



Singapore, a global trusted e-Commerce Hub

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Member, National Trust Council

Assistant Chief Executive (Online Development), IDA

Industry Consultation Launched

- Industry Consultation was issued (26 Sep - 31 Oct '00)
- Responses received from a total of 48 companies, industry associations and individuals
- Responses supported the need to raise the level of trust and confidence in F^C

Building Confidence In The Connected World

资信局公开求意见
鼓励电子商务信心

「新加坡讯」电子商务讲究的

Give feedback
on e-commerce

11/09/2000

EVER felt wary of buying items
online?
Here's your chance to voice

Give your 2 cents'
worth on e-commerce

DO YOU hesitate to buy ated with online transac-



Hacker had Bill Gates' credit-card info

Mission

To build confidence in
e-transactions for Singapore
in the connected world.

Objectives

- Help businesses and consumers increase trust and confidence in EC;
- Develop and promote the National Trust Mark Programme;
- Develop a Risk Management Framework to reduce fraud in EC transactions as well as to promote good business practices;
- Develop and promote thought leadership and best practices for trusted EC environment;
- Identify and make recommendations for policies and relevant areas to promote trust and reduce fraud in EC transactions;
- Enhance awareness among consumers and businesses in Internet fraud for EC transactions, through seminars, case studies and research.

National Trust Council

Chairman

Dr Wang Kai Yuen 

Vice Chairman

Mr Johnny Moo 

Members

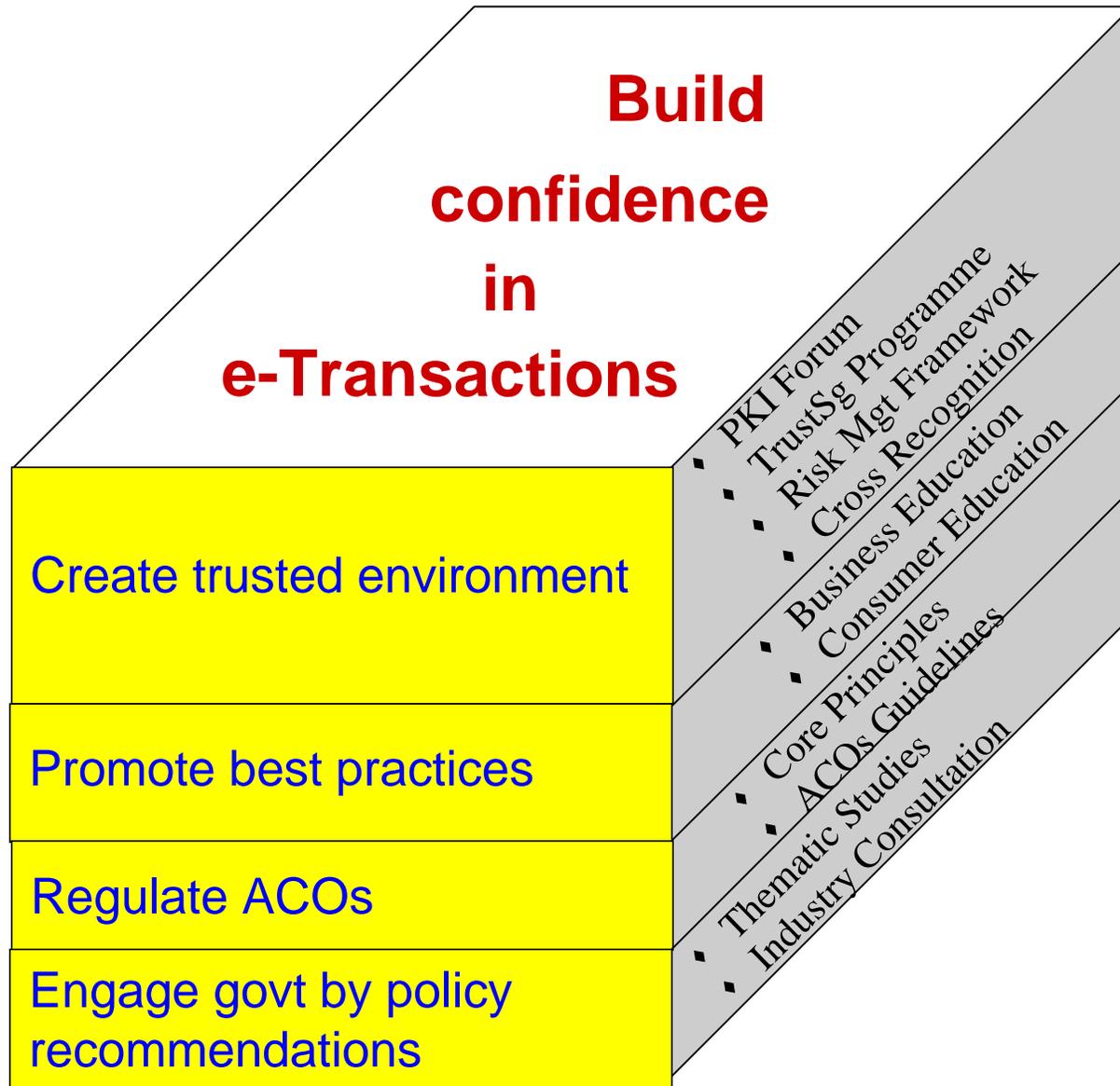


Building Confidence In The Connected World

Council Members

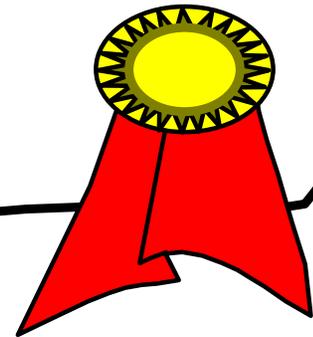
S/ N	Name	Designation	Company
1	Dr Wang Kai Yuen	Managing Director	Xerox Singapore Software Centre
2	Mr Johnny Moo	Adviser	Singapore Information Technology Federation
3	Mr Bastari Irwan	Managing Director, e-Business Group	DBS Bank
4	Mr Enoch Ch'ng	Senior Director, Market Infrastructure & Risk Advisory Dept	Monetary Authority of Singapore
5	Ms Chua Siew Ling	Director, Commercial Electronic Commerce, Asia-Pacific Region	VISA International
6	Mr John Ho Chi	Principal	Ernst & Young
7	Dr Kaizad Heerjee	Asst Chief Executive, Online Development Group	Infocomm Development Authority of Singapore
8	Mr James Kang	Managing Director, Asia Pacific	Trustmarque (S) Pte Ltd
9	Mr Kyong Yu	General Manager	Starhub Internet Pte Ltd
10	Mr Lim Tow Cheng	Managing Director	Digiland International Pte Ltd
11	Mr William Lim	Director	SingBizInfo Pte Ltd
12	Mr Loh Kok Choy	Divisional Director, Local Enterprise Division	Singapore Productivity & Standards Board
13	Mr Patrick Lou	Director, Industry Development (Lifestyle) Chief Information Officer	Singapore Tourism Board
14	Mr Tan Kian Chew	Chief Executive Officer	NTUC Fairprice Co-operative Ltd
15	Mr Tan Kin Lian	Chief Executive Officer	NTUC Income Insurance Co-operative Ltd
16	Ms Tan Beng Tee	Director, International Trading & Trade Logistics	Trade Development Board
17	Dr Teo Ho Pin	President	Consumers Association of Singapore
18	Dr Toh See Kiat	Chairman	Commerce Trust Ltd & CommerceNet Singapore
19	Ms Wong Wai Ling	Vice President, Operations & Technology Global Consumer Banking	Citibank NA
20	Mr Yong Voon Fee	Chief Executive Officer	Bexcom Pte Ltd

National Trust Council Framework



TrustSg Programme

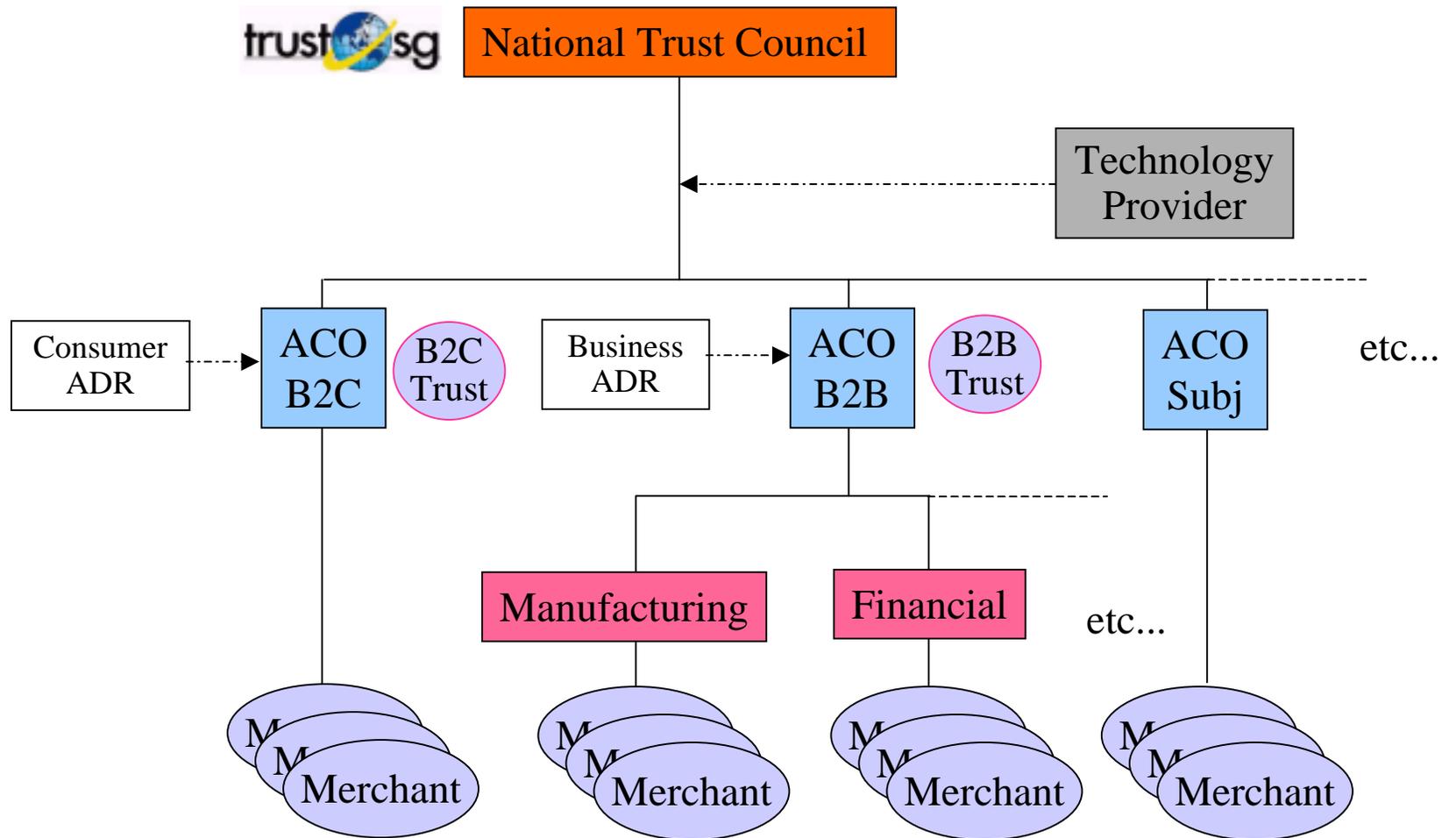
- Logo
- Accreditation



Logo



TrustSg Accreditation



Building Confidence In The Connected World

Trust Mark Certification Fund

Businesses can enjoy 50% of Trust Mark Certification fee

- Funding capped at \$800 for B2C merchants
- Funding ceiling for B2B to be announced when ready

Consumer Association of Singapore

First ACO appointed
for consumer-related online commerce



Source: Project Eyeball

Thank you

