

LIVING CITIES IN THE K-ECONOMY



Programme Brochure

REGISTRATION

Sunday 21st October 2001

MAIN CONFERENCE

Monday 22nd October and
Tuesday 23rd October 2001

TECHNICAL TOURS

Wednesday 24th October 2001

Supporting Organisations



Ministry of Housing and Local
Government, Malaysia



Federal Town and Country Planning
Department, Malaysia



United Nations Development
Programme (UNDP)



Asean Association of Planning and
Housing (AAPH)



Kuala Lumpur City Hall (DBKL)

Organised By



Malaysian Institute of Planners



Singapore Institute of Planners

Living Cities In The K-Economy

The borderless world, information technology, globalization, sustainable development.... The phenomena of New Millennium. In the quagmire of progress and technological developments, human settlements inexorably grow. By the year 2025, more than half the world's population will be living, moving and working in cities. Cities are the cradle of society and the engines of our economy. Cities are also containers of the unexpected - generators of unforeseen and sometimes undesirable consequences, externalities and spillovers.

To address these, the Rio Summit of 1992 pushed for sustainable development. Cities confronted with deteriorating environmental changes will need to re-engineer. Making cities livable with safety, health and prosperity seem to be the order of the day. Challenges to planners, administrators, policy makers, developers and the city residents seem insurmountable with the impending phenomena of globalization, information technology and the K-economy.

A noteworthy upsurge in the Information Age is the re-formation in economy. Technologically advanced economies are truly knowledge-based. From the perspective of world economy, the balance between knowledge and resources has shifted so far towards the standard of living - more than land, machinery and labour. A knowledge-driven economy or better known as K-economy acknowledges that knowledge plays a predominant part in the creation of wealth. The implication is that there is no alternative way to prosperity other than to make learning and knowledge-creation of prime importance.

How will the impending K-economy affect our lifestyle, our homes, offices and cities? Will cities continue to absorb the countryside? How can we make more humane and attain the quality of life? How to balance between economic needs with technological advancements and social and cultural preservation? What paradigm shifts should be implemented to achieve the objectives of livable cities?

Undoubtedly, designing and preserving a livable city in this era is a challenge to every one of us. To assist in this task, the Malaysian Institute of Planners (MIP) and the Singapore Institute of Planners (SIP) are convening this International Conference on Living Cities in the K-Economy. Plenary sessions, discussion groups and toolkit training workshops on techniques to enhance city planning and management in this new urban order are designed to provide you with a stimulating two day conference.

KEY NOTE SPEAKERS

Lord John Edgecumbe Shazell

Lord John has more than 37 continuous years of experience in Telecommunications. Currently residing in Singapore, Lord John's work has brought him to many countries such as England, United Arab Emirates, Hong Kong, Brunei, Myanmar and of course Malaysia and Singapore. He is the CEO of Hong Kong, China's Teleconsult International Pte Ltd. He is also the Managing Director of Teleconsult Pte. Ltd. - Singapore, Teleconsult (M) Sdn Bhd - Malaysia, Teleconsult Sdn Bhd - Brunei Darulssalam and Teleconsult International Limited - United Kingdom. Teleconsult is a multi-national independent, engineering firm, specializing in providing Consultancy, Training, Project Management, Technical Assistant and Engineering Services

Dato' Wan Mohamad Mukhtar bin Mohd Noor

Dato' Wan Mohamad Mukhtar received his degree in Town and Regional Planning from the University of Melbourne, Australia. Since then, he has served in various capacities within the Federal Department of Town and Country Planning, Malaysia. The longest position held was as the State Director of Town and Country Planning, Perak. He was appointed the Director General of The Federal Department of Town and Country Planning early this year.

Mrs Koh Lim Wen Gin

Mrs Koh Lim Wen Gin is the Chief of the Urban Redevelopment Authority (URA), the national planning authority of Singapore. She is currently a member of the Singapore Board of Architects, the Preservation of Monuments Board (PMB) and the Garden City Action Committee for the Ministry of National Development (MND). She also serves as Chairman of the PMB Technical Committee. Mrs Koh graduated with a Bachelor of Architecture from the University of Singapore in 1971. She started her career in URA in 1974 and was URA's Deputy Chief Planner (Development Strategies) before her promotion to the present appointment in March 2001. Mrs Koh was awarded the Public Administration Medal (Silver) in 1986 and the Long Service Medal in 2000 at the Singapore National Day Awards.

**KEYNOTE ADDRESS
BY
LORD JOHN E SHAZELL**

**THE ROLE OF INFOCOMMUNICATIONS AND BROADBAND IN LIVING CITIES
IN THE K-ECONOMY**

ABSTRACT

This paper sets out to discuss and highlight the important role that Infocommunications (the convergence of IT and Telecommunications) plays in modern cities and in the K-Economy and how broadband technologies are a pre-requisite to support modern Infocommunications systems and the growth of any city and economy of any country.

The paper highlights some of the pitfalls that planners face and how the wrong choice of technology can have far reaching and dire financial consequences, if early adopters of new technologies choose the wrong technology and the proposed technology, does not indeed prove in time to be to be 'future proof'.

The paper highlights some of the terrible consequences which can be encountered, in the light of recent tragic world events and some of the basics which are being forgotten by planners who have never planned for or experienced conflict.

The paper discusses the role of the Internet and how much reliance is being put on the Internet for Next Generation Networks (NGNs) and whether this is indeed wise.

The paper concludes by discussing the role of Infocommunications Master Planners, a highly specialist role which needs to be considered on a par with other Master Planners for services and at the outset of any new development.

LIVING CITIES IN THE K-ECONOMY

*KEYNOTE ADDRESS
SESSION 1*

**THE ROLE OF INFOCOMMUNICATIONS AND BROADBAND IN LIVING
CITIES IN THE K-ECONOMY**

BY

LORD JOHN E. SHAZELL

MIP-SIP International Conference: 'Living Cities in the K-Economy'

**THE ROLE OF INFOCOMMUNICATIONS AND BROADBAND IN LIVING
CITIES IN THE K-ECONOMY**

**MIP-SIP International Conference: 'Living Cities in the K-Economy',
22nd to 24th October 2001,
at J. W. Marriott Hotel, Kuala Lumpur, Malaysia**

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30th September 2001



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THE ROLE OF INFOCOMMUNICATIONS AND BROADBAND IN LIVING CITIES IN THE K-ECONOMY

INTRODUCTION

This paper is based upon my experiences and observations as a Telecommunications Master Planner and more recently as an Infocommunications Master Planner and is an attempt to inform, highlight and share some of my experiences about the importance and need for correct Infocommunications planning in living cities in the K-Economy.

It is a fact, that Telecommunications has long been a catalyst for growth of any economy.

If you look behind the economy of any country, the growth of that economy is largely related to communications and more importantly, how good those communications are and their ability to keep up with change and technology development.

It is a pre-requisite that a country must have good communications in the sense of roads, highways or expressways, sea ports and airports, to prosper.

It also must have excellent telecommunications facilities, meeting the expectations and requirements of all customers and companies, when, where and how they need it.

The Malaysian and Singapore Governments have long understood this basic criteria and it is a credit to both countries that the Governments of these countries, have taken the necessary steps to build the infrastructure required for the economy to grow

With the 'Convergence' of the Information Technology (IT) and Telecommunications Industries, a new world has been created and that is the world of what I am going to call 'Infocommunications' for the purposes of this paper.

It is a fact that the global landscape for technology has changed dramatically over the past recent years and continues to change with new innovative technologies being released at a scorching pace, with a strong focus on what is termed 'Broadband'.

'Broadband' in fact is not new and in telecommunications, broadband systems have existed since the early 1900s.

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I am in this paper going to define 'Broadband' as a transmission medium or technology, which has the capability to deliver other signals apart from voice or Plain Old Telephone Service (POTS), which has been the main requirement for telecommunications systems for almost 100 years and what most legacy networks have been designed to carry.

What people want nowadays is more than just POTS or Plain Old Telephone Service.

They want POTS and PANS (Pretty Amazing New Stuff).

Broadband signals have a wider bandwidth than voice signals (4KHz/64Kbps) and very typically nowadays are predominantly non-voice and can be defined as Data, Video and IP traffic etc., and also can be a mixture of digitised voice, data and other signals together

Technological pureists will challenge this definition as it is possible to define Broadband more precisely, but for the purpose of this paper as the majority of the people here today are not necessarily telecommunications engineers, this is the definition I am using for simplicity of understanding.

The fact is, that advanced technologies are here and emerging at an unprecedented rate and the Infocommunications planner is faced with a plethora of technology choices, but the technology still needs to be placed in the right hands, at the right time and in the right places.

In view of the fact that telecommunications infrastructure is planned ahead normally for many years service e.g 20 years or longer, the planner needs to have forecasting skills and the ability to see into the future, to accurately predict what is the likely demand and what platform will support the demand in the future.

A certain degree of 'crystal ball gazing' is therefore required, which is not how facilities should really be planned.

There are of course computer tools nowadays to assist the planner, but there is always a certain amount of assumptions or 'guestimation' built into the process.

In other words, put quite simply, the platform must be 'future proof'.

There are also some very exciting technology enhancements on the horizon, like optical networking and optical computing which will change networks further and also increase dramatically, the transmission speeds in the networks to be constructed.

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The way people are communicating is also changing. Some people say that this may not necessarily be for the better.

The E-mail for example, is it a boon or a bane?

It is a fact that more people are writing to each other now, more than ever before in the history of the world and has revolutionised, simplified and increased the speed and the way that we exchange information.

That is good.

We are truly communicating.

In the year 2000, there were some 505 million e-mailboxes and this figure is projected to reach 1.2 billion by 2005.

Person to person e-mails on an average day is expected to exceed 36 billion worldwide in 2005.

Some will argue that the E-mail is a curse particularly when you receive large amounts of 'SPAM' mail and that people sitting next to each other in an office are losing the talent of talking to each other.

The mobile phone is the same.

The penetration rate for mobile phones is rising dramatically and some people have a mobile phone in preference to a fixed line phone and if someone does not have a mobile phone, society tends to treat that person as an oddity.

We now also have capability for more than just basic voice communications on the move and the future is full of promise for mobile data on the move and for m-commerce.

One good thing about mobile phones is that studies show that young users are reducing smoking in preference to having a mobile phone.

There are some basic reasons for this, firstly it is very difficult to smoke and use the phone at the same time and it also looks very 'unhip'.

A mobile phone is a status symbol for the young.

Secondly, most people need two hands to send a Short Message Service (SMS).

It is also a fact, that SMS is rapidly becoming the killer application on the mobile phone platform, despite some of the more advanced applications in the offing.

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This is very interesting if one thinks back just a very short time, when one could do almost the same thing with Alpha-Numeric paging, but which was not that popular.

It just goes to show that by combining technologies and re-branding, consumer interest was sparked and energised.

It is a fact that the highest usage of SMS in the world is in the Philippines with most Asian countries very high in the world rankings.

Much hype and disappointment has been experienced with Wireless Application Protocol (WAP) and some people are quite simply suffering from 'Wapathy' or are 'Wapped out'.

Third Generation (3G) mobile communications systems, which are yet to be launched on a large scale commercially and accepted, is again receiving mass media attention and hype and is showing early signs of some difficult times ahead and obstacles to be overcome.

A lot of people, do not necessarily want a mobile phone and the contactability and disruptions it can cause, but realise that it is now a necessity of modern lifestyle and to some a fashion accessory.

The World Wide Web (WWW) is now being used extensively for Next Generation Network (NGN) communications systems, like Voice Over The Internet Protocol (VoIP), IP.Q etc..

Much reliance and investment is being placed on connectivity to the WWW and a very basic fact is being overlooked by many and that is that the WWW could be a target for 'Cyber Warfare' and 'Cyber Terrorism' thus crippling economies and the ability for a nation to communicate, which is a humbling thought.

Have no doubt about this simple fact, but in the days when the DARPA NET was conceived (the forerunner of the Internet), one of the basic design parameters was survivability in the light of a war or a conflict, but this parameter was largely conceived before the threat of modern viruses was known or understood, or even a reality

The Internet could easily be crippled, severely disabled or even turned off, if the will was there.

There is therefore a school of thought that there should be a balance of conventional telecommunications systems engineering and advanced NGN techniques.

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It is a fact that at the moment, 'Cyber Space' is not out in space as the name implies, but is actually largely a terrestrial network, comprising international and global submarine cable systems, placed in the ocean depths.

Cyber Space is actually and in reality under the ocean.

This may come as surprise to some people, but is a statement of fact and explains why there has been up until very recently, an extraordinary growth in the submarine cable laying industry and the quest for bandwidth globally.

The reason why Cyber Space is actually under the ocean is actually quite simple to understand and that is, that during the Cold War, satellite systems were seen as being vulnerable to other 'Killer Satellites', largely promoted by the 'Star Wars Initiative' devised by the then US President Ronald Reagan.

There are of course many satellite systems and more specifically there are broadband satellite systems and constellation.

Craig McCraw and Bill Gates, along with some other international heavy weight investors are actively promoting their ICO/Teledesic 'Internet in the Sky' system, which provides broadband solutions via satellite, without the need for terrestrial networks.

The point is, that the use of information and communications services and social and cultural factors, are shaped to some degree by the new technologies.

The Infocommunications Master Planner must be aware of all the new applications and service developments for business, industrial and residential customer interests.

The Infocommunications Master Planner must also know the models of successful implementation which are available, the status, plans, directions, trends, issues, dependencies and critical success factors for effective communications developments.

The Infocommunications Master Planner must also be au fait with the latest, new and emerging developments in wireless communications, digital and fixed network technologies and inter-working and interfacing issues, broadcasting and the relationship of these developments, to the end users needs.

Policy and Regulatory formation and issues as they effect e-commerce, digital divide, broadband deployment, Internet governance and trade in telecom, also need to be addressed and understood.

The economic and financial views of the industry, including models for funding infrastructure construction, deployment of services and ways to promote

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access to the global information infrastructure, must also be clearly understood.

Human development factors are also very important, particularly in the ever-increasing competitive environment as de-regulation and liberalisation progresses.

The human aspects are also starting to far surpass the importance of the technology as many network operators no longer build, deploy and 'own networks'.

Instead they are focusing on 'owning customers' and 'end to end' connectivity for their customers.

The managerial and executive skills required in this new environment significantly differ from the 'monopolistic' traditional carrier environment.

Furthermore the customer base is becoming more and more diverse and consequently the people who service these customers will need to have a better understanding of diverse requirements to be successful.

There is a need to go beyond the 'engineering' perspectives and address the human resource requirements and development aspects from multiple viewpoints.

The service providers need to understand the more socially orientated customer focused environment and propagate the understanding of diverse needs of the customer base.

The new business model will put a significant stress on human resources in the business and Infocommunications Master Planners must be aware of this.

Executive skills requirements for today's service providers and operators are significantly different from a traditional Facilities Based Operator (FBO) and they have to be very customer orientated and focused.

Also they have to develop and foster strong partnerships with the other network operators, whose networks they will entrust their customers.

The changing nature of communications and the impact of the technological advances is drastically changing the way people communicate.

There are many cross-cultural issues, which need to be blended by the multinational telecommunications companies and the need to draw the connection between a diverse customer base and managing the staff.

The divide between developed and developing countries will probably widen, due to differing population growth rates.

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Ethnic tensions will probably increase across the globe as rising birth rates and/or migration drive increased urbanisation and immigration rates may also rise due to Ethnic tensions.

In the developed world, the division between skilled and unskilled workers will continue to expand, as the importance of education intensifies.

Economic and political power may transfer from the middle-aged to older adults, as the older population grows significantly, especially in developed countries

Ageing populations may cause labour shortages and public policy restructuring, in many developed nations.

Power may also transfer from the hands of the middle-aged to the hands of the more 'tech savvy' youth, as nations experience 'Population Youthing'.

Societies enduring both ageing and youthing may face heightened generational issues as older and younger adults vie for the power once possessed by the middle aged and this could be a test of, experience vs technological awareness.

Technological forces will speed up life, grow networks, add value to information and drive divisions

This will be felt mainly in the developed world, though it is not difficult to imagine this to happen in modern Asian societies.

Computer advances will enable society to operate at an increasingly faster pace with optical computers operating at 1,000 times faster than those of today, will be the norm.

Computers will be miniaturised, they will be portable and cheap, allowing people to utilise time saving functions anywhere and anytime.

Virtual Assistants will monitor and respond to e-mail, faxes, computers, files and phone calls.

Data management software and the Internet will continue to increase the value of information to society.

Products containing 'smart' tags and improved electronic tracking capabilities will collect previously unavailable usage information.

Data Warehousing and deep computing abilities will be refined to allow unprecedented data storage, processing and application functionality.

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Information, technology and education will give individuals more political power, enabling and motivating them to participate in government processes.

The Internet will give individuals and countries more economic power, as it provides more equitable opportunities for wealth generation.

In addition, the Internet will provide equal access to shopping, entertainment, education, socialising and working opportunities.

Finally broadband technology will allow people to attend meetings, conferences and social gatherings virtually with objects, surroundings and individuals appearing in 3-D.

Increasingly, people will turn to the Internet to connect with others, instead of using it solely as an information source.

Developing nations will continue to raise their participation in trade and if allowed, increasing global trade and communication could lead to the development of a global currency, which would further breakdown barriers to the trade of goods, information and talent across national boundaries and borders.

As countries interact in the global and K-economy they will share more common interests.

Governments could join forces with supranational issues such as policing the Internet, e-taxation, business ethics, financial reporting, environmental protection, economic crises and intellectual property.

The impact that these trends will have on companies and the way business is done is too far ranging and outside the scope of this paper, but demographic and technological trends will significantly change corporate relations with competitors, suppliers, customers and employees.

The technology trends towards relentless speed and more valuable information will change competitor relations.

The Infocommunications Master Planner must study and challenge the multi-dimensional forces shaping the future and the competitive environment.

These forces include demographic, political, educational, societal and competitive trends.

The seeking of views beyond those of traditional strategists, executives and pundits will be necessary and the most accurate predictions of the future are likely to come from external sources and prospectives.

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The point to be clearly understood, is that all of what is discussed herein is only possible through Infocommunications.

It is also only possible, with a truly broadband platform, which is future proof and will support the services and newly emerging technologies over the years to come.

Wrong or inadequate technology choices at the planning stage, will adversely affect life in the K-economy and result in expensive upgrades and network enhancements, which possibly could have been avoided.

It is therefore of paramount importance that Master Planners of living cities in the K-economy, understand the need and the role of Infocommunications and the specialist area that it is and plan for it accordingly.

Success today, is no guarantee for a bright tomorrow.