



Bob Chua
Chief Executive Director
(Korea IT Industry Promotion Agency or KIPA)

Since October 2002, Mr. Bob Chua has been at the helm of iPark Singapore (the S.E. Asian branch office of the Korea IT Industry Promotion Agency or KIPA, a leading South Korean Government Agency under the umbrella of Korea's Ministry of Information & Communications). As its Chief Executive Director, Bob spearheads the promotion of world-class Korean ICT to the South East Asian region, covering more than 15 countries. iPark Singapore is the gateway to and launch pad for Korean ICT to countries in the region.

Bob is responsible for developing market-enabler and partnership facilitation platforms, business programs and campaigns that encourage collaborative relationships and strategic alliances/channel networks between Korean IT vendors and South East Asian IT companies.

iPark Singapore is also responsible for assisting Korean Venture companies obtain appropriate Venture Capital and Private Equity & Angel Funding, promote their successes through relevant media channels and publication of successful case studies. It also supports Korean ICT vendors efforts through in-depth Market Research and Information Gathering.

He is also responsible for generating ICT project opportunities for Korean vendors in the region's private & public sector, and with a highly experienced team of staff, has successfully discovered & developed more than US\$100 Million worth of ICT projects in the last 2 years.

Bob brings with him a wealth of business & technology knowledge and experience that comes from his nearly 25 years in the ICT industry.

Prior to joining iPark Singapore (KIPA), Bob joined the "entrepreneurial" ranks and became the Chief Strategy Officer & Board Advisor to 2 technology start-ups:

- (1) PlanetOne Asia – a Pan-Asian systems integrator of Nortel Networks, i2 Technologies, PeopleSoft, ePiphany and SAP; and
- (2) NexusEdge Technologies Pte Ltd, an e-business software developer that was a hi-tech spin-off from the former Kent Ridge Digital Labs (KRDL merged with other research groups to form what is now the Institute for Info-comm Research or i2R, under the A*STAR umbrella).

In addition, Bob has held strategic senior management positions in several other ICT organizations/companies including Kent Ridge Digital Labs (now i2R), Versatility (UK) Inc, SNP Multimedia Pte Ltd, IBM ASEAN/SA, J.D. Edwards (acquired by PeopleSoft/Oracle), System Software Associates (now SSA Global), Digital Equipment Corporation (merged with HP/Compaq), and Wang Computers.

He started his corporate career in 1980 as a sales executive for Eastman Kodak's business imaging systems division in Singapore.