

**MISSION TO THE REPUBLIC OF KOREA, MALAYSIA AND SINGAPORE**  
**BY**  
**THE HONOURABLE VICTOR DOMINELLO MP**  
**MINISTER FOR INNOVATION AND BETTER REGULATION**  
**3-11 OCTOBER 2015**  
**MISSION REPORT**

## **MISSION PURPOSE**

The Republic of Korea, Malaysia and Singapore are considered leaders for digital innovation. The purpose of the Minister's visit was to investigate approaches to digital innovation, the collaborative economy, data analytics and digital government initiatives in those jurisdictions whilst promoting the work of the NSW Government in relation to digital innovation (including data analytics). The Republic of Korea, Malaysia and Singapore are all identified as priority markets in the *NSW International Engagement Strategy*.

This Mission sought to obtain first hand advice from Government representatives, industry experts, research institutions and policy makers that will help inform the NSW Government's approach to the innovation portfolio.

## **MISSION DESCRIPTION**

### **SOUTH KOREA**

The Minister visited the Republic of Korea (Seoul and Daejeon) from 3 to 6 October 2015 to meet with the following Government, research and industry leaders:

- Professor Sang Kyun Cha, Director Big Data Institute, Seoul National University
- Mr Ho-Young Kim, Director of Scientific and Technological Applications, Seoul National University
- Mr Ku Sup Hanh, Vice Director of Cultural and Social Applications, Seoul National University
- Mr Byun Wan-soo, Director, National IT Promotion Agency
- Mr Choi Chang-Bum, Deputy Director, National IT Promotion Agency
- Dr Soon-ae Shin, General Director, Big Data Steering Department, National Health Insurance Service
- Jeong-heon Park, Senior Research Fellow, Big Data Steering Department, National Health Insurance Service
- Mr Hahn Ryu, D-CAMP
- Mr Byoung Yun Kim, Director of Institute for Startup Korea Advanced Institute of Science and Technology (KAIST)
- Mr William Paterson PSM, Australian Ambassador to South Korea
- Mr Brett Cooper, Senior Trade Commissioner, Australian Trade Commission, Korea
- Ms Yoojin Kim, NSW Trade and Investment Director, Austrade

### **Activities**

While in the Republic of Korea, the Minister presented a keynote address on the power of big data and analytics at the 23<sup>rd</sup> International Federation for Information Processing (IFIP) World Computer Congress 2015 (WCC) in Daejeon, hosted by the

Korean Institute of Information Scientists and Engineers. The WCC is a meeting of global IT leaders and has taken place every 2-3 years since 1959.

The Minister also visited Songdo International Business District near Seoul, a purpose-built “smart city” and special economic zone with world-class ICT infrastructure, and state-of-the-art commercial, residential and institutional developments.

The Minister attended a dinner organised by the Australian Computer Society, with other speakers and delegates from the 23<sup>rd</sup> IFIP WCC. At this dinner the Minister spoke with attendees about digital government. Attendees were:

- Leon Strous, President of the IFIP
- Anthony Wong, Board Member, International Federation for Information Processing (IFIP) and immediate past president of the Australian Computer Society
- Professor Dong Yoon Kim, Chair World Computer Congress Daejeon 2015
- Professor Dr. A Min Tjoa Professor of Institute of Software Technology and Interactive Systems at the Vienna University of Technology, and chairman of the Austrian National Competence Centre for Security Research
- Mr Ik-hee Yoon, Director Industry Policy Daejeon Metropolitan City
- Veni Jicheol, Buddhist Monk, Naksansa Temple, South Korea
- Ajahn Brahm, Internationally respected Buddhist Monk - Plenary Keynote Speaker WCC2015
- Yohan Ramasundara, Secretary General South East Asian Computer Confederation (SEARCC)
- Dr Nick Tate, President of SEARCC
- Andrew Johnson, CEO ACS
- Caroline New, Communications Consultant to IFIP and SEARCC

## **MALAYSIA**

The Minister visited Malaysia from 6 to 7 October 2015 to meet with the following Government and industry leaders:

- Dato' Yasmin Mahmood, CEO, Multimedia Development Corporation (MDeC)
- Dato' Ng Wan Peng, COO, MDeC
- Mr Tan Sri Halim, Chairman, MDeC
- Dr Karl Ng, Head of Innovation Capital, MDeC
- Mr Aki Ohashi, Director of Business Development, Parc
- Mr Mark Rozario, CEO, National Innovation Agency
- Mr Cheah Kok Hoong, Chairman PIKOM – National ICT Association of Malaysia
- Mr Ong Kian Yew, Executive Director, PIKOM – National ICT Association of Malaysia
- Mr Kee Wong, Chair, Australian Information Industry Association
- Mr Rod Smith, High Commissioner, Australian High Commission, Malaysia
- Ms Melissa Hutchings, First Secretary, Political & Economic Section, Australian High Commission, Malaysia

## **Activities**

The Minister participated as a panellist at the ASOCIO PIKOM ICT Leadership Summit, discussing the impact of the ASEAN Economic Community on the ICT Industry. This annual Summit brings together high level executives from both the public and private sector across the ASEAN region, to explore leadership trends and provide insights to spur ICT growth.

## **SINGAPORE**

The Minister visited Singapore from 7 to 11 October 2015 to meet with the following Government, research and industry leaders:

- Associate Professor Dr Yaacob Ibrahim, Minister for Communications and Information
- Mr Andy Tai Hock lin, Senior Assistant Director (Industry Development), Ministry of Communications and Information
- Mr Steve Leonard, Executive Deputy Chairman, Infocomm Development Authority (iDA)
- Mr Amos Tan, Director, Strategy and Innovation Division, Government Chief Information Office, iDA
- Mr Liu Feng Yuan, Director, Government Analytics, iDA
- Mr Khoong Hock Yun, Chief Data Officer, iDA
- Professor Low Teck Seng, CEO, National Research Foundation (NRF), Office of the Prime Minister
- Dr Pauline Tay, Deputy Director – Innovation and Enterprise Strategy, NRF, Office of the Prime Minister
- Ms Lim Seow Huoi, Head, Partnership Office, Innovation, Internationalisation and Entrepreneurship, SPRING Singapore
- Mr Fung Mok Wing, Director, Partnerships for Capability Transformation and International Partnership Office, SPRING Singapore
- Mr Prakash Mallya, Managing Director, Intel south East Asia
- Mr Jason Jacobs, Industry Manager Intel (QLD & NSW)
- Ms Monica Tsai, Director (Investments), Innov8
- Mr Chua Sock Koong, Group CEO, Singtel
- Mr Allen Lew, CEO, Optus
- Mr John Paitaridis, Managing Director, Optus Business
- Mr Jaime Ang, Associate Director, business Development, Innov8
- Mr Eugene Tay, CEO, Singapore Sharing Economy Association, accompanied by members - Mr Swito Yuber, Rent Tycoons and Mr Terance Zou, Ryde Technologies.
- Professor Costas Courcoubetas, Initiative for Sharing Economy Research, Singapore University of Technology and Design..
- Assistant Professor Shrutivandana Sharma, Initiative for Sharing Economy Research, Singapore University of Technology and Design
- Mr Carl Ward, APAC Managing Director of Technology, Accenture Asia Pacific
- Mr Phillip Green, High Commissioner, Australian High Commission
- Mr Christopher Rees, Minister-Counsellor & Senior Trade Commissioner, Australian High Commission
- Mr Michael Feller, Third Secretary (Political/Economic), Australian High Commission
- Ms Cherriyl Neo, Director, NSW Trade & Investment

## Activities

While in Singapore, the Minister visited Singtel's incubator facility, Innov8 and Block 71, receiving a briefing on its role in the Singaporean and global startup ecosystem. The Minister also visited Solutions for an Urbanised Future (SURF), an NCS (subsidiary of Singtel) development program to produce the workforce needed to realise Singapore's Smart Nation vision.

The Minister also attended a roundtable hosted by Intel, which included representatives from Singaporean startups Connected Health, Gridcomm, Thirdwave Power and Silver Line. Also in attendance was Mr Fung Mok Wing, Director of SPRING Singapore's Partnerships Innovation, Internationalization and Entrepreneurship, who provided a briefing on SME/Startup capability development.

In Singapore, the Minister was invited to lunch with Mr Allen Lew, CEO Optus and Mr John Paitaridis, Managing Director, Optus Business. The Minister also attended a dinner hosted by Mr Kee Wong, Chairman of the Australian Information Industry Association and Deputy Chair of Asialink, at which the Minister discussed NSW Government innovation and digital government initiatives:

- Mr Jeremy Tan, CEO, Korvac
- Mr Oliver Tian, President, Singapore, Industrial Automation Association
- Mr Michael Lawson, King Wood Mallesons, Singapore
- Mr William Randall, Board Member, Asialink and President, Noble Group
- Simone Lourey, Patron, Asialink Singapore Chapter and Private Investor in the Arts and Cultural Industries.
- Mr Ben Hampe, Director, Chan Hampe Galleries Singapore

## KEY OUTCOMES

### **1. Promoted NSW Government initiatives in digital government and data analytics and generated interest in investment opportunities in NSW**

The Minister presented at international ICT events in both South Korea and Malaysia to over 400 people (combined) and promoted:

- the work of the NSW Government in relation to digital innovation (including the NSW Government ICT Strategy) and data analytics initiatives to generate positive outcomes;
- the strength of the NSW economy; and
- the vision of the NSW Government to foster better regulation of the collaborative economy in NSW.

### **2. Greater understanding of digital innovation initiatives in other jurisdictions**

Through multiple meetings, the Minister was exposed to information about the initiatives of other governments in relation to:

- Fostering innovation and entrepreneurship in both the public and private sector
- Regulation of the collaborative economy in each jurisdiction
- The ways in which data analytics is being used by both government and the private sector to achieve positive social outcomes (and how these are being measured)
- Direct engagement/dialogue with the community through digital platforms
- Promote greater engagement with organisations of all sizes from the perspective of government as customer, client or investor.
- Incentives to foster, retain and attract talent
- Incentives to foster, retain and attract businesses to respective jurisdictions
- Promoting innovative culture amongst individuals and organisations

### **3. Identified opportunities for NSW**

The Minister has identified a number of opportunities for the NSW Government to:

- Foster the growth of the digital ecosystem, including data analytics initiatives in NSW
- Increase engagement/collaborative with innovative/digital businesses
- Take advantage of our location, strong economy and reputation to leverage commercial opportunities and exchanges with other jurisdictions
- Position NSW as a leader in relation to digital innovation

### **4. Stronger relationships with international information technology sector**

The Minister met with information technology sector participants at all levels, from multinational companies to SMEs and start-ups and research facilities, to build relationships and gain a better understanding of government engagement strategies in each jurisdiction.

## **DELEGATION**

The Honourable Victor Dominello MP  
*Minister for Innovation and Better Regulation*

### **Accompanied by:**

Ms Caity McLoughlin

*Senior Policy Advisor  
Office of the Minister for Innovation and Better Regulation*

## **IN COUNTRY ASSISTANCE**

### **Based in Republic of Korea:**

*Ms Yoojin Kim  
NSW Trade and Investment Director  
Australian Trade Commission*

### **Based in Malaysia:**

*Ms Melissa Hutchings  
First Secretary  
Australian High Commission*

### **Based in Singapore:**

*Ms Cherrilyn Neo  
NSW Trade and Investment Director  
Australian Trade Commission*

## ESTIMATED COSTS AND DETAILS OF MINISTER'S TRIP TO SOUTH KOREA, MALAYSIA AND SINGAPORE

<b>Minister</b>	The Honourable Victor Dominello MP
<b>Portfolio</b>	Innovation and Better Regulation
<b>Destinations(s) visited</b> a) Countries b) Cities	a) Republic of Korea ,Malaysia, Singapore b) Seoul (and Songdo), Daejeon, Kuala Lumpur, Singapore City
<b>Dates of travel</b> a) Departure date b) Return date	a) Friday, 2 October 2015 b) Monday, 12 October 2015
<b>Number of official travel days</b>	9
<b>Number of accompanying</b> a) Minister's staff b) Government officials	a) 1 b) 3 (in-country support only)
<b>Accompanied by spouse</b> a) in an official capacity b) in a private capacity	Nil
<b>Costs</b>	
<b>Airfares</b> a) Minister and Minister's staff b) Government officials	a) \$14,310 b) Nil
<b>Accommodation</b> (includes any meals/incidentals charged to room) a) Minister and Minister's staff b) Government officials	a) \$5,400 b) Nil
<b>Official hospitality</b> a) Minister and Minister's staff b) Government officials	a) \$198.48 b) Nil
<b>Other expenses</b> a) official gift presentation b) ground transport c) meals and refreshments d) trade promotional material & mission brochures; e) other miscellaneous costs to include <ul style="list-style-type: none"> <li>• interpreters</li> <li>• business centre usage</li> <li>• meeting room hire</li> <li>• International roaming and data usage</li> </ul>	a) \$125 b) \$2,671 c) \$158.75 d) Nil f) \$1,584 e) \$605
<b>TOTAL estimated travel cost</b>	<b>\$ 24,447.23</b>

<b>Currency conversion rate</b>	1AUD = 826.470-821.795 KRW (3-6 Oct) 1AUD = 3.081-3.083 MYR (6-7 Oct) 1AUD = 1.016-1.023 SGD (7-11 Oct)
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## MEETING DISCLOSURE SUMMARY

### Minister for Innovation and Better Regulation

#### Mission to Republic of Korea, Malaysia and Singapore – 3 October to 11 October 2015

Date	Organisation/Individual	Purpose of Meeting
<b>Republic of Korea (ROK)</b>		
5/10/2015	Australian Embassy	Briefing on NSW-ROK relations.
5/10/2015	Big Data Institute – Seoul National University	Discussion regarding data analytics initiatives, work of the university including collaboration with Government.
5/10/2015	National IT Promotion Agency (NIPA)	Presentation on government initiatives and tour of government incubator facility for startups.
5/10/2015	National Health Insurance Service (NHIS)	To discuss the use of Big Data within the NIHS to improve service standards.
5/10/2015	D-CAMP	Visit to startup facility offering shared workspace, mentorship programs and funding opportunities in conjunction with public financial institutions.
5/10/2015	Australian Computer Society/IFIP	Dinner hosted by the Australian Computer Society, with speakers from the IFIP WCC (Attendees listed in report)
6/10/2015	World Computer Congress	To provide keynote address, promoting NSW's innovation initiatives, including the NSW Whole of Government Data Analytics Centre.
6/10/2015	Startup KAIST	Tour of startup support facility.
<b>Malaysia</b>		
7/10/2015	Australian High Commission	Briefing on NSW-Malaysia relations.
7/10/2015	Dato' Yasmin Mahmood, CEO Multimedia Development Corporation (MDeC)	To discuss the Malaysian Government's use of data analytics.
7/10/2015	ASOCIO PIKOM ICT Leadership Summit	Participation as a panellist. Discussion: Impact of the ASEAN Economic Community on the ICT Industry.

<b>Date</b>	<b>Organisation/Individual</b>	<b>Purpose of Meeting</b>
7/10/2015	National Innovation Agency – Mark Rozario	To discuss the Malaysian Government's development of an innovation ecosystem to drive wealth creation.
7/10/2015	MDeC/Cyberjaya District	To discuss the Malaysian Government's use of data analytics, and tour the Cyberjaya technology hub community.
<b>Singapore</b>		
8/10/2015	Australian High Commission	Briefing on NSW-Singapore relations.
8/10/2015	Infocomm Development Authority (IDA)	To discuss IDA's work on smart cities, e-government and the startup economy.
8/10/2015	Intel (roundtable) – Mr Fung Mok Wing, SPRING Singapore Mr. Tuck Long Nge, gridComm Pte Ltd Allan Lim, ConnectedHealth V S Hari Haran, Third Wave Power Pte Ltd Sven Yeo, BioMachines Pte Ltd Daryl Arnold, CEO, Silverline Mobile	A roundtable discussion hosted by Intel involving startups based in Singapore, to provide an international comparison to the NSW startup environment. Also included a briefing from SPRING Singapore's Partnerships Innovation, Internationalization and Entrepreneurship on SME/Startup capability development.
8/10/2015	Singapore Sharing Economy Association	To discuss how a professional association for sharing economy participants works, its key challenges and how it is supporting growth and development in the collaborative economy.
9/10/2015	SingTel – tour of Innov8/Block 71	Tour of the startup/innovation precinct, discussions on driver of growth within the eco-system, overview of Innov8 and its role in the Singaporean and global ecosystem, introduction to accelerator programs operating in the precinct.
9/10/2015	National Research Foundation, Office of the Prime Minister	To discuss Singapore's Technology Incubation Scheme and Innovation Cluster Program, and how they foster startups and grow the sector.
9/10/2015	Mr Allen Lew, CEO Optus	To discuss data analytics
9/10/2015	Assoc Prof Dr Yaacob Ibrahim – Minister for Communications and Information	To discuss Singapore's eGov Masterplans.

Date	Organisation/Individual	Purpose of Meeting
9/10/2015	Solutions for Urbanised Future – SURF@NCS	Briefing on Singtel/NCS Smart City Showcase, including the use and integration of data with public safety initiatives, transport and government services. SURF Vision briefings.
9/10/2015	Australian Information Industry Association/Asia Link Mr Kee Wong	Dinner hosted by Mr Kee Wong, Chairman of the Australian Information Industry Association and Deputy Chair of Asialink, at which the Minister discussed NSW Government innovation and digital government initiatives (attendees in report)
10/10/2015	Professor Costas Courcoubetas/ Assistant Professor Shrutivandana Sharma – Initiative for Sharing Economy Research, Singapore University of Technology and Design	Lunch – hosted by Minister Dominello. To discuss research into collaborative consumption, built around the economics and behavioural aspects of sharing, policy and enabling ICT platforms.
10/10/2015	Accenture Asia Pacific	To discuss the deployment of data analytics in major companies across South Asia.