



For Immediate Release

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WITSA organizes first Trade Mission to Malaysia

- *Delegates from 10 countries join Asia-Pacific Outsourcing Summit*

Kuala Lumpur, Malaysia; May 11, 2009 – The World Information Technology and Services Alliance (WITSA) through its Global Trade Committee organizes the first trade mission to Kuala Lumpur today.

The trade mission is hosted by the Association of the Computer and Multimedia Industry Malaysia (PIKOM) and has attracted delegates from ten countries including Bangladesh, Brunei, Croatia, Indonesia, Kazakhstan, Malaysia, Nigeria, Singapore, Taiwan and Thailand.

The trade mission offers delegates the opportunity to meet with potential Malaysian buyers from the Malaysia Administrative Modernization and Management Planning Unit (MAMPU), the Malaysian Communications and Multimedia Commission (MCMC), the Multimedia Development Corporation (MDeC) and other captains of industry.

The trade mission aims 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.

“ICT is one of the fastest growing industries with the power to enhance trade and enrich economies. As an industry in itself, global ICT spending is projected to reach US\$4.4 trillion by 2011,” said WITSA Chairman Dato’ Dan E Khoo.

The leading voice of the global ICT industry, WITSA is a consortium of industry association members from nearly 70 economies, with members representing more than 90 percent of the world ICT market.

“WITSA is determined to provide the platform for buyers, sellers, financiers and aggregators to gather and move the wheels of commerce. We have established a significant global network of contacts and will leverage on all our strengths to facilitate and promote a level playing field in encouraging free trade in the global ICT economy,” added Khoo.

The WITSA Global Trade Committee, established last year after Malaysia became the host nation for WITSA through PIKOM which is the host secretariat for the global body, will continue to facilitate global trade among its members to spur the growth of the ICT industry.

WITSA Global Trade Committee Chairman Looi Kein Leong outlined three main initiatives:

- Develop a business-to-business (B2B) matching portal to provide a virtual business matching platform between potential buyers and sellers;
- Organize trade missions for its members to network, to forge strategic partnerships, and to open new market opportunities within and across geographic locations; and
- Establish WITSA business centers equipped with the necessary office facilities in different countries and regions for its members to conduct business meetings while in overseas.

“The first WITSA Business Center is hosted by PIKOM at their premises, offering WITSA members from around the world a facility to conduct business meetings while in Malaysia,” said Looi, who is also the Advisor to PIKOM.

“We aim to not only help these ICT company members gain access to some of the fastest growing markets, but also assist them in spring-boarding their entry to global markets,” added Looi.

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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 advances 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 strengthen our national associations through the sharing of knowledge, experience, and critical information;
- Publishing global ICT research through 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

About PIKOM

The Association of the Computer and Multimedia Industry Malaysia (PIKOM) is the association representing the information and communications technology (ICT) industry in Malaysia. Its membership currently stands at over 900 comprising companies involved in a whole spectrum of ICT products and services which commands 80 per cent of the total ICT trade in Malaysia.

PIKOM is currently hosting the WITSA HQ Secretariat in Cyberjaya, Malaysia.

For more information on PIKOM, please visit www.pikom.org.my