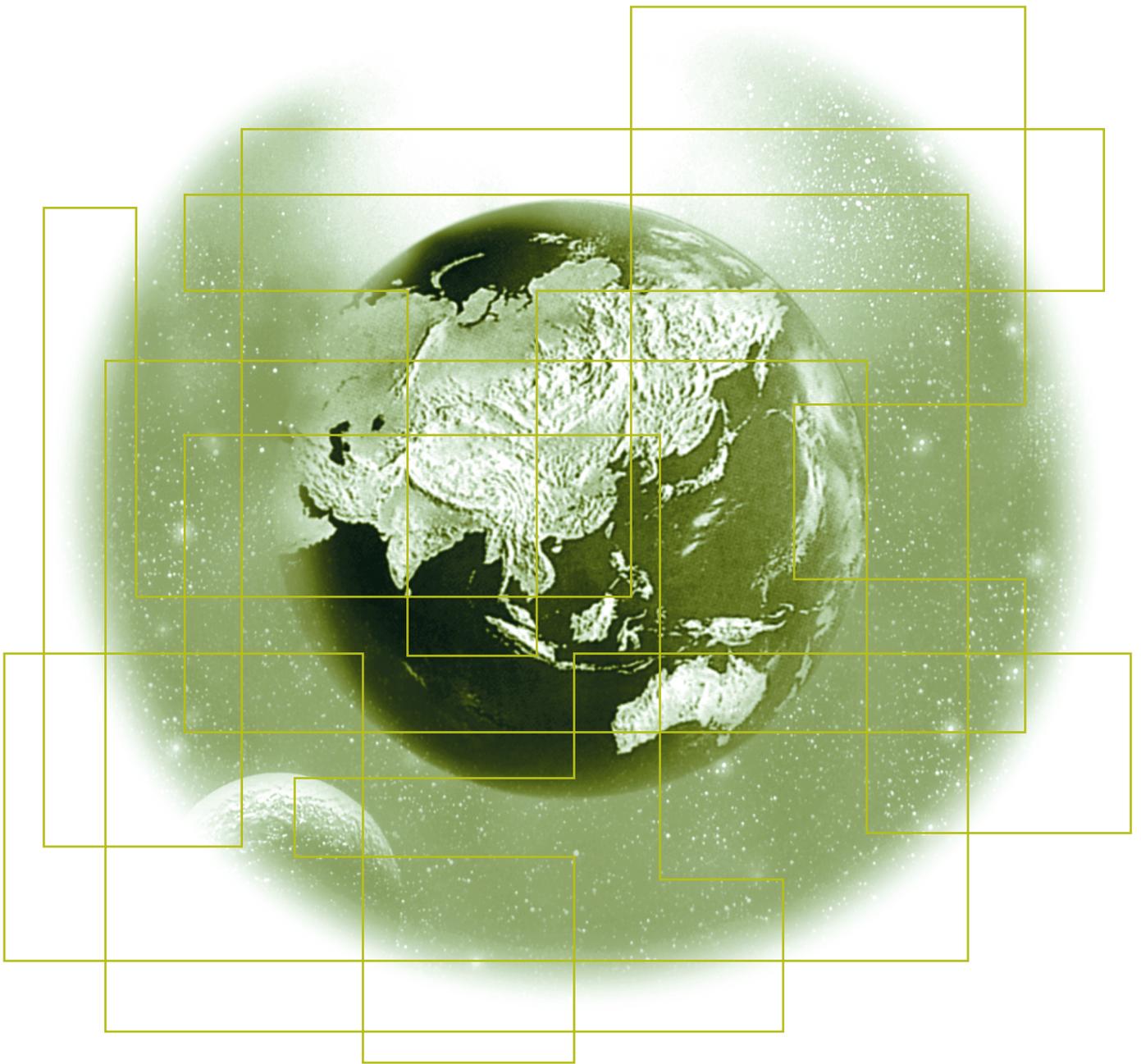


Infocomm 21

Singapore **Where the Digital Future Is**



To develop Singapore into a vibrant and dynamic global Infocomm Capital
with a thriving and prosperous e-Economy and a pervasive
and infocomm-savvy e-Society.

SINGAPORE WHERE THE DIGITAL FUTURE IS

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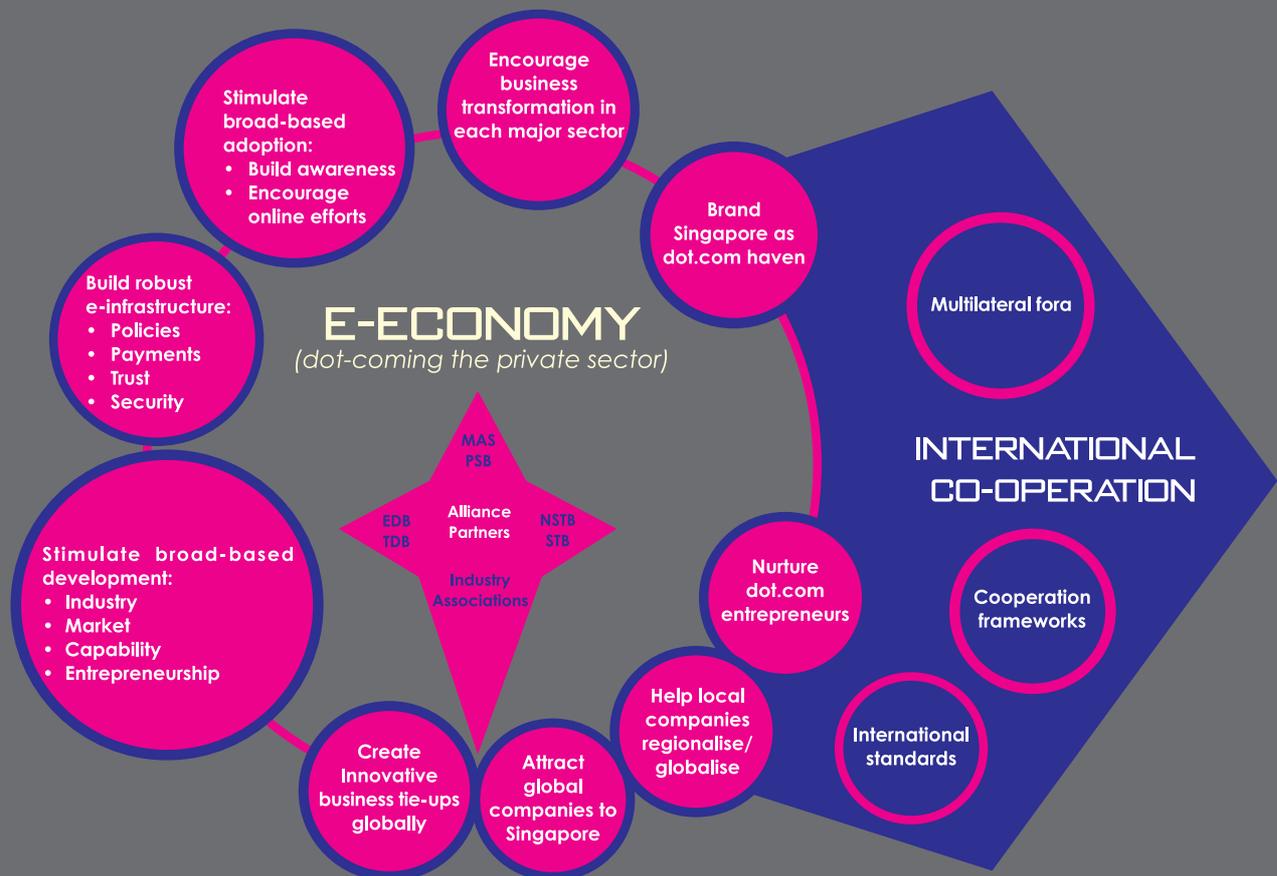
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SINGAPORE BUSINESS ONLINE (DOT-COMING THE PRIVATE SECTOR)

VISION

The vision is to develop Singapore into a premier, trusted, global e-business hub in Asia-Pacific, where both business-to-business (B2B) and business-to-consumer (B2C) e-commerce play a dominant role in business and consumer transactions. The e-business hub will also strengthen Singapore's hub positions in the region in the areas of trade and commerce, financial services, logistics and transportation.

DESIRED OUTCOMES

The desired outcomes (by 2002) are:

- Singapore among the top 3 in the world and first in Asia for EC infrastructure
- Singapore among the top 5 in the world and first in Asia for e-business readiness
- Number of EC hub companies in Singapore increased from 80 to 140

KEY STRATEGIES AND INITIATIVES

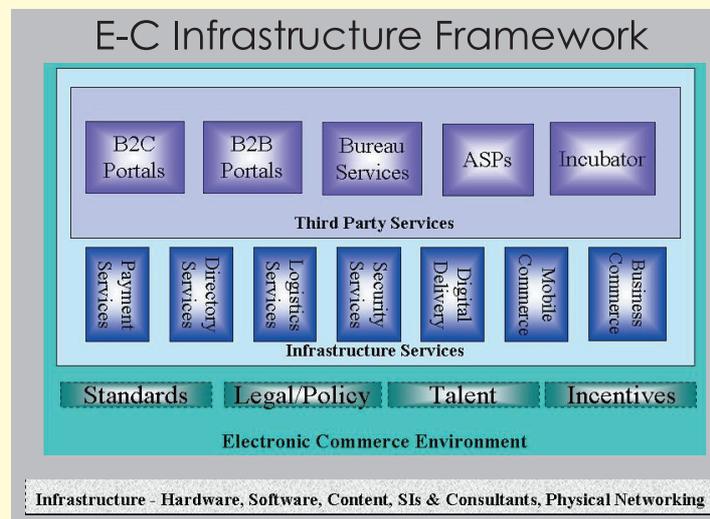
Strategy 1: Laying a Robust Foundation for e-Business

Building a Competitive e-Business Infrastructure

Singapore is one of the most e-commerce (EC) and e-business-ready countries in the world. The World Competitiveness Yearbook 2000 ranked Singapore "top in Asia" and "fourth in the world" for EC infrastructure. The Government is building on this foundation to develop a comprehensive, cost-competitive, innovative and pervasive e-business infrastructure, with comprehensive international linkages. This infrastructure will incorporate a secure payment and billing gateway with electronic identification and authentication, electronic payment and electronic directory services. Complementary third-party application services will also be put in place. IDA will monitor international developments in public key infrastructure (PKI) and certification authority (CA), necessary for verifying digital certificates. Government will also encourage cross-border interconnection between licensed CAs.

Developing a Relevant e-Business Policy and Regulatory Framework

Singapore has moved early with the Electronic Transactions Act already in place. However, the pace of change in business models means that rules and policies have to be continually updated. Government recognises that many of the rules and regulations currently governing the conduct of business are not designed for the online economy. Government agencies are actively reviewing, updating, and modifying rules and regulations to make them more relevant for e-commerce. Issues being addressed include cross-border EC laws and taxation, intellectual property rights protection, online content hosting and licensing regulations, information privacy, and consumer protection.



The judiciary has developed alternative dispute resolution mechanisms for the online environment, with the introduction of an online mediation facility (e@dr). This will enable commercial and Internet-related disputes to be settled via cyber-space.

Strategy 2: Catalysing the Digital Transformation of Businesses

Getting Companies Online

Presently, online transactions remain low at 4% of companies according to a Department of Statistics survey in 1999. It is important for Singaporean companies to move from a traditional 'bricks and mortar' paradigm to the 'clicks and mortar' paradigm of the New Economy. This applies whether they are large companies or small and medium enterprises (SMEs). IDA supports the Productivity and Standards Board (PSB) which is leading the national initiative for SMEs.

The broad-based initiatives are aimed at generating awareness and some funding assistance for companies to go online.

- Promoting awareness and showcasing best e-business practices to encourage EC adoption. One such example is the Singapore@Work 2000 television series, initiated by PSB together with nine companies and eight chambers of commerce and IT associations;
- Providing incentive schemes and support to assist individual companies go online; existing incentive schemes, such as the Local Enterprise Computerisation Programme for EC, have been revamped to be more relevant to emerging needs;
- Collaborating with industry associations e.g. ethnic chambers of commerce, to help reach members from the non-English speaking markets exploit e-business;
- Using Government's online procurement system, GeBiz, as a test market for SMEs to go online; SMEs which sell to the Government will be assisted to go online so that they can continue selling to the Government.

Targeting Key Economic Sectors

It is critically important to Singapore's competitiveness that her strategic sectors move rapidly to embrace the potential of the e-economy. Singapore can leverage her existing strengths in trade and commerce, manufacturing and logistics, and finance and banking to become a major global hub for e-trading, e-manufacturing, e-logistics and e-finance. The lead agencies in this effort are the Trade Development Board (TDB), EDB and the Monetary Authority of Singapore (MAS); IDA is working closely with them on cluster development strategies.

A 'hub and spoke' approach may be helpful to the small supporting companies to make the transition into e-business. This approach links large "hub" companies to smaller supporting companies to which they can outsource work.

Government's economic promotion agencies are collaborating closely under the EC Promotion Framework of the EC Action Plan, with the aim of offering seamless 'first-stop, last-stop' agency contact. Companies need only interface with a single Government agency, without having to deal directly with other supporting agencies.

Strategy 3: Spurring Consumer Demand

Building the e-Customer Base

A multi-pronged approach will be adopted to increase the consumer base and spur consumer demand:

- Addressing consumer concerns: IDA is working together with PSB, Singapore Tourism Board (STB) and industry groups to address consumer concerns about the security of Internet transactions. These

efforts include programmes to educate businesses on the importance of trustmarks, trust labels and third-party certification.

- Supporting national infrastructure initiatives: Some initiatives require widespread adoption before they will take off. The Land Transport Authority (LTA)'s implementation of a contactless smartcard infrastructure for bus and Mass Rapid Transit (MRT) commuters by year 2002 could be one of these. The smartcard can also be used for online shopping and other cashless transactions.

Creating the Consumer Buzz

IDA is working with industry groups, community groups, grassroots organisations and government agencies to create an EC buzz among consumers. Initiatives include:

- Organising monthly online fairs to promote EC activities in the areas of online shopping, education, travelling and public service transactions.
- Supporting and sponsoring industry awards, such as the Enterprise50.com Award and eAward.

Strategy 4: Branding Singapore as a Global 'dot-com' Hub and an e-Business Thought Leadership Centre

Singapore has all the ingredients required to create a trusted 'dot-com' hub. Singapore has a reputation for trust and integrity, and for honouring its undertakings. It is also highly rated for EC infrastructure and e-business readiness. However, there is a need to gain international attention. Marketing and branding become key.

Attracting International Companies and Nurturing Local Companies

Singapore's efforts in this area include:

- Attracting world-class EC companies to hub in and out of Singapore, and soliciting dot.com companies to list in Singapore.
- Helping local enterprises to expand into regional or global markets.
- Facilitating strategic alliances between overseas and local companies for the purpose of establishing EC infrastructure and application services in Singapore.

Setting Up Incubation Centres Overseas

IDA will partner with the private sector to set up incubation centres overseas. These centres will help Singapore-based companies jumpstart their e-business ventures by providing space and associated "back-office" services that enable companies to hit the ground running. These centres will also provide intelligence about the local business environment, legal environment and facilitate business matchmaking.

Providing e-Business Thought Leadership

It is important for the Government to work with think-tanks, policy and research institutes, to promote Singapore as a thought leader in e-business. It will collaborate with industry and academia to establish EC "centres of excellence", to document EC "best practices", develop EC models for the Asian marketplace, and organise seminars which will allow companies to share experiences.



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The INFOCOMM DEVELOPMENT AUTHORITY OF SINGAPORE (IDA) is a dynamic organisation with an integrated perspective to developing, promoting and regulating info-communications in Singapore. In the fast-changing and converging spheres of telecommunications, information and media technologies, IDA will be the catalyst for change and growth in Singapore's evolution into a vibrant and dynamic global Infocomm Capital.