Ref No: SVCS 029/240209/01W

Attn: SBF Members

SINGAPORE BUSINESS FEDERATION
Apex Business Chamber

10 Hoe Chiang Road
#22-01 Keppel Towers
Singapore 089315
Tel: 6827 6828/ 877
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SEMINAR ON GREEN COMPUTING & IT FOR ENERGY EFFICIENCY

Date: **Tue, 24 February 2009** Time: **8.30am – 1.30pm**

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

Fee per pax *(incl GST)*: **S$40** (SBF Member/ Joint Organizers & Partners) **S$65** (Non Member)

Brief Synopsis

Green IT has been broadly defined as the environmentally responsible use of computers and related IT resources. Such practices include implementation of energy-efficient CPUs, servers, data storage and peripherals as well as reduced resource consumption and proper disposal of e-waste, etc. Based on Gartner and IDC forecasts, 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.

After nearly a year of Green IT Survey amongst Singapore companies jointly conducted with IBM and ISS/NUS and supported by iDA, NEA and other business and industry partners, this seminar will shed light on the key findings of the survey and also provide an update on incentives and assistance schemes for Singapore companies and businesses in the Green IT and Data Centre sectors. There will also be solutions showcase by Green IT solution providers.

Why Attend? This event organised by SBF Clean Energy Business Group is part of the Green IT Industry Development initiative to encourage adoption and commercialization of green IT and data centres. Participants will get a complimentary copy of the Green IT Survey report after the seminar.

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

PROGRAMME

8.30am	**Registration**
9.00am	**Welcome Address by SBF**
9.05am	**Session 1: Presentation of Singapore's Inaugural Green IT Survey Findings - *"An Outlook: Green IT in Singapore"*** *by Richard Tan, Programme Director of IT Services, Institute of Systems Science, NUS; Chairman of Green IT Standards Technical Committee, Singapore Standards Council*
9.35am	**Session 2: Global Trends & Benchmarks in Green IT & Data Centre** by *Hemant Shah, Strategic Growth Business, ASEAN, IBM*
10.05am	**Session 3: Case Studies on Green IT and Data Centre** by *Alex Tay, Regional Consultant for Business Continuity & Resiliency Services and Site Facilities, IBM ASEAN*
10.35am	**Coffee Break & Viewing of Solutions Showcase**
11.00am	**Session 4: Assistance & Incentive Schemes for Companies in Green IT & Data Centre** ▪ **"Energy Efficiency Incentive Schemes"** *by Ang Chye Peng, Engineer, Resource Conservation Dept, National Environment Agency* ▪ **"Green IT Industry Development Initiatives by SiTF"** *by Chong Yoke Sim, Country Director of Business Development, Avanade; Protem Committee of SiTF Green IT Chapter*
12.00pm	**Session 5: Green IT and Data Centre – Technologies & Solutions** ▪ **"Primary Storage Optimization & LaserWire for Green Data Center"** *by Vinson Chua, Managing Director, Asaiki Technology* ▪ **"Energy Efficient Solutions for Data Centers and Server Rooms"** *by Jin Teoh, Data Center Architect, ASEAN, APC by Schneider Electric* ▪**"Virtualization - Optimizing Energy & Money Usage for Green Datacenter (with Case Studies)"** *by Supriyo Sircar, Chief Executive Officer, Polaris Asia Pacific*
1.30pm	**Networking Lunch & Visit to Solutions Showcase**

Programme is correct at time of printing

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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, participant's name and SBF Mbrship no.** 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: MR Dept - Daphne/Suling (Closing date: 20 February 2009)

Name (Mr/Ms): _____ Designation: _____

Tel: _____ Fax: _____Email:_____

Company: _____

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