

ANNEX B
Quotes from IAP 2010 Members

“Singapore has played a critical role in clustering the talents, innovation and multiple cultures in the region. I am extremely pleased that MDA is taking an active role in promoting and fostering entrepreneurship and creativity in the media industry.

In addition to fostering the overall media development in Singapore, it would also be beneficial to focus on a few key areas, where market leaders can be created. To make Singapore a media hub, China and India strategies should also be identified.”

- *Dr CHEN Hong, Founder, Chairman and CEO, The Hina Group*

“I commend the impressive progress that MDA has facilitated over the last five years that I've been associated with MDA. The healthy scepticism of past IAP meetings has given way to a strong belief in Singapore's journey to become a credible player on global stage in the world of exciting media sector developments.

There are more than economic reasons for investing in the content creation aspect of this sector because an advanced nation needs a soul that is expressed in creative displays such as films, music and literature.

On the mission to generate higher VA from the media sector, I'd encourage an additional layer to pay attention to leveraging existing core competencies of this nation, which includes the business of media.”

- *Mr CHI Youngsuk, Vice-Chairman and CEO of Science & Technology, Elsevier*

“The MDA has reached maturity. It has successfully, under MDA Chairman Dr Tan and Chief Executive Officer Dr Chia, developed the knowledge and skill base to go to the next growth stage.

Across the spectrum, MDA needs to continue and indeed increase their support. With infrastructure such as Mediapolis and events like ScreenSingapore, the platform for acceleration of growth in filmed entertainment is timely. I congratulate MDA's executives and staff.”

- *Mr Greg COOTE, Chairman & CEO, Dune Entertainment*

“There is a big opportunity to strengthen the direction that Singapore is heading, which is to further anchor Singapore as a Global-Asia hub – for global and regional players to capitalise on opportunities offered by the rising growth of Asia’s key media economies – in Asian media, communications and technology enterprises, especially those in China and India, looking to expand beyond their home markets and invest in businesses in Southeast Asian geographies such as Indonesia, Malaysia, Vietnam, the Philippines and Thailand.

The second opportunity is to further capitalise on the solutions, software and hardware that are required for the next generation of digital distribution in television, broadband and home entertainment, some of which is already occurring in Singapore.”

- Mr Vivek COUTO, Executive Director, Media Partners Asia

“Singapore’s media industry landscape has grown dramatically since the inception of the MDA. There is no doubt that the MDA’s catalyst role has been significant. The city-state now faces the next phase of stimulus. With the continued high quality commitment of the agency, Singapore will continue its emergence on the regional stage and with a push towards global resonance.”

- Mr Andrew CRAISSATI, Chairman and Chief Executive, Transpac Media Limited

“Another very constructive meeting seeking to crystallise both the perception and the reality of ‘Singapore’ as a global media brand. In this ‘talent driven’ sector, the MDA carries enormous responsibility for delivering the way in which the world views Singapore, and Singapore comes to view itself.”

- Lord David PUTTNAM, Deputy Chairman, Channel 4