



## For Immediate Release

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## WITSA opens business centers worldwide

- Nine serviced offices in eight countries over four continents available for use
- WITSA Headquarters now based in Malaysia

**Kuala Lumpur, Malaysia; October 8, 2009** – The World Information Technology and Services Alliance (WITSA) has launched nine business centers in eight countries for the use and benefit of its members.

Spread over four continents, the WITSA Business Centers 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.

One of the centers is hosted by the new WITSA Headquarters at the heart of the Multimedia Super Corridor (MSC Malaysia) in Cyberjaya, Malaysia while another is located at WITSA's North America Office in Virginia, US.

The other seven are based at the local offices of WITSA members in Malaysia, Argentina, Lebanon, Macedonia, Nigeria, South Africa and Chinese Taipei.

WITSA is a consortium of national industry associations from nearly 70 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 is projected to exceed USD4 trillion in global trade this year.

Announcing the launch, WITSA Chairman Dato' Dan E. Khoo said the business centers are intended to help spur the growth of cross-border investment and trade in ICT (information and communications technology) products and services.

“Through these soft landing zones, members, global partners and their affiliates would have at their disposal the necessary infrastructure and facilities to identify and build business alliances with buyers, sellers or investors,” said Khoo.

Among the amenities available are meeting rooms, internet access, computer and office equipment, telecommunications, trade referrals as well as the optional support and assistance of secretarial staff.

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

The other two, as outlined by Committee Chairman Looi Kien Leong, are the organization of WITSA Trade Missions for members to network, forge strategic partnerships and explore global business opportunities, and the development of the WITSA Business Matching System, which is a virtual platform to bring together potential buyers and sellers.

“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,” he said.

For more information on WITSA Business Centers, please contact the WITSA Global Trade Secretariat at [globaltrade@witsa.org](mailto:globaltrade@witsa.org).

## **WITSA BUSINESS CENTERS:**

### **Malaysia**

- WITSA Headquarters  
Suite 4800-3A-1, CBD Perdana, 63000 Cyberjaya, Selangor
- The National ICT Association of Malaysia (PIKOM)  
1106 & 1107, Block B, Phileo Damansara II, No. 15, Jalan 16/11, 46350, Petaling Jaya, Selangor

### **Chinese Taipei**

- Information Service Industry Association of Chinese Taipei (CISA)  
6F, No. 239, Sec 2, Chengde Road, Datong District, Taipei 103

### **Lebanon**

- The Arab ICT Organization (IJMA3)  
1<sup>st</sup> Floor, Fouad Farra Building, Crossroad of Masaref Street & Wegan Street, Beirut Central District, Beirut

### **Nigeria**

- Information Technology (Industry) Association of Nigeria (ITAN)  
CP9, Layout 1, (Behind High Court of Justice), Lugbe Airport Road, Abuja

## **United States**

- WITSA North America Office  
8300 Boone Boulevard, Suite 450, Vienna, Virginia 22182-2633

## **Argentina**

- Software and Information Services Chamber (CESSI)  
Paraguay 541 Street, 5<sup>th</sup>, 6<sup>th</sup> & 7<sup>th</sup> Floor, (C1057AAE), Buenos Aires

## **Macedonia**

- ICT Chamber of Commerce (MASIT)  
Dimitrie Chupovski 13, 1000 Skopje

## **South Africa**

- Information Technology Association of South Africa (ITA)  
Ground Floor, Stellenryk Building, Constantia Square, 526 16<sup>th</sup> Street, Midrand 1685,  
Johannesburg

## **About WITSA**

Founded in 1978, the World Information Technology and Services Alliance (WITSA) is a leading consortium of ICT industry association members from nearly 70 economies around the world. WITSA's members represent more than 90 percent of the world ICT market.

As the leading recognized voice of the global 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 promotes the industry's growth and development;
- Facilitating international trade and investment of ICT products and services through our global network of contacts;
- Promoting industry cooperation and strengthening our national associations through the sharing of knowledge, experience, and critical information;
- Publishing global ICT research through the WITSA Digital Planet;
- Awarding signature events, World Congress on Information Technology (WCIT) and Global Public Policy Summit (GPPS) to different host countries around the world; and
- Organizing and hosting the Global ICT Excellence Awards to recognize the most outstanding ICT users.

For more information on WITSA, please visit [www.witsa.org](http://www.witsa.org)