



## AUGUST 2001

### SINGAPORE COMPANY ATTRACTED TO MELBOURNE

Whitehorse has been assisting the establishment of an Electronic Trade Facilitation Centre in the Food Bowl region of Victoria. As part of this process Singapore Network Services (SNS), a leading IT company serving more than 8,400 companies and employing 400 staff, has opened its Australian headquarters in Melbourne, Victoria.



*The new office was officially opened by Hon John Brumby, Minister for State and Regional Development, seen here with Mr Mathivanan, CEO of SNS, on 28<sup>th</sup> August 2001.*

Minister Brumby said ‘SNS’s partnership with the Electronic Trade Facilitation Centre (ETFC) Foodbowl will enhance our food industries exporting capabilities by providing regional Victoria with the IT infrastructure to increase its competitiveness in the international market’.



SNS also announced its new international corporate brand CrimsonLogic. CrimsonLogic plans to expand globally by transferring its technology and management know-how into overseas operations and joint ventures.

Chief Executive Officer of SNS, Mr V Mathivanan, said ‘CrimsonLogic aims to challenge conventions behind the tedious work processes of business and governments. What distinguishes CrimsonLogic from the rest will be our experience, capability and passion to develop innovative solutions in anticipation of market demands.



### WESTERN AUSTRALIA IT INDUSTRY STRATEGY

Peter Morris, National Director of Whitehorse Policy and Strategy Division, in conjunction with Stuart Hope, CEO of

Software Engineering Australia, recently released a paper for the Information and Communication Technology Industries’ Alliance (WA) entitled ‘Making Up for Lost Time’.

The paper is intended to provide a Framework for the development of the local Information and Communications Technology (ICT) industry as well as supporting knowledge-intensive economic activity in WA.

It argues that the encouragement of the WA ICT sector is a critical precondition to the state making the transition to a knowledge economy.

### WHITEHORSE INTRODUCES



**Nancy Librizzi** is a Whitehorse Strategic Group Ltd. Project Administrator and Research Analyst. Previously working at KPMG, Arthur Andersen and Multimedia Victoria. Nancy has been involved in planning, implementation, analysis and project management within the information technology and e-commerce industry.

### WHITEHORSE STRATEGIC GROUP LTD.

New Office is located at:

**Level 3, 45 William Street, Melbourne 3000.**

**Tel: 61-3-9614 8510**

**Fax: 61-3-9614 8201**

Email: [whitehorse@whitehorsestrategic.com](mailto:whitehorse@whitehorsestrategic.com)

Homepage: [www.whitehorsestrategic.com](http://www.whitehorsestrategic.com)