

## **Annex A**

**March 2011**

### **FACT SHEET** ***INFOCOMM MANPOWER DEVELOPMENT ROADMAP v2.0***

#### **Background**

Developments in the infocomm industry globally and within Singapore over the past few years require a strategy change to ensure the continued competitiveness of Singapore's infocomm manpower. The exponential increase in data and information being created and exchanged over the Internet during the last two years have presented opportunities for both consumers and businesses to extract valuable insights and analysis from internet based computing platforms such as cloud computing and business analytics. With the surge in consumer-developed applications on smartphones, businesses have also started to leverage on consumer-centric, social media applications such as Facebook to reach out to consumers. This convergence of enterprise and consumer infocomm areas means that new skills, such as Web 2.0 and mobile application development, will also be sought by businesses.

In addition, Singapore has a role to play as a leading infocomm hub in Asia. Infocomm multi-national companies ("MNCs") such as HP Labs, IBM, NTT Communications and Oracle have hosted critical IT functions in Singapore to serve the region. Singapore also serves as a hub for non-infocomm MNCs such as AXA Tech, BNP Paribas, Citibank, Daimler, Deutsche Bank and P&G, to deliver their IT services to the region and beyond. This has led to an upward shift in the skill level and seniority of infocomm professionals needed such as project managers and software architects.

Over the past years, IDA has also attracted high-tech start ups into Singapore and nurtured a vibrant infocomm start-ups community. Increasingly, various economic sectors have begun leveraging on infocomm to expand and increase their business capabilities and revenues. Thus, it is critical for Singapore to have a sufficient supply of infocomm professionals with deep infocomm and sector-specific domain skills.

#### **Objectives and Strategies of MDEV 2.0**

The objective of the Infocomm Manpower Development Roadmap v2.0 ("MDEV 2.0") is to develop Singapore's local infocomm workforce for high-end, high

value-add jobs, in order to meet the developments of the industry. MDEV 2.0 aims to achieve three new desired outcomes:

- A greater share of talent for infocomm;
- Develop talent with deep infocomm skills, the ability to exploit infocomm and agility to respond to industry shifts; and
- Singapore's infocomm manpower profile is better aligned to Singapore's role as a global hub.

MDEV 2.0 seeks to employ the following five strategies to achieve its outcomes (see Figure 1):

a. **Develop World-Class Infocomm Education**

Develop a vibrant and sustainable infocomm education landscape at both pre-tertiary and tertiary levels through forward-looking curriculum to deepen students' understanding and application knowledge; healthy pipeline of students; and able computing teachers;

b. **Groom Infocomm Talent and Leaders**

Expand talent attraction and development efforts to cover pre-tertiary level and all infocomm students at the university level through closer industry collaborations (e.g. more internships and project work);

c. **Generate Curiosity, Interest and Passion for Infocomm**

Generating curiosity, interest and passion for infocomm amongst both infocomm and non-infocomm students as well as key influencers (e.g. parents and teachers);

d. **Build Professional Capability and Deepen Skills**

Moving from skills upgrading to building and deepening infocomm skills in new and emerging areas; and

e. **Build Strategic Infocomm Capabilities for Sectoral Transformation**

Develop a pool of 'hybrid' professionals (i.e. infocomm professionals with good sector knowledge) for key economic sectors.

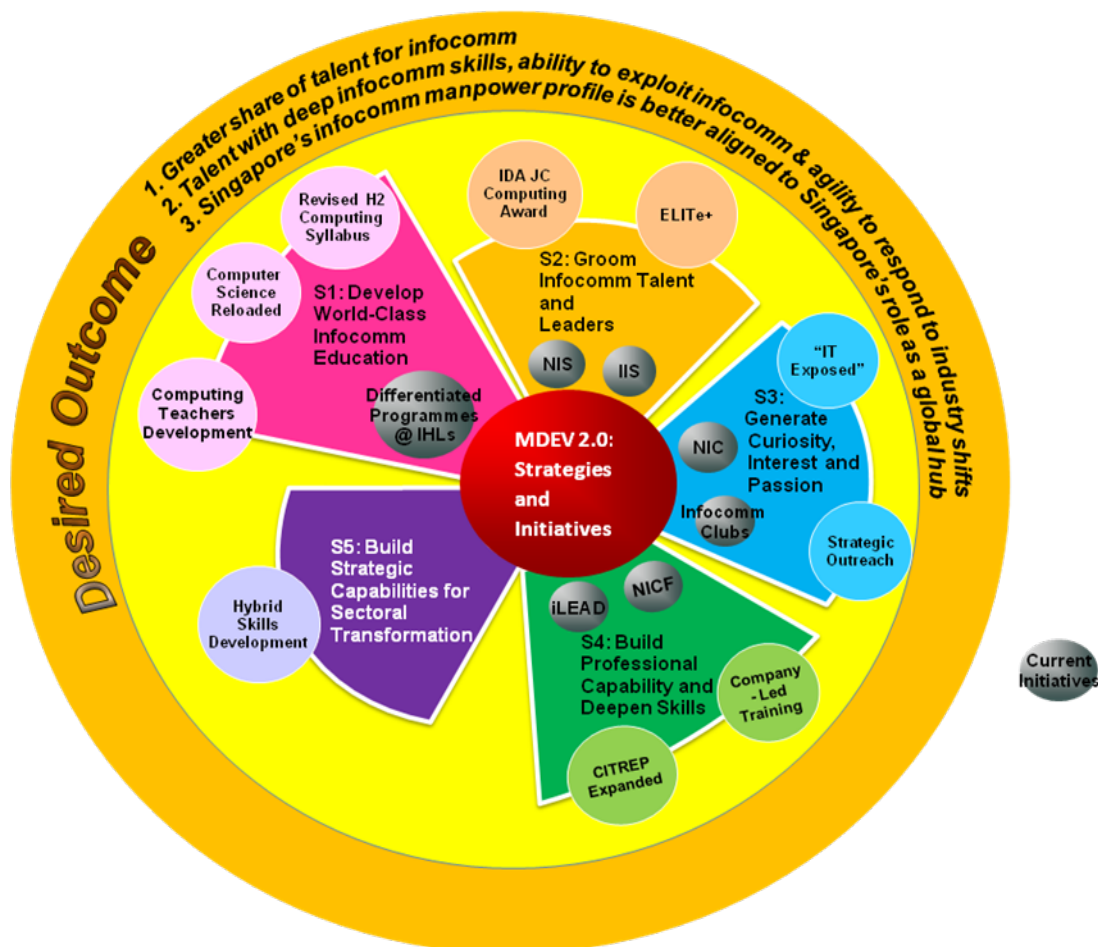


Figure 1: MDEV 2.0

## Highlights of MDEV 2.0

### *Strategy 1: Develop World-class Infocomm Education*

- Revised Computing Syllabus for 'A' Levels (H2 Computing), focusing on computational thinking, will be introduced to JC1 students from 2012. A key objective of the new syllabus is to develop in students, creative computing solutions to real-world problems which mirror those that students see around them.
- Computer Science Reloaded Programme to be offered to all pre-tertiary students. IDA and its partners will develop and deliver courses in computational thinking and computer science concepts. This will help to deepen their infocomm skills.
- Computing Teachers Development Programme to build a pipeline of able computing teachers at the pre-tertiary level. 20 computing teachers will benefit from the programme over four years.

*Strategy 2: Groom Infocomm Talent and Leaders*

- IDA Junior College Computing Awards to attract outstanding 'O' level students to take up H2 Computing. Award recipients will have opportunities to attend computer science workshops held by top overseas institutions to deepen their infocomm knowledge and to participate in industry attachments. 100 awards are to be given out over four years.
- Enhanced Learning in Infocomm Technology Plus Programme (ELITE+) to groom top first-year infocomm undergraduates (for the entire duration of their university studies). The ELITE+ programme will provide more emphasis on company internships and project work. ELITE+ will also act as a flow-through mechanism for the IDA JC Computing Award students. 500 students are expected to benefit from the programme. IDA will also look to provide similar ELITE+ opportunities to the remaining cohort.

*Strategy 3: Generate Curiosity, Interest and Passion for Infocomm*

- Flagship Parents Seminar to engage influencers such as parents, teachers and career counsellors, deepen their understanding of and gain their support for infocomm career opportunities. This seminar will be an annual event which aims to reach out to 500 parents per year.
- "IT Exposed" Programme to expose infocomm club students to new computing concepts and technologies via courses delivered by industry partners such as Apple, Adobe and Microsoft. 2,000 infocomm club students will be able to benefit from this programme over four years.

*Strategy 4: Build Professional Capability and Deepen Skills*

- Company-Led Training for Fresh Professionals to fast-track fresh professionals in infocomm roles to take on specialist level jobs by providing them with in-house training with industry players. 200 entrant level professionals are targeted for this programme over four years.
- Critical Infocomm Technology Resource Programme Expanded (CITREP Expanded) to expand upon the current CITREP training incentive programme to cover new and emerging areas (e.g. cloud computing, business analytics, green ICT). This aims to deepen capabilities of infocomm and non-infocomm professionals in critical and emerging infocomm areas and business domain understanding. To emphasise the importance of project-based training, training providers will be eligible for higher course-funding levels of up to 70 percent for courses in which the project work component accounts for at least 30 percent of the course.

IDA will subsidise training for 16,000 trainees to undertake courses imparting such skills over four years.

*Strategy 5: Build Strategic Infocomm Capabilities for Sectoral Transformation*

- Hybrid Skills Development Programme to provide professionals with the skills and expertise to develop relevant infocomm solutions for businesses for four key economic sectors (i.e. financial services, healthcare, logistics and hospitality and tourism). IDA will appoint training providers to develop specialised and collaborate with reputable overseas institutions to help produce professionals who are able to transform businesses in key economic sectors with infocomm. 2,000 professionals are to be trained under this programme over four years.

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**FOR MORE INFORMATION**

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