

Ref No: SVCS 033/290208/01W

Attn: SBF Members



SINGAPORE
BUSINESS
FEDERATION

10 Hoe Chiang Road
#22-01 Keppel Towers
Singapore 089315
Tel: 6827 6828/ 877
Email: participate@sbf.org.sg
Website: www.sbf.org.sg

SEMINAR ON GREEN COMPUTING AND IT FOR ENERGY EFFICIENCY

Date: **Fri, 29 Feb 08**

Time: **8.30am – 1.30pm**

Venue: **SBF Seminar Room 2 (21st level, Keppel Towers)**

Fee per pax (incl GST): * **\$40 \$50** (members of SBF and supporting orgns)

Fee per pax (incl GST): * **\$55 \$70** (Non Member)

***Register before 15 Feb to enjoy Early Bird Discount**

Brief Synopsis

Green Computing tops Gartner's list of 10 hottest technologies and is predicted to dominate CIO agendas in 2008. Long-term goals around server and infrastructure virtualisation, data centre outsourcing, thin client computing, tough supplier benchmarking and even building incentive schemes that reward IT for low energy consumption, are expected to appear soon on the top of the CIO agenda. IDC has also estimated that for every dollar (US) spent on computer hardware at the moment, an additional 50 cents (US) is spent on the power to run it and cool it down. And this is expected to rise by 54% to 71 cents for every \$ over the next 4 years. Carbon audits, reconfiguring data centres, deploying equipment with power consumption sensors, upgrading power supplies all help but only scratch the surface of what needs to be done.

What is the impact of going green on IT purchase decisions, acquisition policies, equipment disposal procedures, and energy management? How can energy be conserved and power consumption saved through cooling and other benefits of greener computing? When should the decision be made to upgrade or replace computers? How are policies established that encourage environmentally sound approaches?

Speakers:

- "Green IT: a Market Outlook for Singapore and Asia Pacific" by Philip Carter, Associate Research Dir, IT Services, IDC Asia Pacific
- "Overcoming Business Challenges with Eco-friendly Solutions" by Ravi Rajendran, General Manager, ASEAN, Hitachi Data Systems
- "Design of Future Green Data Centre" by Alex Tay, Regional Consultant for Business Continuity & Resiliency Services and Site Facilities, IBM ASEAN
- "The Energy Efficient Data Center" by Mr. Cheng Jang Thye, Senior Business Development Manager for Data Center and Security Solutions, Cisco Systems
- "HP's Holistic Approach to Energy Efficiency IT Technologies" by Khean CHEE, Regional Business Manager, Business Continuity & Recovery Services, Outsourcing Services, HP Asia Pacific Pte Ltd
- "Fujitsu's Green Policy Innovation" by Mr Kutami Michinori, Corporate Environmental Affairs Unit, Fujitsu Japan
- "CarbonView - Tracking of Carbon Footprint for Global Operations" by Mr Chris Buckthorp, VP, Global Product Strategy, Marketing & Product Management, Supply Chain Consulting

Why Attend? This inaugural event as part of the Green IT Industry Development initiative will let you find out just how the great Green rush is going to affect you. So if you're building a business case for your new Green data centre, looking to develop a green code base or looking to cut costs by saving power, this will help. There will be **product showcase** by Green IT solution providers.

Target Audience – CIOs, IT managers, systems architects, project managers, team leaders, development managers, network managers, network engineers, software engineers, operations managers, LOB managers, corporate and social responsibility types.

PROGRAM

8.30 am	Registration	11.00 am	Coffee Break
9.00 am	Welcome Address by SBF	11.15 am	Session 3: Process and Lifecycle Management for Green Computing and IT for Energy Efficiency
9.05 am	Session 1: Green IT Market Analysis & Forecast for Singapore & Asia Pacific	1.00 pm	Session 4: Tracking of Carbon Footprint for Global Operations
9.25 am	Session 2: Green Computing and IT for Energy Efficiency – Technology Updates	1.30 pm	Networking Lunch

SUPPORTED BY

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Administrative Details:

- Please mail this registration form together with a cheque to SBF. Cheque should be made payable to "Singapore Business Federation". Please indicate the Ref No., company's name, and participant's name behind cheque.
- Confirmation of your registration (ie. Confirmation stamp on this flyer from SBF) will be faxed to your company upon receipt of full payment. Please present confirmation for admission to seminar room.
- No withdrawal upon registration but a replacement is allowed. We regret that no refund will be made for cancellation or non-attendance. Full fees will be charged for cancellation and non attendance.

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REGISTRATION FORM - Attn: Daphne/Suling (Closing date: 28 Feb 08)

Name (Mr/Ms): _____ Designation: _____
 Tel: _____ Fax: _____ Email: _____
 Company: _____
 Membership Type/ Membership No: _____
 Address (For non-mbr) : _____

For Official Use (PC):

Serial No.: