

# Your Partner For The Infocomm Future



# Singapore: An Infocomm Super-Highway for Unlimited Growth

Mention Singapore, and the image of a vibrant, dynamic country that lives and breathes infocomm (information and communications) comes to mind. For over two decades, infocomm has been strategically deployed to grow the economy and develop the society.

Drive down Singapore's infocomm super-highway, and you will see:

- **A Vibrant Infocomm Industry:**  
Singapore's Infocomm development is driven by a strong People, Public and Private (PPP) partnership to transform the country into a vibrant innovative infocomm hub. The revenue for Singapore's infocomm sector crossed the \$40 billion mark in 2006. Infocomm has greatly enhanced Singapore's competitiveness by raising productivity and transforming business processes. For five consecutive years since 2002, Singapore has been ranked among the top three positions in the World Economic Forum's Global IT Report.
- **A Connected and Infocomm-savvy Population:**  
78% of total households in Singapore have at least one computer at home, and 71%<sup>1</sup> have Internet access. Nearly 9 in 10 households with school-going children have at least one computer at home.  
  
Singaporeans are among the most connected in the world. Almost 68%<sup>2</sup> of households have broadband access. Mobile phones, along with cutting edge mobile services, are ubiquitous here. The mobile penetration rate in Singapore is one of the highest in the world, at 108%<sup>2</sup>.



<sup>1</sup> Source: IDA's 2006 Annual Survey on Infocomm Usage in Households and By Individuals  
<sup>2</sup> April 2007

# Singapore's Future: An Intelligent Nation, A Global City, Powered by Infocomm



iN2015 is a 10-year masterplan that identifies new possibilities for Singapore's industries, economy and society. Through a People, Public and Private (PPP) sector partnership, iN2015 will realise the full potential of infocomm as an empowering force over the next decade, impacting every aspect of life and work in Singapore.

iN2015 will also grow the infocomm sector by spurring the innovative use and adoption of infocomm technologies in key economic sectors, and across industries in Singapore.

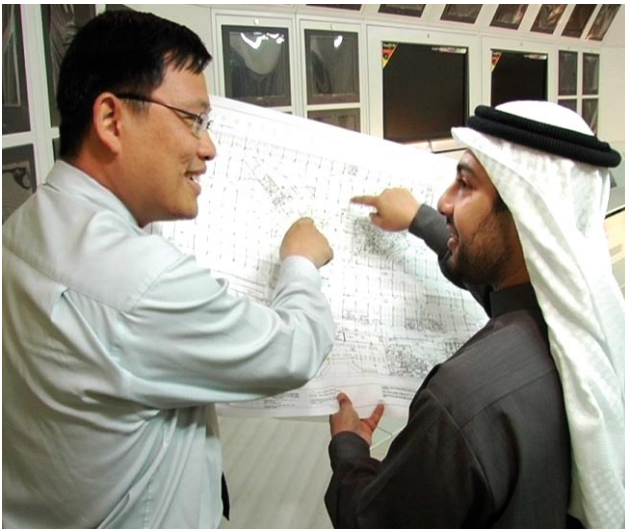
Most of all, by 2015, Singapore will boast an inclusive digital society for all. Businesses will be better empowered to grow and find new opportunities in Singapore's infocomm powered landscape. It will be an exciting infocomm-enabled future.

In 2006, the IDA, together with the infocomm industry, launched the Intelligent Nation 2015 (iN2015) Masterplan.



The IDA is the statutory board of the Singapore Government that functions as the infocomm master-planner and the developer. It oversees the development of a world-class infocomm industry and workforce, making Singapore a vibrant global infocomm hub.

# The Infocomm Industry Champion



One of IDA's key responsibilities is creating a conducive, innovative, and competitive infocomm environment that is both pro-consumer and pro-business. The IDA develops policies, standards, codes of practices and advisory guidelines for the infocomm industry. One main objective is to encourage effective competition in the telecommunications market in Singapore. It also monitors local and global infocomm market trends, developments and regulatory measures, while remaining technology-neutral, to ensure that infocomm policies and regulatory frameworks remain effective and relevant in a dynamic

and rapidly changing world. IDA represents Singapore in many global and regional fora to discuss infocomm policies and issues that concern the world community.

As Singapore's infocomm industry champion, the IDA spares no effort to develop a vibrant infocomm ecosystem comprising local infocomm enterprises, leading multinational corporations (MNCs), innovative infocomm technopreneurs, and start-ups. IDA actively seeks opportunities to grow the infocomm industry in both the domestic and international markets. Through bilateral agreements and partnerships with other governments, and with offices in China, India, the United States and Qatar, the IDA seeks to facilitate the venturing of Singapore infocomm companies into the global market.

To support growth of the infocomm industry, IDA aims to develop an infocomm savvy and globally competitive workforce. Working closely with the industry, IDA looks into development roadmaps that will help to groom infocomm professionals with the breadth of technology know-how, good understanding of business requirements and capability to create intellectual property. In addition, IDA works towards attracting top talent to the infocomm profession through scholarships and active promotion among schools on infocomm as a career choice.

# The Infocomm Master Planner and Developer

Singapore has an international reputation for the effective use of infocomm technology to drive economic development and social growth. As part of the infocomm masterplanning for Singapore, IDA ensures that a robust national infocomm infrastructure is in place to meet the needs of the government, businesses and people. Moving forward with the iN2015 masterplan, IDA seeks to build the next generation national infocomm infrastructure that comprises complementary wired and wireless networks. The wired broadband network or Next Generation National Broadband Network (Next Gen NBN) will deliver ultra-high broadband symmetric speeds of 1Gbps and above, to all homes, offices and schools, while the Wireless Broadband Network (WBN) will offer pervasive connectivity around Singapore.

IDA promotes the adoption of infocomm technology as a key enabler to enhance Singapore's economic competitiveness. It works with both public and private organisations to spearhead the strategic use of infocomm, encouraging innovation as well as research and development in emerging areas like digital media. IDA has an excellent track record for master-planning



infocomm projects for the government. It also works with the industry to harness infocomm technology to enable development in education, healthcare, manufacturing, logistics, tourism, entertainment and finance.

# The Government CIO



The IDA functions as the Chief information Officer for the Singapore Government. In this capacity, it helps in the running of an effective and efficient government to serve the needs of citizens and businesses. As the Government CIO, the IDA is responsible not just for master-planning, but also for project-managing and implementing various infocomm systems and capabilities for the government. It oversees IT standards, policies, guidelines and procedures for the Government, and manages the infocomm security of critical infocomm infrastructures. This key role involves conceptualising, developing, implementing and managing Government-wide IT infrastructure and application systems.



# Imagine a New World: Partner With Us on Your Infocomm Journey

Singapore's infocomm journey into the Digital Age has just begun, and the future at the end of the infocomm super-highway beckons with its unlimited potential.

The infocomm-powered future is waiting for you to be a part of the exciting prospects and growth opportunities that lie ahead. And the IDA is the right partner for your journey to the uncharted waters of new opportunities that will be defined by innovative use of infocomm technologies.

Get in touch with the IDA, and we will show how you can be a part of Asia's top infocomm destination. Besides helping you get in touch with the right business partners to help you expand into other markets, we will show you how to transform your business and improve lives with infocomm.

Visit us at [www.ida.gov.sg](http://www.ida.gov.sg), or email us at [info@ida.gov.sg](mailto:info@ida.gov.sg) to get more information about our programmes.

## Our Infocomm Programmes

---

**1. IDA Homepage**

<http://www.ida.gov.sg/>

---

**2. iN2015**

<http://www.in2015.sg/>

---

**3. Infocomm Singapore**

<http://www.infocommsingapore.sg/>

---



The Infocomm Development Authority of Singapore (IDA) is committed to growing Singapore into a dynamic global infocomm hub. IDA uses an integrated approach to developing info-communications in Singapore. This involves nurturing a competitive telecoms market as well as a conducive business environment with programmes and schemes for both local and international companies.

**Head Office**

8 Temasek Boulevard  
#14-00 Suntec Tower Three  
Singapore 038988  
Tel: (65) 6211 0888  
Fax: (65) 6211 2222  
Email: [info@ida.gov.sg](mailto:info@ida.gov.sg)  
Website: [www.ida.gov.sg](http://www.ida.gov.sg)

Singapore • California • Bangalore • Shanghai • Doha