

Letter from the President

Greetings from ATIS!

Wendy Aw

Radiance Communications Pte Ltd



This inaugural issue marks a new milestone with the launch of our new name, the Association of Telecommunications Industry of Singapore (ATIS), formerly known as Association of Telecom Equipment Suppliers (ATES). The name change reflects the broadened horizon of solutions rendered by infocomms affiliates in Singapore.

The forthcoming Asian Telecom Industry Exchange (ATIE) aims to create an insight for members to uncover contemporary technologies presented by the various member associations from Hong Kong, Japan, Korea and Taiwan and of course, Singapore. Delegates will be lavished with vast networking opportunities with our foreign counterparts, an enriching experience not to be missed.

ATIS encourages the participation from you. We are counting on your support to ensure the success of this exchange and we look forward to meet you. Happy reading! □

Letter from the Editor

Newsletter...what newsletter?

Maurice Nunas

Motorola



Hello fellow ATIS members, from your newsletter editor. You say, "Newsletter editor...I did not even know we had a newsletter"! Well, until recently, we had neither, as ATIS issued ATES before it has not published a newsletter for some time. And, this is the first "electronic newsletter", a fitting medium for a telecommunication organisation.

As part of the Executive Committee's drive to raise the value of ATIS membership to new heights, we agreed at the last Exco meeting to distribute a newsletter to our members. It is my honour to be co-opted as the editor.

The plan is to begin with a quarterly missive. Perhaps if you find it useful and there is lots of good material to distribute we can consider something more frequent.

In this issue, we present general information about ATIS, its mission, its organization and where we hope it will go. Hopefully, as you participate more fully, the newsletter will be even more interesting and informative. Of course, like any such organization, what comes out is a reflection of what the members put in, and that holds true for the newsletter as well.

If you have something to say, an article to contribute, bricks, bouquets...whatever...please send them in to me via the ATIS email address: ATIS@pacific.net.sg or by fax to 344 0626. □

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ATIS—Who's Who

Executive Committee (Exco)

Like all organizations, ATIS has an executive committee to serve you. These people on the Exco are all volunteers; so let's be thankful for the time and energy that they are putting in to help us. Here is your Exco!

- President—Wendy Aw, Radiance Communications Pte Ltd, 9834-0040
- Vice-President—Maurice Nunas, Motorola Electronics Pte Ltd, 9637-6220
- Secretary—Joseph Lee, Roots Communications Pte Ltd, 9639-6344
- Treasurer—Michael Teo, Comm & Net Pte Ltd,

ATIS—Who's Who

- 9630-8854
- Chairman, Membership—Ivan Tan, Ericsson Telecommunications Ltd, 9617-1972
- Chairman, Website—Phua Aik Hong, StarHub Pte Ltd, 9859-0658
- Chairman, ATIE—Goh Young Kwang, CET Technologies Pte Ltd, 9633-7605
- Chairman, Activities—Colin Goh, Datacom Cable Technologies Pte Ltd, 9818-0050
- Member—Khor Seng Peng, Jason Electronics Pte Ltd, 9846-4861

In future issues of the ATIS Newsletter we hope to have some articles from each of these five people, explaining the role of their office, and who they are.

No organization would be complete without its members! At the end of this newsletter we have printed a list for your convenience. Subsequent issues will carry additions and deletions; indeed, there are a few of these in this newsletter too.

Departing Exco

President -Desmond Ee, Telecommunication Specialists Pte Ltd. 9663-2519

Welcome New Members

The Exco approved the following applications for new ordinary members:

- Circle Dot Com (S) Pte Ltd
- Comm & Net Pte Ltd
- Globalcom Information Services Pte Ltd
- Knot International Contract Pte Ltd
- KPN Asia
- La'comms Technology
- Optel Communications Pte Ltd
- Orite Technology (S) Pte Ltd
- Pinnz Pte Ltd
- Phoneware Asia Pte Ltd
- Roots Communications Pte Ltd
- StarHub Pte Ltd
- Uunet Singapore Pte Ltd

Members' Details

Promoted to new greatness? Moved to a bigger office? Got a more prestigious phone number? **We especially need your current email address!**

Please have a look at our list of members and check out the details for your entry. Our secretariat would surely like to have the latest on you!

Send any changes to Mew Ling at: ATIS@pacific.net.sg □

ATIS—What's That?

Maurice Nunas

Editor

When you are talking to your colleagues about ATIS, have you ever stumbled when coming up with details about ATIS? Read on and stumble no more! ▶

▶ First and foremost, our Mission Statement is "To help promote the growth and development of the telecommunication industry in Singapore."

Our objectives include:

- o Develop, promote and protect the free trade of telecommunication products and services in Singapore
- o Promote and encourage better trade relationships, cooperation and sharing of knowledge and technology
- o Provide legitimate and competent representation to the Government, the public and others

A major activity is to influence the regulatory authorities, especially IDA (formerly TAS). In this regard, we have members on each of three IDA committees. These are the Radio Standards Advisory Committee, the Telecommunications Standards Advisory Committee and the Telecommunication Standards Technical Committee.

Going hand in hand with IDA committee work is representing ATIS at various other telecommunication seminars and meetings. ATIS is generally invited by IDA to participate in such things as APEC seminars and IDA consultative meetings.

All work and no play makes Johnny a dull boy...so...ATIS holds periodic "ATIS Nights", which are social functions aimed at providing informal and fun networking opportunities among our members. Naturally, they are always well attended! Please see the separate column by Colin Goh & Phua Aik Hong about the last ATIS night.

Then there is the web site. Yes, we have a web site; it is in need of some work, but the Exco is arranging that. In the near future, members will be able to access the new ATIS web site at www.atis.org.sg. Please see the separate article by our "webmaster" Phua Aik Hong. □

ATIS-Night

Colin Goh & Phua Aik Hong

ATIS generally holds three or four networking functions per year, called *ATIS-Night*. These include, social events, visits to industry sites and drinks at Tiger Brewery. Keenly attended are the network golf games, in which IDA staff also takes part.

The first ATIS-Night for the year 2000 was held at Copthorne King Hotel on 7 April. The new ATIS member Starhub Pte Ltd sponsored this event. A total of 32 members attended. Mr Low Chee Seng from Starhub gave the attendees a briefing entitled "How Does Liberalisation and Technological Change in the Infocomm Sector Affect Your Business?" (*A separate article summarising this talk appears elsewhere in this newsletter -Editor*) After the briefing, we were treated to an unforgettable buffet dinner beginning with shark fin soup! The ATIS-Night ended at about 9.30 pm.

We do not yet have the next ATIS-Night planned as the entire Exco is tied up organizing ATIE-2000. But, once ATIE is concluded, we will get details out to everyone on the next ATIS-Night. Anyone with an idea or suggestion for an ATIS-Night activity, or who would like to give an industry presentation of general interest, or who would like to offer a plant tour or such should drop a note to the ATIS e-mail address ATIS@pacific.net.sg □

How Does Liberalization & Technological Change in Infocomms Affect your Business?

Phua Aik Hong

With the full liberalization of telecommunications industry, everyone is expecting rapid changes to the whole industry. We had Mr. Low Chee Seng, General Manager (Business Customer Solutions) of StarHub, at the last ATIS-Night, shared with us his views on how this liberalization and the technologies changes will affect the business. Here is a summary of his presentation.

Winds of Change

We have seen unprecedented changes, including full liberalisation and the licensing of five new Facilities Based Operators (FBO) and 53 Services Based Operators (SBO) by the IDA. The 8 existing licensees also announced expansion of their scope of operations.

The changes were also brought about by:

- Rapid technological advancement
- Proliferation of the Internet

10 Major Developments

In Mr. Low's view, there will likely be 10 major developments in the Singapore Infocomm industry and the region:

- With liberalisation, there will be many SBOs operating in an environment where they would need to partner with FBOs, bundle and resell their bandwidth end customers. Wholesale business, thus, will be an important part of service providers with infrastructure. There will be wholesale of airtime, bandwidth and fixed lines from FBOs to SBOs. This scenario, which is not at all obvious in Singapore, will become significant.
- IDD rates will be next to nothing in the next few years for high bandwidth connections. However, it will continue to remain high for regulated countries.
- Service Providers will have to re-think on their strategic positioning in the market. They would have to consider whether they would be successful as Infrastructure Players, Multiple Service Providers, or Application Services Providers etc.
- There will be alliance across different industries, and the telco service providers may have to compete head-on in the future with banks for example. Many companies across industries are indeed competing against each other in the e-commerce arena already. ►

- • IP (Internet Protocol) will be the main protocol by which voice, data and video will be transported across networks, and with the availability of large bandwidth, prices that are artificially propped will be reduced to marginally above cost.
- In considering the need to provide an end-to-end business to customers, some existing System Integrators will adopt a vertical integration approach and apply for SBO license and become Service Providers so that they can provide turnkey solutions to customers.
- E-commerce will be one of the important differentiating factors for the service providers.
- More solution for Home Networks will be available. The solutions will include "Home Gateways" for broadband access to the service providers and small Local Area Networks within the home. There will be solutions for home intelligence and communication of consumer devices using Bluetooth technology.
- Always ON. WAP is combining ubiquitous Internet with Mobile so that consumer will be able to surf the net anywhere, anytime.
- There will be more choices for the consumers. To win market share, the retail sector needs to provide simple, innovative, clear and concise solutions and benefits. As for enterprises, customers are looking for integrated solutions, regional/global solutions and local technical support.

What Do All These Mean?

The 10 major developments will bring about more business opportunities, more contracts and projects for all. At the same time, risks are higher as there are more competitors who are more aggressive to capture market share.

Different players in the industry will have different alternatives to position themselves.

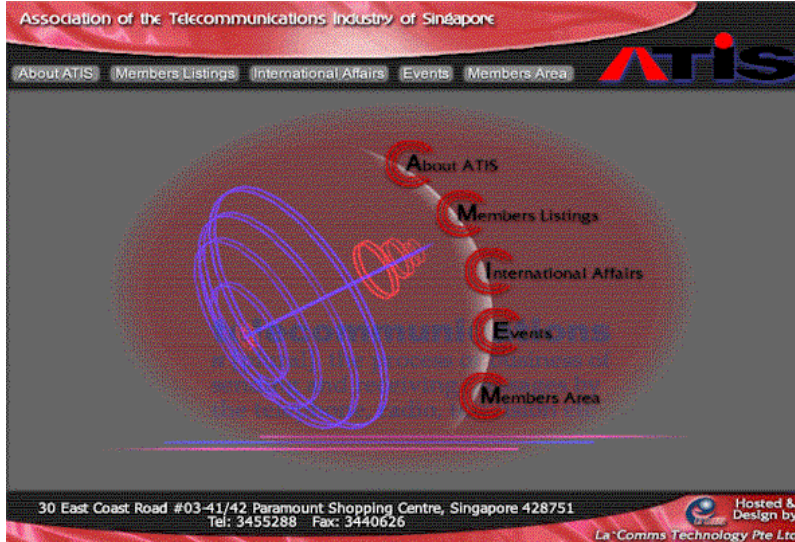
- For Service Provider, it has to decide on what kind of service provider it wants to be; the target segment, solutions and applications to address those segments.
- For system integrator, distributor or value-added reseller, it can become a service provider, re-look at its portfolio, work with service providers to package its products or services, re-engineer its operations, and adopt e-commerce.
- For manufacturer, it will have to address the needs of all the licenses, provide solutions for incumbent to combat competition and vice-versa.

The fundamental success of any business is to provide unparalleled service and offers, to excel, and always listen to customers, because in Infocomms, consumers and customers are the innovators. □

ATIS Web Site

Phua Aik Hong

In the near future, members will be able to access the new ATIS web site at <http://www.ATIS.org.sg>. The new site will be proudly designed and hosted by one of our newer



members, LA'Comms Technologies Pte Ltd. Currently, they are working very hard to launch it by ATIE 2000. Here is the front page of our new web site.

At the time of writing, the ATIS URL is pointed at the old ATES site. The old site contains a wide range of information on ATES including the profiles of ATES members, forthcoming events and activities. All this information will also be available in our new web site. Any suggestions as to what you would like to have included would be greatly appreciated; send them to me via the ATIS email at ATIS@pacific.net.sg. Stay tuned for news as to the switchover to our fantastic new site! □

ATIE-2000

Goh Young Kwang

ATIE-2000 is scheduled for Singapore Expo from 5 to 8 June. We certainly hope you are registered to attend!

ATIE is the Asian Telecommunication Industry Exchange. It is an opportunity for ATIS and its sister organizations to get together to discuss matters of mutual concern. Generally, ATIE is held in conjunction with a major telecommunication exhibition, so attend it.

The last ATIE was held in Tokyo, Japan, hosted by the Communications Industry Association of Japan (CIAJ) ►

► and supported the Telecommunication Carriers Association of Japan (TCA). It was held in November at the futuristic Big Sight Exhibition Centre by the beautiful shores of Tokyo Bay. Our ex-President, Desmond Ee and Goh Young Kwang represented ATIS and Nitin from TAS (now iDA) also attended. Old ties were renewed and many more established. The focuses of this Exchange were

- The liberalisation of the telecommunication industry
- The importance of wireless communication
- Multimedia applications.

The upcoming ATIE-2000 will be attended by people from all over Asia, including PRC, Hong Kong, China, Japan, Korea, Malaysia, Saudi Arabia, Taiwan ROC, Thailand and, of course, Singapore. This is definitely "the" place to make some high-level, inter-Asian contacts.

The agenda will include sessions on Development of the Telecommunication Industry, Information Infrastructure, Market Trends and New technologies and Applications, with detailed information

from Hong Kong, Japan, Korea, Singapore and Taiwan.

Of course, ATIE-2000 is not just work...it's play too, with luncheons, dinners and, for those so inclined, golf...Fore! □

CALENDAR OF EVENTS

ATIE-2000 Forum 5-7 June 2000. Place: Singapore Expo. For information contact Ms Joyce Lau, Singapore Exhibition Services Pte Ltd, jl@ses.montnet.com, tel no. 233 8613, fax no. 835 3040

CommunicAsia 6-9 June 2000. For information contact Singapore Exhibition Services Pte Ltd, tel no. 738 6776, fax no. 732 6776

U.S.A. New Products Show 12-13 June 2000. Place: Marina Mandarin Hotel, Singapore. For information contact Show Coordinating Office, tel no. 338 6377 fax no. 337 6377

AsiaComm / Expo Comm Thailand, 7 to 9 September 2000 in Bangkok. For information contact Ms. Pauline Ko, E.J. Krause & Associates (HK) Ltd, Email: ejkpkko@netvigator.com

Members List

Company's Name	Email	Tel	Fax
Alcatel Singapore Pte Ltd, Mr. Soh Kim Ting Managing Director	kim-ting.soh@alcatel.com.sg	4722002	3784480
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Arrow Communication, Mr Peter Oh		4583333	4543093
Asia Star (S) Pte Ltd, Ms Lynda Neo Marketing Manager		7417796	7418725
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Sankosha Engineering (S) Pte Ltd, Mr. Hideharu Yagi		2744820	2745814
Sharp-Roxy Sales (Singapore) Pte Ltd, Mr John Tan General Manager		2261191	2261711
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Singapore Communications Equipment Co (Pte) Ltd, Mr Derrick Wong, General Manager	dwong@singcomm.com.sg	2787088	2787898
Singapore Telecommunications Ltd, Mr Yuen Kuan Moon, Director, Channel Sales Consumer Business		8383268	8484068
Singtel Magix, Managing Director		8383388	7332119
StarHub Pte Ltd, Mr. Low Chee Seng, General Manager	cslow@starhub.com.sg	825 5000	7215000
Suntze Communications Engineering Pte Ltd, Mr. Tan Wai Liang, Managing Director		7471677	7471339

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Telecommunications Specialists Pte Ltd, Mr. Desmond Ee		3246626	3246616
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