



## ANNEX B

# FACT SHEET INFOCOMM SINGAPORE BRAND

### Aim

One of the strategic thrusts recommended by the iN2015 Enterprise Development Sub-Committee was to develop the branding and marketing of “Made-by-Singapore” infocomm solutions. The aim is to harness the infocomm capabilities of Singapore’s enterprises under a unified brand and position them better for success in the global market.

This overarching brand identity will be used to market and brand Singapore’s ICT exports in external markets.

### Benefits

The benefits it will bring to the local enterprises are:

- It will elevate the perceived value of Singapore’s infocomm products and services both locally and in overseas market;
- It will generate stronger recognition of the quality and uniqueness of Singapore’s infocomm products and services.

### Brand Vision

To be the world’s most trusted, intelligent and results-oriented solutions partner with the power to transform how people live, work and play.

### Brand Values

- Innovative & Progressive – We want the world to look to us for pioneering intelligent ICT solutions that harness the most future-focused technology.
- Trusted – We have an impressive track record of ICT solutions that work in Singapore – our customers can depend on us to follow through and do the same for their businesses and governments.
- Results-oriented – We are committed to helping our customers translate their vision into a reality, where the full promise of technology can be experienced in how people live, work and play.
- Collaborative – We seek to build enduring partnerships founded on respect and mutual understanding as we believe these are the keys to developing customised solutions that add real value to business and governments.
- Dynamic – We are an active, ever-evolving industry that is continually learning and changing



## Brand Identity



The multiple “I” (symbolising pixels) moving in an upward direction above the “I” of Infocomm signifies a digital pulse – the progressive movement of Singapore’s infocomm industry. The modular structure of the pixels have the characteristics of technological beats and pulses that generate a kind of kinetic energy made up of material bodies and evoking the faces of

energy in motion.

The multiple “I” represents the many “I” words Infocomm Singapore stands for such as Innovative, International, Integrated, Inspiring, and Imaginative.

The tagline “Innovations in Action” captures the dynamic essence of the brand and symbolises the progressive, results-oriented nature of the infocomm industry. It highlights the numerous successful innovations that have been tried, tested, proven, and are now at work.

## Why Brand Singapore Infocomm Industry?

This idea was initially mooted by SiTF to IDA about two years ago. A perception audit was then initiated by SiTF, supported by IDA and IE Singapore. It was conducted in three markets (China, Malaysia and Thailand). Singapore was rated well in terms of having better technology and infrastructure, excellent government and economy. However there were very few Singapore technology brands that people would associate as Singapore owned or made. It is this lack of international awareness that prompted us to embark on this initiative.



### **Who is behind Infocomm Singapore?**

Infocomm Singapore is a joint effort of the Infocomm Development Authority of Singapore (IDA), International Enterprise Singapore (IE Singapore) and the Singapore infocomm Technology Federation (SiTF). A brand management committee was formed to oversee the development and management of the brand.

Chairperson: Ms THAM Ai Chyn  
Assistant Chief Executive (Industry and Cluster Development), IDA

Co-Chair: Mr Stephen LIM  
Immediate Past Chairman, SiTF

Members: Mr PEK Yew Chai  
Chairman, SiTF

Dr CHONG Yoke Sin  
CEO, NCS Pte Ltd

Mr Eddie CHAU  
President & CEO, e-Cop Pte Ltd

Mr Vikas GOEL  
Chairman & MD, eSys Technologies

Mr TAN Tong Hai  
President & CEO, Singapore Computer Systems

Mr Leslie LOH  
President, Sungard System Access

Mr WONG Soon Nam  
Vice President (Corporate Business Marketing), Singapore Telecommunications Pte Ltd

MR P Ramakrishna  
Director (Industry Development), IDA

Mr Andrew KHAW  
Acting Director, Corporate Group (Electronics and Precision Engineering & Infocomm Technology), IE Singapore



## **Helping Companies Build Their Brand**

### Using the Infocomm Singapore Logo

Government agencies, industry associations and organisations that seek to promote the Singapore infocomm sector overseas can use the Infocomm Singapore branding. Singapore based companies interested in leveraging on the brand to overseas marketing can register their request by contacting SiTF at [infocommsingapore@sitf.org.sg](mailto:infocommsingapore@sitf.org.sg).

### Branding Seminars and Workshops

iLEs can look forward to a special series of branding seminars and workshops organised by IDA and IE Singapore for infocomm companies. Brand specialists and marketing gurus will be at these seminars to share their insights and experience. The seminars and workshops aim to help companies jumpstart their branding efforts.

Interested companies can contact [infocommsingapore@ida.gov.sg](mailto:infocommsingapore@ida.gov.sg) for more information

### BrandPact

To better meet the varied brand development needs of local enterprises as they grow and expand within Singapore and into the global marketplace, companies can tap on BrandPact, an initiative by IE Singapore and SPRING Singapore. This initiative will support both firm-level branding capability development as well as industry-wide branding efforts by providing brand training, assessment, incentives and resources. It will help raise awareness and understanding of branding, develop brand-savvy executives and catalyse the adoption of branding as a strategy for business competitiveness.

Companies can augment their brand competitiveness by visiting [www.iesingapore.com](http://www.iesingapore.com) or making an enquiry through [www.iesingapore.com/contactus](http://www.iesingapore.com/contactus)