

Siti's Recipe for Success

Siti Wahab keeps her thriving EMS company on the cutting edge in Malaysia

By Michelle Te,
Managing Editor, IPC Community

Siti Padillah Binti Abdul Wahab has a simple recipe for success: Believe in yourself, pursue knowledge and experience, embrace challenges, and build a support network as you aim for leadership roles. As one of just a handful of women in leadership roles in the EMS provider industry in Malaysia, she also advocates for inclusivity and takes time to celebrate her achievements.

Siti is managing director at CG Global Profastex Manufacturing Sdn. Bn., in Malaysia, a role that came as a result of shifting her career from business to manufacturing.

Establishing Herself in the Industry

Siti was just 20 years old when she took on part-time work at various electronics factories in Penang while a college student at Universiti Sains Malaysia (USM), where she majored in organization with a minor in communications.

“Through perseverance and hard work, I gradually established myself in the industry,” Siti says. She started in entry-level positions at an LED component manufacturing plant in her hometown of Taiping, Perak, learning



as much as possible about the production process, technical parts, and market dynamics. Over time, this led to greater responsibilities, where she could lead projects and teams. “Networking within the industry opened doors for collaborations and partnerships,” she says, “allowing me to expand my influence and reach.”

Her college training equipped her with essential skills in interpersonal communication, negotiation, and presentation. She has used these to help build relationships with clients and stakeholders, and with her team members to foster a positive work environment.

“This educational foundation has empowered me to navigate the complexities of the EMS provider industry and drive my business toward sustained growth and innovation,” she says.

Siti acknowledges that the EMS industry has traditionally been male-dominated, “which can present challenges for women seeking to establish themselves in leadership roles. Breaking through gender biases and gaining equal recognition in a competitive landscape has required resilience and determination.”

She also had to break through some barriers within her own family. Siti grew up as the sixth of 10 children, where her father worked as a boilerman, and her mother was a homemaker. “My unique path in business set me apart as I became the only member of my family to pursue business,” Siti says. “(My parents’) support has been a constant source of motivation, driving me to succeed and make them proud.”

As the leader of an EMS provider, Siti readily recognizes the challenges they face in the industry. “Entering the EMS sector often necessitates significant capital investment

for equipment, technology, and facilities,” she says. “Securing funding and managing financial risks are critical challenges that require careful planning and strategic decision-making.”

She also faces the challenge of rapid and “relentless” technological change, and that staying ahead of these changes demands continuous learning and adaptation. “Companies must invest in research and development to remain competitive, which can strain resources and require a proactive approach to innovation,” she says.

Siti has been recognized for her ability to meet these challenges. CG Global has successfully transitioned from a local player to a formidable presence in the global market, penetrating key markets in the U.S., UK, France, Australia, and China. CG is also developing its own innovative products, such as

LED street lanterns and EV chargers.

She has been awarded the Women Inspirational Entrepreneurs Award and Women Exporter Award from government sectors that recognize her contributions and impact on the industry. She is frequently invited to speak at motivational events, “where I share my experience and insights with fellow entrepreneurs and college students, inspiring the next generation of entrepreneurs.”



Working With IPC

CG Global is an IPC member and has benefited from this partnership in several ways, from quality assurance to standards and workforce training.

“IPC is known for its rigorous standards in electronics manufacturing,” Siti says. “By aligning with IPC, we can adopt best practices that ensure our products meet the highest quality standards. This not only enhances our reputation but also builds trust with our customers, who increasingly demand reliable and high-quality electronic components.”



CG Global uses IPC standards in its operations, which improve efficiency, reduce errors, and ensure consistency in product quality. “This is crucial in a competitive market where even minor defects can lead to significant losses,” Siti says.

Because IPC provides valuable training and certification programs for employees, Siti has accessed these programs to ensure her workforce stays updated on the latest technologies, techniques, and industry standards. Regular upskilling “enhances the skills of our technicians, leading to improved productivity and innovation,” she says.

IPC also opens doors to a vast network of industry professionals and organizations and is at the forefront of industry R&D.

“By collaborating with IPC, we can stay informed about emerging trends and technologies, allowing us to adapt quickly and remain competitive,” Siti says.

Finally, Siti appreciates IPC’s emphasis on sustainability in electronics manufacturing. “Partnering with IPC can help us incorporate eco-friendly practices into our operations, aligning with global sustainability goals and appealing to environmentally conscious consumers,” she says.

Leading CG Global Into the Future

Staying competitive in a crowded EMS provider market means creating some of your own technology. CG Global has created an LED street lantern that represents “a significant advancement in urban lighting, combining energy efficiency with innovative technology,” Siti says. “As cities strive for

sustainability and improved public safety, this offers compelling solutions.”

The company has also developed an EV charger that is more efficient, accessible, and sustainable.

Siti believes it is important to market her company’s services through global trade shows (including IPC India’s IEMI) and has made customer service a top priority. She does this by having dedicated account managers for customer support and sending out regular feedback surveys to customers.

In addition to adopting best practices in operations, Siti has ongoing training programs that upskill her employees, and she encourages diverse perspectives and innovative thinking. She collaborates closely with several local universities and colleges to offer internship programs and job opportunities and invites local students to participate in industrial tours.



Siti has ambitious plans for her company in both domestic and international markets. Her key strategies are to strengthen local operations and diversify their product offerings.

Support From the Malaysian Government

“Malaysia has made great strides in promoting skill development and entrepreneurship, especially for women,” Siti says. “The government plays a vital role in creating a environment for women entrepreneurs like me through several key initiatives.”

These include supportive policies that offer financial support, training programs specifically for women entrepreneurs, recognition of advancements, a focus on inclusivity, and encouraging innovation.

“As a successful entrepreneur, I appreciate these efforts and believe they are vital for inspiring future generations of women leaders in Malaysia,” Siti says. “Reflecting on my journey, I’m grateful for the support of my mentor and the experiences that shaped me. The electronics industry has been a challenging yet rewarding arena, and I look forward to continuing my contributions and inspiring others from similar backgrounds to pursue their dreams.” 🇲🇾

