



For Immediate Release

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Contact: Gary Chiew gary@witsa.org
Tel: +603-8320 1898

Melbourne hosts WTM to matchmake ICT players

- *Delegates from ten economies explore business opportunities*

Information and communications technology (ICT) players in the Asia-Pacific region recently converged on Melbourne to explore business opportunities via a trade mission facilitated by the World Information Technology and Services Alliance (WITSA).

A total of 32 delegates from ten economies discussed potential trade deals and investment prospects worth over US\$7.2 million during the WITSA Trade Mission (WTM) held in conjunction with the Asia-Pacific Digital Innovation Summit (APDIS 2009) on Dec 14 – 17, 2009.

The delegates from host country Australia as well as other developed and emerging economies such as Taiwan, Singapore, Malaysia, Brunei, Sri Lanka, Laos, Indonesia, Thailand and India concluded an impressive over 200 meetings.

WITSA is a consortium of national industry associations from 72 economies, with members representing more than 90 percent of the world ICT market. The organization is the leading voice for a rapidly-growing industry that posted US\$3.8 trillion in global trade in 2008.

Jointly organized by the Australian Information Industry Association (AIIA), this WTM is the second such trade mission after Kuala Lumpur in May earlier in the year.

Briefing the delegates at the start of the WTM, WITSA Chairman Dato' Dan E. Khoo said: "These trade missions play a key role in matching buyers, sellers and investors between emerging and developed markets."

Giving an overview, he said the WTM provides a platform for ICT players to:

- Explore business opportunities in the host economy;
- Gain exposure for their company and products;
- Learn about the local market, FDI (foreign direct investment) opportunities and investment incentives available in the host economy;
- Attract potential partners or investors; and
- Meet major buyers in selected private and government organizations.

The WTM is one of three key initiatives by the WITSA Global Trade Committee (GTC) – set up following the election of the current WITSA Chairman and host secretariat - to encourage and boost business, industry and global trade in ICT products and services.

The other two are the WITSA Business Matching System, which is a virtual platform to bring together potential buyers and sellers, and WITSA Business Centers, which offer members, global partners and their respective affiliates a serviced office environment to pursue business matching opportunities or conduct meetings at little or no cost.

Currently, there are 10 business centers in nine economies over four continents, with another four scheduled to be established in the near future.

Said GTC Chairman Looi Kien Leong: “WITSA encourages other members to participate in this initiative and set up business centers in their respective countries. Eventually, I hope that there will be at least one WITSA Business Center in each of our member economies.”

About WITSA

Founded in 1978, the World Information Technology and Services Alliance (WITSA) is a leading consortium of ICT industry associations from 72 economies. WITSA’s members represent more than 90 percent of the world ICT market.

As the leading global voice of the ICT industry, WITSA aims to drive transformation and grow the industry. WITSA believes ICT is the key driving force to enable governments, businesses and societies for global development and economic growth.

WITSA is dedicated to the following:

- Advocating international public policies that promote the industry’s growth and development;
- Facilitating international trade of and investments in ICT products and services through its global network of contacts;
- Promoting industry cooperation and strengthening national associations that are its members through the sharing of knowledge, experience, and critical information;
- Publishing global ICT research through the WITSA Digital Planet;

- Staging its signature events, the World Congress on Information Technology (WCIT) and the Global Public Policy Summit (GPPS), through its members that host these high-impact platforms in different countries around the world; and
- Organizing and hosting the Global ICT Excellence Awards to recognize the most outstanding ICT users and innovators.

For more information on WITSA, please visit www.witsa.org