



JOINT PRESS RELEASE

EMBARGOED UNTIL AFTER THE DELIVERY OF MINISTER FOR COMMUNICATIONS AND INFORMATION'S SPEECH AT AI SINGAPORE'S FIRST YEAR ANNIVERSARY EVENT, 30 AUGUST, 2018

AI Singapore launches two new initiatives in partnership with IMDA to strengthen local proficiency in Artificial Intelligence (AI)

Programmes target general population and tech-savvy professionals to equip them with AI knowledge and skills, preparing them for the digital future

SINGAPORE, 30 August 2018 – AI Singapore (AISG) today launched two new initiatives in partnership with the Infocomm Media Development Authority (IMDA) targeted at enabling 12,000 more people to acquire AI knowhow, under the TechSkills Accelerator (TeSA) initiative.

Titled *AI for Everyone* (AI4E) and *AI for Industry* (AI4I), both programmes were officially unveiled by Mr S Iswaran, Minister for Communications and Information, at AI Singapore's first anniversary event today. The two initiatives aim to educate Singaporeans about AI – showing them how technology can help in their daily lives, and to prepare industry professionals to be ready and competitive, and work productively with AI. The new programmes are part of the TeSA initiative, which aims to develop a pipeline of skilled tech professionals to drive Singapore's local tech ecosystem, especially in the AI space.

In line with the push to develop a digitally ready nation, AI has been identified as one of the four emerging technologies to drive the digital economy, and transform the way people live and work in Singapore.

"AI has the potential to catalyse change. In an increasingly digital world, it is imperative that everyone is AI-ready so that they can benefit from the immense potential of AI," said Professor Ho Teck Hua, Executive Chairman of AI Singapore.

"AI has the potential to transform our businesses and workplaces. IMDA is committed to ensure that our businesses and workers can effectively use AI to be more competitive. IMDA will partner industry players such as AI Singapore, Microsoft, Intel and DataCamp to bring AI to the community and the workforce. Singaporeans will have the opportunity to learn about the benefits AI can bring to our daily lives. Our workers can also learn to harness AI in their workplace to enhance productivity and realise new possibilities," said Mr Tan Kiat How, Chief Executive, IMDA.

AI Singapore

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AI Singapore is a national programme supported by the National Research Foundation and hosted by the National University of Singapore (Company Registration No: 200604346E)



Bringing AI to the Masses

The first initiative *AI for Everyone* (AI4E) aims to reach out to 10,000 people in Singapore ranging from secondary school students to working adults. The programme will introduce them to AI technology and how it can be used to improve the way one lives, works and plays. The initiative is co-supported by IMDA and technology giant, Microsoft. Global chip maker, Intel, and Microsoft are both content providers in this new programme.

The programme will be conducted by AISG for free. AISG, through its community and partners including IMDA, People's Association and NTUC U-Associates, will reach out to engage 10,000 people for the programme. AISG will also work with schools, polytechnics and Institutes of Technical Education (ITE) to conduct similar workshops at their premises.

“Artificial intelligence holds the key to a new era of innovation. To unlock the economic and societal benefits of AI, we believe that the AI building blocks that Microsoft is developing today such as computer vision, speech and knowledge recognition should be made accessible to everyone, every day and everywhere,” said Kevin Wo, Managing Director, Microsoft Singapore. “Our collaboration through AI4E will allow us to further our aspiration to enable future-ready talents in Singapore, so that everyone can benefit from the promise of AI. Beyond sharing our technology, we also hope to collectively address AI issues and their implications on the society.”

Empowering Skilled Professionals to Embrace AI

AI for Industry (AI4I) is the second initiative to be rolled out by AISG. Targeted at technically inclined industry professionals, the initiative aims to reach out to 2,000 people with basic AI competency to enhance their competitiveness in a digital economy. This initiative is supported by IMDA, Microsoft and Intel, together with DataCamp, a leading online learning platform for Data Science and AI.

“Learning Data Science by doing is key to helping upskill engineers, developers and other IT professionals in Singapore,” said Jonathan Cornelissen, CEO and founder of DataCamp. “That's why we're so excited to be expanding our existing collaboration with AI Singapore as their online learning platform for Data Science. We look forward to working closely with the AI Singapore team and the AI ecosystem in Singapore.”

“With everything around us getting smarter and connected, AI is finding its way in our daily tasks without us even realizing it. To accelerate its application in solving the world's biggest challenges, we need people with the right technical skills,” said Santhosh Viswanathan, Managing Director, Intel, Asia Pacific and Japan. “Intel is excited to be a part of this AI-focused initiative and lend our expertise to participants in taking advantage of this next leap in technology,” he added.

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AI4I is a three month online-offline hybrid curriculum developed by AISG, and its sponsors and content partners, for working professionals and students. The programme aims for participants to understand and use AI appropriately, and be able to develop basic AI and data applications using Python. Upon completion, participants will each receive a Foundations in AI certification. Programme fees for AI4I will be subsidised by IMDA's TeSA CITREP programme.

“Whether it is for future job opportunities, career advancement or just knowing the basics, we are hopeful that these two programmes by AI Singapore will benefit many people in Singapore, providing them with the knowledge and skills to thrive in the digital economy,” said Prof Ho.

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About AI Singapore

AI Singapore (AISG) is a national programme launched by the National Research Foundation Singapore (NRF) to catalyse, synergise and boost Singapore's artificial intelligence (AI) capabilities to power our future, digital economy.

AISG is driven by a government-wide partnership comprising NRF, the Smart Nation and Digital Government Office (SNDGO), the Economic Development Board (EDB), the Infocomm Media Development Authority (IMDA), SGInnovate, and the Integrated Health Information Systems (IHIS).

AISG also brings together all Singapore-based research institutions and the vibrant ecosystem of AI start-ups and companies developing AI products, to perform use-inspired research, grow the knowledge, create the tools, and develop the talent to power Singapore's AI efforts.

For more information on AI Singapore, please visit <https://www.aisingapore.org/>

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About Infocomm Media Development Authority (IMDA)

The Infocomm Media Development Authority (IMDA) leads Singapore's digital transformation with infocomm media. To do this, IMDA will develop a dynamic digital economy and a cohesive digital society, driven by an exceptional infocomm media (ICM) ecosystem – by developing talent, strengthening business capabilities, and enhancing Singapore's ICM infrastructure. IMDA also regulates the telecommunications and media sectors to safeguard consumer interests while fostering a pro-business environment, and enhances Singapore's data protection regime through the Personal Data Protection Commission.

For more news and information, visit www.imda.gov.sg or follow IMDA on Facebook @IMDAsg and Twitter @IMDAsg.

About TechSkills Accelerator (TeSA)

An initiative of SkillsFuture, TechSkills Accelerator (TeSA) aims to build and develop a skilled Information and Communications Technology (ICT) workforce for Singapore's digital economy. TeSA is driven by the Infocomm Media Development Authority (IMDA) and in collaboration with the industry, SkillsFuture Singapore, Workforce Singapore and the National Trades Union Congress. IMDA takes an integrated approach to ICT skills acquisition and practitioner training, enabling professionals to acquire the relevant in-demand skills.

To find out more about TeSA, please visit www.imtalent.sg/tesa

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