

INET Singapore 2012

The Social Internet

SoLoMo

Social

Local

Mobile



Nov 16-17, 2012

Orchard Parade Hotel, Singapore



DAY 1

16 NOVEMBER 2012, FRIDAY

0830 - 0915

REGISTRATION

0915 - 1000

OPENING SESSION

WELCOME REMARKS:

Professor Ang Peng Hwa, Chairman of the Internet Society
(Singapore Chapter)

ISOC ADDRESS:

Rajnish D. Singh, Regional Director, Asian Regional Bureau,
Internet Society

KEYNOTE ADDRESS:

Loo Cheng Chuan, Head (Local Life, Group Digital Life), SingTel
Ten Shocking Truths about the Digital Business - What I Learnt from Silicon Valley

1000 - 1015

NETWORKING SESSION I

1015 - 1215

SESSION I: SoLoMo -- OPPORTUNITIES FOR EVERYONE

SoLoMo uses the geocodes found in consumers' mobile devices to pinpoint their location and suggest to them the retail venues nearby. It provides more convenient and diverse commercial experiences to them while offering tremendous business opportunities to retailers, such as restaurants, coffee shops and clothing stores. SoLoMo is also a useful tool for non-profit organisations as it can be used to raise social awareness, increase the presence of the organisation and in fund-raising. Education institutions, such as universities and polytechnics, can also use it as a tool for technical training.

This session will discuss the business, social and educational opportunities in SoLoMo.

Moderator: Eileen Yu, Senior Editor, ZDNet Asia

Eddie Chau, CEO and Founder, Brandtology
Connecting the Social Media Intelligence with SoLoMo

Milind Sanghavi, Head of B2B Marketing,
Southeast Asia and India, PayPal
Cracking the Code to Commerce: Growing Beyond Just eCommerce

Dr Juzar Motiwalla, Professor in Practice of Digital Strategy
and Entrepreneurship, NUS
SoLoMo - Student Innovation

Yean Cheong, Head of Digital, UM Asia Pacific
The Perfect Storm: SoLoMo meets Connectivity

1215 - 1400

LUNCH BREAK

DAY 1

16 NOVEMBER 2012, FRIDAY

1400 - 1500

SESSION II: SoLoMo -- CHALLENGES AND CONFLICTS

While an individual's location can be made available through mobile devices, his/her identity and personal information may also be made known thus making the individual vulnerable to identity theft, hacking and other online attacks. In this session, participants will hear from computer security experts on how to protect themselves from these potential challenges.

This session will discuss security risks for organisations and individuals and how they can make SoLoMo internet safer.

Moderator: Professor Ang Peng Hwa, Chairman of the Internet Society (Singapore Chapter)

Derek Kiong, Evangelist, Institute of Systems Science, NUS
Safe Practices on the Internet with Open Source

Benjamin Mah, CEO and Co-Founder of V-Key Inc
Mobile Application Security Exposed - What You Must Know!

1500 - 1520

NETWORKING SESSION II

1520 - 1700

SESSION III: SoLoMo -- LAW AND DISORDER

While SoLoMo presents opportunities economically and socially, businesses and end users continue to be exposed to potential risks and challenges caused by the level of private information sharing and surveillance. Many things are still experimental and growing at a rate beyond imagination, thus the implication for regulations, laws and policies is immense.

This session will discuss the laws and policy challenges that SoLoMo faces and ways to protect SoLoMo legally.

Moderator: Benjamin Ang, Lecturer,
School of Business/Law & Management, Temasek Polytechnic

Ng Kai Koon, Senior Manager, Legal and Public Affairs,
Symantec Singapore
Data Privacy - Should You be Locking the Door when the Windows are Open?

Wee Choo Hua, Senior Director & Legal Counsel,
Head of Government Relations, Southeast Asia, eBay Inc
Tripping Over IP in the SoLoMo World?

Wong Siew Hong, Partner, Eldan Law
Social Media & Defamation: Need for Re-Evaluation?

1700 - 1710

WRAP-UP: Grace Chng, Senior Technology Correspondent,
Money Desk, Straits Times

DAY 2

17 NOVEMBER 2012, SATURDAY

0830 - 0900

REGISTRATION

0900 - 1025

INTERNET INNOVATION:

How Asian Start-Ups use SoLoMo to Build their Business - Part I

Moderator: Wong Meng Weng, Social Engineer, JFDI Asia

Dr Madanmohan Rao, Research Adviser, AMIC
Social and Mobile Start-Ups: Emerging Opportunities in the Asian and Global Markets

Rachit Dayal, Managing Partner, Happymarketer
Google + SoLoMo: How Google is Adapting to the Changing World of SoLoMo

Leon Leong, Sales & Marketing Director, Techsailor
How Businesses can Leverage SoLoMo in Effective Customer Engagement & How is SoLoMo Revolutionising Customer Engagement

Saumil Nanavati, CEO & Founder of Chalkboard
NFC: How it is Poised to Change the Way we Interact with People and Objects in Close Proximity

1025 - 1045

NETWORKING SESSION

1045 - 1145

INTERNET INNOVATION:

How Asian Start-Ups use SoLoMo to Build their Business - Part II

Aileen Sim, Co-Founder, BillPin
BillPin and its Viral Loop

Elisha Ong, Co-Founder, Burpple
Burpple - The Social Food Journal

Edvardr Heng, Senior Manager, MediaCom
SoLoMo in Marketing

1145 - 1200

WRAP-UP AND
VOTE OF THANKS:

Professor Ang Peng Hwa, Chairman of the Internet Society (Singapore Chapter)

SPEAKERS



Ang Peng Hwa is Director of the Singapore Internet Research Centre at the Wee Kim Wee School of Communication and Information, Nanyang Technological University. He is the author of *Ordering Chaos: Regulating the Internet* (Thomson, 2005), which argues that the internet can be, is being and should be regulated. Most recently, he spent a year on sabbatical in Ahmedabad, India, to help start the Mudra Institute of Communication Research.

A lawyer by training, he worked as a journalist before going on to pursue a Master's in communication management at the University of Southern California and a Ph.D. in the mass media at Michigan State University. Peng Hwa currently holds the chairmanship of the regional non-profit media organisation Asian Media Information and Communication Centre (AMIC) and is one of the two vice-presidents of the Consumers' Association of Singapore (CASE), and legal advisor to the Advertising Standards Authority of Singapore (ASAS).



Rajnesh Singh is Regional Director of the Asia-Pacific Regional Bureau at the Internet Society (ISOC). He oversees projects, initiatives and activities across ISOC's functional and programmatic areas in the Asia and Pacific region, including Public Policy, Development, Capacity Building and Internet Standards and Technology.

Prior to joining ISOC, Rajnesh played founding and leading roles in several technology and private equity investment firms, and still maintains varied business interests. In his professional capacity, Rajnesh has consulted on communications & power infrastructure, project management and business strategy for medium to large companies and organisations in the Asia-Pacific region. He has also held advisory roles across multiple sectors.

Rajnesh has worked extensively with the Asia-Pacific Internet community, and has held several leadership roles, including Founding Chair of ICANN's Asia Pacific Regional At-Large Organisation (APRALO) and Chair of the Pacific Islands Chapter of the Internet Society.



Loo Cheng Chuan is Head of Local L!fe, a division of SingTel's Group Digital L!fe business. He is responsible for driving SingTel's hyperlocal digital initiatives. Under Local L!fe, Cheng Chuan leads a few internet companies, including inSing.com, HungryGoWhere.com and Eatability.com, among various other hyperlocal businesses.

Before Local L!fe, Cheng Chuan spent several years as a technology hunter, travelling to global innovation hubs including Silicon Valley, Israel and New York to bring innovative products and cutting-edge technologies to SingTel customers. He joined SingTel in 1997, and has worked in both the consumer and corporate business groups.

Cheng Chuan studied at the Stanford Graduate School of Business, where he spent much of his time networking and learning from successful Silicon Valley entrepreneurs.

SPEAKERS



Eileen Yu joined CBS Interactive Asia-Pacific in March 2004 and is currently senior editor of ZDNet Asia, where she oversees the business tech news site in Asia. Eileen has over 14 years of experience at various established technology publications including Computer Times (since renamed Digital Life), the weekly IT supplement to The Straits Times (Singapore Press Holdings), and Computerworld Singapore. With her extensive journalistic background, Eileen is familiar with a range of technology segments including networking and telecommunications, open source software, enterprise security and legal tech.



Eddie Chau is Founder and CEO of Brandtology (A Sentia Media Company), a business and brand online intelligence service provider which enables global brands to manage and extract invaluable insights from consumers' conversations in social media. Through an effective combination of proprietary technology, processes and trained professionals, Brandtology enables companies to stay aware of social media trends and conversations about their brands, competitors and industry, thus allowing for strategic decision-making in a timely manner.

Prior to Brandtology, Eddie was the founder and CEO of e-Cop Pte Ltd, which grew to become a market leader in the Information Security Industry. He pioneered the first 24x7 Managed Security Services in the world with e-Cop which was acquired in 2007 by a wholly-owned subsidiary of Temasek Holdings Pte Ltd. Previously, he held senior management positions in IBM and Computer Associates Inc.



Milind Sanghavi is the Head of Merchant Marketing at PayPal South East Asia and India, where he is responsible for the performance and overall P&L for the Merchant business in this growing and highly-diversified region. In this role, Milind leads a strong, dynamic team that manages all aspects of the business including the website, product and key portfolio metrics. He has lead PayPal's efforts in driving the adoption of innovative commerce methods in Singapore.



Juzar Motiwalla is Professor in the Practice of Digital Strategy and Entrepreneurship at the National University of Singapore. He is Board Member/ Advisor to several companies based out of Silicon Valley, USA, India and Singapore. Recently, several companies he was involved in had M&A exits. One was acquired by a US-listed company, another had a major stake invested in by a Japanese giant, and a third merged with a NASDAQ-listed company and has now been acquired for US\$400m.

He has advised Partners Group (a Swiss-based private equity group with CHF 10 billion AUM) on direct investments. He was Partner, Investments at Green Dot Capital where he was in charge of global venture capital investments. Prior to joining Green Dot Capital, he was Chief Executive Officer of Kent Ridge Digital Labs (KRDL), a 350 person high-tech laboratory. KRDL incubated 15 start-up companies in Asia and Silicon Valley, USA.

SPEAKERS



Yean Cheong is Head of Digital, UM Asia Pacific, based in Singapore. She is responsible for managing UM's online media planning teams as well as leading the strategy and development of all digital media activities across Asia.

As the regional digital lead for clients such as Johnson & Johnson, Microsoft and MasterCard, Yean develops and manages integrated digital strategies combining online, search, mobile and social media, supporting clients in ensuring these strategies cascade through all communication touch-points and markets. Yean was previously General Manager Digital of emitch Queensland Australia, part of Aegis Media Pacific. She was Head of Digital and Direct at Clemenger BBDO Brisbane, and performed various roles in Singapore at M&C Saatchi, Zuji, Jurong Point and Sembawang Leisure to name a few.



Derek Kiong was Associate Professor in the School of Computing where he taught courses in Operating systems, Computer languages and Compiler techniques prior to joining the Institute of Systems Science (ISS). He received the Teaching Excellence Award in 1998 for efforts in promoting collaborative e-learning. In the ISS, he has taught courses on Java, Microsoft, .NET and Open source.

He is also consulted on digital forensic investigations and has assisted in legal proceedings as an expert witness. He has been a member of the National Infocomm Competency Framework (NICF) Expert Panel since 2006 and has been a Council member of the Information Technology Standards Committee (ITSC) since 1999. For the latter, he was awarded the Distinguish Partner Award by SPRING Singapore in 2007.



Benjamin Mah has built a distinguished management career in both e-Cop (acquired by a wholly-owned subsidiary of Temasek Holdings) and Encentuate. He also held senior management positions in Oracle, IBM and CA. Benjamin has been recognised as one of the industry's "most influential people on infocomm Security".

Prior to founding V-Key, Benjamin played a central role in growing Encentuate Inc, a leading provider of enterprise single sign-on software, until its acquisition by IBM Software. In 2000, Benjamin also pioneered e-Cop and grew it into a leading Managed Security Service company until its acquisition. Benjamin held key regional leadership positions within Oracle and IBM where he drove a large part of the core security software business and played a key role in establishing new business units.



Benjamin Ang draws from a diverse range of career experiences, from litigation practice in large and small law firms, to technology consulting in the south-east Asian region, to in-house legal work in international software and transmedia companies. Now in his role as a Law lecturer at Temasek Polytechnic, he enjoys sharing his stories with his students in school and at public seminars. Benjamin has been a popular public speaker at regional legal and technology conferences, and has articles published in various journals. He blogs and tweets regularly on interesting developments in the areas of intellectual property, technology law and media law.

SPEAKERS



Ng Kai Koon is the Senior Manager in charge of Government Relations and Public Affairs programmes for Asia Pacific and Japan. Kai Koon represents Symantec before government agencies, and international organisations advising on public policy issues, focusing on IT Security, data privacy and protection and critical infrastructure protection. He is also Vice-Chair for BSA India Country Committee with responsibility for policy matters.

Prior to joining Symantec, Kai Koon served as a Manager with the Industry Development Group of the Infocomm Development Authority of Singapore (IDA), where he was responsible for the development and execution of programmes and policies to grow Singapore's IT sector in key growth segments, such as Cloud Computing, Business Analytics and IT Security.



Wee Choo Hua is eBay Inc.'s Head of Government Relations for Southeast Asia. He is overall responsible for government relations with all Southeast Asian governments for all eBay Inc. assets including eBay, PayPal, GSI Commerce, the Singapore Development Center and the Kuala Lumpur Customer Service Center.

Prior to joining eBay, Choo Hua was the Asia Pacific Director for Software Policy at Microsoft with responsibilities for software policies critical to the company's growth in Asia. Choo Hua has worked with governments, industry associations, academia, NGOs and think tanks throughout Asia on a number of public policy issues ranging from intellectual property, privacy, internet safety, technology choice, interoperability to cloud computing. Choo Hua was a Vice President of the Business Software Alliance (BSA) Asia Committee and the Chair of the BSA Indonesia and Singapore Committees.



Wong Siew Hong has extensive experience in civil and criminal litigation. He has advised on all aspects of infringement, anti-counterfeiting and litigation options in Singapore and around ASEAN. He had worked as a private investigator for intellectual property matters and developed an expertise in intellectual property litigation, enforcement and prosecution. Siew Hong has represented the product security interests of a wide spectrum of companies. He is also experienced with Internet related issues including Internet defamation.

He is a Member of the Law Society of Singapore, the Singapore Academy of Law, Counsel to The Law Society of Singapore, Member of the Disciplinary Committees of the Supreme Court of Singapore and a member of the Criminal Law Advisory Committee. He is a guest lecturer on IP matters in NUS and SMU and was an Adjunct Teacher on Advocacy at the Practical Law Course.



Grace Chng has been covering technology for over two decades. Currently she is a senior correspondent with the Money Desk of The Straits Times. Until Nov 2011, she was the editor of Computer/Times Digital Life which she co-founded in 1993. She has interviewed the top tech CEOs such as Steve Jobs, John Chambers, Vinton Cerf and Larry Ellison. In recent years, she has expanded her coverage to the Internet and tech start-ups. Grace has sat on many committees such as the National Infocomm Awards, Singapore Computer Society's IT Leaders Award and the Parents Advisory Group for The Internet. Currently she is a member of the Media Literacy Council.

SPEAKERS



Wong Meng Weng is a serial Internet entrepreneur and angel investor. He is the primary author of the SPF standard for email authentication, RFC4408, which has achieved global adoption. In 2005, in Silicon Valley, he co-founded a venture-funded Big Data start-up. In Singapore, he co-founded JFDI, a seed accelerator inspired by Y Combinator. He also co-founded Hackerspace.SG, and has helped organise Start-up Weekends, TEDx, and similar grassroots events. He volunteers as a mentor with the Founder Institute and an Entrepreneur in Residence at the INSEAD Business School. He also volunteers on an advisory panel to the NRF regarding R&D ICT and commercialisation strategy. He champions Agile, Customer Discovery, and Lean Start-Up philosophies.



Madanmohan Rao is research advisor at the Asian Media Information and Communication Centre (AMIC). He is the editor of five book series: *The Asia Pacific Internet Handbook*, *The Knowledge Management Chronicles*, *AfricaDotEdu*, *World of Proverbs*, and *The Global Citizen*.

He is the research director of Mobile Monday, a global network of mobile and wireless communication professionals, and co-founder of the Bangalore K-Community, a network of knowledge management professionals. Madan was formerly the communications director at the United Nations Inter Press Service bureau in New York, and vice president at IndiaWorld Communications in Bombay. He is a frequent speaker on the international conference circuit.



Rachit Dayal, Managing Partner at Happymarketer, was Singapore's first Marketing Professional to be certified by Google as a Qualified Advertising Professional in January 2006. In 2009, he became one of Singapore's first Qualified Analytics Consultants. In just three years, Happymarketer has become one of Singapore's leading Digital Marketing think-tanks in APAC with staff spread across three countries, clients spread across five countries and high value engagements across Search, Social Media, Analytics, Digital Advertising, Mobile and Web Video.

Rachit is a passionate web marketing professional and evangelist – creating websites, implementing search marketing campaigns, riding the growth of Social Media, preparing for the potential of mobile and preaching the merits of Measurement / Web Analytics. He has spoken at over 80 events in the past two years, and was one of a few non-Googlers to speak at Google's annual Google Analytics conferences in the region.



Leon Leong is the Business Relations Director of Techsailor Group, a Social Media agency that specialises in online engagement and performance driven campaigns. In his role, he has spearheaded many successful campaigns for medium and large organisations, which include the National Trades Union Congress (NTUC), Overseas Chinese Banking Corporation (OCBC), and Korea Tourism Organisation (KTO). Leon also co-founded several successful Internet companies, including a Social Wish List website which was featured on the renown Social Media blog, Mashable.com, and WhoLivesNearYou.com, a Social-Location-Based website which was successfully acquired privately. He was also actively involved in a high tech start-up in the Silicon Valley for a year.

SPEAKERS



Saumil Nanavati has more than 12 years of experience as a senior “exec-preneur” in the areas of ad-tech/commerce/mobile/social in the US, Asia, and the UK. Primarily focused on scaling businesses at every level, business development, product management, tier one VC fund raising and sales, Saumil has achieved a few world’s first in media. These include the world’s first real-time hyper local marketplace for Small Business owners; Location-based banner ads; the world’s first 3G radio with Virgin and the world’s first mobile branded music services with Bacardi.



Aileen Sim is takes care all things Product at BillPin. BillPin helps friends and roommates easily manage shared expenses, keeping friendships squabble-free. Aileen makes sure that the team builds what users need, and that users love what they build. Before BillPin, Aileen was CEO of virtual currency startup First Meta, which she founded and grew to profitability.



Elisha Ong was the Lead Product Designer at Qik (now Skype), a mobile video communications company based in Redwood City, California and designed the world’s first video chat user interface on a smartphone. Prior to Qik, Elisha worked at JCDecaux Asia, ESPN STAR Sports and developed stadiums for EA Sports FIFA PC games. With a keen eye for detail, Elisha defines the Burpple product and user experience. Elisha enjoys singing and short films.



Edvarci Heng helms the social division at MediaCom, an agency under the WPP network, servicing Dell and Procter & Gamble in their regional social outreach. Prior to MediaCom, he was at Singapore Press Holdings and CBS Interactive where he specialised in search and editorial content. Edvarci has a deep understanding of loyalty and engagement-based digital strategies.



Internet Society (ISOC) is the world's trusted independent source of leadership for Internet policy, technology standards, and future development. More than simply advancing technology, ISOC works to ensure the Internet continues to grow and evolve as a platform for innovation, economic development, and social progress for people around the world.

Internet Society approved the formation of the Internet Society Singapore Chapter in June 2011. The chapter focuses its efforts on the promotion of technology and applications to help organisations and individuals work together and develop Singapore's unique voice. It also aims to promote recruitment and job market development in local technology industries as well as develop and lead initiatives for the expansion of broad community access and infrastructure development. The Chapter was established as a non-profit organisation under the laws of Singapore.



Asian Media Information & Communication Centre (AMIC) is a non-profit NGO with the mission of spearheading the development of media and communication expertise in Asia within the broad framework of economic, social and cultural progress. It exists to encourage ethical and social responsibility of the media to support democratic access and participation in media development and production, and to provide opportunities for empowerment of disadvantaged sectors in the communications/media environment.

AMIC also organises conferences, seminars and workshops to keep its participants informed on vital issues and trends in communication. These conferences, including the AMIC Annual Conference, RadioAsia, the ASEAN Media Forum and similar events also facilitate networking among leading communication specialists and media practitioners.

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