



For Immediate Release

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WITSA announces 7 ICT Award winners at WCIT 2010

Amsterdam, The Netherlands: The World Information Technology and Services Alliance (WITSA) presented the WITSA Global ICT Excellence Awards to 7 organizations from 7 countries and four continents last night. The Awards were presented to the private and public sector organizations at WITSA's 17th World Congress in Information Technology (WCIT 2010) Gala Dinner at Beurs van Berlage.

Every two years, the WITSA Global ICT Excellence Awards recognize select organizations whose use of ICT has exhibited exceptional achievement within three broad categories: Public Sector Excellence, Private Sector Excellence, and Digital Opportunity. In addition, a special Chairman's Award is presented to a nominee from the entire pool of candidates from all three categories.

The Award winners are as follows:

- The Chairman's Award:
 - Institute for Information Industry (III) – The Driving Force of Taiwan's Information Society;
- Public Sector Award:
 - U.S. President Barack Obama's Open Government Initiative; and
 - the Seoul Metropolitan Government;
- Private Sector Award:
 - Air Asia; and
 - Monedero;
- Digital Opportunity Award
 - Mobile Link Service; and
 - Nick White of Consulting & Interim Management Solutions Ltd, and Mercy Corps.

“These deserving winners have positioned themselves as leaders and top innovators by fully realizing the potential of ICT to grow the bottom line, as well as to provide better services to citizens, improve health care, and provide trust and transparency in government” said WITSA Chairman Dato’ Dan E. Khoo. “What better venue to recognize these crown achievements than at the ‘Olympics of the IT world’, WITSA’s World Congress on IT.

WITSA Secretary General Dr. Jim Poisant concurred and noted that “the 2010 WITSA Awards was remarkable for its large number of highly qualified nominees, and as a result, we found it necessary to recognize some of the most noteworthy candidates by giving out our very first WITSA Honorable Mention certificates. While not being selected as winners of one of the award categories, these four Honorable Mentions nevertheless displayed first-rate use of ICT, and we are very proud to be able to recognize them today”.

The winners of the seven 2010 WITSA Global ICT Excellence Awards as well as the recipients of the Honorable Mention certificates follow:

The Chairman’s Award

Institute for Information Industry (III)


At the heart of Taiwan's ICT revolution is III, a joint government-private sector think tank and management consultancy, promoting the development of the ICT industry and deploying the information society. The III provides a neutral source of expertise independent of both partisan politics and individual corporate agendas, helping Taiwan to increase productivity, raise efficiency, and develop international collaborative projects with key industrial and academic partners and global offices in various important ICT centers. The government contracts a wide range of functions to III, making use of its human resources in a flexible manner, from proposing policy, providing market analyses, incubating start-ups, developing such concepts as the integrated service model and the digital home, to generating consumer, communications, and computer technologies, and generating over 100 patent applications annually. The III provides professional IT training in both the public and private sectors, develops programs to address the digital divide, creates digital opportunity centers in remote areas and internationally for developing countries, and provides services to small and medium enterprises, as well as disadvantaged and handicapped groups. Over the years, III has provided training to some 400,000 professionals. III designs and manages projects to strengthen ICT infrastructure, including the planning of e-Taiwan, to extend broadband access to all households, and M-Taiwan, to provide mobile access through a combination of cellular telephone and WLAN networks. As manufacturing moves offshore, it moves the industry forward from tangible to intangible products, and aims to establish best practices in Taiwan as a model for the rest of the world”.

III has also developed programs that address the need for digital divide reduction by creating digital opportunity centers in remote areas of Taiwan that have promoted 133 IT related activities benefiting 11 counties, with over 63,500 people participating in those activities. Internationally, III has entered into cooperative agreements to help less developed nations in APEC to reduce the effects of the digital divide by means of providing services to small and medium enterprises and disadvantaged groups (women, children, handicapped, etc).

Public Sector Excellence Award

Seoul Metropolitan Government

By providing public information to the citizens, Seoul Metropolitan Government has achieved a citizen’s satisfaction with easy and convenient access to public information and service on the spot, diversified communication channels to citizens, and eventually improving citizen’s lives based on mobile network.

Launched in May 2007, a mobile portal service known as  (Mobile Seoul 702), has provided useful and convenient public service such as policy suggestions, reporting a nuisance, providing

real-time road traffic information, cultural events information and environmental information, mobile taxation, etc through mobile devices. All of them are available on the mobile portal by just pressing the number 702 and wireless Internet key button on the mobile phone. Seoul Metropolitan Government has focused on managing good mobile administration for citizens by upgrading various services and providing more convenience in mobile services. Later it will extend its service to multi language and introduce LBS (Location-based Service), emergency, payment and smart office applications and services.

U.S. President Barack Obama's Open Government Initiative

As a candidate for President of the United States in 2008, Barack Obama transformed modern American political campaigning by using web 2.0 technologies to build the most powerful grassroots network ever before seen. As President, his Administration is delivering on those promises through a widespread Open Government Initiative. On his very first day in office, President Obama directed his Administration to craft this initiative, and a plan was put in place in December 2009 under the leadership of the national government's first-ever federal Chief Technology Officer (CTO), Aneesh Chopra, and U.S. Office of Management and Budget Director Peter Orszag. Early in 2010, technology is already helping the Administration to make a difference: The cornerstone of the Open Government Initiative is an effort to make widely and freely available the massive volume of data collected by the government to serve the public good. Mere weeks after the Administration's plan was released, it launched data.gov, a wide array of new, high-value datasets that federal agencies have uploaded pursuant to the Open Government Directive. The benefits of this data fit into two broad categories: First, they spur innovation by allowing entrepreneurs, scientists, and non-government organizations to use them in building new software applications and services and also in conducting studies that help the government to better serve Americans. Second, they provide a key means for citizens to hold government accountable. Both forces work to improve the government's ability to serve the people.

Private Sector Excellence Award

AirAsia

The success of AirAsia as the region's leading budget airline is reflected not only in its fast growing passenger volume but also from the ICT perspective. AirAsia has, almost literally overnight in corporate terms, demonstrated the strategic value of ICT to increase the competitiveness of businesses. It carried over 55 million passengers cumulatively over a short period of 6 years since 2002, achieving 18 million passengers in 2007 alone. A very high majority of AirAsia's passengers book online, partly because of AirAsia's ICT based business model, and partly because of the motivation of the population to secure free or very cheap seats through online booking. In this sense, AirAsia succeeded in creating a compelling reason to use eCommerce through this ICT business model. Many people started to use ICT where otherwise they would not have done so. The AirAsia website is the 2nd most popular transactional website in Malaysia today. As a truly innovative airline leveraging technology, AirAsia is the world's first airline to allow sms booking and payment of airline tickets. Although a Malaysian company, AirAsia is now regional as reflected on its website, the world's first truly multi-lingual airline website available in 6 languages.

Monedero

"Monedero" is a leading means of payment in the micro payment segment in Argentina. Its purpose is an attempt to give an idea of the impact that the solution has had on the community where it has been developed. The volumes administered with regards to card holders, transactions, recharge points and merchants accepting it, have made Monedero a solution to be considered as one of the best experiences in the field. The simplicity with which it has been conceived together with its security and ease of operation, produced a meaningful change in the everyday life of millions of people who travel around one of the most important metropolis in the world by making daily operations simpler and providing a very efficient transaction alternative for a growing number of merchants partnered with its network. The solution has not only had an important impact on almost 3 million people but also has combined technological innovation with operational effectiveness achieving as a result an explosive growth in the

last few years. At both software and hardware levels, the solution contains distinctive elements which are constantly updated and improved due to the critical nature that this operation implies. It currently allows the user to pay -with a single *Contact Less* card *with prepaid recharge* - everyday expenses in the public and private transport network, retail chains, and shopping malls throughout the country.

Digital Opportunity Award

Mobile Link Service

The 24-hour Mobile Link Service (“MLS” 隨身寶) aims to enhance the social inclusion, the quality of life and outdoor safety of senior citizens as well as all needy people by the use of information and communication technology (ICT). It is the first and unprecedented outdoor emergency support and caring service in Hong Kong, launched in December 2008. MLS is indeed an indispensable extension of the Senior Citizen Home Safety Association’s (SCHSA’s) existing core service Personal Emergency Link. With the use of a specially designed one-button Mobile Link Device and GSM mobile technology, users can easily seek assistance by simply pressing the one and only button and contact the call centre for timely assistance. Call centre operators can help users call the Police, ambulance and/or their family members for timely assistance. The users can also make call transfers to their family relatives and friends through our call centre, without the trouble of remembering their phone numbers or looking into the phone books as our call centre has already saved their favorite phone numbers. For seniors having dementia and often get lost in the street, we can also help their family members to locate the approximate geographical bearings of the Mobile Link device, giving a good reference for necessary rescue. In times of emergency, an emergency melody of Mobile Link Device can be remotely triggered to alert the people around to offer timely assistance and to help indicating the exact location for the rescue officials when they arrive. This has proven to be an efficient and cost effective way to supplement the not yet 100% accurate location tracking technologies.

Nick White of Consulting & Interim Management Solutions Ltd, and Mercy Corps

Nick White of Consulting & Interim Management Solutions Ltd, (CIMS) and Mercy Corps, a US based NGO working out of Jerusalem, were selected for the WITSA Awards based on a Project aimed at building business relationships between Palestinian and Israeli ICT companies. The project involved gaining a deep understanding of the capabilities and requirements of both Palestinian and Israeli ICT companies, focused on the software sector. To support this and then widen the opportunities for Palestinian ICT a Palestine software outsourcing web site was developed as one of the key communication tools to provide both information about capabilities and to publicize Palestinian skills and knowledge to both Israel and the wider world ICT community. The site can be found at www.Outsource2Pal.com. The project has led to new relationships and new jobs in the Palestinian ICT sector already. The project has provided the start of a communications process that helps build both Israeli and International awareness of the benefits of ICT outsourcing to Palestine. The awareness of the needs and capabilities of both groups have been increased and helped to reduce some barriers already.

Honorable Mentions

Due to the large number of highly qualified nominees for the 2010 WITSA Global ICT Awards, WITSA selected four candidates that, while not selected as award winners, stood out as particularly noteworthy. The four WITSA Honorable Mentions are:

- **San Luis Digital** (Argentina) - *For Outstanding Contributions in the Area of Public Service* (More at http://www.witsa.org/awards10/nominees/public/SanLuisDigital_nomination.doc)

- **The Consensus Hunt Conflict Resolution Methodology** (Lebanon and beyond) - *For assisting youth in post-conflict environments to deal with violent outcomes of conflict* (More at <http://www.witsa.org/awards10/nominees/public/ConsensusOverview.doc>)
- **Vodafone - Panafon Hellenic Telecommunications Company S.A.** (Greece)- *For Outstanding Contributions to the Private Sector* (More at <http://www.witsa.org/awards10/nominees/private/SEPE Private TELEMEDICINE 050310 FINAL.pdf>)
- **Panda Security** (Spain) - *For the Kids on the Web Project* (More at <http://www.witsa.org/awards10/nominees/opportunity/KidsOnTheWeb PRESENTATION.pdf>)

About WITSA

Founded in 1978, the World Information Technology and Services Alliance (WITSA) is a leading consortium of ICT industry association members from 74 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