

## **MIDAS EVENT SUMMARY : CEO TALK SERIES**

02 Apr 2009

### **“Broadband in Singapore, Past, Present & Future”**



On 2 Apr 2009, a group of senior executives from major semiconductor companies gathered at The Pines Club to learn about the future of broadband in Singapore. Dr Tan Geok Leng, the Chief Technology Office of IDA Singapore, bring the audience through the memory lane on how Singapore become the most connected country from a humble beginning with dial-up connection.

Although Singapore has broadband penetration of 99.9%, Singapore is not resting on its laurel. Singapore is laying foundation for the next generation of broadband with faster speed and a new business model to allow more competition and participation from industry in the broadband equation. Although the broadband in Singapore can reach very high-speed in few years time, Dr Tan highlighted that the bottleneck will come from external connection imposed by the TCP protocol. IDA Singapore is however looking at ways to mitigate the problem and prepare Singapore for the next era.

For semiconductor companies that are developing communication IC chip such as Infineon, Broadcom and Mediatek, the message from Dr Tan is very clear that continuous innovation is the best way to go forward. As Dr Tan mentioned that the IDA's plan didn't include wireless communication, it is therefore open up for competition. As competition will drive price down, consumers will be paying more for less, especially with the push coming from semiconductor industry.

The talk was well received by the audiences.

Feedback given for the talk :-

“Dr Tan able to explain complex matters in simple, plain language, practical approach from IDA makes sense.”