



1.0 Overview

The World Information Technology and Services Alliance (WITSA) through its Global Trade Committee (GTC) had organized its second WITSA Trade Mission led by WITSA Chairman to Melbourne, Australia (WTM MEL) on December 14 to 17, 2009 in conjunction with the Asia Pacific Digital Innovation Summit 2009 (APDIS 2009).

The trade mission was hosted by the Australian Information Industry Association (AIIA) and was facilitated by the GTC Chairman, Mr Looi Kien Leong, who is also the newly appointed 13th President of the Asian-Oceanian Computing Industry Organization (ASOCIO). The focus of WTM MEL was to provide delegates with an insight on trade opportunities in Australia whilst attending the premier ICT event in the Asia Pacific region for 2009.

2.0 Objectives

WTM MEL was aimed to achieve the WITSA's goal to promote and facilitate global trade and investment in Information and Communications Technology (ICT) for the benefits of WITSA members and the industry at large.

As in previous WTM, below objectives were served as the guide for planning and execution stage:

- 2.1 Create global business opportunities, identify areas of trade and investment and enabling the exploration of joint ventures.
- 2.2 Promote greater co-operation between host economy and WITSA members and its associates
- 2.3 Identify favorable local business policies and environment through exchange of ideas, technologies and best practices.
- 2.4 Provide a networking platform for the members or participants leveraging on WITSA's global network.
- 2.5 Opportunity to participate in the Asia Pacific Digital Innovation Summit and Exposition 2009 (APDIS 2009).

3.0 Program

With clear objectives, the program was developed with expectation to bring about a successful trade mission. Please refer to *Appendix A* for further details.

The key components of the trade mission were:

- 3.1 A Briefing by the Australian Information Industry Association and Presentation by the Multimedia Victoria (MMV), part of Department of Innovation, Industry and Regional Development on Dec 14
- 3.2 A 2½-days Asia Pacific Digital Innovation Summit (APDIS) 2009 and its activities from Dec 15-17
- 3.3 A WITSA-supported APDIS Business Matching Session on Dec 17, which was held in parallel with APDIS 2009



4.0 Main Achievements

With clear objectives and in order to encourage more participation from the delegates of the APDIS event who are already in Melbourne, the WITSA Global Trade Secretariat has taken a step forward by waiving all due participation fees (AUD150) on the day of the Trade Mission was kicked off.

This second series of trade mission recorded a total of thirty-two (32) delegates from ten (10) economies including the host country Australia and other developed and emerging economies such as Brunei, India, Indonesia, Laos, Malaysia, Singapore, Sri Lanka, Taiwan and Thailand.

Over US\$7.2 million worth of potential business opportunities and investment prospects was explored and discussed by the delegates in the concluded impressive 200 over meetings held during the business matching sessions organized by APDIS with the support of the WITSA GTC Secretariat.

A press release was issued on Dec 29, 2009 informing the media on the successful WITSA Trade Mission. Please refer to the news clippings for details in Appendix B.

5.0 Conclusion

The second series of the WTM sees another successful trade mission organized with the host country playing an important role of working together with the WITSA Secretariat, an invaluable key to success of the trade mission was the importance of collaboration towards achieving the common objective. Collaboration is key to ensuring success be it in a business partnership or in any investment decision. Thus, nurturing and maintaining good relationships among countries and industries to see that they translate into investment and economic benefit for the businesses is the main objective of the WTM. It is important for ICT companies to gain access to some of the fastest growing markets and it is also the WITSA's aim to assist them in spring-boarding to global markets.

In conclusion, the WITSA Trade Mission has helped the delegates to realize potential business opportunities both in Australia as well as the visiting countries that participated in this event and provided an avenue for them to learn global trade experiences from each other. With these experiences, the delegates can create the much needed business opportunities and continue to identify way and strategy in this growing global ICT economy.

Some of the quotes from the participants of WTM MEL...

"WTMs allow us to meet face to face with some of our potential partners. This process is essential for the development of a healthy business relationship that is built on trust, understanding and mutual interests." – Ms Chidem Fu, Information Service Industry Association of R.O.C (CISA)

"It is important for both parties - the hosts and the visitors - to get a good grasp on the prospects from both ends of the spectrum. In this way, the WTM offers an ideal vehicle to gauge the market viability of our products and services as well as their competitive levels." – Mr Noel Hon, Chairman, e-Cop Pte Ltd & Board Member, Singapore Youth Olympic Games

APPENDIX A: Summary of Activities

I. A Briefing by the Australian Information Industry Association (AIIA) and Presentation by Multimedia Victoria (MMV) – Dec 14, 2009

Mr Ian Birks, the Chief Executive Officer of AIIA provided an overview of the Australian Economy and its ICT industry and then followed by the presentation from the representatives of the Multimedia Victoria, the specialist ICT division of the Victorian Government.

Multimedia Victoria (MMV) is part of the Department of Innovation, Industry and Regional Development of Australia and it works closely with the ICT industry, education and training providers and the wider business community focused on driving economic growth through access to and use of sophisticated ICT. MMV shares with the participants the Victorian economy in particular its ICT sector and capabilities, the benefits it offers to investors and businesses, as well as its government assistance, programs and ICT directions. Some delegates have also taken the opportunity to find out information of their interests.

The meeting ended with a Q&A session and refreshment.



Picture 1: A Welcome Remarks from the WITSA Chairman leading the delegation



Picture 3: MMV and AIIA taking some questionnaires from the participants



Picture 2: During the Session...



Picture 4: Group Photo of some participants

II. The Asia Pacific Digital Innovation Summit 2009 (APDIS) and its activities – Dec 15 to 17, 2009



Picture 5: The Summit...



Picture 6: The ASOCIO Vision 2020 Session



Picture 7: At one of the reception hosted by CISA...



Picture 8: Smiling faces from WITSA, PIKOM and AIIA



Picture 9: At the Gala Dinner...



Picture 10: Networking Receptions

III. WITSA-supported APDIS Business Matching Session – Dec 17, 2009

APDIS Business Matching Sessions was facilitated by WITSA Secretariat.



Picture 11: APDIS Business Matching Sessions (1)



Picture 12: APDIS Business Matching Sessions (2)



Picture 13: APDIS Business Matching Sessions (3)



Picture 14: APDIS Business Matching Sessions (4)



APPENDIX B: Press Release and News Clippings captured by the Media

Below is the Press Release sent out to the media partners on Dec 29, 2009 by WITSA

Subject:	Melbourne hosts WTM to matchmake ICT players
Source:	WITSA
Date:	May 11, 2009

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

**REPORT ON WITSA TRADE MISSION TO MELBOURNE, AUSTRALIA
In conjunction with the Asia Digital Innovation Summit
December 14 to 17, 2009**



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, they 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."

The above Press Release was captured by some media partners including...

Subject:	Melbourne hosts WTM to matchmake ICT players
Captured by:	World Future Group (wfol.tv)
URL:	http://wfol.tv/news/3134-melbourne-hosts-wtm-matchmake-ict-players.html
Date:	Dec 29, 2009

Subject:	Melbourne hosts WTM to matchmake ICT players
Captured by:	IT-Sideways: Tech Blog Malaysia
URL:	http://www.it-sideways.com/2009/12/melbourne-hosts-wtm-to-matchmake-ict.html
Date:	Dec 29, 2009

**REPORT ON WITSA TRADE MISSION TO MELBOURNE, AUSTRALIA
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Other similar news clipping was also released by the media partners...

Subject:	Potential Deals, Investments Worth US\$7.2 Million Diccussed At WTM
Source:	Bernama.com
URL:	http://www.bernama.com/bernama/v5/newsbusiness.php?id=465006
Date:	Dec 29, 2009

Potential Deals, Investments Worth US\$7.2 Mln Diccussed At WTM

KUALA LUMPUR, Dec 29 (Bernama) -- Potential trade deals and investment prospects worth over US\$7.2 million were discussed during the World Information Technology and Services Alliance (WITSA) Trade Mission (WTM) held in Melbourne, Australia recently.

The trade mission was held in conjunction with the Asia-Pacific Digital Innovation Summit 2009 (APDIS 2009) from December 14-17.

WITSA chairman, Datuk Dan E.Khoo, said the WTM was a platform for information communication technology (ICT) players to explore business opportunities in the host economy and gain exposure for their company and products.

"The trade mission plays a key role in matching buyers, sellers and investors between emerging and developed markets," he said in a statement here today.

WITSA is a consortium of national industry associations from 72 economies, with members representing more than 90 per cent of the world ICT market.

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.

-- BERNAMA

The above news clipping was also captured by the other website...

Subject:	Potential Deals, Investments Worth US\$7.2 Million Diccussed At WTM
Published by:	South-South Information Gateway, Malaysia
Source:	Bernama
URL:	http://www.ssig.kpkk.gov.my/ssig/news/fullnews.php?news_id=85702&news_cat=th
Date:	Dec 29, 2009

Subject:	POTENTIAL DEALS, INVESTMENTS WORTH US\$7.2 MLN DICCUSSUED AT WTM
Found published by:	Sabah Daily Express - Silobreaker (from article published by Yahoo! Malaysia)
Source:	Bernama
Found in URL:	http://www.silobreaker.com/potential-deals-investments-worth-us72-mln-diccussed-at-wtm-5_2262841880398004238
Date:	Dec 29, 2009

Subject:	POTENTIAL DEALS, INVESTMENTS WORTH US\$7.2 MLN DICCUSSUED AT WTM
Found Published by:	Meetings Industry Australia - News (from article published by Yahoo! Malaysia)
Source:	Bernama
Found in URL:	http://ufcbase.com/21662
Date:	Dec 29, 2009

Subject:	Deals worth US\$7.2m discussed at WTM
Published By:	Business Times
Source:	Bernama
URL:	http://www.btimes.com.my/Current_News/BTIMES/articles/20091229164803/Article/index_html
Date:	Dec 29, 2009



Business Times
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Deals worth US\$7.2m discussed at WTM

Published: 2009/12/29

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Subject:	Potential deals worth US\$7.2m at WTM
Source:	Daily Express
URL:	http://www.dailyexpress.com.my/news.cfm?NewsID=69797
Date:	Dec 30, 2009

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Potential deals worth US\$7.2m at WTM

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