Guest-of-Honour address by Mr Tan Kiat How, Chief Executive, Infocomm Media Development Authority, at the signing of Collaboration Agreement for SMU-Google Squared Data & Analytics Programme, 31 January at 11:30AM, SMU Hall, School of Law

Professor Lily Kong, President of SMU

Ms Stephanie Davis, Country Director of Google Singapore

Distinguished guests

Students and alumni of SMU

Parents, teachers and students

Good morning

We are all part of the exciting journey of Singapore's Digital Transformation

1. Singapore, like many other countries, is embracing technology to transform our economy and ensure our businesses and workforce remain relevant and globally competitive.

2. **We are living in an exciting age**, where everyone — including students, companies, enterprises, and institutes of higher learning — are **all part of this amazing digital ecosystem**.

3. To help us seize the opportunities in the Digital Economy, IMDA, in recent months has launched two milestone projects — Singapore's **Digital Economy Framework for Action**, and **Services 4.0**.

4. These frameworks set the direction for the Singapore economy, and highlight the key tech trends that contain opportunities for businesses to seize.

New mindsets and skillsets in a new Digital Economy

5. The Digital Economy also **requires new mindsets and skills** that our workers should be equipped with, in the fields of artificial intelligence and data analytics, cybersecurity, cloud native architecture, and many more.

6. We recently doubled the number of Singapore Digital (SG:D) Scholarship scholarships to 100. The scholarships will support infocomm media sector-related programmes at the polytechnics and are also open to applicants pursuing related programmes at postgraduate levels.

7. IMDA has also been working with the industry **through the TechSkills Accelerator (TeSA) initiative**, to nurture a pipeline of future infocomm media leaders for the Digital Economy. This is a key initiative that aims to build and develop a skilled ICT workforce for our economy, and to help secure employment for individuals.

8. TeSA has place and train programmes, as well as career advisory services. To date, **over 59,000 training places have been taken up or committed to**, and we hope to grow the numbers by having more companies and IHLs on-board to develop their staff and students to be industry-ready.

9. **The future is bright for infocomm media professionals**. There is a strong demand for skilled professionals, as enterprises have forecast **infocomm professionals to grow by 28,500** between 2018 and 2020.[1]

10. To meet this strong demand for skilled ICT professionals over the next few years, the TeSA programme will be scaling up its current suite of programmes to develop more local tech talents to take on jobs across all economic sectors, including new sectors such as manufacturing and professional services. I encourage all our students here to take a look at our offerings, from scholarships to tech training places, which we have developed for you.

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[1] Based on IMDA's Annual Survey for Infocomm Media Manpower that was conducted in 2017

11. But IMDA cannot do this alone. We will need the support of our stakeholders, such as our industry partners.

Commending the efforts of IHL and industry to develop more talent for Singapore's Digital Economy

12. This is why we are heartened by **SMU and Google's partnership to extend IMDA and Google's successful Squared Data & Analytics** initiative under the TeSA company-led training programme, to train and equip SMU undergraduates with data analytics skills.

13. **With over 90 trainees completing the TeSA company-led training programme and placed in companies**, we are looking forward to having more SMU undergraduates pick up similar industry-ready skills in data analytics and get the chance to apply them to real-life industry projects.

Human-interest profile of IMDA & Google Squared Data & Analytics programme under the TeSA CLT

14. Yi Jun, like many of you here, was once an SMU undergraduate, planning for the future and deciding what courses and skills are important for her career. With no formal training in data and analytics, it was here at SMU that Yi Jun discovered the IMDA and Google Squared Data and Analytics programme under TeSA in June 2016, during her last semester of her Business Management study. What drew Yi Jun to the programme was the six-month-long internship in notable tech and media companies, and the unique format of on-the-job training with the company.

15. Although the learning curve was steep during the initial 6-weeks training period, Yi Jun persevered by consulting with fellow students and trainers. During the programme, Yi Jun also had the opportunity to work at Carousell for her internship. This is the best part of her experience in the programme as she was exposed to real-world industry applications of data and analytics. Over the course of the internship, she even developed her skill for coding and is

constantly learning and seeking ways to improve. **Today, Yi Jun is a Product Data Analyst at Carousell**, where she works closely with product managers to translate data into actionable insights that drive product decisions.

Concluding notes: call-to-action

16. Digital technologies are rapidly transforming industries and jobs, and in the process creating new exciting opportunities for our companies and infocomm media professionals. We can certainly feel the buzz and excitement here at this special event.

17. The infocomm media sector is growing. In fact, Bain & Company estimates digitalisation could raise GDP by $1 trillion by 2025. The sector is indeed a bright spot and offers many good opportunities, and I hope the students here today will consider entering it upon graduation. In fact, we like to say that a skill in infocomm is a career in any industry.

18. Beyond the many good work developed by our companies and IHLs, we welcome new ideas and partners in this journey. If you have any good, exciting plans of how you can contribute to developing industry-ready talent, we want to hear from you. Please reach out to us to our TeSA team, and we will be happy to co-create with you.

19. Thank you, and I wish everyone an enjoyable day ahead.