## Content

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Message from the Chairman</td>
<td>2</td>
</tr>
<tr>
<td>Message from the President &amp; CEO</td>
<td>4</td>
</tr>
<tr>
<td>PIKOM Councillors &amp; Advisors 2012/2013</td>
<td>6</td>
</tr>
<tr>
<td>PIKOM Secretariat</td>
<td>8</td>
</tr>
<tr>
<td>Industry Overview</td>
<td>9</td>
</tr>
<tr>
<td>Industry Events</td>
<td>12</td>
</tr>
<tr>
<td>Government Affairs</td>
<td>18</td>
</tr>
<tr>
<td>PIKOM Chapter Reports</td>
<td>21</td>
</tr>
<tr>
<td>PIKOM 5-year Strategic Thrusts</td>
<td>35</td>
</tr>
<tr>
<td>Corporate Social Responsibility</td>
<td>37</td>
</tr>
<tr>
<td>International Affairs</td>
<td>38</td>
</tr>
<tr>
<td>Notices</td>
<td>40</td>
</tr>
<tr>
<td>Membership Report</td>
<td>42</td>
</tr>
</tbody>
</table>
Message from the Chairman

Over these two decades PIKOM and the industry, have witnessed unprecedented evolutions and transformations of gadgets, devices, technologies, innovations, mobility, delivery channels including seeing household name mobile phone companies abruptly replaced by new comers in the market, and terms like cloud computing, big data and analytics now taking centre stage. The question is “How long before they are again being displaced by the next generation of innovation?” This is in essence, the world we are living in today.

Another significant event took place more recently is the move of MDeC to the Ministry of Communications and Multimedia from the Ministry of Science, Technology and Innovation (MOSTI). This is obviously a strategic move of the government which would effectively consolidate Information and Communications Technology under one ministry, a wish and request that PIKOM and the industry have been seeking for years.

The year 2012/2013 has also been a significant milestone for PIKOM as it marks the end of the PIKOM 5-year strategic plan (crafted in 2008). Certainly, it is an opportune time for us to evaluate results of the initiatives and programs. Hence, a two-day strategic planning workshop was held in Gold Coast, Sepang where a two-day discussions, brainstorms, and exchange of insights were tabled amongst Councillors and Advisors. A refresh 5-year strategic blueprint was drawn up. In essence, the key strategic thrusts for the next 5 years for PIKOM in driving the industry forward will be to:

1. globalize the Malaysian ICT industry;
2. increase competitiveness of the ICT industry;
3. promote human capital development;
4. lead the digital trend;
5. enhance value to members;
6. accelerate growth of Malaysian ICT demand

We continued with our tradition to launch two major thought leadership publications, the annual ICT Job Market Survey 2013 in June and ICT Strategic Review report 2013/2014 in conjunction with PIKOM 5th Leadership Summit in October 2013.

PIKOM also made its first foray into the ASEAN ICT market with a PC Fair cum conference event in Cambodia as a test case for future endeavours. This 3-day event themed “Mobile Social Commerce Outlook” was well supported by MOSTI, the Malaysian Embassy in Cambodia and the National ICT Development Authority of Cambodia (NIDA).

The inaugural ‘Mother-of-all Digital Fairs’ was organized together with the Malaysian Communications and Multimedia Commission (MCMC) to launch the Digital Lifestyle Expo blue print which also encompassed our traditional household brand PIKOM PC Fair. The collaboration attracted a high degree of media coverage and position prominently PIKOM’s aspirations to continue promoting the digital lifestyle and digital economy.

The PIKOM 5th Leadership Summit earmarked as a satellite event to the GES, held in the second week of October attracted 250 C-level participants with special keynote delivered by Tun Dr. Mahathir.

During the week of 21-24 October, Outsourcing Malaysia (a chapter of PIKOM) together with IAOP successfully hosted the Asia Pacific Outsourcing Summit (APOS) in Iskandar, Johor. It attracted over 200 industry leaders from 21 countries including international speakers gracing the stage.

Another major milestone achieved in 2013, is the inaugural office move to the PIKOM new building in Damansara Perdana. After years of deliberations and discussions, we managed to secure a building in 2012 and after an 8-month of design, renovations and furnishings, PIKOM officially moved into the building in September 2013.

Finally to round up the year and the term of the council for 2012/2013, we held our traditional Annual Gala Dinner in Shangri-la Hotel on 1st November 2013 and those who attended the dinner agreed that it was indeed a memorable evening with the gentlemen coming in with their best “Tuxs and black tie” and the ladies in their evening gown. Over 700 guests attended this event and our own ICT band, MP3 plus (not the full team) led by band leader Harres Tan serenade us with the favourite numbers. Thus, on behalf of PIKOM I would like to thank Harres and his team for a wonderful performance albeit only a notice of two weeks.

I would like to express my personal gratitude to the council and the secretariat staff for their contributions, relentless effort and time in supporting PIKOM for the past 12 months; and I wish PIKOM the very best for the future. As I pass the baton to the incoming chairman, I am very confident that the imminent leadership will bring the association to greater heights.

Woon Tai Hai
Warmest Greetings from the PIKOM new premises!

At the end of September, PIKOM has just moved into our new office at Empire Damansara. From now onwards, I believe the journey of PIKOM will sail further focusing on building our SIX (6) Key Thrusts:

GLOBALISE the Malaysian ICT industry;
INCREASE competitiveness of the ICT industry;
PROMOTE human capital development;
LEAD the digital trend;
ENHANCE value to members
ACCELERATE growth of Malaysian ICT demand.

Additionally, the new building is equipped with various facilities such as a training room attached with a café-style pantry at ground floor for trainings and events. Besides, we now have a bigger boardroom with pantry at level 3 to host monthly council meeting and guest visits. There are meeting facilities that will be made available for rent.

Lastly, as we enter into a new fiscal year, I am confident that PIKOM will continue to flourish with your valuable support. Most importantly, we are able to serve our members even better now with the launch of PIKOM new building.

Thank you.
By rule 14 (f) Part (IV) (The Council), on 19 November 2012, the Council appointed the following as Councillors:
1. Stan Singh - Jit of Iron Horse Asia Sdn Bhd
2. Andy Yau of Data Centre Advisory Sdn Bhd
3. Suren Velappu of Hewlett-Packard (Malaysia) Sdn Bhd
4. Christopher Chan of The Media Shoppe Bhd
5. Eric Wong of IBM Malaysia Sdn Bhd

By rule 14 (f) Part (IV) (The Council), on 16 January 2013, the Council appointed the following as Councillors:
1. Dr Amirudin Abd Wahab of CyberSecurity Malaysia

By rule 15(h)(Powers of the Council) Part (IV) (The Council), on 19 November 2012, the Council appointed the following as Advisors to the Council:
1. Dato’ Dan E Khoo
2. Looi Kien Leong
3. Xavier Tan
4. Harres Tan
5. Foo Sen Chin
6. Dato’ Wei Chuan Beng
7. C J Ang
8. Councillor
9. David Wong Nan Fay

<table>
<thead>
<tr>
<th>Name</th>
<th>Designation</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Woon Tai Hai</td>
<td>Chairman</td>
<td>12/12</td>
</tr>
<tr>
<td>Cheah Kok Hoong</td>
<td>Deputy Chairman</td>
<td>7/12</td>
</tr>
<tr>
<td>C S Chin</td>
<td>Secretary</td>
<td>10/12</td>
</tr>
<tr>
<td>Ganesh Kumar</td>
<td>Treasurer</td>
<td>10/12</td>
</tr>
<tr>
<td>Jeffrey Ooi</td>
<td>Councillor</td>
<td>6/12</td>
</tr>
<tr>
<td>Francis Yap</td>
<td>Councillor</td>
<td>7/12</td>
</tr>
<tr>
<td>Ahmad Azhar bin Yahya</td>
<td>Councillor</td>
<td>2/12</td>
</tr>
<tr>
<td>Fione Tan</td>
<td>Councillor</td>
<td>9/12</td>
</tr>
<tr>
<td>Dr Dzaharudin Mansor</td>
<td>Councillor</td>
<td>10/12</td>
</tr>
<tr>
<td>Danny Lee</td>
<td>Councillor</td>
<td>8/12</td>
</tr>
<tr>
<td>Derrick Khoo</td>
<td>Councillor</td>
<td>6/12</td>
</tr>
<tr>
<td>Sean Seah</td>
<td>Councillor</td>
<td>10/12</td>
</tr>
<tr>
<td>Stan Singh - Jit</td>
<td>Councillor</td>
<td>8/11</td>
</tr>
<tr>
<td>Andy Yau</td>
<td>Councillor</td>
<td>9/11</td>
</tr>
<tr>
<td>Suren Velappu</td>
<td>Councillor</td>
<td>5/11</td>
</tr>
<tr>
<td>Christopher Chan</td>
<td>Councillor</td>
<td>10/11</td>
</tr>
<tr>
<td>Eric Wong</td>
<td>Councillor</td>
<td>10/11</td>
</tr>
<tr>
<td>Dr Amirudin Abd Wahab</td>
<td>Councillor</td>
<td>2/9</td>
</tr>
</tbody>
</table>
ICT Job Market Outlook 2013

Following the earlier Job Market study series, PIKOM again collaborated with KPMG and Jobstreet.com on the 2012 job market analysis. The report gives an overall study on the job market in Malaysia comparing to the region by focusing on the state of ICT Jobs, in particular the salary component. Key highlights in this report include an increase of 8.7% in average salary over 2011, the top paying jobs and industries and three featured articles. The report again confirms that ICT industry remains in the top five paying industries in Malaysia.

The overall average salary of ICT professional increased from RM 6,240 in 2011 to RM 6,782 in 2012, a rise of 8.7%. Average entry-level salary for fresh graduates continues to grow from RM 2,238 to RM 2,343, albeit only a marginal increase of 4.7%. Within the region, with a Purchase Power Parity (PPP) adjusted data it shows that countries like Indonesia, Philippines and India are paying relatively lower salary for ICT professionals. While Hong Kong, China, Singapore, Vietnam and Thailand continue to attract ICT professionals into their countries because of the salary factor.

One piece of good news from the report is that the Job Sentiment Index in Malaysia remains positive.

Industry Overview
ICT Strategic Report 2013/2014

The report again is a collaboration between PIKOM and Ministry of Science, Technology and Innovation (MOSTI). There are a total of 12 Chapters in this ICT Strategic Report covering a wide spectrum of Opportunities and Challenges faced by the industry. Below is the Chapter Summary:

Chapter 1 by Shaifubahrim Saleh, President of PIKOM deliberated on the challenges faced by Information Communications Technology Services (ICTS) companies which have weakest link with the mainstream government agencies in soliciting facilities and funding pertaining to research and development, innovation, commercialization and SME business development activities.

Chapter 2 by KPMG has essentially highlighted, as forecasted by the mainstream agencies that the Malaysian economy is poised to register at least 5% growth rate largely driven by domestic demands, strongly supported by ICT intensive mega-projects. Exports and imports of ICT Services are also contributing significantly to the economy.

Chapter 3 by PIKOM is suggesting that it is high time to consider social media policy at workplaces due to convergence of technology and people as well as in meeting demands of the Y-generation whom are coined as the “digital natives”.

Chapter 4 by Stan Singh has highlighted that IT Governance is not about product but process that warrants holistic approach not only in technology but also in project, process, quality and risk management aspects.

Chapter 5 another contribution from PIKOM, highlighting mobility in the form of devices, content, business practices and talents, emerging as the next point of inflexion for business agility.

Chapter 6 by MIMOS has indicated that Open Innovation Concept (OIC) that promotes deployment of internal and external technologies as the way forward in R&D in developing platforms, products and applications.

Chapter 7 by CyberSecurity Malaysia highlighted issues of cyber security not only in technical nature but also in the form of content like sedition and defamatory remarks.

Chapter 8 by Symantec highlighted that 50% of cyber-attacks were targeted at SMEs in 2012. Mobile operating systems are increasingly becoming vulnerable. Moreover, cyber threats are becoming more sophisticated to the extent difficult to prove attribution and motives.

Chapter 9 by IBM highlighted the inter-generational gap between CEOs and students group. In particular, students are demanding improvement in social and environmental responsibility than cycle time reduction that typical organizations are concerned about. However, CEOs indicated that students may not understand business imperatives and customer relationships.

Chapter 10 by Microsoft has indicated that big data in the form of social and web analytics aimed at branding, advanced analytics for predicting future outcomes and live data feeds like traffic and weather forecasts are the future trend.

Chapter 11 by TalentCorp highlighted that due to globalization and increased mobility of the labour, Malaysia has to compete for its own talent in the international market. As such, quality of education, talent availability, workforce productivity and female participation warrants due attention.

Chapter 12 by Monash University has indicated through primary research that quality of broadband is not only critical for moving up in the innovation value chain but also imperative for developing scientific networks regionally and globally.

Chapter 1: Table shows the distribution of employment size where 63.4% of the companies surveyed fell under the SME category (2012)

<table>
<thead>
<tr>
<th>Employment Size</th>
<th>SME Classifications</th>
<th>Frequency</th>
<th>Percentage</th>
<th>Cumulative Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 5</td>
<td>Micro</td>
<td>20</td>
<td>6.6%</td>
<td>6.6%</td>
</tr>
<tr>
<td>5 - 20</td>
<td>Small</td>
<td>83</td>
<td>30.6%</td>
<td>37.2%</td>
</tr>
<tr>
<td>20 - 50</td>
<td>Medium</td>
<td>49</td>
<td>18.1%</td>
<td>55.3%</td>
</tr>
<tr>
<td>50 - 500</td>
<td>Large</td>
<td>85</td>
<td>31.4%</td>
<td>86.7%</td>
</tr>
<tr>
<td>500 - 1,000</td>
<td></td>
<td>10</td>
<td>3.7%</td>
<td>90.4%</td>
</tr>
<tr>
<td>1,000 - 5,000</td>
<td></td>
<td>13</td>
<td>4.8%</td>
<td>95.2%</td>
</tr>
<tr>
<td>More than 5,000</td>
<td></td>
<td>5</td>
<td>1.8%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>271</td>
<td>100.0%</td>
<td></td>
</tr>
</tbody>
</table>

Chapter 2: Table shows Foreign Direct Investment in Malaysia by Quarter: Q1 2011 – Q1 2013. Source: The Malaysian Economy in Brief, Department of Statistics, June 2013
Industry Events

Date: 7 February 2013  
Event: Press Conference to announce PIKOM's 5-Year Strategic Direction and 6 Key Thrusts cum Chinese New Year celebration.  
Venue: Sime Darby Convention Centre

Date: 30 June 2013  
Event: Press conference to launch the ICT Job Market Outlook 2013  
Venue: PIKOM's office, PhileoDamansara II

Date: 6 June 2013  
Event: Press Conference on Mobile Social Commerce International Expo and Conference (MSoC)  
Venue: Phnom Penh, Cambodia

PIKOM signed a Memorandum of Understanding with Resolvo (Cambodia) Co Ltd signifying another milestone for PIKOM’s venture to bring Malaysian ICT companies abroad to Cambodia and other ASEAN countries.  
Witnessed by His Excellency Chun Vat, Secretary General of National IT Development Authority (NiDA) the partnership will not only escalate the Mobile and ICT Industry for Cambodia, it will also support the ASEAN connectivity initiatives. The 3-day Mobile Social Commerce International Conference and Expo, in conjunction with Mobile and PC Fair Cambodia will be on 5 - 7 July 2013 at City Mall, Phnom Penh, Cambodia.

Date: 9 July 2013  
Event: Press Conference on the Mother of all Digital Fairs featuring the Digital Lifestyle Expo (DLE), GoMobile Expo and PC Fair  
Venue: KL Convention Center

(L-R): CS Chin, Chairman of PIKOM’s PC Industry Committee, Shaifubahrim Saleh, CEO and President of PIKOM, Woon Tai Hai, Chairman of PIKOM, Tengku Zabri Raja Ahmad, Chief Officer of Support and Services, SKMM, Kastminder Singh, CEO of CommTechAsia, N Melanie Cumavas, Director of CommTechAsia, Bernard Yeoh, Director of CommTechAsia.
Date: 5 July 2013  
Event: Launch of Mobile Social Commerce International Expo and Conference (MSOC)  
Venue: Phnom Penh, Cambodia

The launch of Mobile Social Commerce International Expo and Conference (MSOC) was officiated by His Excellency Khieu Kanharith, Minister of Information Cambodia and witnessed by His Excellency Chunvat, Secretary General of National IT Development Authority (NIDA).

Supported by the Ministry of Science, Technology and Innovation, Malaysia (MOSTI), the Malaysian Embassy in Cambodia and the National ICT Development Authority of Cambodia (NIDA), the conference themed “Mobile Social Commerce Outlook” was well attended by over 100 delegates from Malaysia, Cambodia, USA, Saudi Arabia and Iran.

Date: 2 September 2013  
Event: MoU signing with China International Software and Information Service Centre Dalian, China (CISIS)  
Venue: Shangri-La Hotel, Kuala Lumpur

This MoU is to mark the support and cooperation between the two organisations on IT industry development for both countries.

Visits

<table>
<thead>
<tr>
<th>Date</th>
<th>Organization</th>
<th>Objective</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 April 2013</td>
<td>Cloud Computing Association of Taiwan</td>
<td>To learn about data centers in Malaysia</td>
</tr>
<tr>
<td>26 April 2013</td>
<td>Korea Telecom Operators Association (KTOA)</td>
<td>To sign Memorandum of Understanding (MoU) on collaboration to enhance partnership between Malaysia and Korea in the ICT industry.</td>
</tr>
</tbody>
</table>

Date: 17 June 2013  
Organization: Victoria Super Trade Mission  
Objective: Over 200 Australian businessmen were in town for a trade mission. PIKOM collaborated and supported AIIA in arranging meetings with PIKOM’s Australian counterparts.

Date: 4 July 2013  
Organization: Iranian delegation hosted by MIGHT  
Objective: Study trip to Malaysia.

National ICT Month 2013

The fifth National ICT Month was in October 2013. Among the events organized within this month are Leadership Summit and ICT Strategic report.

Leadership Summit 2013

The 5th Leadership Summit was an official satellite event for the Global Entrepreneurship Summit (GES) 2013 and attracted over 250 of industry professionals attending the prestigious summit. The event, for the first time featured YA Bhg Tun Dr. Mahathir Mohamad, who delivered a special keynote on Technology Convergence leads to Economic Stability. Additionally, there was also a special appearance by Jonathan Allen Yabut, first winner of Apprentice Asia sharing his experience and journey towards winning in the most talked-about TV show.
## PC Fairs 2013

Since 1995, when the first PIKOM PC Fair was held at the Stadium Negara at the heart of the Federal Capital, thousands of visitors thronged the 3-day exhibition. Ode to the technology innovation and consumer behaviour change on ICT usage, the PC Fair has since become the nearest and dearest to the public’s heart, and it continues to be held three times a year in major cities around the country. Here is the list of events.

### PC Fair (III) 2012
- **2 – 4 November** - KUANTAN – Berjaya Megamall
- **16 – 18 November** - IPOH – Stadium Indera Mulia
- **23 – 25 November** - SANDAKAN – Dewan Masyarakat
- **30 November – 2 December** - PENANG – Penang International Sports Arena (PISA)
- **7 – 9 December** - KUALA LUMPUR – KL Convention Centre
- **14 – 16 December** - MELAKA – Melaka International Trade Centre

### PC Fair (I) 2013
- **22 – 24 March** - JOHOR BAHRU – Exhibition Hall, Level 1, Persada Johor
- **29 – 31 March** - IPOH – Ipoh Parade
- **29 – 31 March** - KOTA KINABALU – 1Borneo LG Exhibition Hall
- **4 – 6 April**
- **12 – 14 April** - KUANTAN – Kuantan Trade Centre (KTC)
- **26 – 28 April** - KUALA LUMPUR – KL Convention Centre
- **26 – 28 April** - BATU PAHAT – Square One Shopping Centre
- **26 – 28 April** - MELAKA – Hall A, Melaka International Trade Centre (MITC)
- **7 – 9 June**

### PC Fair (II) 2013
- **23 – 25 August** - KUALA LUMPUR – KL Convention Centre
- **29 – 31 August** - KUALA TERENGGANU – TTC
- **30 Aug – 1 Sept** - JOHOR BAHRU – Persada Johor
- **6 – 8 Sept** - MELAKA – MITC

## Digital Lifestyle Expo 2013

Digital Lifestyle Expo (DLE) was first held in 2010 with the objective to bring together consumer electronics and mobile communications and showcasing them all under one roof. The DLE has become an annual event thereafter. This year, DLE collaborating with GoMobile and PC Fair, makes it the largest ICT exposition of the year in the country. This landmark event is a collaborative effort between PIKOM and CommTechAsia for the benefit of Malaysian consumers who will now be able to experience an even wider range of exhibits and grab the biggest value-for-money bargains. At the same time, the exposition saw Malaysian Communications and Multimedia Commission (MCMC) showcased a series of technologies on digital lifestyle for the first time under its Digital Lifestyle Malaysia programme.
Government Affairs

PIKOM Government Affairs Committee (GAC) was a reflection of the wider focus and activities which is to engage government agencies, influence policies and strengthen relations. Primary functions are to monitor legislation and regulation, alert PIKOM members with any government new rules, and to protect their organizations’ interests. GAC expected not only to protect the member’s or the industry's interests but also to anticipate future developments, pre-empt them, and identify opportunities to create value.

Objectives:
• To promote PIKOM and build good relation with the Government
• Collaborator for ICT role within the Corridor development
• To produce quality research data and to impress the Government as PIKOM is the VOICE OF THE INDUSTRY
• Repositioning with all key players in the Government
• Research unit to be made available and to produce quality research papers & data
• To build PIKOM business processes around the Government & engage them for the lack of ICT sectors in all IMPs

Government Affairs Committee:

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chairman</td>
<td>V. Surendren</td>
<td>Hewlett - Packard (M) Sdn Bhd</td>
</tr>
<tr>
<td>Deputy Chairman</td>
<td>Dr. Dzaharudin Mansor</td>
<td>Microsoft Malaysia</td>
</tr>
<tr>
<td>Committee members</td>
<td>Niran Noor</td>
<td>Multimedia Development Corporation</td>
</tr>
<tr>
<td></td>
<td>Mohammad Hanizal Abdul Hamid</td>
<td></td>
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<td></td>
<td>Ahmad Iskandar Mazlan</td>
<td>Teliti International</td>
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<td>Ubaidillah Abdul Aziz</td>
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<td></td>
<td>Che Ngah Ibrahim</td>
<td>HeiTech Padu Berhad</td>
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<td></td>
<td>Mahadhir Abdul Aziz</td>
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<td></td>
<td>Shiraz Ramli</td>
<td>Microsoft Malaysia</td>
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<td></td>
<td>Mazidee Md Ramli</td>
<td>Strateq Sdn Bhd</td>
</tr>
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<td></td>
<td>Ahmad Rizan Ibrahim</td>
<td>Solis (M) Sdn Bhd</td>
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<tr>
<td></td>
<td>Abdul Rahman Abu Hanifa</td>
<td>Intel Electronics (M) Sdn Bhd</td>
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<tr>
<td></td>
<td>Mustafa Rawther</td>
<td>Iptel Sdn Bhd</td>
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<td></td>
<td>Nordin Mat Isa</td>
<td>Mesiniaga Berhad</td>
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<td>Norshamsul Azizi</td>
<td>Packet One Networks Sdn Bhd</td>
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<td></td>
<td>Sharbanom Abu Bakar</td>
<td>IBM Malaysia</td>
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Government Affairs Events

01 PIKOM Study on Trans-Pacific Partnership (TPP)
As part of the preparatory work for the next round of negotiations for TPP, PIKOM is working with Ministry of International Trade and Industry (MITI) to compile feedback on the readiness of and opportunities for the ICT industry with further liberalization of the economy. MITI has requested input from industry on market access issues in the participating economies. Hence, PIKOM initiate a survey and conduct a study with their members in mid-June and complete by end of July 2013.

02 Budget and MITI Dialogues
PIKOM submitted papers to the Ministry of Finance and Ministry of International Trade and Industry to create a better climate for the ICT industry in Malaysia. In essence, the MITI Annual Dialogue 2013 report addresses two main issues, as follows:

Section A: E-Waste Disposal Framework

Section B: Towards High Growth and Innovative SME Firms through Social, Mobile, Cloud and Information as Nexus of Forces

03 InfoSecurity Seminar - 26 April 2013
The Microsoft Security Intelligence Report (SIR) analyzes the threat landscape of exploits, vulnerabilities, and malware using the latest data from hundreds of millions of systems around the world and some of the Internet’s busiest online services. This seminar presented the technical reports such as SIR, an important tool to help understand the pervasiveness of malicious code on machines, and help to build better strategies and technical measures to ensure cybersecurity in deployed infrastructure, products and technologies.
Keeping to its annual tradition, GAC hosted an open house with the help of the Membership Department for PIKOM members and various Ministries and Government agencies on September 5, 2013 at PIKOM new building near Mutia Damansara.

From left: Dato' Dan E Khoo, Mr. Woon Tai Hai (PIKOM Chairman), Mr. CJ Ang, Mr. John L. Nojey, Mr. Shaifubahim Saleh (PIKOM President) and guests.

PIKOM Hari Raya Open House – 5 September 2013

PIKOM Chapter Reports

Angel Chapter

PIKOM Angel Chapter (PAC) consists of 27 Angels comprising of entrepreneurs, venture capitalists and independent businessmen. With the mission to accelerate innovation in the ICT industry by providing capital and industry wisdom, pitching sessions were organized to facilitate the link between angels and participating companies.

Malaysian Business Angels Network (MBAN) spearheaded by Cradle with the support of PIKOM Angel Chapter and MDeC was launched in December 2012.

A pitching session was organized in collaboration with our counterparts in Singapore (SITF) on 26 January 2013. The session was attended by 5 Malaysian companies pitching to the angels in Singapore.

PIKOM together with MDeC organized PIKOM-MSC Malaysia Innotech on 21 May 2013. The pitching session was attended by 13 angels and 10 companies.
CIO Chapter
Exco Members 2012/2013

The CIO Chapter is formed to create a platform for sharing of information and knowledge related to ICT (Information, Communications, Technology) for the benefits of PIKOM members and to assist in the devolvement of ICT in Malaysia.

PIKOM CIO members comprise of Chief Information Officers of major corporations in Malaysia across industries, namely financial, telco, airline, insurance, consulting.

PIKOM CIO Chapter Forum Series of Activities:
Over the past year, the CIO Chapter had organized various activities intended to enrich the knowledge and understanding of various issues among its members.

The list of CIO Chapter Forum Series is as follows:

**2013 January**

15 January 2013, Sime Darby Convention Center Forum: Are you ready for PDPA?
Host : Deloitte

30 January 2013, Sime Darby Convention Center Press Conference : Launch of Project Management Certification Programme (PMCP)

**PIKOM CIO Chapter Exco members 2012/2013**

<table>
<thead>
<tr>
<th>Name</th>
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<td>Hood Abu Bakar</td>
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<td>MSC Berhad, General Manager, ICT</td>
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<td>Magnum Information Technology Sdn Bhd, Chief Information Officer</td>
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<td>Andy Tan</td>
<td>Immediate Past Chairman</td>
<td>RHB Bank Bhd, Chief Information Officer</td>
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<td>Charles Tan Ken Lock</td>
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<td>Wan Yon Shahima Binti Wain Othman</td>
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<td>Pembangunan Sumber Manusia Bhd (PSMB), Deputy CEO (Management) &amp; CIO</td>
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<td>Christopher Heng Keng Hean</td>
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<td>Afin Investment Bank Bhd, First VP/Head, Information Technology</td>
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<td>Faridah Abdul Rahmat</td>
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<td>Malaysia Airlines Bhd, General Manager, CIO/Chief Information Officer, Group IT</td>
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<td>Tony Wong Kim Hon</td>
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<td>IGB Corporation Bhd, General Manager - Group IT</td>
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<td>Sin Chew Media Corporation Bhd, General Manager (Group ICT)</td>
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<td>Shafriubahri Saleh</td>
<td>Exco Member (by Default - Alternate to PIKOM Chairman)</td>
<td>PIKOM President &amp; CEO</td>
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<tr>
<td>CJ Ang</td>
<td>Advisor</td>
<td>PIKOM Advisor</td>
</tr>
<tr>
<td>Kevin Seng Sheng Yeow</td>
<td>Advisor</td>
<td>Star Publications (Malaysia) Bhd, Manager, IT &amp; Pre-Media Services</td>
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*The new 2013/14 Exco has been recently elected.*
Educational trip to Penang, 17-19 January 2013
Sponsor: NetApp
Total Participants: 14 CIOs + 2 PIKOM Council

20 February 2013, Boulevard Hotel
Forum: Managing Customer Experience: The Next Competitive Frontier
Speaker: Partha Lyengar, VP of Gartner’s CIO & Executive Leadership Research Team

22 February 2013, GSC Signature The Gardens
Event: PCC Movie Night & Technology Sharing Session
Host: Hitachi

Educational trip to Japan, 10-19 May 2013
Sponsors: Dell, Fuji Xerox, Lenovo, Fujitsu & NetApp
Total Participants: 25 CIOs & PIKOM Council

30 April 2013, The Gardens Hotel
Forum: Symantec Tames IT Risk Management & Exclusive Roundtable Discussion
Host: Symantec
18 June 2013, Sime Darby Convention Center
PCC Forum: Education & Quality of Fresh Graduates: A Perspective from the ICT Industry
Guest Speakers: Prof. Dr. Ahmad Zaki bin A Bakar, Majlis Dekan ICT; Prof. Dr. Tengku Mohd Ariff Raja Hussein, Malaysian Qualifications Agency (MQA); Muhammad Imran Kunalan, Multimedia Development Corporation (MDeC); Tony Wong, IGB Corporation Bhd; Prof. Wardah bt Zainal Abidin, Universiti Teknologi Malaysia; Prof. Madya Dr. Faizah bt Shahbodin, Universiti Teknikal Malaysia Melaka (UTeM).

24 June 2013, Sime Darby Convention Centre
PCC Forum: Made-In-Asia Cloud!
Host: Asia Cloud Computing Association
Speaker: Omid Mahboubi, Malaysia Chapter Director, Asia Cloud Computing Association

4 July 2013, The Majestic Hotel KL
PCC Forum: Find Out How More Than 3,000 Companies Have Benefited from MSC Malaysia Privileges
Host: Malaysia Development Corporation (MDeC)

19 August 2013, Phileo Damansara II
PCC Forum: Consumer Technologies, Mobile & Wireless
Speaker: Vishal Tripathi, Principal Analyst, Gartner's Global Consumer Tech and Markets team

30 September 2013, Sime Darby Convention Center
PCC Forum: The Great Debate - BOB vs Integrated
Moderator: Mr. Subrato Basu - Vice President, Asia Pacific of Gartner's Research Board
**Project Management Certification Program (PMCP)**

The inaugural PMCP Graduation Ceremony, 17 September 2013
Venue: Training room, PIKOM new building @ Empire Damansara
Graduates: 4

**Project Leadership Certification**

12th PIKOM Project Leadership Certification 2013, 21 – 25 January 2013
Venue: Training Centre, Capsquare Mall
Trained delegates: 20 persons

PIKOM 2nd PLC Talk Leadership Series, 5 March 2013
Venue: Training Centre, Capsquare Mall
Topic: Effective Scope Management a Myth?

PIKOM 3rd PLC Talk Leadership Series, 4 June 2013
Venue: Sime Darby Convention Centre
Topic: Time Management Tools & Technique – Do they really work?

PIKOM 4th PLC Talk Leadership Series, 3 September 2013
Venue: Eastin Hotel
Topic: Cost Management – When to estimate? What to estimate?

13th PIKOM Project Leadership Certification 2013, 8 – 12 April 2013
Venue: Training Centre, Capsquare Mall
Trained Delegates: 21 persons

14th PIKOM Project Leadership Certification 2013, 1 – 5 July 2013
Venue: Singgahsana Hotel, Petaling Jaya
Trained Delegates: 23 persons

15th PIKOM Project Leadership Certification 2013, 7 – 11 October 2013
Venue: Training Centre, PIKOM new building @ Empire Damansara
Trained Delegates: 36 persons

**Outsourcing Malaysia**

Strategic Planning Meeting, 11-13 January 2013
Venue: Lexis Port Dickson
Objective: to brainstorm on Asia Pacific Outsourcing Summit and strategy for coming years.
C-Level Executive Luncheon, 28 March 2013
Venue: Sunway Resort Hotel & Spa
Objective: A get-together with members with a talk titled “A path to Profits, Passion and Purpose.”

OM Learn Around, 2 April 2013
Venue: Microsoft Office, Malaysia
Objective: A seminar on Microsoft Cloud Computing

OM Biz Talk I, 8 May 2013
Venue: Microsoft Office, Malaysia
Objective: A talk on Could: the New Wave

INTI University College – Technopreneur Week, 9 – 10 May 2013
Venue: INTI University College
Objective: A talk to the students on Outsourcing as a Career of Choice by Bobby Varanasi. The second day was a classroom session deliberating on “Application Manage Services – E commerce Subject” by Bernard Sia from Mesiniaga.

CommunicAsia 2013 – MDCA Networking Cocktail and Malaysian Pavilion Booth Display
Venue: Marina Bay Sands, Singapore
Objective: Total 9 MDCA companies participated at the CommunicAsia 2013 under the Malaysia Pavilion Booth which was anchored by MCMC. Besides booth display, MDCA also hosted a Cocktail networking sessions at SKY on 57, Marina Bay Sands and we had a decent turnout about 34 companies which consist of buyers and vendors. The networking session created an opportunity for MDCA members to engage with potential buyers and share their capabilities and services. The event was a good exposure for MDCA members as well as created a platform to showcase Malaysia as a future Regional DC Hub.

Sino - Singapore Tianjin Eco City Visit
Venue: Cyberjaya, Malaysia
Objective: A Study trip to understand and learn about Key strategic thrusts, best practices and competencies in the field of outsourcing in Malaysia (ITO & KPO). At the same, the delegates visited the outsourcing hubs such as Cyberjaya and Internship opportunities were offered to learn about operations of OM.
Join Outsourcing Malaysia, 20 August 2013
Venue: PietroRistorante
Objective: to promote membership of OM

OM Member training, 4 September 2013
Venue: N2N Auditorium
Objective: A training on Business Ethics – the power of Integrity

APOS 2013
Asia Pacific Outsourcing Summit 2013, 21 - 24 October 2013
Venue: Iskandar, Johor
Objective: An annual summit organized to discuss the trends, opportunities and challenges in outsourcing industry.
Regional Chapters
PIKOM established five Regional Chapters with the aim of benefiting ICT Companies across the nation while strengthening PIKOM’s position as the voice of the industry. The formation of PIKOM regional Chapters has positively enabled the association to reach a wider audience. In addition, it has paved the way for PIKOM to serve the industry better.

The regional chapter up north held a National ICT Conference in conjunction with Chinese New Year celebration on 22 February 2013 at Kinta Riverfront Hotel & Suites in Ipoh which was sponsored by Cybersecurity Malaysia.

PIKOM 5-year Strategic Thrusts

Six Thrusts to PIKOM’s 5-Year Strategic Plan (2012-2017)

Moving on, PIKOM has a new five-year strategic plan in place. Our goal is specific and measurable - to develop world-class Malaysian ICT companies and to grow revenue to RM95 billion by 2017 (CAGR 10%). This is in line with our tagline: To CHAMPION and REALISE the Digital Opportunity.

To achieve our goal of RM95 billion by 2017, we have already embarked on six key thrusts, each with its own Key Responsible Areas (KRA) to be achieved:

Globalize the Malaysian ICT Industry

a. Branding
   • Two international certifications for the industry
   • Identify specific international alliances, e.g. NASSCOM
   • Compiling industry track record & credential

b. Market Access
   • Identify collaborative programmes with government agencies, chamber of commerce, ASOCIO, WITSA, etc
   • Collate info pertaining to business & trade in ASEAN economies

c. Increase competitiveness of the ICT industry
   • Research
     • Strategic report
     • Salary survey - regional
   • Use of Technology
     • MSOC
     • Promote usage of technology to other industry
     • Matching the demand & supply of technology, e.g. our members are the suppliers, CIO are the buyers
   • Benchmarking
     • Profile PIKOM members
     • Benchmarking global players
Develop Human Capital
- ICT career promotion campaign
- Develop and run certification programme
- Collaborate with university & other government e.g. internship programme, working with TalentCorp

Lead the Digital Trend
a. Seed Ideas
   - Create an idea bank
   - Map members’ offering to ICT roadmap
b. Commercialisation
   - Provide sponsorship opportunities for strategic review
   - Expanding web & social media platform to promote commercialising of ideas, that includes revenue opportunities

Enhance Value to Members
a. Membership Satisfaction
   - Provide access to research & thought leadership
   - Networking programme to facilitate trade, e.g. buyer programme, international B2B
   - Loyalty programme to reward members
b. Commercialisation
   - Provide sponsorship opportunities for strategic review
   - Expanding web & social media platform to promote commercialising of ideas, that includes revenue opportunities

Accelerate Growth of Malaysian ICT Demand
Demand Creation
- Organise buyer meet seller programme
- Offer member value proposition to government, LLC & other industries
- Exhibition & events to targeted markets

Corporate Social Responsibility
Charity Golf 2012
Being a socially responsible organization, PIKOM has always been active in CSR activity since its inception. The yearly PIKOM Charity Golf is one good testament to the association's effort in contributing back to the society. This year is no exception that PIKOM Charity Golf 2012 was held again on 26 June 2012 at Glenmarie Golf & Country Club.

The income, amounting to RM63,000 was disbursed to charity.

The sponsors of the PIKOM Annual Charity Golf 2012 were Srixon Sports Asia SdnBhd, Silverlake, Mesiniaga, Epson, Acer, Telekom Malaysia, iStudy and Green Belly & Marketing.

PC Donation
PIKOM worked with Pembangunan Sumber Manusia Berhad (PSMB) donated a total of 25 computers to 5 homes. They are Rumah Aman, Persatuan Berdikari Seremban Negeri Sembilan, Beautiful Gate, Pusat Jagaan & Rawatan Orang Tua Al-Ikhlas and Rumah Charis.
International Affairs

WITSA (World IT and Services Alliance)

Founded in 1978, the World Information Technology and Services Alliance (WITSA) is a leading consortium of ICT industry association members from 82 countries/economies around the world. WITSA’s members represent more than 90 percent of the world ICT market.

WITSA was incorporated in 1998 in the Commonwealth of Virginia within the United States of America.

PIKOM’s involvement in WITSA

Date: 4 – 7 June, 2013
Event: Board meeting in Taipei to coincide with CISA’s 30th Anniversary Dinner.

ASOCIO (Asian-Oceanian Computing Industry Organization)

The Asian-Oceanian Computing Industry Organization (ASOCIO) is a grouping of IT industry associations representing economies in the Asia and Oceania region. ASOCIO was established in 1984 with the objective to promote, encourage and foster relationships and trade between its members, and to develop the computing industry in the region.

PIKOM’s involvement in ASOCIO

Date: 26 - 28 September, 2013
Event: ASOCIO Summit 2013 and Software Expo Asia 2013

ASOCIO Summit 2013 focused on the theme “Where Business and Innovation Connect” featured a diverse range of prominent speakers and network with key from the Asian-Oceanian regional economies. ASOCIO ICT Summit 2013 attracted over 500 high-profiled professionals from around 20 economies took part to explore the current businesses and promising future.
PIKOM co-organized APICTA with Multimedia Development Corporation (MDEC). The awards ceremony was held on October 7, 2013.

Quarterly Newsletter: INBOX

This will be a permanent feature in communicating with members. In the newsletter, besides PIKOM events, you will also read thought leadership articles that are relevant to the industry.

PIKOM Exits CapSquare Mall

CapSquare Mall was sold-off by the Mall owner, Capital Square Sdn Bhd (CSSB), a subsidiary of Bandar Raya Developments Berhad (BRDB) early this year. As the new owners have different plans for the mall, hence PIKOM and its members had exited CapSquare Mall in June 2013.

PIKOM moves to its new premises

PIKOM moved into its new premises at Empire Damansara and officially operating on 30 September 2013. It is a 7-storey building and PIKOM office will be occupying from Ground to Level 3. This new premises will enable us to enhance our services and provide better facilities to all members.

Here are the new address and temporary contact details:

E1, Empire Damansara
No 2, Jalan PJU 8/8A
Damansara Perdana
47820 Petaling Jaya
Selangor Darul Ehsan
Tel: 018-595 2922
Fax: 018-583 2933
Membership Affairs
A series of events were organized throughout the year.

PIKOM Annual Dinner
Date: 3 November 2012
Venue: Intercontinental Kuala Lumpur
PIKOM Strategic Planning Session
Date: 25 – 26 January 2013
Venue: Golden Palm Resort
Sepang Gold Coast

PIKOM Strategic Planning Session to determine the 5 Year Strategic Direction and the 6 Key thrusts which will be our beacon for the next 5 years.

E-Commerce Educational Trip to Shanghai & Yiwu
Date: 30 August – 04 September 2013
Venue: Shanghai & Yiwu China
No. of Attendees: 27

This study trip is intended for those business executives interested in business opportunities within China and the Asia Pacific economies, and to explore potential smart partnerships in areas of e-commerce, technology and innovation.

The trade mission will include summit sessions and exhibition at E-Commerce Expo 2013, and to visit Yiwu International Trade Mart in China.

Hari Raya Open House
Date: 05 September 2013
Venue: PIKOM New office, Empire Damansara
No. of Attendees: 200
PIKOM Chinese New Year Dinner
Date: 05 February 2013
Venue: Sime Darby Convention Center
No. of Attendees: 150

PIKOM Strategic Planning Session to determine the 5 Year Strategic Direction and the 6 Key thrusts which will be our beacon for the next 5 years.

PIKOM members stood at 1,174 as at October 2013. Of the total, Affiliate members accounted for the largest group totaling 837, followed by Ordinary members at 285 and Associate members at 48. The Association has four (4) members in the Overseas Category.

PIKOM Membership Geographical Statistics

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