



Featured News

Business Opportunity in the Internet Security Industry

Article by: [IP Mirror](#)



About IP Mirror

With accreditation with ICANN and many registries world-wide, IP Mirror specialises in domain name management and intellectual property rights enforcement. IP Mirror provides opportunities for individual to start their own domain name businesses from home with a single ccTLD Box. As the first registrar in the world with the ISO9001:2000 certification, business owners can be assured a swift and efficient service for all their domain name needs.

The world we live in today changes at the speed of light. A few years ago, basic dial-up internet access was considered the forefront of technology advancements. Today, the ever-increasing number of internet users worldwide has spurred companies to provide online services directly to the customer via interactive websites.

The widespread adoption of the internet also helped to fuel the growth of a new industry. Every computer that is connected to the internet has an Internet Protocol (IP) address in a numerical format, e.g: 72.14.254.104. In the same way, you use the built-in phonebook in your mobile to dial a friend than memorize the phone numbers; people will usually remember domain names better than IP addresses.

As such, the domain name industry is a highly lucrative industry with some popular domain names, such as insure.com--sold for US\$16million. A premium domain name that conveys credibility and yet easy to remember is an asset which tends to appreciate over time, and could cost up to thousands a year to register. Some companies are willing to pay that sum as consumers will find it easier to associate the domain name with the company.

As with many assets, domain names face different threats such as scams, cybersquatting, typosquatting or hijacking. The lack of in-house domain name management is the common cause for companies loosing control of their domain names. The price to pay for loosing a domain name can be serious. Customers might loose their faith in the brand, or form an entirely different impression.

This too has created new opportunities for the entrepreneurs to start their own domain name businesses from home whereby a single set-up box can empowers anyone with the capability of being a domain name registry or registrar, with accessibility to all domain extensions in the world. This often comes with the necessary online tools that make all domain transactions easy - together with features that help to protect and manage the online identity for the clients against the threats faced by online businesses.

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By recruiting resellers and sub-resellers, a new business is highly likely to grow profitable. Clients can come from all walks of life, from start-up firms to sophisticated organisations. It could also be integrated into an existing online business who wants to expand with new services on the internet, at low cost.

For many of this business, a basic level of tech knowledge is enough to get your own online domain name service up and running, as your investment is backed by a team of domain experts.



Career Transition Story

Moving into the Maritime Security Industry with...

Mr Nicholas Teo, Deputy Director - ReCAAP ISC

An amiable individual, humorous and fun to be with, Mr Nicholas Teo injected lots of laughter into our conversation. Thanks to his infectious laughter, we were able to sustain a high level of energy throughout this interview.

The Journey

Nicholas transitioned into his second career in end 2005, after serving 29 years in the Navy. He took on many roles while he was with the Navy. Nicholas shared with us the many challenges that he faced throughout his years in the Navy and added that, at one point in time, he was holding three appointments concurrently. Using his wealth of maritime/ security experience as the commander of a ship and squadron, coupled with his familiarity in the navy operations, Nicholas undertook the task of setting up an International Organisation, known as the Regional Cooperation Agreement on Combating Piracy and Armed Robbery against Ships in Asia - Information Sharing Centre (ReCAAP ISC) as its Dy Director after leaving the SAF.

Networking

The importance of networking was most evident in Nicholas's transition. Sharing his experience, he commented: "The SAF gave me valuable opportunities to work with other ministries, armed forces, and the maritime industry. These relationships have proven to be invaluable to my career transition." To illustrate his point, he added: "Thanks to my contact from the Japanese Coast Guards, I was able to complete my project that was based in Japan without much disruption." Nicholas humbly shared that he is most thankful for the network that he fostered during his time in the SAF and he felt that many servicemen are blessed with ample opportunities to build their own contacts while they are with the SAF.



When quizzed on how he maintains his network effectively, Nicholas smiled and shared with us some of his tips: "Try to engage your network of friends on a 'face to face' basis every half yearly and do keep in contact with them on special occasions such as birthdays and festivals as people like to be remembered".

Sharing

With regards to managing work expectations in the private sector, Nicholas advised: "Be patient. It takes time to prove yourself to your fellow colleagues from the private sector."

A parting advice from Nicholas to our transiting servicemen: "Most importantly, do something that you like and not just something that pays well. At this point in our life, with a clearer sense of purpose, we are in a better position to appreciate what is most rewarding to us and our family."

Past CT Events Highlights

WOSpecs Seminar - Singapore & Tourism - For WOSpecs (8th July 10)

With the introduction of “Your Singapore” tourism campaign, the opening of the two Integrated Resorts, and other major tourism projects coming on-stream, the positive outlook of Singapore’s tourism industry sets to continue.

Held on 8th July 2010, the theme for our latest WOSpecs Seminar was “Singapore & Tourism”. This seminar introduced this exciting and dynamic industry to our servicemen.

It was indeed our honour to have representatives from Singapore Tourism Board (STB), Singapore Hotel Association (SHA), SHATEC Institutes, National Association of Travel Agents Singapore (NATAS), and Tourism Management Institute of Singapore (TMIS) to join us in this event.

The seminar was kick-off by Ms Rachel Foo, Management Executive overseeing the Industry Service Development for STB. Her sharing of the Singapore’s tourism landscape, upcoming attractions, and projects gave our audience a better understanding of the tourism industry in Singapore. Rachel also discussed on the various opportunities available in the industry and shared with our audiences further insights to the future developments and outlook of Singapore tourism industry.

The second speaker was Mr Matthew Yim, Vice Principal of the Institutes of Culinary Arts at SHATEC Institutes. With his wealth of experience in the hospitality industry and being a multiple award winner in various culinary competitions, Matthew was the ideal person to share with our audience information with regards to a career in the hospitality sector. Matthew had definitely impressed upon our audience the career opportunities and progression in the various hotel divisions. He also highlighted the essentials skills and knowledge required to thrive in this rewarding and challenging industry.

Mr John Low, Director of Industry Development for NATAS was the third speaker for our seminar. He has provided our audience with an overview of the types of travel agencies and corresponding career opportunities within each category.

Last but not least, Mr Chester Tiong, Assistant Manager of Education & Career for TMIS, shared with the audience the various continuing education programmes that leads to a career in the Tourism industry.

What is the key take-away from this seminar? We understand that the Tourism industry is indeed filled with dynamism, excitement and many opportunities!



Networking Event - Security Industry

- For Officers (23rd July 2010)

The Security Networking Event took place on the 23rd July 2010 at Park Hotel Clarke Quay.

This event aims to inform and keep our transiting military officers updated on the security landscape and the working environment of this sector. Our corporate guests for this event include:

- o **ICFE Homefront Security Consultancy** - A consultancy firm that provides a myriad of services, including, security audit, maritime/ aviation security, risk assessment, business continuity, etc to both local and international companies
- o **Certis CISCO** - A leading security organisation in Singapore offering a comprehensive range of security services from Auxiliary Police to a “a stop solution” for a full range of physical, IT, and data security services
- o **Control Risks** - An independent, specialist risk consultancy that helps worldwide clients to manage strategic and operational risks
- o **IP Mirror** - An Intellectual Assets Management company that manages the online assets of both local and international companies, including, provision of Domain Name Registration, online protection of brand against trademark infringement, etc.
- o **Regional Cooperation Agreement on Combating Piracy and Armed Robbery against Ships in Asia (ReCAAP) Inc** - The first government to government agreement that addresses the incidence of piracy and armed robbery in Asia

This event offered an excellent platform for our SAF officers and our invited security industry players to network.



Upcoming CT Events and Workshops

Business Opportunity Seminar for Self Employment

- For Officers (18th July 2010)

This upcoming BOSS “Enabling Entrepreneurship in the Web” will be held on the 18th August 2010.

Join us in this entrepreneurship journey to learn more about starting an online business and to explore the use of various digital marketing tools for your business. You can look forward to hearing from our 2 guest speakers, Mr Gary Loh, Director of PurpleClay Consulting who will be sharing on the various Government Grants for business start-ups and Mr John Chang, Business Manager of PurpleClick Media who will address the important issue faced by all business, “Generating Sales”.

To register, please RSVP to Anita Anthony at 63731198 or email anita@stee.stengg.com



The internet era marks the beginning of an information age in which communication and commerce via internet become a focal point for businesses as well as consumers. The explosion of internet use has transformed the way businesses market their products & services and led to the birth of on-line businesses. Join us in this BOSS Seminar to learn more about starting an online business and to explore the use of various digital marketing tools for your business.

About the Speakers



Gary Loh,
Director,
PurpleClay Consulting

Gary has been in the franchise consultancy and grant application industry for almost 10 years. Formerly with EDB where he spearheaded the Technopreneurship 21 (T21) initiatives, Gary will be sharing the various GOVERNMENT GRANTS available for Start-Ups.



John Chang,
Business Manager,
PurpleClick Media

John currently spearheads the business development function of PurpleClick Media. A former producer/presenter for radio programs and commercials, John will be presenting the topic on “Essential First Step in all Businesses - Generating Sales”.

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