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Media Release
For Immediate Release

SBF launches fourth run of MAP initiative focusing on Cyber Security and Digital Trust

Tuesday, 18 April 2023 [Singapore] – The Singapore Business Federation (SBF), in partnership with Cyber Security Agency of Singapore (CSA) and Infocomm Media Development Authority of Singapore (IMDA), along with nine other ecosystem partners, has curated a series of activities under the MAP Initiative for Cyber Security and Digital Trust to help businesses strengthen their data protection, cyber security defense and response in today's digital landscape. Held at the Lifelong Learning Institute, the launch of this initiative was graced by Senior Minister of State for Communications and Information Mr Tan Kiat How.

2   Close to 250 participants across 17 sectors attended the panel discussion titled, "Stay Vigilant: Protecting Your Assets & Responding to Threats" which featured panellists including Mr Dan Yock Hau, Assistant Chief Executive, National Cyber Resilience, CSA, Mr Yeong Zee Kin, Assistant Chief Executive, Data Innovation and Protection Group, IMDA and Mr Rajesh Sreenivasan, Head of Technology, Media & Telecommunications, Rajah & Tann Singapore LLP. The discussion was moderated by Dr Magda Chelly, Managing Director & Chief Information Security Officer, Responsible Cyber Pte Ltd. Issues centered around the current cyber landscape and how businesses could build up cyber resilience to be more effective in addressing cyber threats.

3   First introduced in March 2021 during the pandemic as a response to the disruptions faced by the business community, the MAP initiative takes a three-step approach to helping businesses in their transformation, namely **M**indset shift, **A**nalysis of potential and **P**athway assignment. Three runs of the initiative have been conducted, with the first run focused on the Wholesale and Retail Trade sector, the second on the Logistics sector and the third on Sustainability. Over 500 businesses have participated and benefitted from the past MAP runs, acquiring knowledge and skills in digitalisation, internationalisation, process optimisation, and sustainability areas.

4   While the pandemic has accelerated the adoption of digital technologies, businesses also face an increased number of cyber risks and attacks. Cyber security and digital trust are critical aspects of digital transformation as they protect the digital assets, intellectual property and customer data of businesses.

5   The fourth run of MAP will focus on helping businesses strengthen their digital security and resilience by bringing together experts from the public and private sectors to share insights and provide support to businesses in the following areas:

    a. Raise awareness of the importance of cyber security including its various threats and domains.
    b. Provide a platform for deeper engagement for businesses to review and expand their cyber security measures.
    c. Introduce solutions and programmes that businesses can tap on to safeguard against and respond more effectively to cyber threats.
    d. Build confidence in the digital ecosystem for consumers to interact securely in a transparent, accountable, and frictionless manner.

6   Mr Dan Yock Hau, Assistant Chief Executive of CSA, said, "Cyber threats show no signs of abating, and CSA is glad to participate in the MAP initiative to uplift SMEs' cyber defences. We aim to reach out to more SMEs and introduce them to the new CISO-as-a-Service scheme to level up their cyber health. The scheme will also help companies attain national cybersecurity certifications such as CSA's Cyber Essentials mark. We are heartened that over 100 companies have gotten or are in the process of getting certified and we hope to have more come on board."

7   Mr Yeong Zee Kin, Assistant Chief Executive of IMDA, said, "Data is the lifeblood of the digital economy, and as businesses increasingly leverage data to create value and enable innovation, it is vital that they have the right level of safeguards in place to protect customers' personal data. Through SBF's MAP initiative, IMDA hopes that businesses would strengthen digital trust by adopting accountable data protection practices to gain competitive advantage in the global digital economy."

8   Mr Tan Chee Wee, Executive Director of Advocacy and Policy Division, SBF, said, "It is heartening to know that close to 80% of our participants present today have some level of basic cyber security practices in place and are keen to do more to enhance the cyber defence of their business. SBF, an advocate of CSA's SG Cyber Safe programme and IMDA's data protection initiatives, encourages our members to adopt up-to-date cyber security and data protection practices to strengthen digital trust in the fast-evolving security landscape so that they can respond appropriately to threats and protect their digital assets."

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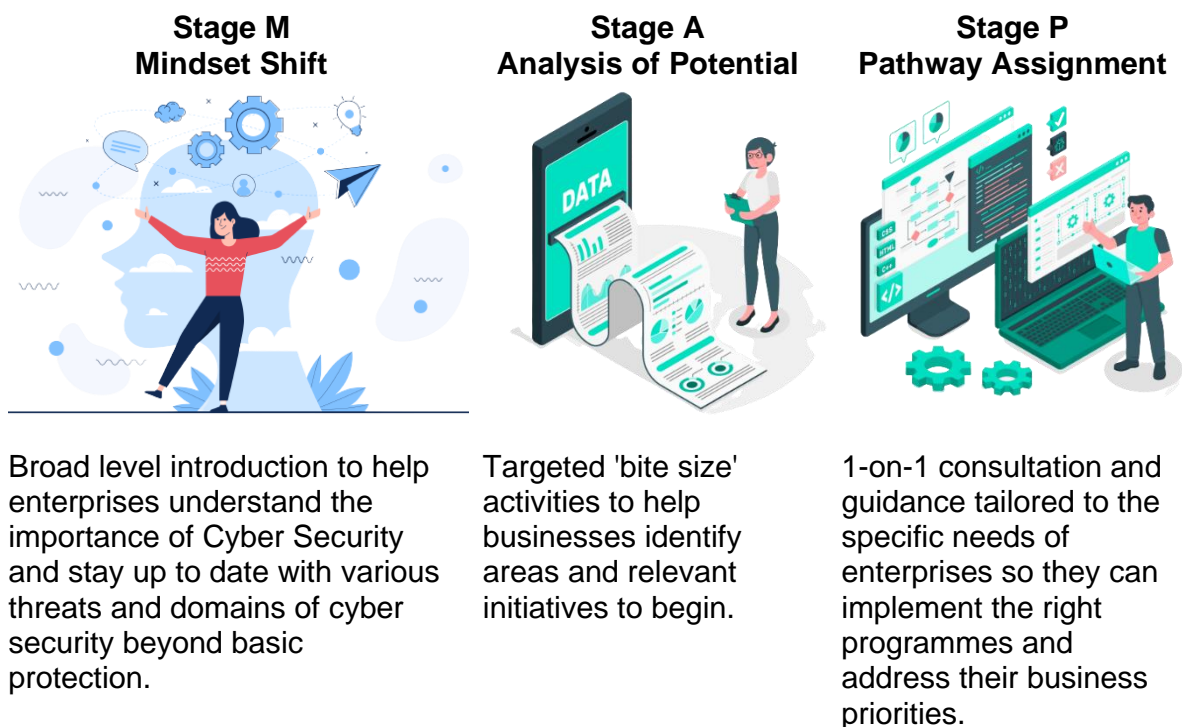**About Singapore Business Federation**

As the apex business chamber, the Singapore Business Federation (SBF) champions the interests of the business community in Singapore in trade, investment and industrial relations. Nationally, SBF acts as the bridge between the government and businesses in Singapore to create a conducive business environment. Internationally, SBF represents the business community in bilateral, regional and multilateral fora for the purpose of trade expansion and business networking.

For more information, please visit: www.sbf.org.sg

Annex A: Media Factsheet

What is MAP?

Analogous to navigating with the help of a map, MAP is a tri-phased thematic/industry-based initiative that aims to help enterprises across sectors to strengthen their cyber security posture, defence and response to cyber threats and enhance digital trust in a digitally connected business landscape.

Stage M Mindset Shift	Stage A Analysis of Potential	Stage P Pathway Assignment
Broad level introduction to help enterprises understand the importance of Cyber Security and stay up to date with various threats and domains of cyber security beyond basic protection.	Targeted 'bite size' activities to help businesses identify areas and relevant initiatives to begin.	1-on-1 consultation and guidance tailored to the specific needs of enterprises so they can implement the right programmes and address their business priorities.

How does MAP help businesses?

The MAP is designed to achieve three outcomes:

- Break down cyber security implementation into modular steps and encourage more companies to embark on the journey.

- Address business-specific concerns through customised journey of change to suit companies of differing sizes and readiness.

- Create flexible transformation pathways that allow companies to enter and exit at each stage.

MAP has benefited more than 500 participants from 300 companies across all sectors.

For more information on MAP, please visit www.sbf.org.sg/what-we-do/digitalisation-transformation/map-initiative

Annex B: Profile of MAP Partners

S/N	Name of Partner	Corporate Profile
1	Amazon Web Services (AWS)	Amazon Web Services has more than 200 fully featured services for compute, storage, databases, networking, analytics, machine learning and artificial intelligence (AI), Internet of Things (IoT), mobile, security, hybrid, virtual and augmented reality (VR and AR), media, and application development, deployment, and management from 99 Availability Zones within 31 geographic regions, with announced plans for 15 more Availability Zones and five more AWS Regions in Canada, Israel, Malaysia, New Zealand, and Thailand. Millions of customers—including the fastest-growing startups, largest enterprises, and leading government agencies—trust AWS to power their infrastructure, become more agile, and lower costs.
2	Association of Information Security Professionals (AiSP)	Association of Information Security Professionals (AiSP) is an independent cyber security association that believes in developing, supporting as well as enhancing industry technical competence and management expertise to promote the integrity, status and interests of Information Security Professionals in Singapore.
3	Blackpanda	Blackpanda is Asia's premier cyber security firm hyper-focused on delivering world-class digital forensics and incident response services to the region. Headquartered in Singapore and with a presence across Southeast and East Asia, the company is the first of its kind in the region.
4	Cyber Security Agency of Singapore (CSA)	The Cyber Security Agency of Singapore (CSA) seeks to keep Singapore's cyberspace safe and secure to underpin our Nation Security, power a Digital Economy and protect our Digital Way of Life. It maintains an oversight of national cybersecurity functions and works with sector leads to protect Singapore's Critical Information Infrastructure. CSA also engages with various stakeholders to heighten cyber security awareness, build a vibrant cybersecurity ecosystem supported by a robust workforce, pursue international partnerships and drive regional cybersecurity capacity building programmes.
5	Infocomm Media Development Authority of Singapore (IMDA)	The Infocomm Media Development Authority (IMDA) leads Singapore's digital transformation by developing a vibrant digital economy and an inclusive digital society. As Architects of

		Singapore's Digital Future, we foster growth in Infocomm Technology and Media sectors in concert with progressive regulations, harnessing frontier technologies, and developing local talent and digital infrastructure ecosystems to establish Singapore as a digital metropolis.
6	KnowBe4	KnowBe4 is the world's largest security awareness platform. More than 90% of cyber-attacks start with an attack on the human layer. 60% of small businesses fail after such attacks. That is why security awareness that not just trains but tests is an essential part of your cyber security, to reduce your organisation's phish-prone score. Ask us how!
7	PwC Singapore	At PwC, our purpose is to build trust in society and solve important problems. We're a network of firms in 152 countries and almost 328,000 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us what matters to you by visiting us at www.pwc.com.
8	SGTech	SGTech is the leading trade association for Singapore's tech industry. Representing over 1,000 member companies ranging from top multinational corporations, large local enterprises, vibrant small and medium-sized enterprises, and innovative startups, it is the largest community in Singapore where companies converge to advocate for change and drive what enables tech innovation and accelerates tech adoption to spur greater sustainability in the sector.
9	Singtel	Singtel is Asia's leading communications technology group, providing a portfolio of services from next-generation communication, 5G, and technology services to infotainment to both consumers and businesses. The Group has presence in Asia, Australia, and Africa and reaches over 740 million mobile customers in 21 countries. Its infrastructure and technology services for businesses span 21 countries, with more than 428 direct points of presence in 362 cities. For consumers, Singtel delivers a complete and integrated suite of services, including mobile, broadband, and TV. For businesses, Singtel offers a complementary array of workforce mobility solutions, data hosting, cloud, network infrastructure, analytics, and cybersecurity capabilities. Singtel is dedicated to continuous innovation, harnessing next-generation technologies to create new and exciting customer experiences as it shapes a more sustainable, digital future.

10	SPTel	SPTel is an ST Engineering and SP Group joint venture. Besides their core offering of diverse fibre network paths on an ultra-low latency network, SPTel also provides digitalised network services that enable on demand bandwidth and cyber security. With secure and pervasive hubs around the island that support their Edge Cloud and Sensor Network gateway solutions, SPTel ensures security and sovereignty for your critical data and applications. That is why SPTel is a trusted partner of discerning, best-in-class enterprises and organisations that require digital services that deliver Reliability with an Edge.
11	Stone Forest IT	Driving growth through digitalisation, Stone Forest IT has over 35 years of experience in providing Digital advisory and IT Managed Services for IT infrastructure, cybersecurity, data protection and business applications (ERP/CRM). Stone Forest is here to simplify, digitalise and manage IT ecosystems with best practices and governance so businesses can accelerate business growth, all while saving costs, and staying secure and compliant.

Annex C: MAP Stage A – Analysis of Potential

Analysis of Potential: Targeted 'bite size' activities to help businesses identify areas and relevant initiatives to begin.

Date/Time	Stage A – Activity	Mode of Activity	Conducted By
5 May 2023 2.00pm – 5.00pm	Cloud Security Services Ecosystem & Best Practices	In-Person	Amazon Web Services (AWS)
9 May 2023 2.00pm – 4.00pm	Managing Risks on Your Digital Trust Strategy	In-Person	PwC Singapore & SGTech
10 May 2023 1.00pm – 6.00pm	AWS Security Hub Workshop for Security Architects and Security Engineers	In-Person	Amazon Web Services (AWS)
12 May 2023 9.30am – 11.30am	Proof of Life Exercise: Ransomware	In-Person	Blackpanda
12 May 2023 2.00pm – 4.00pm	CSA Cybersecurity Health Clinic	In-Person	Cyber Security Agency of Singapore (CSA)
22 May 2023 3.00pm – 5.00pm	Mitigating Risks & Quantifying Losses with Cyber Liability Insurance	In-Person	Blackpanda
23 May 2023 9.30am – 11.30am	All About Data – Data Discovery, Data Privacy and Security	In-Person	PwC Singapore
23 May 2023 2.00pm – 3.30pm	Human Factor in Cyber Security	Virtual	KnowBe4
29 May 2023 9.30am – 11.30am	From Legacy Hardware to On-Demand Services and Zero Trust Architecture	In-Person	SPTel
29 May 2023 2.00pm – 4.00pm	Workshop: Prepare for the Worst, Manage for the Best!	In-Person	Stone Forest IT (SFIT)
31 May 2023 9.30am – 11.00am	Social Engineering (E-Commerce Fraud, Tech Support Fraud)	Virtual	Association of Information Security Professionals (AiSP)
31 May 2023 2.30pm – 4.30pm	Unified Security – Securing your network and endpoints with ease	In-Person	Singtel

Annex D: MAP Stage P – Pathway Assignment

Pathway Assignment: 1-on-1 consultation and guidance tailored to the specific needs of enterprises so they can implement the right programmes and address their business priorities.

S/N	Stage P – Pathway Assignment	Conducted By
1	AWS supports Small & Medium Businesses (SMBs) to digitally grow their business and upskill their workforce. SMBs are invited to speak with AWS for a baseline security assessment, or subscribe to a curated set of AWS training programs to advance the cloud security knowledge and skills of their workforce. SMBs can apply to AWS Lift to kickstart their digital transformation on AWS.	Amazon Web Services (AWS)
2	a. Businesses can sign up for AiSP's CAAP Advisory Clinics for advice on how they can take their next steps in their pathways of transformation. b. Access to AiSP's complimentary workshop clinics for 2023: • Asset Discovery, Understand Your Current Landscape • Your Responsibility in the New Digital World	Association of Information Security Professionals (AiSP)
3	a. Complimentary resources for SMEs including toolkits and templates. b. Complimentary 1-to-1 business consultation with cyber security consultant subject to limited spots available.	Blackpanda
4	a. Cyber Security Health Plan tailored for businesses with CISO as-a-Service (CISOaaS) consultants. b. Guided steps for businesses to certifications such as Cyber Essentials by CISOaaS consultants.	Cyber Security Agency of Singapore (CSA)
5	Business interested in defending against cyber-attacks on the human layer, can affordably subscribe to KnowBe4 services like KM-SAT, that not just train and test your organization to change behaviour, PhishER that prioritize what suspicious email to manage first being reported by your trained organization, Security Coach that spots risky behaviour and provides real-time coaching, and others. Businesses can also talk to us about free tools like phishing security tests, automated security awareness program, password tests, etc.	KnowBe4
6	Businesses interested to work on transformation projects can get access to PwC Singapore and its solution providers to co-develop Proof of	PwC Singapore

	Concepts/Values (POC/POV) or Minimum Viable Products to allow the organisation to evangelise the transformation within their organisation.	
7	Access to Cyber Security 101 webinars and in-person events	SGTech
8	a. PSG Cyber Security Approved Solutions – Endpoint Protection and Unified Threat Management b. Start Digital programme solutions (Singtel Broadband Security, Business Protect Basic, Email Protect) c. Non-PSG/ SD solutions across network protection, endpoint protection, cloud security, managed security services, consulting and professional services d. Singtel Cyber Security Institute: Professional cyber-security training and drills that equip all levels of employees with the right knowledge and tools against cyber threats	Singtel
9	a. PSG Cyber Security Approved Solutions – Managed Firewall Solutions b. Cyber security trends and impact on business, use case study and SPTel pre-approved managed firewall solutions sharing. c. Complimentary advisory session with digital experts for guidance on grant support and business digitalisation.	SPTel
	a. **Chief Technology Officer -as-a-Service** (CTO-as-a-Service) is an SME Go Digital initiative by IMDA that aims to make going digital simple for SMEs with complimentary digital advisory services. • Phase 1: Digital Advisory SMEs to sign up for complimentary digital advisory for Cybersecurity or Data protection consultation. This includes a 1-hour consultation to address cybersecurity or data protection essentials and/or Trust mark certification and concerns. Self-learn videos, standard IT policy and checklists will be also provided. • Phase 2: Project Management Support Services Complimentary project management support for SMEs under CTO-as-a-Service for the implementation of security related digital solutions.	Stone Forest IT (SFIT)

| | b. SFIT can also assist SMEs interested in implementing and customising IT policies and incident response plans. | |