

Sybase opens Wireless Development Center in Singapore

March 15, 2007

Speech by Mr Lim Siong Guan, Chairman, Economic Development Board at Sybase Wireless Development Centre opening ceremony on 15 March 2007 at 3pm, Shangri-La Hotel

Mr John Chen, Chairman, CEO and President, Sybase Inc
Distinguished Guests, Ladies and Gentlemen,

Sybase Wireless Development Centre (WDC) – first outside North America

1. I am pleased to join you in the official opening of Sybase's Wireless Development Centre (WDC) in Singapore – the first outside of North America, and the first in the Asia Pacific.
2. Sybase is the largest global enterprise software company exclusively focused on managing and mobilizing information. This is the third centre for Sybase in Singapore. The first is the Asia Development Centre established in 1998. The second is the Wireless Solutions Centre established in 2005. EDB welcomes very much the establishment today of the Wireless Development Centre.

Sybase's presence in Singapore

3. This Centre will see the company's latest mobile technologies being developed and launched out of Singapore for the regional and global market. These innovations will see cutting-edge wireless mobility enhance economic activity and the quality of life. R&D, technology, innovation, communication, wireless – these are the ways of the future for Sybase, and no less for Singapore as we strive to keep our place in a world running faster with technology and competing keenly in globalization.
4. Sybase has chosen Singapore as its base to develop and customize applications and solutions for the unique needs and cultures of the Asia Pacific. We believe Singapore's multi-cultural, multi-ethnic, cosmopolitan society with an open immigration policy for talent offers Sybase a unique competitive advantage. And Singapore's well-established financial, manufacturing and services sectors with a population highly adaptable and welcoming of new technologies, with mobile penetration exceeding 100%, will offer readily available test-beds for new ideas in wireless applications.

Growing ICM industry in Singapore

5. The Singapore Infocomms and Media (ICM) industry is a key contributor to the economy. It makes up 6.5% of GDP, with more than 111,000 workers. The most recent figures available show that industry revenue grew nearly 9% in 2005 to S\$38billion. R&D investments by ICM companies in 2006 include Borland, Dell, HP, salesforce.com and Satyam.
6. Singapore's Intelligent Nation 2015 (iN2015) master plan aims to "infocomm-enable" different industry sectors including government, healthcare, financial services and education. This will provide development opportunities for the mobile enterprise sector in Singapore.
7. The launch of the Next Generation Infocomm Infrastructure (NGNII), another government initiative under the Intelligent Nation 2015 plan, will establish a high-speed, comprehensive, intelligent, trusted wired and wireless infrastructure. This initiative will further power-up companies' ability to test and deploy new applications.

Conclusion

8. The opening of this Wireless Development Centre underscores Sybase's confidence in the Singapore environment for pro-business regulation, pro-R&D support and pro-intellectual property protection. Sybase's "Unwired Enterprise" strategy complements Singapore's aspiration to be a Digital Capital.
9. I congratulate the management and staff of Sybase on the opening of this Centre. The EDB wishes you well, assures you of our unstinting support for your success, and looks forward to more collaboration in a continuing strengthening of our relationship. Than