Build on the Past, Reinvent the Future
Build on the Past, Reinvent the Future

As we embark on the next phase of the SiTF journey, we are confident that we can ride the unknown and help the ICT industry achieve greater heights in creativity and innovation, guided by our 30 years of experience in navigating the fast-changing ICT landscape.
VISION
To be the voice and the catalyst for the Singapore infocomm technology industry.

Our mission is to:

Represent the Interests of Members and the Industry
To be the voice of the Singapore infocomm industry so that our members’ views may be heard nationally.

Assist Members with Market Development
To help create greater awareness of our members’ products, services and solutions, thereby opening up new business opportunities for them.

Promote Innovation and Entrepreneurship in the Industry
To promote innovations from Singapore and provide a springboard for our members to gain international access.

Enhance Industry Capabilities through Education and Development
To provide ICT professionals with the opportunity to develop new skills in order to keep up with advancements in technology.
# Contents

<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Chairman’s Message</td>
</tr>
<tr>
<td>6</td>
<td>The SiTF Council</td>
</tr>
<tr>
<td>8</td>
<td>Milestones</td>
</tr>
<tr>
<td>10</td>
<td>Executive Director’s Message</td>
</tr>
<tr>
<td>11</td>
<td>The SiTF Secretariat</td>
</tr>
<tr>
<td>12</td>
<td><strong>Key Initiatives &amp; Events</strong></td>
</tr>
<tr>
<td>14</td>
<td>123JumpStart</td>
</tr>
<tr>
<td>16</td>
<td>Membership</td>
</tr>
<tr>
<td>18</td>
<td>MatchiT</td>
</tr>
<tr>
<td>20</td>
<td>SiTF Academy</td>
</tr>
<tr>
<td>22</td>
<td>Infocomm Singapore Centre</td>
</tr>
<tr>
<td>24</td>
<td>National ICT Industry Volunteers’ Day 2011</td>
</tr>
<tr>
<td>26</td>
<td>SiTF Awards 2011</td>
</tr>
<tr>
<td>28</td>
<td>ICT Idol 2011</td>
</tr>
<tr>
<td>30</td>
<td>SITEX 2011</td>
</tr>
<tr>
<td>32</td>
<td>Asia Pacific ICT Summit 2012</td>
</tr>
<tr>
<td>34</td>
<td>Golf Classic 2012</td>
</tr>
<tr>
<td>36</td>
<td>EnterpriseIT 2012</td>
</tr>
<tr>
<td>38</td>
<td><strong>Chapter Reports</strong></td>
</tr>
<tr>
<td>40</td>
<td>Cloud Computing Chapter</td>
</tr>
<tr>
<td>41</td>
<td>Security &amp; Governance Chapter</td>
</tr>
<tr>
<td>42</td>
<td>Green IT Chapter</td>
</tr>
<tr>
<td>43</td>
<td>Singapore Enterprise Chapter</td>
</tr>
<tr>
<td>44</td>
<td>Digital Media Chapter</td>
</tr>
<tr>
<td>45</td>
<td>Wireless Chapter</td>
</tr>
</tbody>
</table>
SiTF Chairman’s Message

2012 marks the 30th anniversary of SiTF. As we celebrate this significant milestone, let me take the opportunity to revisit some of the significant developments of the past year and share with you some of the plans we have going forward.

As we enter the new decade, one of the more visible changes we have introduced is a new SiTF logo which signifies the next stage of our journey. The new red corporate colour and modern composition of the logo depict SiTF as a bold and vibrant organisation which is passionate about advancing the ICT industry in Singapore.

In keeping with this, we marked the start of our 30th year with a two-day regional conference, the Asia Pacific ICT Summit, which brought together thought leaders, industry veterans and more than 500 delegates to discuss technology trends and updates on the ICT industry. A bolder and more ambitious iteration of our annual ICT Business Forum, the Summit was a reflection of SiTF’s steady growth in tandem with the growth of the ICT industry in Singapore.

As the representative body of an industry that is in a constant state of change, SiTF understands the need to respond quickly to new developments in the ICT arena. In view of this, we have paved the way for the creation of interest groups which will give our members greater flexibility in coming together based on common interests. Three such groups have taken off so far: business analytics, digital public relations and marketing analytics, and healthcare.

We also understand that innovation is the lifeblood of the infocomm industry. Going forward, we will strengthen our focus on nurturing and improving the success rate of our startups. Adopting a holistic approach under our newly-created 123JumpStart platform, we not only administer funding, facilitate mentorship and provide tools for business development but also organise networking events and experience-sharing sessions for the startups.

We believe we are on the right track. Last year, for our SiTF Awards, we received more than 170 entries in 10 categories, attesting to the healthy state of innovation in Singapore.
As our local infocomm companies grow, SiTF also provides support to assist them in various phases of their development.

In the past year, our Infocomm Singapore Centre (ISC) in China assisted some 40 Singapore infocomm enterprises in achieving S$22 million in terms of export value to China and creating a pipeline of potential transactions worth another S$160 million. The ISC also established partnerships and alliances in cities such as Chongqing, Fujiang, Chengdu and Wuhan, creating business opportunities to help Singapore enterprises penetrate these markets.

In Singapore, our MatchiT initiative continued to gain traction as we helped match the infocomm requirements of organisations and businesses with the services and solutions of our members. We received more than 70 requests from various sectors including hospitality, manufacturing, retail, etc. The efforts resulted in the award of projects worth close to S$400,000 to our members.

To support human capital development in our industry, the SiTF Academy worked with various partners to deliver continuous education and training in niche areas to develop key skills that are critical for tomorrow’s workforce. Besides our Singapore Certified Green IT Professional course and the mobile development courses for the Android, iOS and Windows platforms, the Academy also introduced new programmes such as Infocomm Productivity workshops and the Legally IT series which focuses on mediation in IT dispute resolution.

As the voice of the ICT industry, SiTF also continued to engage with government agencies and other stakeholders to discuss the sentiments of the infocomm community. We met with the Minister for Information, Communications and the Arts Dr Yaacob Ibrahim and provided him with the ICT industry’s feedback on issues surrounding productivity, manpower and operating costs.

Dr Yaacob also graced the SiTF Golf Classic together with Mr Ronnie Tay, Chief Executive Officer of the Infocomm Development Authority of Singapore. The event, which attracted more than 200 golf enthusiasts, provided a good opportunity for members of the ICT community to network and get to know each other on a personal basis.

Besides these, other activities that packed the SiTF calendar in the past year included ICT Idol 2011 which attracted over 450 fans, National ICT Industry Volunteers’ Day which raised S$50,000 in aid of the Society for the Aged Sick, and exhibitions such as SITEX and EnterpriseIT which continued to garner strong response. SITEX attracted some 800,000 people who spent an estimated S$45 million at the event, while EnterpriseIT featured 30 companies exhibiting under the Singapore infocomm Pavilion.

It has been an immensely rewarding first year for me as Chairman of SiTF. When I took on this role, the Councillors met for a workshop to discuss SiTF’s future directions. Over the past 12 months, I am glad to note that we have made significant progress, thanks in large part to all the members who have joined us at the various events and the Secretariat who put in great effort to make the activities a success.

I would like to express my deepest appreciation to my fellow Councillors and members of the Chapters’ Executive Committees for their tireless contribution to SiTF. I also wish to take this opportunity to thank my predecessor, Ms Tan Yen Yen, for her invaluable contributions over the past three years and for continuing to helm SiTF at the start of this financial year.

Going forward, let us continue to work closely together to further strengthen SiTF, so that we can play an even more effective role in advancing the infocomm industry and its contributions to Singapore.

Eddie Chau
SiTF Chairman
The SiTF Council

Office Bearers

Chairman
EDDIE CHAU
Founders/Chief Executive Officer, Brandtology Pte Ltd

First Vice Chairman
SHIRLEY WONG
Director, BT Global Solutions Pte Ltd

Honorary Treasurer
NG TIAN BENG
Vice President & Managing Director, South Asia and Korea, Dell Global B.V. (Singapore Branch)

Second Vice Chairman
FOO JONG TONG
General Manager, Government & Healthcare Industry, IBM Singapore Pte Ltd

Honorary Secretary
VIJOY VARGHESE
Vice President, Asia Pacific, Zensar Technology
Councillors

1. ANDREW CHOW  
   President, ST Electronics (Info-Comm Systems) Pte Ltd

2. CRAIG JOHN GLEDHILL  
   Vice President, Enterprise Business, South East Asia, Oceania and Taiwan, Samsung Asia Pte Ltd

3. JESSICA TAN  
   Managing Director, Microsoft Operations Pte Ltd, Member of Parliament East Coast GRC

4. KELLY TAN  
   Managing Director and Vice President, Singapore, Hewlett-Packard Singapore (Sales) Pte Ltd

5. LESLIE ONG  
   Managing Director, Oracle Corporation Singapore Pte Ltd

6. LIM SENG KONG  
   Managing Director, Global Accounts, Singapore Telecommunications Ltd

7. NIGEL LEE  
   Country Manager, Brother International Singapore Pte Ltd

8. PETER GOH  
   Chairman of Green IT Chapter  
   Partner, Health & Public Service, ASEAN, Accenture Pte Ltd

9. ROGER YUEN  
   Founder/Chief Executive Officer, Clozette Pte Ltd

10. RONNIE LEE  
    Director of Relationship Segment, ASEAN, Lenovo (Singapore) Pte Ltd

11. TAN SIAN LIP  
    Vice President, Domains and Technology, CrimsonLogic Pte Ltd

12. VINCENT LIM  
    Vice President, (Commercial General Business/Products and Services), NCS Pte Ltd

Co-opted Councillors

13. ALBERT TAY  
    Chairman of Cloud Computing Chapter,  
    Director, Oracle Fusion Middleware, Asia Pacific, Oracle CAPAC Services (Singapore Branch)

14. AW PENG SOON  
    Chairman of Wireless Chapter  
    Vice President, Business Development, Advanced Network Technology Laboratories Pte Ltd

15. ERIC SNG  
    Chairman of Singapore Enterprise Chapter,  
    Chief Executive Officer, S&I Systems Pte Ltd

16. NGAIR TEOW HIN  
    Chairman of Security and Governance Chapter,  
    Chief Executive Officer, SecureAge Technology Pte Ltd

17. RODERICK CHIA  
    Chairman of Digital Media Chapter,  
    Chief Executive Officer, Spiral Communications Pte Ltd

18. ALEX TOH  
    Director, Ezy Snap Pte Ltd

19. LOREN SHUSTER  
    Country Director, Singapore & Emerging Markets, Google Asia Pacific Pte Ltd

20. STEPHEN LIM  
    Chief Executive Officer and Managing Director, SQL View Pte Ltd

21. TETSUYA MORI  
    Managing Director, DeNA Asia Pacific Holdings Pte Ltd

22. P. BALACHANDRAN  
    Legal Counsel  
    Senior Consultant, Robert Wang & Woo LLP

23. TAN YEN YEN  
    Immediate Past Chairman 2008-2011  
    Senior Vice President Applications, Asia Pacific, Oracle Corporation
Milestones

2010/2011

- The Service Oriented Architecture Chapter was renamed Cloud Computing Chapter in July 2010.
- SITF Volunteers’ Day was renamed National ICT Industry Volunteers’ Day and will be held annually on the second Saturday of July.
- SITF inked a MOU with Egypt’s Information Technology Institute to grow the ICT industries of both countries.
- The inaugural ICT Idol contest in November attracted an enthusiastic crowd of more than 300.
- SITF revamped its logo to better depict SITF as a bold and vibrant organization.
- The Cloud Enablement Centre (CEC) in Nanyang Polytechnic was officially opened in November 2011.
- SITF held its first regional conference, the Asia Pacific ICT Summit, in March 2012
- SITF initiated a new group format: the interest group. Three interest groups were formed for Business Analytics, Healthcare, and Digital Public Relations and Marketing Analytics.
- The Security & Governance Chapter (SGC) signed an MOU with the Korea Information Security Industry Association (KISIA)
- A MOU was signed with the Korea International Trade Association to forge stronger business ties for the ICT industry.
- A Workplace Health Programme was launched in collaboration with the Health Promotion Board.

2011/2012

- The Legally IT Series, held in collaboration with World Intellectual Property Office (WIPO) kicked off with a talk by The Honourable Justice Sir Vivian Ramsey.
- SITF’s Volunteers’ Day was renamed National ICT Industry Volunteers’ Day, and it will be held annually on the second Saturday of July.
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- The inaugural ICT Idol contest in November attracted an enthusiastic crowd of more than 300.
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- SITF held its first regional conference, the Asia Pacific ICT Summit, in March 2012
- SITF initiated a new group format: the interest group. Three interest groups were formed for Business Analytics, Healthcare, and Digital Public Relations and Marketing Analytics.
- A Workplace Health Programme was launched in collaboration with the Health Promotion Board.
SiTF initiated a mentorship programme after its appointment as an incubator under the i.JAM Micro Funding Scheme.

The GreenIT Chapter was formed in November 2008 to raise the industry’s awareness of environmental issues.

SiTF established an alliance with the Software Industry Promotion Agency of Thailand in December 2008 for cross country promotion.

SiTF signed a MOU with the Vietnam Software Association to boost infocomm technology collaboration.

MatchIT, a web service that links business IT requests with the relevant solution providers was launched in May 2010.

SiTF organised Spinning Singapore, Singapore’s largest static cycling event and raised $30,000 for the Society for the Physically Disabled.

Over 1,000 cyclists participated in Spinning Singapore.

Lim KoPi sessions were rebranded as Meet-the-Members sessions in May 2008. They aim to foster collaboration among new and old members.

SiTF and Infocomm Development Authority of Singapore jointly launched the Infocomm Solution Centre (ISC) in place of the Singapore Solution Centre in Shanghai.

SiTF hosted ASOCIO. APICTA 2007, an awards ceremony for regional technological innovation, for the first time.
It has been a busy and fruitful year for SiTF as we continued to engage our members and industry partners in a wide range of activities from personalised mentoring and experience-sharing sessions to large-scale regional events such as the Asia Pacific ICT Summit. In all, SiTF organised or supported close to 70 events during the year in review.

To assist our members in their internationalisation efforts, we commissioned a market study into the various areas where they are likely to need assistance as they grow their business. This initiative was very well received.

We also collaborated with the Health Promotion Board to set up a Health Corner in SiTF House as part of an overall drive to promote a healthy workplace. Visitors are welcome to make use of health monitoring equipment at the Corner to check their body mass index and blood pressure. We also intend to work with our members on industry health promotion activities to raise awareness of health-related issues and encourage the adoption of healthy living practices.

As part of our continued effort to beef up the capabilities of the Secretariat, we welcomed on board Ms Lee Soon Kim, who joined us as Finance & Business Operations Director. Ms Lee brings with her many years of experience as a senior Finance and Human Resource executive in multinational corporations.

This experience will be useful as SiTF moves to streamline our operations and introduce standard operating procedures in order to provide consistency in service delivery.

During the past year, the financial situation remained volatile due to the global economic situation. Despite this, SiTF managed to turn in a modest surplus.

As we look back on the challenges and achievements of the past year, we are very grateful for the guidance and support of our Council, Executive Committees and members. We are also pleased to have had the strong support of agencies such as the Infocomm Development Authority of Singapore, Media Development Authority, Workforce Development Agency and International Enterprise Singapore, who played a major part in helping us to fulfill our role. We look forward to the continued support of our key stakeholders as we press on with efforts to bring the Singapore infocomm industry to greater heights.

Ho Se Mun
Executive Director, SiTF
Meet the SiTF Secretariat

Top from left to right:
Alan Lek, Manager, SiTF Academy
Angelyn Abrogar, Operations Executive
Charleen Phor, Assistant Manager
Cheam Gim Chng, Marketing and Sponsorship Manager

Joel Tan, Management Executive
Semun Ho, Executive Director
Lee Soon Kim, Director, Finance & Business Operations
Soh Hui Wen, Operations Executive
Serene Ng, Administration Officer

Bottom from left to right:
Vivian Jin, Business Development Manager, Infocomm Singapore Centre (ISC)
Weber Zhou, Business Development Manager, ISC
Anita Tang, Business Executive, ISC
Joy Wong, Administration Executive, ISC
George Yang, Centre Director, ISC

Sim Wee Leng, Senior Manager
Jacqueline Khoo, Industry Alliance & Programme Manager
Richard, Tang Dat Hanh, Management Executive
Gary Tan, Industry Alliance Manager
Celena Deng, Accounts Executive
KEY INITIATIVES AND EVENTS

123JumpStart
Membership
MatchiT
SiTF Academy
Infocomm Singapore Centre
National ICT Industry Volunteers’ Day 2011
SiTF Awards 2011
ICT Idol 2011
SITEX 2011
Asia Pacific ICT Summit 2012
Golf Classic 2012
EnterpriseIT 2012
123JumpStart

As part of a holistic approach to nurturing startups and improving their success rate, SiTF established the 123JumpStart programme to provide them with range of resources that they would require at different stages of their entrepreneurship journey. These include mentorship, training, funding, testbeds, go-to-market support, intellectual property expertise and incubation space.

123JumpStart incorporates the SiTF Mentorship Programme (SMP) which was launched by the Digital Media and Wireless Chapters in 2008 to mentor startups and administer the i.Jam micro funding. SMP has successfully mentored and funded 24 startups.

To date, 123JumpStart has received pledges of investment funding worth S$1.6 million from more than 10 investor-mentors.

SiTF Incubator-Incubatees Nite

SiTF Incubator-Incubatees Nite allowed current and potential incubatees to get to know mentors and expert panellists better in a casual setting. Held on 10 September 2011 at Toucan Pub, the event also provided SiTF with the opportunity to thank the expert panellists for their commitment and hard work in reviewing i.Jam microfunding applications over the years.

Luncheon with Jojo Flores

When Mr Jojo Flores, co-founder of Plug and Play Tech Center, visited Singapore, 123JumpStart invited the Silicon Valley-based tech startup accelerator to share his knowledge and insights with four lucky startups.

The startups pitched to a panel comprising Mr Flores, SiTF Chairman Eddie Chau and First Vice Chairman Shirley Wong. Besides questioning the startups on their business models and the marketability of their products, members of the panel readily shared their experiences and gave feedback on the pitches.

A luncheon was also organised. It was open to other entrepreneurs interested in garnering insights from Mr Flores.
Pitching Session at the Asia Pacific ICT Summit

For the first time, the Asia Pacific ICT Summit included a lunch-time pitching session which gave startups an opportunity to pitch to potential investor-mentors (IMs). A total of 14 startups demonstrated their products to 21 potential IMs, who also toured their exhibits. The session allowed the startups to garner immediate feedback from the IMs while the latter could query the startups in an informal setting.

The startups were also able to interact with participants of the Summit who visited the pitching area after the session had ended.

Sunny Side Up Series

123JumpStart initiated the Sunny Side Up series to bring entrepreneurs together to exchange ideas. Held on the last Saturday of each month, the event features a distinguished speaker who will share his or her experiences.

For the first session held on 2 June 2012, 123JumpStart invited Mr Roger Yuen, Chief Executive Officer of Clozette, to talk about his startup journey. The highly interactive session saw a continuous flow of questions, opinions and feedback between Mr Yuen and the attendees.
New Interest Groups

Just as technology never stops evolving, so too has SiTF continued to fine-tune its operations based on feedback from its members. Besides restructuring the SiTF Chapters in response to the changing needs of the industry, we have also introduced interest groups for like-minded people, both members and non-members, to discuss common pursuits without a formal structure to constrain them.

This year, three interest groups have been formed, focusing on:
- Business Analytics
- Digital Public Relations and Marketing Analytics
- Healthcare

The first to take off was the Business Analytics Interest Group, which held its inaugural meeting on 12 December 2011. The group aims to help its members leverage the SiTF ecosystem for outreach initiatives and to derive the benefits of business analytics adoption through shared best practices.

The Digital Public Relations and Marketing Analytics Interest Group provides a platform for like-minded companies to share knowledge, network and have fun.

Open to companies in digital or non-digital marketing, the group plans to benchmark best practices through case studies and help members stay informed of changing developments in the digital marketing scene through talks, workshops and seminars. The interest group attracted 22 companies.

The aim of the Healthcare Interest Group is to gather IT vendors who are keen to work with healthcare organisations, and healthcare organisation who are looking to tap IT to enhance their business.
Meet the Members

The annual tradition of meeting to *lim kopi* or drink coffee continued this year in conjunction with SiTF’s Chinese New Year celebration.

Held on 12 January 2012, the Meet-the-Members session was an occasion for building camaraderie among SiTF members, partners, friends and industry players. Besides the opportunity to catch up, exchange banter and network, it also provided an activity-based platform for interaction.

The event started off with a welcome speech by Mr Craig Gledhill, Councillor and Membership Chairman of SiTF. It was followed by a presentation on the multi-faceted support that SiTF provides to assist members in a volatile business environment.

An exhibition component added to the vibrancy of the programme, with members from diverse fields and ICT verticals showcasing their solutions to the audience.

Health Corner

In collaboration with the Health Promotion Board, SiTF set up a health corner at SiTF House to further promote workplace health amongst members of SiTF and the Secretariat. The health corner is equipped with machines to monitor Body Mass Index and blood pressure.

Communication Channels

SiTF has leveraged its Facebook fanpage and Twitter channel, named sitfsocial, to disseminate information on SiTF activities and partner events. To encourage greater participation, exclusive events have been organised for social media fans. As of 30 June 2012, SiTF has more than 650 fans on Facebook and almost 200 followers on Twitter.
MatchiT

In its efforts to create marketing opportunities for its members and to help small and medium enterprises harness ICT, SiTF has extended the reach of its MatchiT web service. The service, which matches business IT requests with SiTF’s network of solution providers, is currently being promoted by 10 partner associations:

- National Association of Travel Agents Singapore (NATAS)
- E-commerce Alliance of Singapore
- Singapore Aircargo Agent Association
- Franchising and Licensing Association
- Container Depot Association
- Singapore Malay Chamber of Commerce and Industry
- Singapore Indian Chamber of Commerce and Industry
- Japanese Chamber of Commerce and Industry
- Sustainable Energy Association of Singapore
- IT Service Management Forum - Singapore Chapter

Besides promoting MatchiT among its members, one of SiTF’s partners, NATAS, also invited MatchiT to participate in the NATAS IT Seminar on 13 July 2011. During the event, which was held at the Singapore Tourism Board premises and attracted more than 70 travel agencies, SiTF members gave presentations on IT solutions for the industry. To date, MatchiT has received and processed over 130 requests which have resulted in over...
S$400,000 worth of deals. Where necessary, MatchiT organises briefing sessions for the vendors. An example was the case of a farming company which was looking for a system integrator. The response was so overwhelming that two briefing sessions had to be organised to accommodate over 50 interested vendors.

A similar briefing was conducted for the Institute of Certified Public Accountants of Singapore, which requested for an accounting practice management system to enhance the capabilities and improve the productivity of small and medium practices (SMPs). The event attracted over 20 interested vendors.

SITF members who have benefited from the MatchiT programme included Ibiz Consulting Services, Nexwave Telecoms, Info121, Epro Systems, Web Synergies, OPUS IT, Strategic Data Governance and Ufinity.

“MatchiT is an effective and efficient way to help businesses find the right ICT vendors in Singapore.”
– Tony Gu, Founder, E-commerce Alliance of Singapore
SiTF Academy

SiTF Academy, helmed by Mr Foo Jong Tong, 2nd Vice Chairman of SiTF, is the Federation’s training arm. It was established to enhance the human capital development in Singapore’s ICT workforce. Its courses and certifications are built around four core pillars – Technical, Technologies, Capabilities and Standards. Since its launch in June 2011, courses have been run in the first three core areas.

Technical
The popularity of mobile devices such as smart phones has aroused keen interest in the different mobile platforms. SiTF Academy has worked with International SQL Star and Nanyang Polytechnic on professional development courses and certification programmes on various technologies such as Android, iOS and Windows.

Our inaugural mobile platform course on Embedded Android Development Training attracted ICT professionals from more than 150 companies. The companies include multinational corporations and small and medium enterprises, and span the education, health care, security, automation, automotive, and defence sectors. Public sector professionals have also joined the course.

Technologies
To help companies keep their workforce’s expertise up to date, SiTF Academy focuses on courses revolving around emerging technologies. For example, our Singapore Certified Green IT Professional equips infocomm professionals with skills to identify, assess and drive organisational
transformation towards a more sustainable environment while reducing costs. It is the first professional certification issued by SiTF.

We have also worked with various partners on cloud computing courses for IT professionals to understand, build and deploy cloud applications.

Capabilities
SiTF Academy, in partnership with the Infocomm Development Authority of Singapore and the Workforce Development Authority, presented a series of infocomm productivity courses under the Infocomm Industry Productivity Roadmap. The roadmap is aimed at boosting productivity in the software development, system integration and IT consultancy sub-segments of the infocomm industry, where labour productivity has been found to be lower than the national average.

One of the courses in the series featured Mr David Fradin, Vice President and Senior Principal Consultant from the 280 Group. He gave a one-day master class on “Building Insanely Great Products!” to more than 70 ICT professionals. He also conducted a three-day training course entitled “Optimal Product Management and Product Marketing”. To ensure quality learning, the course was limited to 20 people.

SiTF Academy also worked closely with the World Intellectual Property Organization’s (WIPO) Arbitration and Mediation Center to promote greater awareness of mediation as a means to resolve contractual, noncontractual or standards-related IT disputes. The collaboration led to a series of talks under the banner “Legally IT”.

The Honourable Justice Sir Vivian Ramsey, a British judge, spoke about the resolution of disputes in the areas of technology and construction. The talk, which was held on 7 September 2011 at Eden Hall, the British High Commissioner’s residence, was attended by about 50 people.

On 7 December 2011, Mr Peter Moody and Mr David Perkins, specialists in the mediation of IT and intellectual property disputes, discussed issues such as the use of experts and the benefits of mediation.
SiTF’s Infocomm Singapore Centre (ISC) was set up to help local infocomm enterprises (iLEs) to penetrate the China market. It raises awareness of the “Made-In-Singapore” brand in China to promote a consistent image of the Singapore ICT sector. It forms partnerships and alliances with first, second and third-tier Chinese cities to create business opportunities for the iLEs. It supports the iLEs in China by providing market intelligence and advisory, organising marketing activities and offering temporary office facilities.

In the year in review, ISC assisted some 40 iLEs, members and non-members, to achieve S$22 million worth of exports to China. Business transactions in the pipeline are estimated to be worth some S$160 million.

Major marketing activities undertaken by ISC included:

1) Organising an ICT forum and networking session with the Shanghai Chamber of Commerce in December 2011. Also present at the event were the United States Embassy Commercial Section, Malaysia Chamber of Commerce, Hong Kong Trade Development Council, and Taiwan Electrical and Electronic Manufacturers Industrial Association.

2) Organising a trade mission to Fuzhou, Quanzhou and Xiamen on 22 – 23 March 2012. Ten prominent Singapore ICT companies including NCS and Singapore Technologies Engineering participated in the trip.

An industry seminar and matchmaking symposium was held at the Fuzhou Software Park. The event was jointly organised by the Fujian Information Bureau, Fujian ICT Industry Federation, Infocomm Development Authority of Singapore and ISC. More than 50 leading Fujian ICT companies attended the event, making it the first large-scale interaction focusing on opportunities for in-depth cooperation.

A second symposium was held at the Xiamen Software Park. It was jointly organised by Xiamen Information Bureau and ISC. More than 30 top Xiamen ICT companies were present to discuss potential business cooperation.

The event provided participants with an excellent platform for exchanging experiences, building friendships and expanding contacts among the iLEs and partners in China.
3) Leading iLEs to participate in the Fifth China International Service Outsourcing Cooperation Conference (CISOCC) from 18 – 20 June in Nanjing and Changzho, Jiangsu Province. ISC led a Singapore ICT delegation that included IPACS, WCS, Pacnet, Melioris, Bizpoint and Justlogin.

During the event, the Singapore companies engaged in an in-depth exchange of market intelligence with more than 30 Chinese and other foreign companies.

4) Signing a Memorandum of Understanding (MOU) for the establishment of an International Federation of Service Outsourcing Associations. The MOU with the Jiangsu Provincial International Service Outsourcing Enterprises Association was signed at the CISOCC opening ceremony.

5) Organising an e-commerce seminar on 2 September 2011. ISC assisted the Yiwu e-Commerce Association to organise the seminar, which attracted more than 80 entrepreneurs running e-commerce businesses.
The National ICT Industry Volunteers’ Day took place on the second Saturday of July 2011. It marked the continuation of SiTF’s Volunteers’ Day, which had been an annual event since 2004.

The National ICT Industry Volunteers’ Day aggregated efforts by the infocomm industry as a whole, to give back to society. About 100 SiTF members and employees from ICT companies such as Brandtology, Dell, Elixir Technology, OPUS IT and StarHub as well as from the Infocomm Development Authority of Singapore, spent time befriending residents at the home run by the Society for the Aged Sick.

The volunteers put up various song and dance performances to the delight of the 240 aged sick and destitute.

Ms Shirley Wong, Organising Chairman of National ICT Industry Volunteers’ Day, also presented a cheque for S$50,000 raised by SiTF’s members, partners and friends. The money will help fund occupational therapy services for the residents.
ICT professionals befriending the elderly on National ICT Industry Volunteers’ Day 2011.
Innovative applications which have been developed in Singapore came under the spotlight during the 2011 SiTF Awards ceremony, which took place on 2 August 2011.

The event’s Organising Chairman Mr Eddie Chau, who is the current SiTF Chairman, said the SiTF Awards continues to be a critical platform for discovering and nurturing new ideas that are sustainable yet groundbreaking. “As Singapore continues to keep its competitive edge in innovation, it is important to provide the right environment, support and recognition for locally developed ICT solutions or applications.”

“We are excited to see a high level of quality and creativity from this year’s participants, who have applied technology in a myriad of innovative ways to solve today’s business challenges and improve customer experiences.”

### Key Initiatives and Events

**SiTF Awards 2011**

![SiTF Awards 2011](image)

### WINNERS

<table>
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<th>Award Category</th>
<th>Name of Organisation</th>
<th>Name of Product / Application</th>
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<tr>
<td>Cloud Technology</td>
<td>m9 Tech Solutions Pte Ltd</td>
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<td>SingTel Idea Factory Pte Ltd</td>
<td>Delite</td>
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<td>E-Enterprise</td>
<td>SMRT Corporation Ltd</td>
<td>Vehicle Damage Assessment System</td>
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<td>iSleep</td>
<td>CROWDSAV: Mass Collaboration in Resuscitation</td>
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<td>Mobile Applications</td>
<td>Multimedia Centre, Singapore Press Holdings</td>
<td>STOMP</td>
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<tr>
<td>Start-up</td>
<td>Dr Dana ElliotSrither</td>
<td>Indoor Positioning Solution</td>
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<td>Primary Student</td>
<td>Multimedia Centre, Singapore Polytechnic</td>
<td>Interactive Game on Global Warming</td>
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<td>Secondary Student</td>
<td>SingTel Idea Factory Pte Ltd</td>
<td>iPortal: Improving Communication and Learning in School</td>
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<tr>
<td>Tertiary Student</td>
<td>SMRT Corporation Ltd</td>
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<td>Judges’ Choice</td>
<td>Dr Dana ElliotSrither</td>
<td>STOMP</td>
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</table>
Among the 2011 winners was a smartphone application by Dr Dana Elliott Srither, which advises lay public rescuers on proper and effective techniques for chest compression during cardiopulmonary resuscitation, thereby helping to save lives.

Another winner was the “Vehicle Damage Assessment System” by SMRT Corporation. It uses wireless technology to capture real-time information and feed it directly into the back-end system for further data analysis and reporting, thereby helping to reduce data entry errors and improve repair turnaround time.

In the students’ categories, the focus was on educational applications to promote more interactive learning.

The judges had to make a tough decision on which innovation was the best of the best. Finally, the Judges’ Choice went to STOMP by the Multimedia Centre, Singapore Press Holdings. The application was chosen for cleverly leveraging on mobile technology to facilitate instant news broadcasts by consumers, thus encouraging the progress of citizen journalism.

The Awards ceremony was held at the Chamber of The Arts House. Over 200 guests attended the event. 
ICT Idol 2011

ICT Idol 2011 was a turbocharged hit. Not only was there the excitement of watching nine contestants vying for the Idol crown, the event also showcased the hidden talents of our ICT industry leaders in a special performance.

Held at Titanium @ Esplanade on 25 November 2011, the show opened with professional dancers leading the industry heavyweights in a lively number. Then as the contestants came on, nearly 450 fans screamed and cheered, hung banners and presented bouquets and garlands to their favourites. Mr Leo Qijun, who won the inaugural ICT Idol title in 2010, was also there to give his support to the contestants.

SiTF Councillors and members of the Secretariat also took to the stage in a performance to thank SiTF’s immediate past Chairman Ms Tan Yen Yen, who helmed the association from 2008 to 2011. Mr Eddie Chau, the new Chairman, also gave a solo performance dedicated to Ms Tan.
The winners

**Champion**
Lau Shih Hor (Elixir Technology) & Sharon Loi (IDA)

**1st runner-up**
May Tey (StarHub)

**2nd runner-up**
The Three Oh’s (Siti Hanom Bte Selamat, Muhammad Sha’aban Bin Aswari and Azmi Bin Ahmad) (StarHub)

**Congeniality Award**
Teresa Garcia (Ingram Micro)

Ronnie Lee (left), Organising Chairman for ICT Idol 2011, presenting the winner’s trophy to Sharon Loi and Lau Shih Hor.

A performance by 2010 winner Leo Qijun.

The audience getting into the swing of things.

First runner up May Tey with Ronnie Lee.

The Three Oh’s receiving the second runner up prize.

Contestants serenading voters at the event.

Jessica Tan (left) of Microsoft Operations presenting the Congeniality Award to Teresa Garcia.
SiTF’s popular fair, SITEX, continued to attract the crowds and the consumer dollar. Now into its 23rd year, the four-day event saw close to 800,000 bargain hunters and gadget enthusiasts spending S$45million on some 500 brands of computers/laptops, TVs, cameras, tablet PCs, mobile phones, gaming consoles, printers, media players, external hard disks and GPS navigation systems.

They were spurred on by Daily Special Deals and other promotions. Some 800 movie tickets were also given away.

For the first time, social media was used to promote the fair, with real-time updates on exclusive show deals available on Facebook and Twitter.

_SITEX 2011_

Close to 800,000 bargain hunters and gadget enthusiasts pack the exhibition halls.
“A major show like SITEX certainly lends clout that brands like Toshiba use to leverage and create more sales opportunities and awareness.”

– Mary Lim, Assistant Marketing & Communications Manager, Digital Products & Service Division, Toshiba
The Asia Pacific ICT Summit, which took place on 13 –14 March this year, heralded an auspicious start to SiTF’s 30th year. More than 500 ICT and business leaders from the region gathered at Marina Bay Sands to discuss the latest ICT trends and to network. Mr Lui Tuck Yew, Minister of Transport, was the guest of honour at the event.

Themed “Success with Digital Engagement”, the Summit provided delegates with valuable insights and new perspectives on how digital engagement can empower organisations. To prove the point, live tweeting during the panel discussions enlivened the sessions.

Enterprises were able to showcase their products at an exhibition which took place alongside the Summit, while 14 startups had the opportunity to pitch to 21 potential investor-mentors over lunch.

Karen Tam, Assistant General Manager – Promotions and Marketing of Harbour City shares the Hong Kong shopping mall’s experience with digital engagement.
Nic Hall, Head of Practice Areas, TNS Singapore shares its recent survey on Everyone’s Human: Truth about online consumers.

Ronnie Tay, Chief Executive Officer of the Infocomm Development Authority of Singapore, presenting the industry outlook and key initiatives.

Jeff Ng, Brand Manager (Soft Drinks) Singapore, Corporate Marketing, Fraser and Neave Limited (F&B Division) sharing his company’s experience with youth digital engagement.

Syed Hussain, Director of Financial Services, Robert Half International Singapore talks about the role of social media in human resource management.

Exploring new frontiers in digital engagement: (from left) Damien Cummings, Online & Social Media Director, Consumer & SMB Dell Global; Charles Pownall, Managing Director, Lead Digital Strategist (Asia Pacific), Burson Marsteller; Roger Yuen, Councillor & Summit Organising Committee, SITF; and CEO, Clozette, Singapore; Ian Loon, Director/Head of Mobile Practice, SEA, Starcom MediaVest Group; and Loren Shuster, Country Director, Singapore & Emerging Markets, Google.

Discussing mobile engagement: (from left) Henrik Alexander, Head of Brand Sales for Southeast Asia, InMobi; Preetam Rai, Technologist, Educator and Influencer; Dr. Lai Kok Fung, CEO, BuzzCity, Singapore; Aananth Solaiyappan, Global head of Product design & UX for Online & Mobile banking, Standard Chartered Bank; Anol Bhattacharya, CEO, GetIT Comms; and Rajesh Krishna Balan, Assistant Professor of Information Systems, Singapore Management University.

Nic Hall, Head of Practice Areas, TNS Singapore shares its recent survey on Everyone’s Human: Truth about online consumers.

Rodrigo Becerra Mizuno, Managing Director of the Government Industry and Solutions Team in Worldwide Public Sector, Microsoft discusses the future of digital communications and citizen interaction.

APICTS Organising Chairman Vijoy Varghese giving the welcome address.
Golf enthusiasts showed up in full force for SiTF’s annual tournament on 19 April 2012. Despite the overcast skies, some 200 Golf Classic T-shirts thronged the Raffles Country Club.

Illustrious guests included Dr Yaacob Ibrahim, Minister for Information, Communications and the Arts, and Mr Ronnie Tay, Chief Executive Officer of the Infocomm Development Authority of Singapore. They teed off with SiTF Chairman Mr Eddie Chau and Honorary Treasurer Mr Ng Tian Beng for a friendly round.

The day ended with a sumptuous dinner accompanied by complimentary Dalmore Whisky. The relaxed environment was the perfect setting for networking.

**Dr Yaacob Ibrahim, Minister for Information, Communications and the Arts (right) presenting the winner’s trophy to Jason Yeo.**

**Overall Champion**
Jason Yeo

**Palm Course**
Winner: Ho Kah Choy
1st Runner-up: Lai Chee Kin
2nd Runner-up: Ng Yen Pin

**Lake Course**
Winner: Robert Kim
1st Runner-up: Johnson Lim
2nd Runner-up: Philip Phua

**Novelty Events**
**Nearest To Pin:**
Lake Course: Jason Yeo (Hole 2)
Palm Course: Chong Nai Ming (Hole 3)

**Nearest to Line**
Lake Course: Mark Teo (Hole 18)
Palm Course: Kenneth Poh (Hole 11)
Some 200 golf enthusiasts lending their support to the annual event.

Putting and networking on the greens.

Dr Yaacob Ibrahim, Minister for Information, Communications and the Arts (right) with SiTF Chairman Eddie Chau.
EnterpriseIT 2012

EnterpriseIT was held at the Marina Bay Sands Expo and Convention Centre from 19 – 22 June 2012, in conjunction with Infocomm Media Business Exchange (imbX).

SiTF Chairman Eddie Chau gave the welcome address and accompanied guest of honour Dr Yaacob Ibrahim, Minister for Information, Communications and the Arts, and other VIPs on a tour of the exhibition.

The delegation visited some of the 30 companies exhibiting under the Singapore infocomm Pavilion. Pride of place went to the Future Ready Singapore booth, which was jointly put up by SiTF, International Enterprise Singapore and the Singapore Manufacturers Federation. The booth showcased products and services from Singapore companies and served as a networking venue for many visitors. On the first day of the event, it hosted the Singapore Networking Day which attracted more than 60 delegates.

An exhibitor at the Future Ready Singapore booth briefing the VIP visitors.

Dr Yaacob Ibrahim, Minister for Information, Communications and the Arts (left) is greeted by SiTF Chairman Eddie Chau.
SiTF’s First Vice Chairman Shirley Wong giving the welcome address during Singapore Networking Day.

Companies sharing their solutions with the Minister and VIP delegates.

The Future Ready Singapore booth jointly set up by SiTF, IE Singapore and the Singapore Manufacturers’ Federation at EnterpriseIT.

Simon Li of Singapore Manufacturers’ Federation (left) chats with a visitor to the Future Ready Singapore booth.

SiTF’s First Vice Chairman Shirley Wong giving the welcome address during Singapore Networking Day.
CHAPTER REPORTS

Cloud Computing Chapter
Security & Governance Chapter
Green IT Chapter
Singapore Enterprise Chapter
Digital Media Chapter
Wireless Chapter
Cloud Computing Chapter

The Cloud Computing Chapter (CCC) aims to catalyse business opportunities for its members and foster collaboration by maintaining close working ties with the public and private sectors.

**NYP-SITF Cloud Enablement Centre**

On 30 November 2011, the Cloud Enablement Centre (CEC), an initiative of SITF through CCC, was officially opened at Nanyang Polytechnic (NYP). This Centre will raise awareness, develop capabilities and foster adoption of cloud computing solutions, especially among small and medium enterprises. In addition, it will provide a platform for IT vendors to showcase their cloud computing solutions to industry partners and customers.

**Cloud Practitioner’s Day 2012**

Over 150 IT professionals and students attended Cloud Practitioner’s Day, CCC’s flagship event, which was held at NYP on 31 May 2012. Besides finding out about cloud computing’s impact on the ICT industry and the economy as a whole, attendees were able to take a close look at different cloud solutions such as aZaaz, Windows’ Azure and IBM SmartCloud Enterprise. They also had an opportunity to tour the CEC.

**Cloud Vertical’s Day**

CCC held two sessions of Cloud Vertical’s Day, on 22 September 2011 and 24 April 2012. The first event focused on the Infocomm Development Authority of Singapore’s cloud computing initiatives and its collaboration with A*STAR, Singapore’s lead government agency for scientific research. The second event featured a talk by Professor Wee Chou Hou on “An Outside-In Approach to Analysing Competition”, based on Sun Tzu’s “The Art of War”.

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**2011-2012 Executive Committee**

- **Chairman**: Albert Tay (Oracle CAPAC Services (Singapore Branch))
- **Vice Chairman**: Lyndy Ng Mul Yong (NCS Pte Ltd)
- **Honorary Secretary**: Vinod Menon (IBM Singapore Pte Ltd)
- **Honorary Treasurer**: Amos Kek (Costline Pte Ltd)
- **Exco Members**: Raju Chellam (Raju Chellam Solutions Pte Ltd)
- **Co-opted Members**: Syn Hon Beng (ST Electronics (Info-Software Systems) Pte Ltd)
- **Immediate Past Chairman**: Kendrick Lee (CSC Asia Group)

*With effect from July 2011 to February 2012
**From April 2012 to July 2012
The Security & Governance Chapter (SGC) aims to promote awareness of the need for IT security and the role of governance while building up security as a key competency. It strives to reach out not only to vendors, resellers and integrators of security products, applications and services, but also to auditors, consultants, practitioners, as well as legal and compliance organisations that play a role in the effective implementation and management of IT security solutions.

**GovernmentWare 2011**
SGC participated in the GovernmentWare 2011 exhibition in September. It organised the infocomm Singapore Pavilion where more than 30 companies exhibited their products and services.

In collaboration with the Singapore Enterprise Chapter (SEC), SGC also organised a networking event in conjunction with GovernmentWare 2011. The event focused on security threats. Members of both chapters were able to explore opportunities for collaboration.

**MOU with Korea Information Security Industry Association**
On behalf of SiTF, Dr. Ngair Teow Hin, Chairman of SGC, signed a Memorandum of Understanding with the Korea Information Security Industry Association on 11 January 2012 to promote mutually-beneficial activities and foster business relationships among member companies.

The two entities will also develop a framework for gathering and reporting key statistical indicators and support international standards that are relevant to IT security products or services.

**SGC Townhall and Lou Hei with ISEC**
SGC’s townhall during Chinese New Year drew a crowd of more than 40 members. Held on 3 February at Overtime @ Dempsey, it served as a platform for the SGC Exco to understand the needs of SGC members and at the same time communicate to them the activities planned for the year ahead.

Mr John Yong, Director of the Infocomm Security & Assurance Division (ISEC), Infocomm Development Authority of Singapore, gave a briefing on the Division’s upcoming plans and joined SGC members for the lou hei lunch.

**Understanding the National IT Evaluation Scheme**
Mr. Chong Chee Wah, Managing Director, of CBIS Labs, an accredited test laboratory under the National IT Evaluation Scheme (NITES), was invited to give SGC members a talk on the scheme.

The session, which took place on 11 May 2012 at Toucan The Irish Pub, generated a lot of questions from the audience of over 30 members who wanted to find out more about NITES.
The Green IT Chapter (GRIT) aims to raise awareness of environmentally-conscious best practices within the industry. It seeks the support of member organisations and stakeholders in spearheading green IT efforts. Its own green initiatives and programmes serve as a platform for member organisations to nurture innovative business opportunities in this field.

GRIT works through three sub-committees:

- The **Education for Sustainability Workgroup** aims to raise the level of understanding of climate change and sustainability in general, and green IT in particular.

- The **Green Solution Innovations Workgroup** aims to position members for business opportunities in green IT by providing a platform for solution providers to engage in go-to-market activities.

- The **Green CIO Workgroup** aims to engage Chief Information Officers (CIOs) to achieve a better understanding of the business case for green IT and the solutions that are available.

**Driving Green Solutions in the Enterprise**

In an ongoing effort to educate the industry, GRIT teamed up with Nanyang Polytechnic to organise a three-hour seminar and exhibition on 21 March 2012 to share techniques and tools for a green journey. The audience benefitted from insights shared by Asiasoft, Infotech Global, Infotrust and Microsoft.

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**2011-2012 Executive Committee**

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<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Organisation</th>
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<tr>
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<td>Peter Goh</td>
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<td>Ian Tolond</td>
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<td>Richard Tan</td>
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<td></td>
<td>*Willie Chan</td>
<td>NEC Asia Pacific Pte Ltd</td>
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*With effect from July 2011 to December 2011

*From January 2012 to current
Singapore Enterprise Chapter

The Singapore Enterprise Chapter (SEC) supports the holistic development of Singapore infocomm companies, helping them to build up capabilities and gain traction in markets in the region and beyond. To achieve these goals, it works closely with local government agencies and international IT associations.

SEC-SGC Networking at Governmentware 2011
SEC and the Security & Governance Chapter (SGC) collaborated to hold a networking event in conjunction with Governmentware 2011, a conference cum exhibition. Held on 29 September 2011, the event focused on security threats. Members of both chapters were able to explore opportunities for collaboration.

Going Global
SEC invited the Infocomm Development Authority of Singapore (IDA) to give updates on its internationalisation and capabilities development initiatives at the Going Global seminar on 2 November 2011. A large crowd of more than 60 participants attended the event.

GCIO Luncheon
The annual GCIO Luncheon organised by SEC in partnership with IDA is a highlight for many local infocomm enterprises (iLEs). This year, C-level representatives from 32 leading iLEs took advantage of the opportunity to have face-to-face interaction with GCIOs. In all, 160 people attended the luncheon cum exhibition at Raffles City Convention Centre on 31 May 2012.

The luncheon was an ideal occasion for those in the private sector to network with the public sector and with one another while the exhibition, featuring 16 exhibitors, showcased the capabilities of iLEs. IDA’s Chief Executive Officer Ronnie Tay was the guest of honour.

2011-2012 Executive Committee

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<td>Eastcom</td>
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Ang Peng Seong from IDA giving an overview of the agency’s initiatives at the Going Global seminar.

Touring the exhibition at GCIO Luncheon: (from left) Ronnie Tay of IDA, SEC Chairman Eric Sng, SITF Chairman Eddie Chau and Organising Chairman of GCIO Luncheon 2012 Low Aik Lim.
The Digital Media Chapter (DMC) promotes and assists in the deployment and adoption of interactive digital media technologies and contents in Singapore. It aims to:

- represent digital media companies in fostering a strong working relationship with government agencies and trade associations;
- establish links with international organisations to help member companies in their global outreach;
- create opportunities and benefits for the digital media industry; and
- provide business mentorship to start-ups and young digital media companies.

During the year in review, DMC has been working on a merger with the Wireless Chapter (WIC) to create a new chapter, the Digital Media and Wireless Chapter (DMWC). DMWC will be able to tap on the combined resources of both groups and have access to a wider pool of talent and volunteers.

**DMC and WIC Interactions**

Interactions@Temasek Polytechnic, organised by DMC, was held on 16 August 2011. Interactions@Singapore Polytechnic was jointly organised by DMC and WIC and was held on 26 April 2012. The industry speakers at both events attracted an overwhelming number of students and professionals who were later able to view products and solutions on display. The events provided a platform for academics, commercial organisations, government agencies, entrepreneurs and SITF members to network and interact.

**2011-2012 Executive Committee**

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<th>Position</th>
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<tr>
<td>Chairman</td>
<td>Roderick Chia</td>
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<td>Steve Wah</td>
<td>Smoov Pte Ltd</td>
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<td>Andrew Lim</td>
<td>BuzzCity Pte Ltd</td>
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<td>Wendy Lee</td>
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*With effect from July 2010 to December 2011
**From January 2012 to current
The Wireless Chapter (WIC) brings together major industry players and startups in the fast-growing wireless and mobile communications sector by providing a forum for information exchange. It helps members to keep abreast of newer technologies and to promote their wireless and mobile solutions.

During the year in review, WIC has been working on a merger with the Digital Media Chapter to form the Digital Media and Wireless Chapter, which will be able to tap the combined resources of the two groups and tap a wider pool of talent and volunteers.

2011-2012 Executive Committee

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<tr>
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<td>Advanced Network Technology Laboratories Pte Ltd (Antlabs)</td>
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<td>Jason Teo</td>
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<td>Gururaj Chatty</td>
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<td>**Jude Tan</td>
<td>StarHub Ltd</td>
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<tr>
<td>Immediate Past Chairman</td>
<td>Ken Chua</td>
<td>iCELL Network Pte Ltd</td>
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</table>

*With effect from July 2011 to January 2012

**From February 2012 to current

Interactions drew an interested audience.

Lau Shih Hor of Elixir Technology explaining the benefits of business analytics at Interactions@Singapore Polytechnic.
Forthcoming Events

30 August
**SITF 30th Anniversary Gala Dinner and SITF Awards Ceremony**
recognises and showcases “Made In Singapore” ICT innovations
and marks SITF’s 30th anniversary.

1 November
**Meet-the-Members Session** allows members to engage
with the SITF Secretariat and receive updates on SITF
initiatives and activities.

22–25 November
**SITEX** is one of the largest consumer IT exhibitions
in Singapore.

30 November
**ICT Idol** is excellent way to uncover hidden talents in
the ICT industry.

12 March
**Asia Pacific ICT Summit** is a regional conference that
gives valuable insights on emerging ICT trends, market
opportunities and technology developments.

April
**Meet-the-Members Session** allows members to engage
with the SITF Secretariat and receive updates on SITF
initiatives and activities.

May
**SITF Golf Classic** allows ICT leaders to mingle in an
informal setting.

May
**GCIO Luncheon** is a rare opportunity for iLEs to showcase their products
and solutions to government CIOs from over 40 government agencies.

18–21 June
**EnterpriseIT** is Asia’s definitive enterprise technology event, where
cutting-edge solutions are showcased under a single platform.

13 July
**National ICT Industry Volunteers’ Day** reaches out to the community with
volunteer outings and fundraising activities for a selected beneficiary.

For sponsorship opportunities, please email to sponsorship@sitf.org.sg
For events details, please visit www.sitf.org.sg