

MEDIA RELEASE

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SINGAPORE COMPANY INKS LANDMARK INFOCOMM MOU WITH RUSSIAN STATE

The Republic of Tatarstan will partner IDA International in its eGovernment projects

Singapore, Monday, 28 September 2009

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1. Singapore eGovernment service providers are set to make headway into Russia, as IDA International and the Republic of Tatarstan (Tatarstan) signed a significant Memorandum of Understanding (MOU) today. The MOU was endorsed by Mr Seah Chin Siong, Chief Executive Officer of IDA International, and His Excellency Minnikhanov Rustam Nurgalievich, Prime Minister of Tatarstan.
2. Under this MOU, the two organisations will endeavour to
 - i) collaborate on various aspects of infocomm technology (ICT), specifically in the use of ICT in eGovernment masterplanning, government-to-business (G2B), government-to-employee (G2E) and government-to-citizen (G2C) solutions, in Tatarstan;
 - ii) promote exchanges regarding the use of ICT by the government and private sectors which may further enhance and advance trade, investment, business and technology partnerships and collaboration between Tatarstan and Singapore ICT industries;
 - iii) cooperate on programmes and projects to be implemented by both the public and private sectors which will further accelerate the development and adoption of ICT in Tatarstan; and
 - iv) develop the ICT capabilities, manpower and industry in Tatarstan.
3. Additional possible areas of cooperation between the two organisations would be the
 - i) Development of a strategic eGovernment roadmap and Implementation plan for Tatarstan;
 - ii) Conceptualisation, implementation and user adoption for key projects in the domains of eGovernment and eInfrastructure; and

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- iii) Creation of an ICT manpower capacity development plan in Tatarstan, such as in the areas of CXO ICT leadership development programme, and specialist ICT skills training and development in the area of green data centre and Cloud Infrastructure.
4. Said Mr Seah, "We are confident that Singapore's experience in public service infocomm specifically in master planning and implementation of government-wide IT infrastructure and solutions will bring much value to Tatarstan through this MOU."

Tatarstan holds much potential for Singapore eGovernment companies

5. Tatarstan, a growing economic region in Russia, is a frontrunner in adopting advanced technology, with its communications industry being an important component of Russia's economy¹. Its capital city, Kazan, was the first Russian city with a population of over one million to completely transfer its telecommunications infrastructure to digital technology².
6. As part of Russia's ongoing nation-wide initiative, Electronic Russia (e-Russia), Tatarstan has been actively implementing its own eGovernment infrastructure to much success, often being cited as an exemplary project for the rest of Russia³. With recent announcements for the list of eGovernment services in Russia to be increased⁴, this will mean more opportunities for Singapore ICT firms to work with their Russian counterparts.
7. Stated Mr Chong Lit Cheong, CEO of IE Singapore, "Singapore is a leader in eGovernment deployment in the public service infocomm sector. Our companies are in a good position to collaborate with Russia, as it implements sector-wide eGovernment transformation projects. I am glad that our Overseas Centre in Moscow had the opportunity to assist and bring about this MOU between the two parties."
8. The export of Singapore's public service infocomm received a greater push with the synergy derived from the Global Business Development Centre of Excellence (GBD COE) – a partnership between IE Singapore, Infocomm Development Authority of Singapore (IDA) and IDA International – formed in June 2009. The MOU with Tatarstan is a significant milestone achievement by the GBD COE team within a short timeframe. Officials from IE Singapore and IDA International visited Russia in June and engaged in in-depth dialogues with senior officials of Tatarstan to collaborate on public service infocomm initiatives. *(Please refer to Annex 1 for more information on GBD COE.)*

¹ <http://www.expokazan.ru/eng/events/calender08/?id=292>

² <http://kazan2013.com/index.php?id=47>

³ <http://eng.r16.kadastr.ru/news/media/1036926/>

⁴ <http://www.prime-tass.com/news/index.asp?topicid=53>

Annex 1: About Global Business Development Centre of Excellence

Note to Editor

Please use 'IE Singapore' or 'IE' if an acronym for 'International Enterprise Singapore' is required. In addition, unless otherwise stated, the use of statistics cited in our media releases, website or Statlink, should be attributed to IE Singapore.

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About International Enterprise Singapore

International Enterprise (IE) Singapore is an agency under the Ministry of Trade and Industry spearheading the development of Singapore's external economic wing.

Our mission is to promote the overseas growth of Singapore-based enterprises and international trade. With a global network in over 30 locations and our "3C" framework of assistance – Connections, Competency, Capital, we offer services to help enterprises export, develop business capabilities, find overseas partners and enter new markets. At the same time, we work to position Singapore as a base for foreign businesses to expand into the region in partnership with Singapore-based companies. Please visit www.iesingapore.com for more information.

About IDA International

IDA International Pte Ltd is a company focused on delivering public service infocomm services including eGovernment consultancy, masterplanning, national infocomm planning, industry and cluster development and programme management to other countries. Established in 2008, IDA International serves as the execution arm for all collaborations on public service infocomm between Singapore and governments around the world. It does this through its team of ICT professionals who have extensive and proven experience in delivering Singapore's brand of eGovernment solutions to partners around the world. In addition to its team, IDA International works with local IT companies to ensure the delivery of solutions and services more effectively and efficiently. For more information, please visit www.idainternational.sg.

About Global Business Development Centre of Excellence (GBD COE)

A partnership between IE Singapore, Infocomm Development Authority of Singapore (IDA) and IDA International, the GBD COE aims to accelerate market access and expand overseas business opportunities for Singapore infocomm companies through the execution of concerted go-to-market strategies. The objectives of the Centre are to promote Singapore's e-Government capabilities, better capture the value of Singapore's market position as a leader in e-Government, and to help increase Singapore's infocomm export revenue⁵. The Centre will serve as the central arm to formulate and manage business development process for target markets. Tapping on IDA and IE Singapore's global footprint, and IDA International's expertise in conceptualizing, planning and architecting ICT programmes in partnership with Singapore's infocomm companies, the Centre will map out marketing strategies and tools to market "Made-by-Singapore" public service infocomm solutions, leveraging the *Infocomm Singapore* brand. These will bring about better synergy in Singapore's infocomm internationalisation efforts

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⁵ One of Singapore's Intelligent Nation 2015 (iN2015) goals is to realise a three-fold increase in infocomm export revenue to S\$60 billion by 2015.