THE OLD BLOCK

Established in 1985 by visionaries who aspired to build 'QUALity COMMunications', QUALCOMM Incorporated has come a long way and has emerged a leader in developing and delivering innovative digital

wireless communications products and services based on the company's CDMA digital technology.

Presently, it has gained reputation as one of the telecommunications industry's greatest start-up success stories. Its portfolio includes more than 4,500 patents and patent applications for CDMA and related technologies within the United States of America. In addition, more than 130 telecommunications equipment manufacturers worldwide have licensed Qualcomm's essential CDMA patents.

The new distribution centre is expected to continue with its core responsibilities, namely the distribution of integrated circuits used in the manufacture of CDMA and W-CDMA phones/handsets across Asia, Europe and Latin America. The company expects to ship several hundred million chips a year to these regions.

"Qualcomm's distribution centre is truly world class," says Jim Clifford, Senior Vice President and General Manager of Operations, QUALCOMM. "The new distribution centre will allow Qualcomm to maintain our superior level of customer service as our business continues to grow." 

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