

## The ADOC Alliance



VIETNAM



PAPUA NEW  
GUINEA



INDONESIA



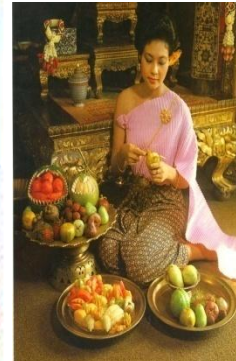
CHILE



PHILIPPINES



PERU



THAILAND



MEXICO

**"Irene Boey, Singapore"**  
**OCTOBER 2009**

# ICT Strategy and Its Impacts for Singapore's Women Enterprises

Presented by:

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Professional Women (Singapore)

7 Oct 2009

# Singapore's iN2015

- Vision

***An Intelligent Nation, A Global City, Powered By Infocomm***

- **Innovation**

iN2015 will fuel creativity and innovation among businesses and individuals by providing an infocomm platform that supports enterprise and talent.

- **Integration**

iN2015 will connect businesses, individuals and communities, giving them the ability to harness resources and capabilities - speedily and efficiently - across diverse businesses and geographies.

- **Internationalisation**

iN2015 will be the conduit for providing easy and immediate access to the world's resources as well as for exporting Singapore's ideas, products, services, companies and talent into the global markets.

(Source : IDA Singapore)

# Impact

- **... transforming lives & businesses**  
iN2015 powers partnerships by providing the technology to collaborate, innovate and personalise. This connects local and global needs even as it enriches customers' experiences and helps develop new capabilities.
- **... fuelling competitive enterprise**  
Technology is fundamental to the development of ideas that sets a business apart from its competitors. iN2015 helps speed up industry-specific solutions, builds brands, fosters growth and expands and attracts global talent and expertise.
- **... providing the infrastructure**  
A next-generation wireless and wired infrastructure will deliver more innovative and trusted services. It will be ultra-high speed, pervasive and intelligent.
- **... developing human capital**  
iN2015 attracts and develops an innovative, infocomm-savvy workforce and global infocomm talent, to enhance economic competitiveness and economic growth.

(Source : IDA Singapore)

# Impact on Enterprises

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In 2006, almost all enterprises (with 250 employees or more) have established Web presence, as well as used the Internet and broadband.

On the consumer front, some 68.4 per cent households were on broadband in 2006, while 88 per cent of homes with school-going children owned computers.

What about SMEs?

ICT is identified as an area for SMEs to acquire new capabilities

- Survey on SMEs and Ebusiness in Singapore 2009 by Integral Solutions (Asia) Pte Ltd

# Survey Objectives

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- Explore the use of Internet enabled electronic processes by SMEs with particular interest on:
  - Activities
  - Challenges
  - Benefits
- Identify if there are any differences between Male & Female in SMEs with regards to their use of internet & ebiz.
- Comparison of Singapore SMEs with ASEAN sisters

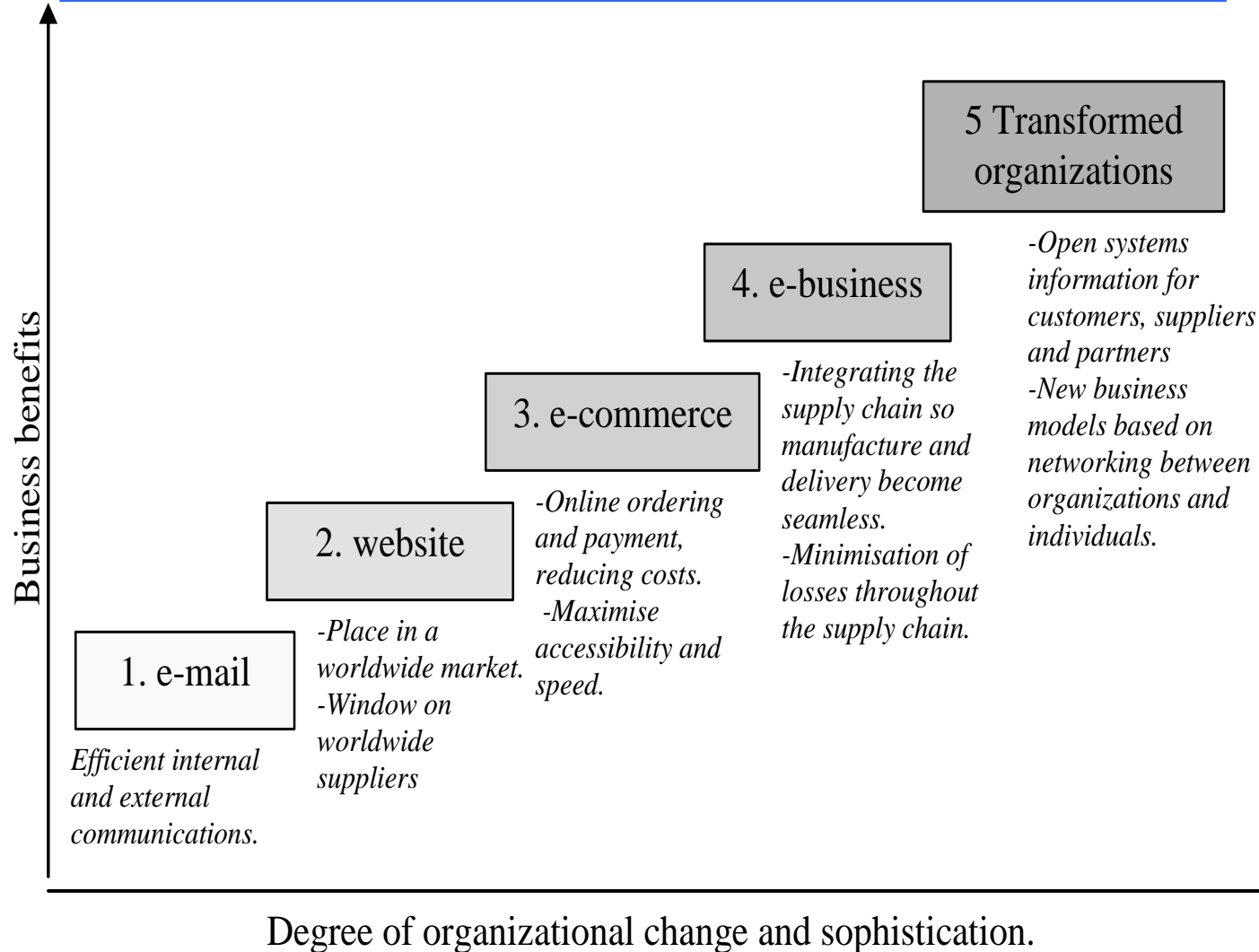
# Why SMEs ?

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- SMEs are important for economic development because:
  - they make up 99% of all companies in most economies;
  - generate 60-80% of employment
  - account for between 40-60% of GDP.
- However, in general SMEs are not very electronically savvy.



# E-Applications Adoption



Source: DTI UK, 2000 adapted from Cisco-led Information Age Partnership Study

# APWINC SME Survey

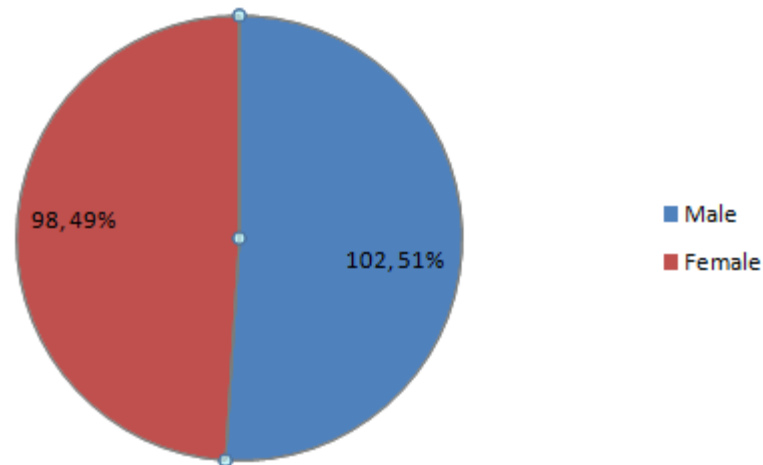
Economy	E-mail	Web search	Co. website	Buy on-line	Sell on-line	Other
<b>Austr</b>	95.8	75	54.2	37.5	14.6	20.8*
<b>Cda</b>	98.1	94.3	65.7	46.7	27.6	28.6
<b>Chile</b>	100	79.2	70.8	52.2	25	41.7
<b>China</b>	97.7	97.7	67.4	13.9	13.9	32.6*
<b>HK</b>	100	96.6	68.9	24.1	31	13.8
<b>Indon</b>	96	88	32	0	4	0
<b>Japan</b>	87.5	81.3	68.8	18.8	31.3	0
<b>Korea</b>	66.7	85.4	54.2	20.8	31.3	12.5
<b>Malays</b>	91.2	82.4	61.8	26.5	23.5	14.7
<b>Phil</b>	90.5	73.8	42.9	19.0	28.6	0
<b>Thail</b>	86.9	94.3	54.1	26.2	33.6	10.7
<b>USA</b>	97.5	94.9	87.3	65.8	36.7	17.7
<b>VN</b>	94.0	83.6	44.8	8.9	14.9	4.5 10

# What is the Situation in Singapore?

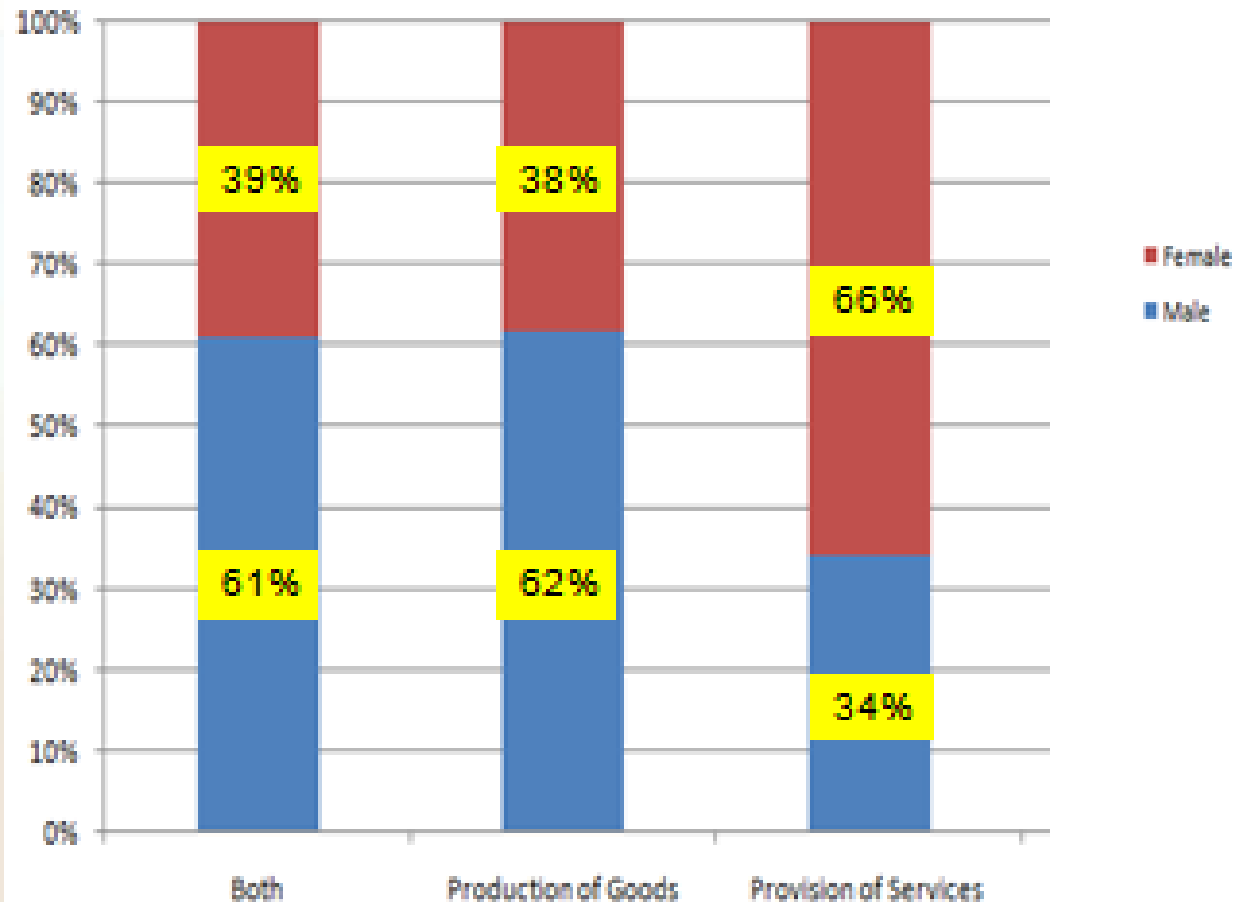


# Respondents' Gender

**49% Female**  
**51% Male.**

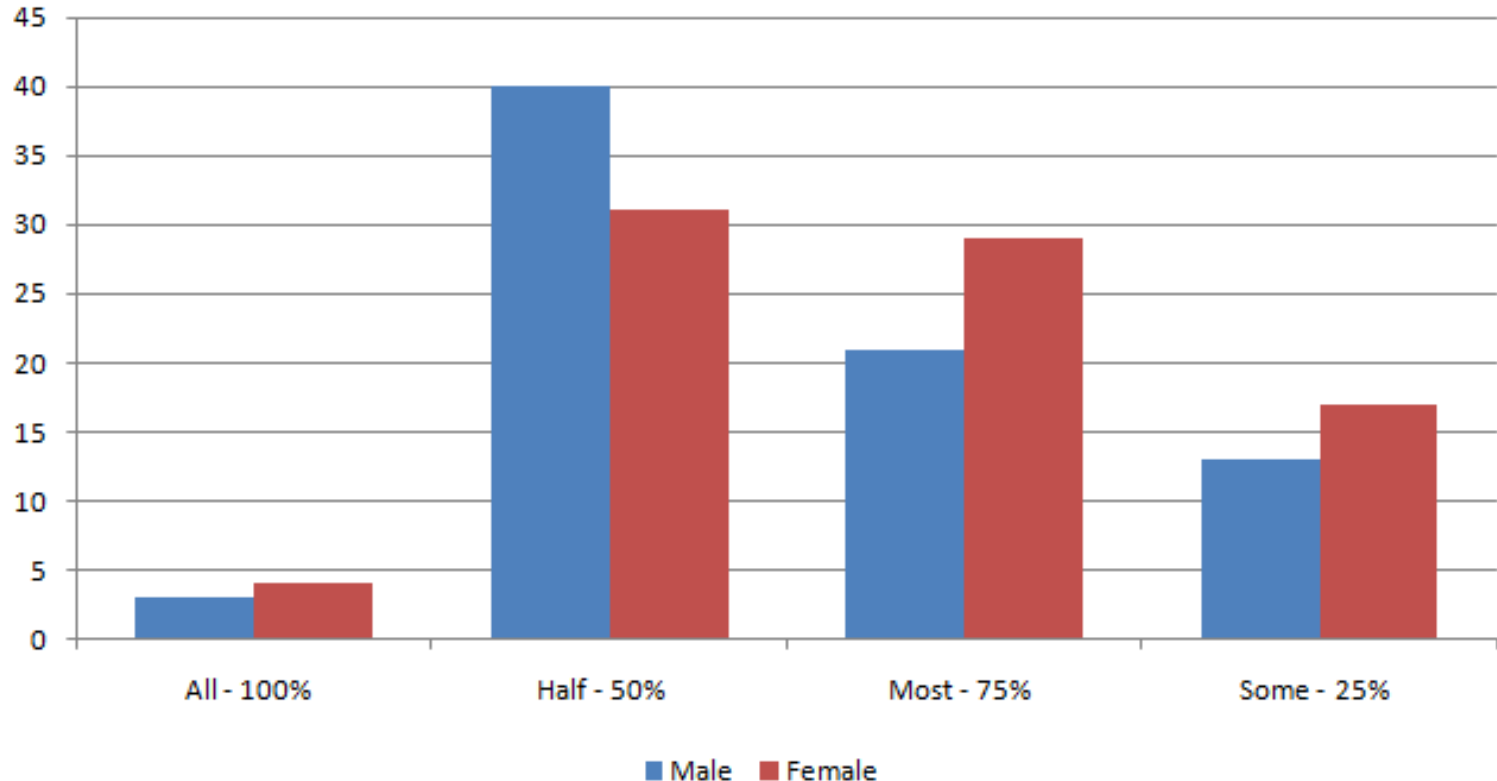


# Male vs Female in Singapore: Sector Distribution

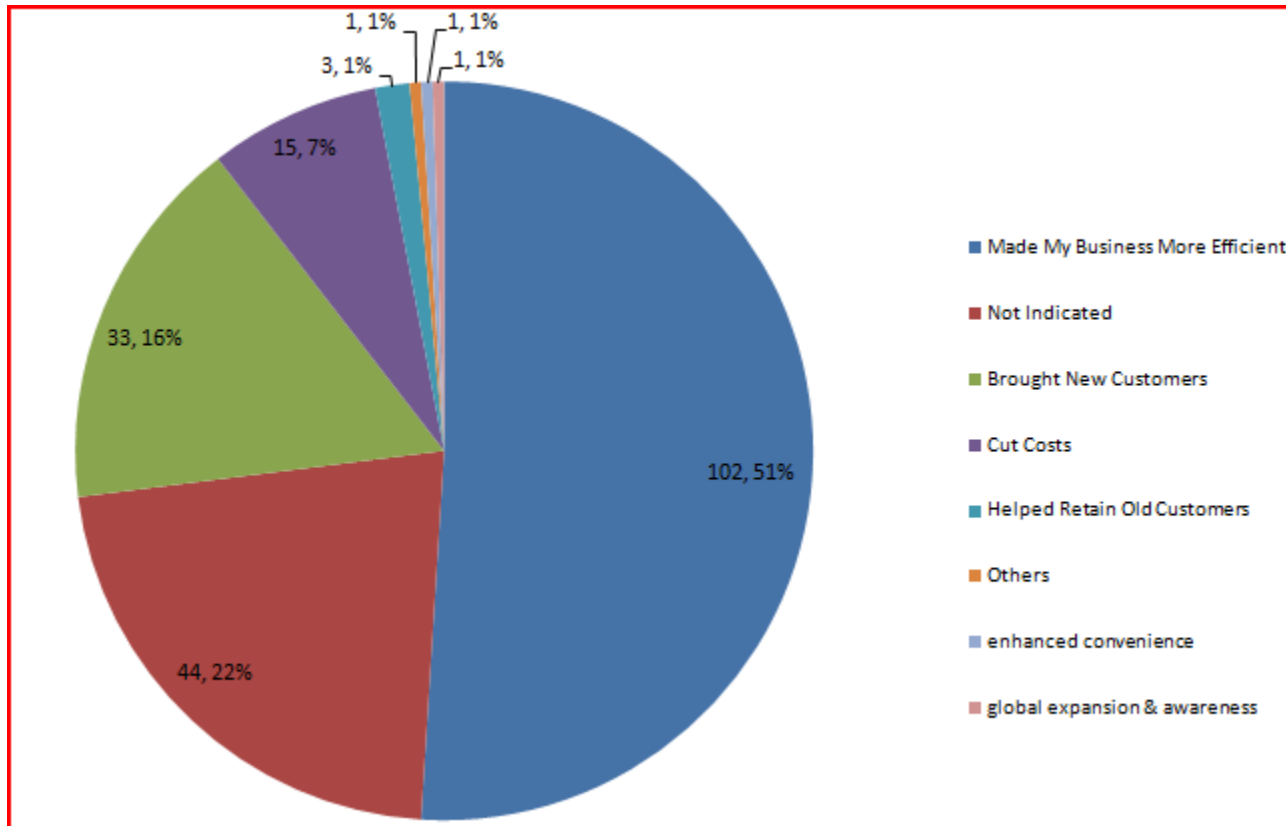


# Female utilised internet more

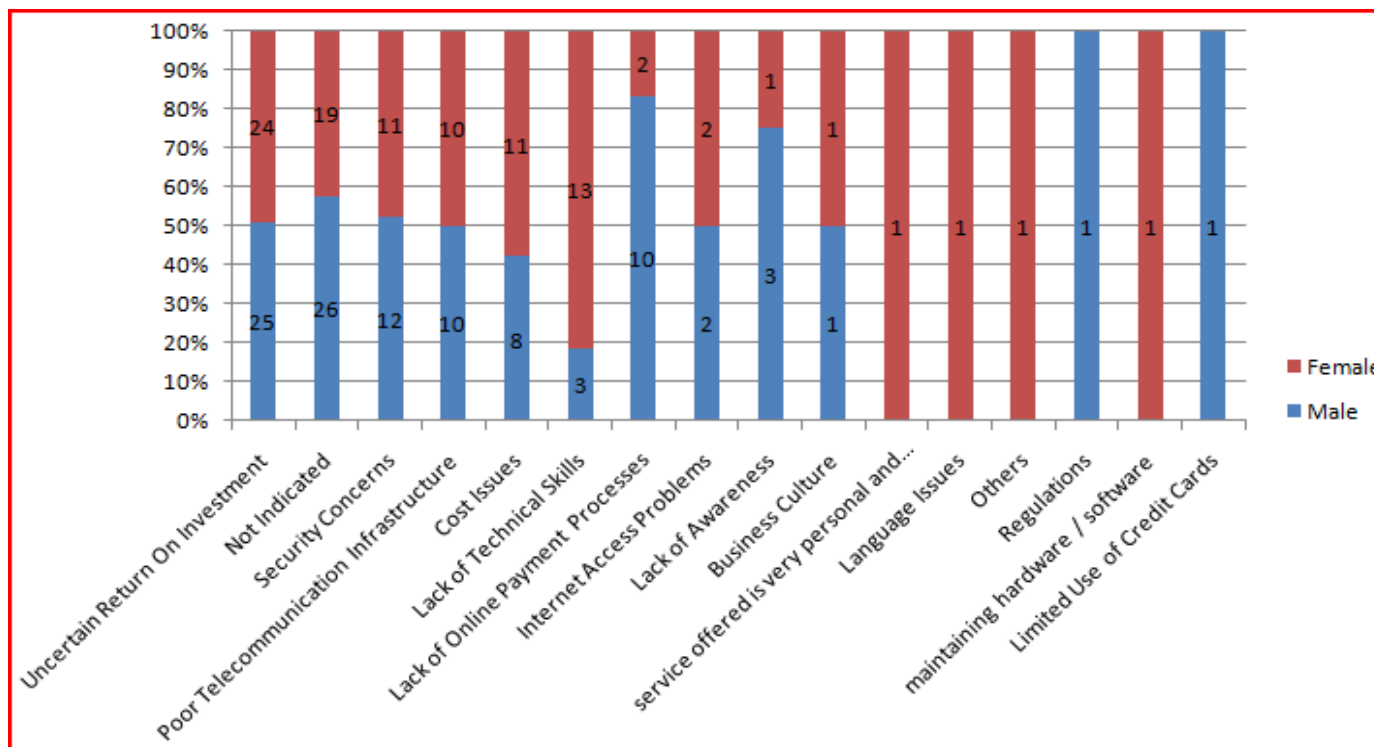
## Internet Utilisation Distribution



# Biggest Benefit of Internet

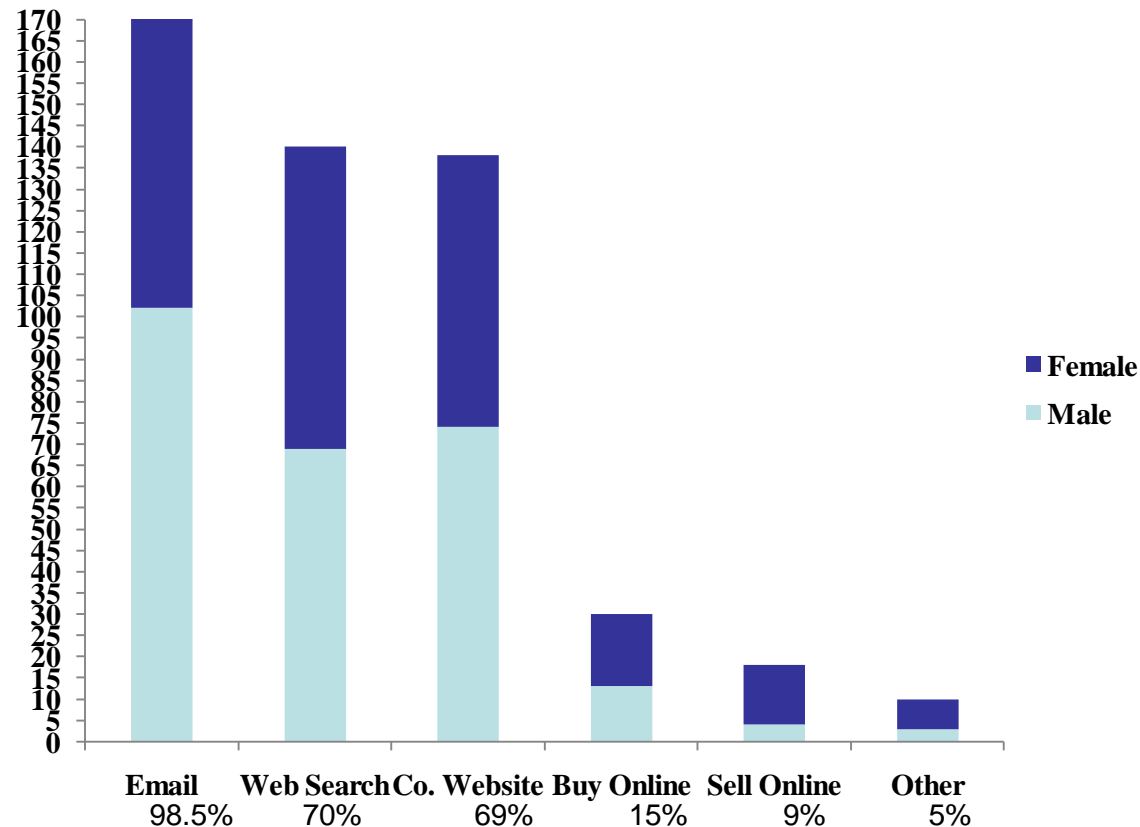


# Biggest Challenge (Male vs Female)

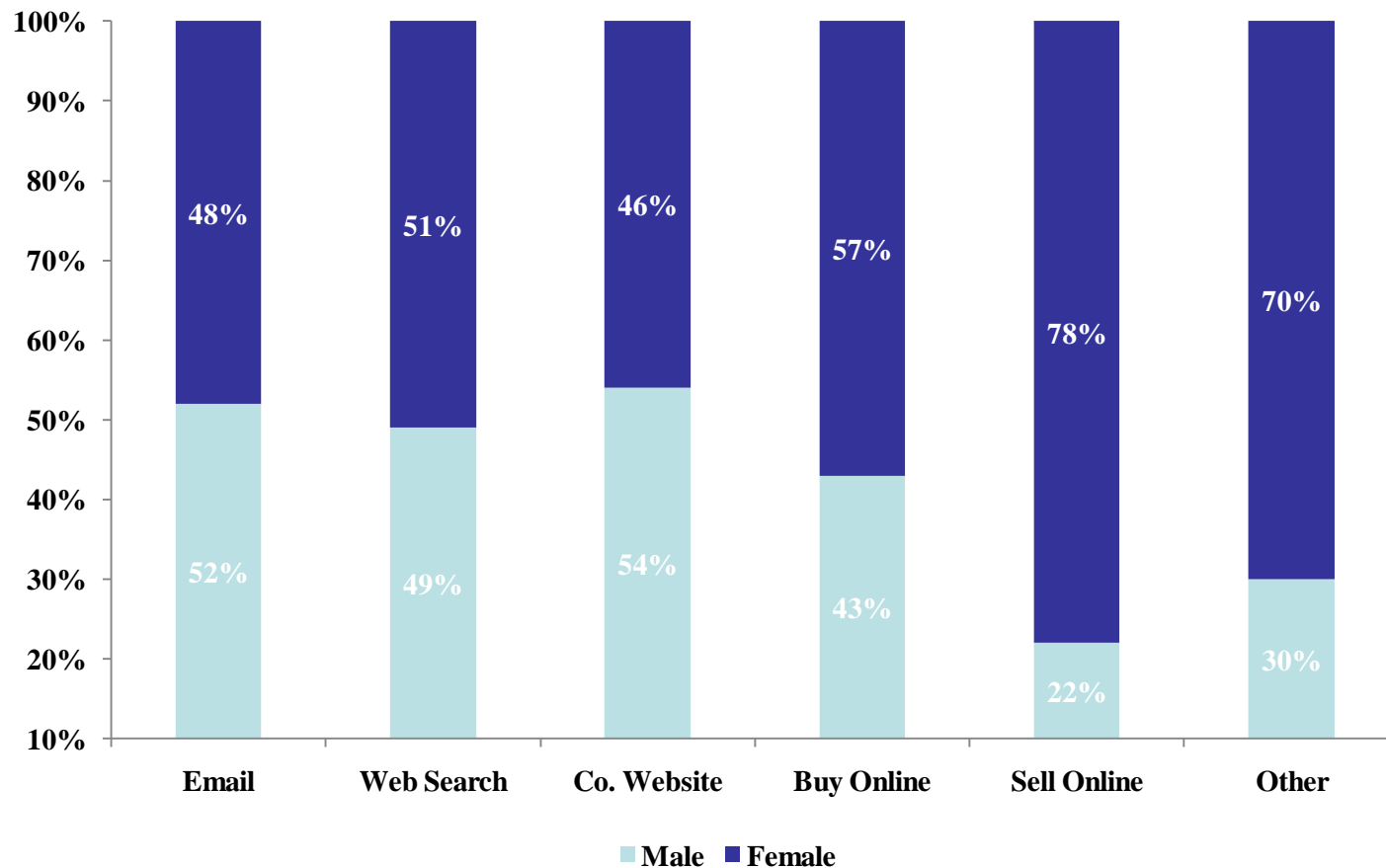




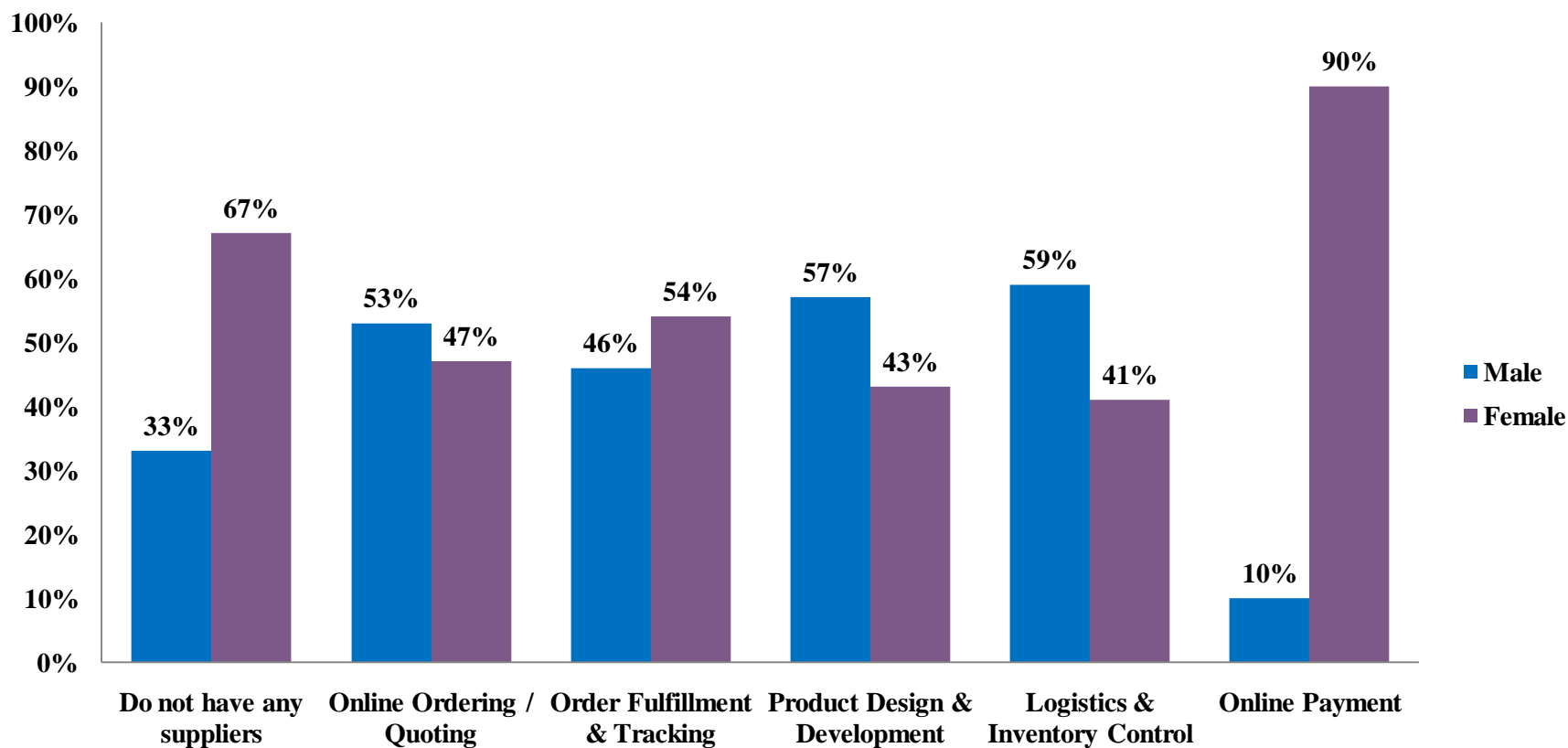
# Singapore SMEs E-Applications



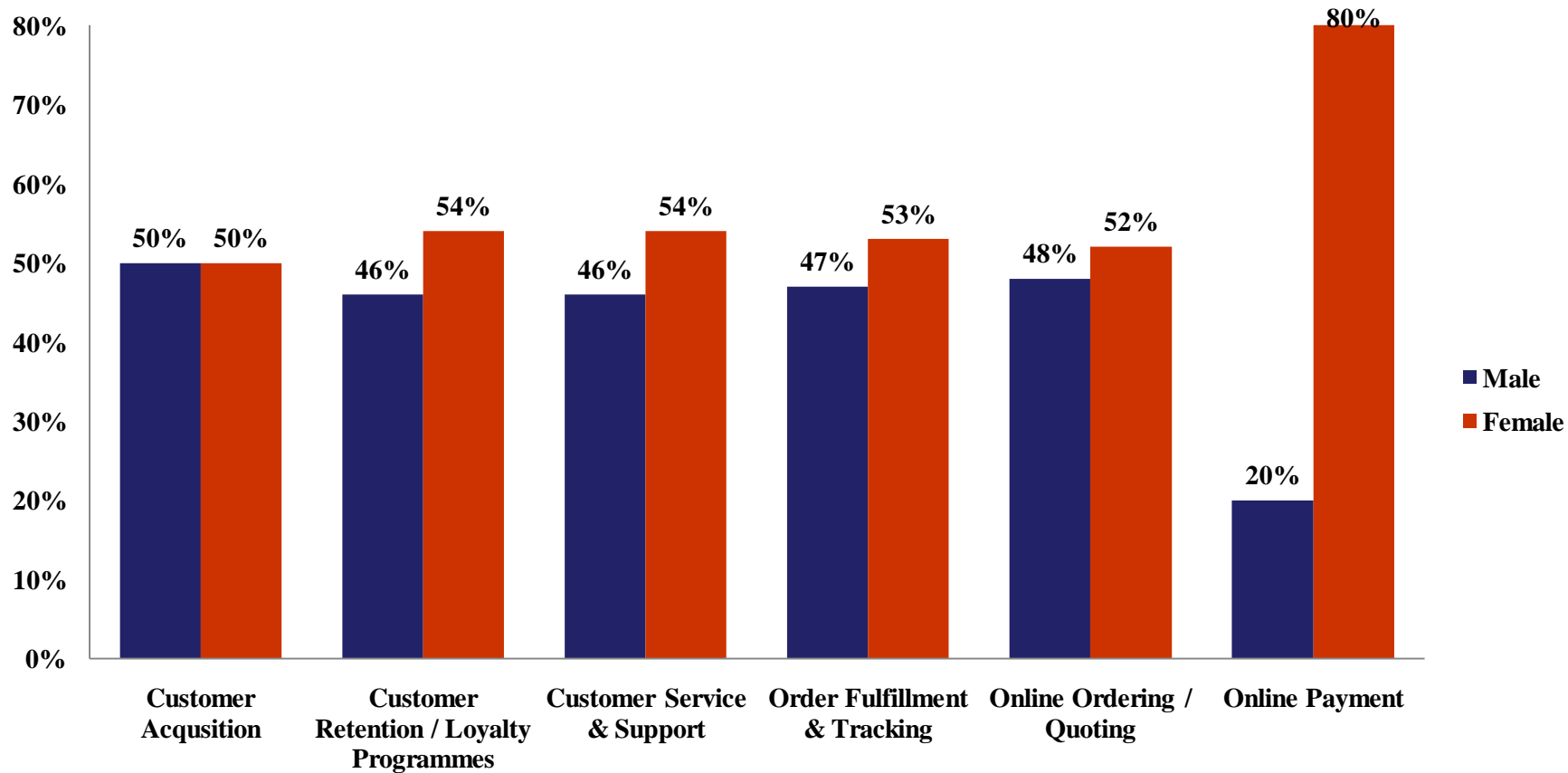
# E-Applications for Businesses (Female vs Male)



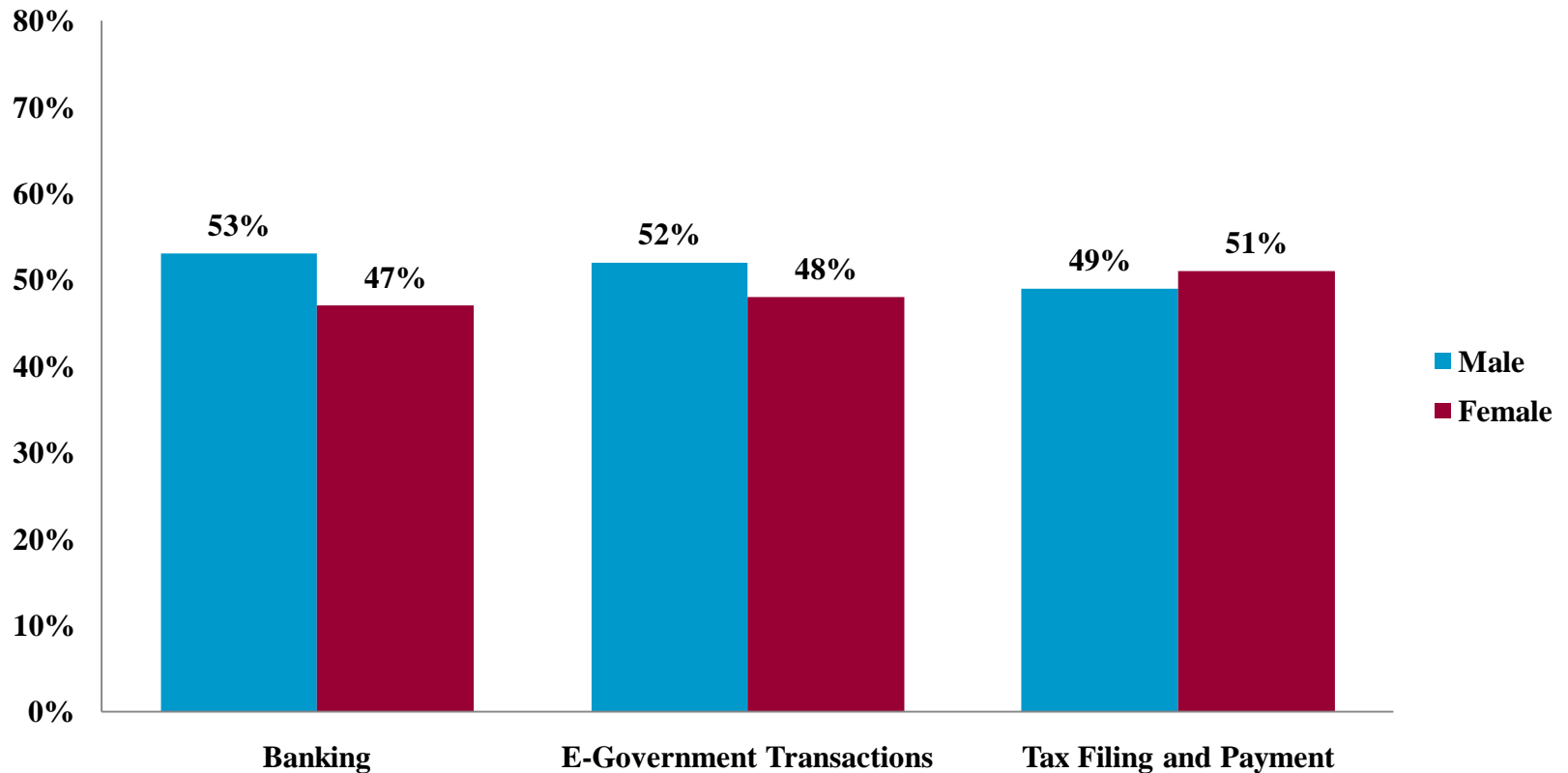
# e- Activities with Suppliers (Female vs Male)



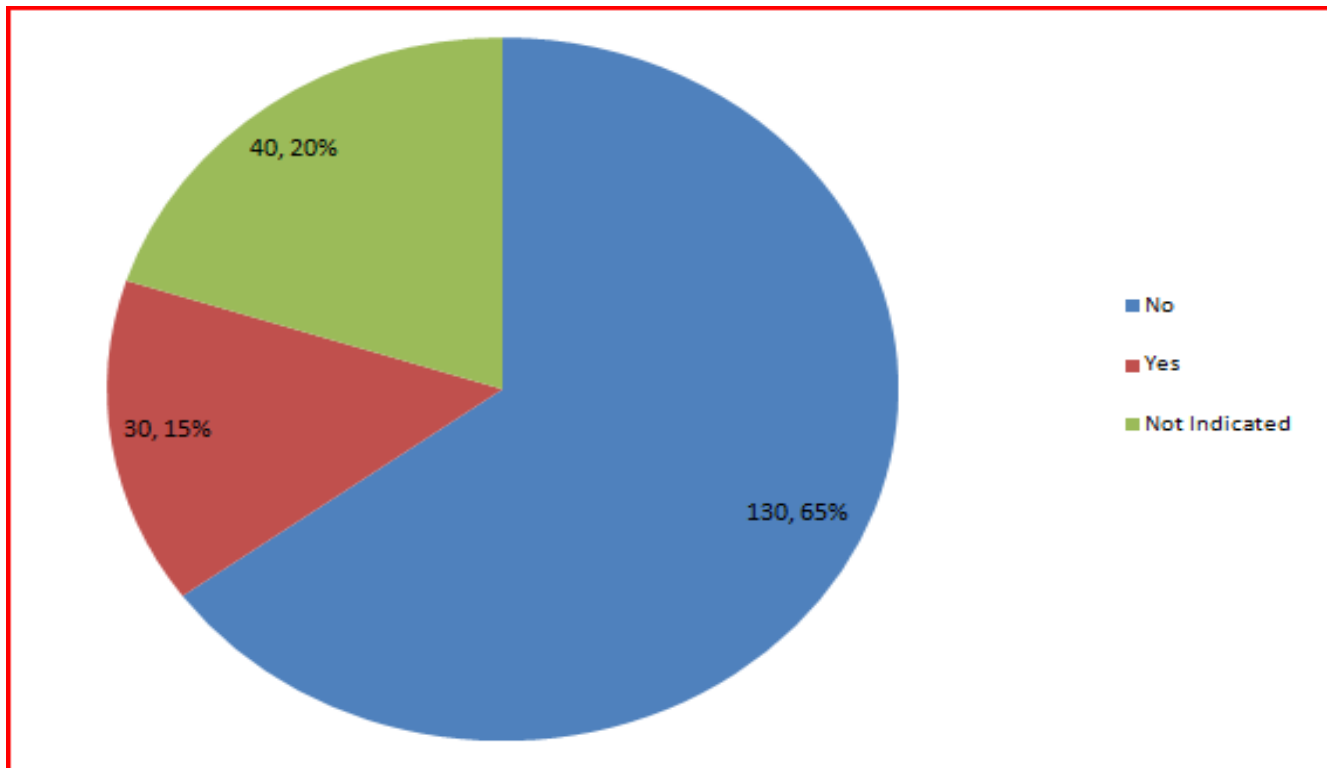
# e- Activities with Customers (Female vs Male)



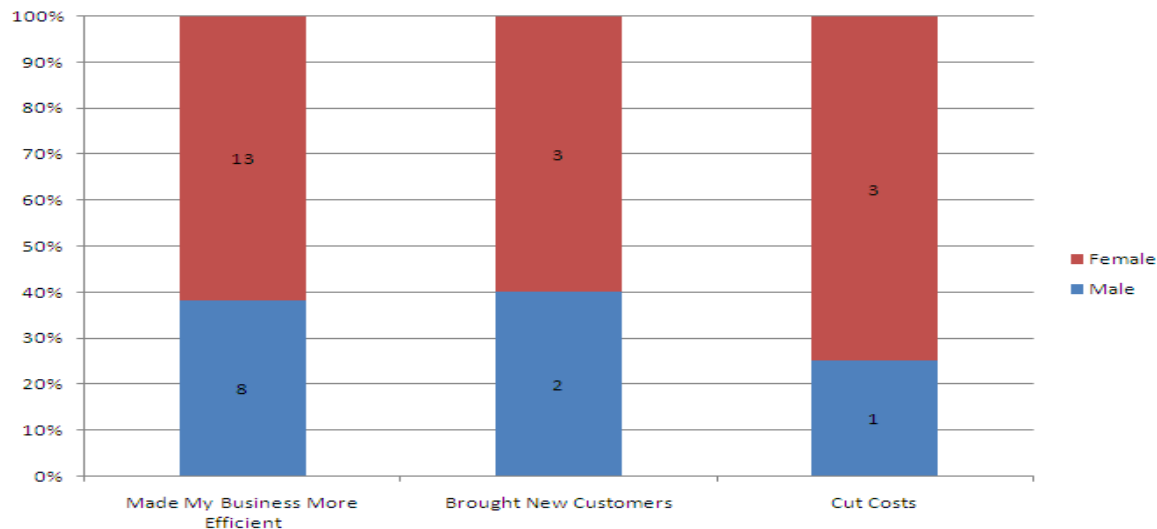
# e- Activities with Government or 3<sup>rd</sup> Party (Female vs Male)



# Doing E-business



# Females doing Ebiz benefit more from Internet



# Comparison of e-Apps

## Singapore with other ASEAN sisters

Economy	E-mail	Web search	Co. website	Buy on-line	Sell on-line	Other (e-Gov)
<b>Indon</b>	96	88	32	0	4	0
<b>Malays</b>	91.2	82.4	61.8	<b>26.5</b>	23.5	14.7
<b>Phil</b>	90.5	73.8	42.9	19.0	28.6	0
<b>Thail</b>	86.9	<b>94.3</b>	54.1	26.2	<b>33.6</b>	10.7
<b>VN</b>	94.0	83.6	44.8	8.9	14.9	4.5
<b>Sing</b>	<b>96.9</b>	72.4	<b>83.7</b>	17.3	14.3	<b>32.6</b>

Note: ASEAN figures from APWINC survey 2005-2007



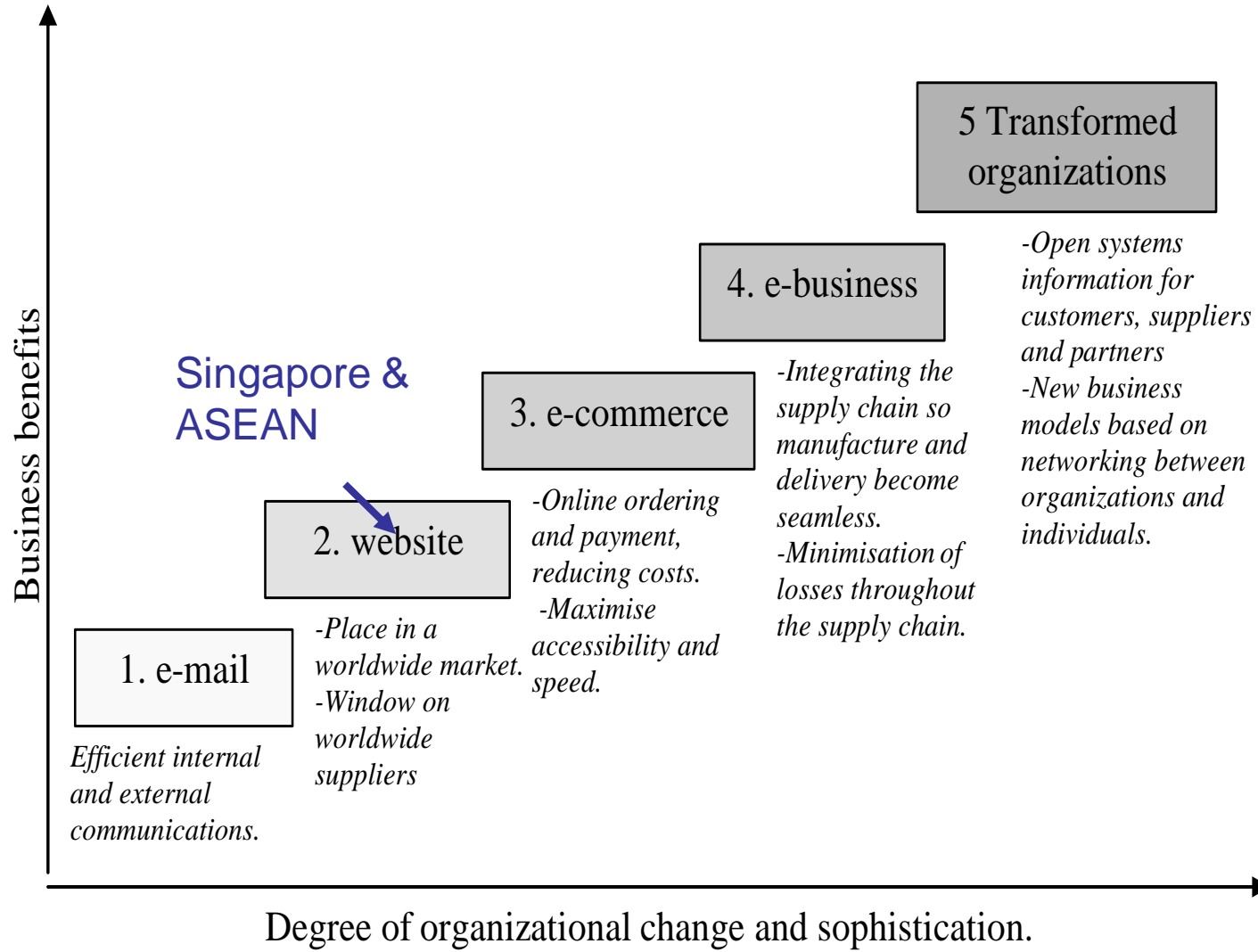
# Comparison of Website Features Singapore with other ASEAN sisters

	Co. descript	Cata- logue	Ask Q on-line	Get help on-line	Order on-line	Pay on- line	Lang- uage
<b>Indon</b>	66.7	88.9	33.3	11.1	11.1	0	Eng 63% Ind 37%
<b>Malays</b>	86.9	91.3	43.5	17.4	26.1	8.7	Eng 78%
<b>Phil</b>	100	89.5	<b>52.6</b>	<b>36.8</b>	<b>47.4</b>	<b>26.3</b>	
<b>Thail</b>	79.7	<b>95.7</b>	58	31.9	40.6	18.8	51% unilingual
<b>VN</b>	<b>91.4</b>	88.6	28.6	25.7	20	11.4	
<b>Sing</b>	83.7	74.5	46.9	26.5	15.3	9.2	Eng 83.7% Chi 7%

Note: ASEAN figures obtained from APWINC survey 2005-2007

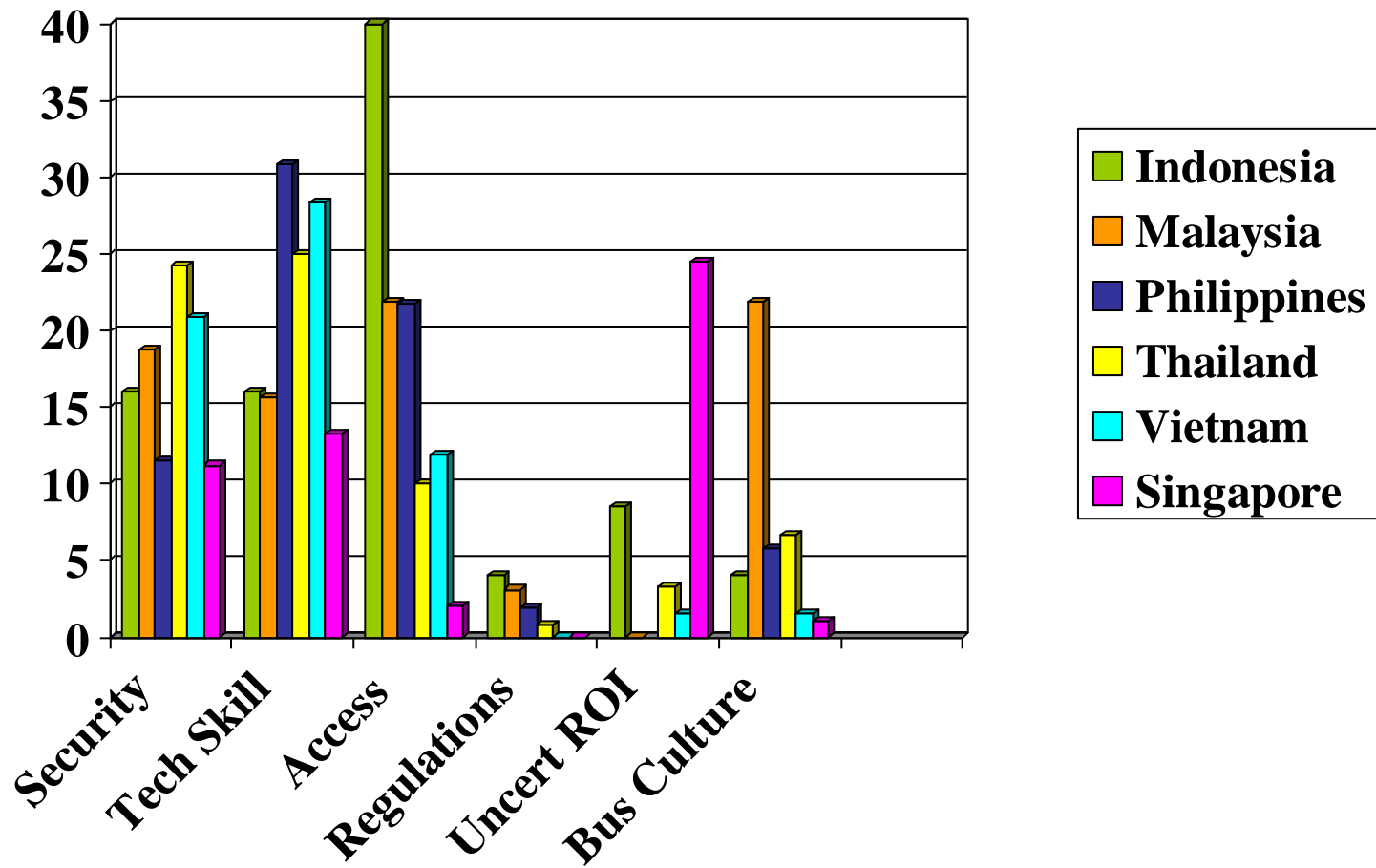
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# E-Applications Adoption Hierarchy



Source: DTI UK, 2000 adapted from Cisco-led Information Age Partnership Study

# Challenges



# Thank you very much

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## For More Information

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