

# Singapore cybersecurity mission to the GovWare Conference & Exhibition 2024



- Event and tradeshow, part of the Singapore International Cyber Week
- 15 – 17 October 2024, Singapore Marina Bay Sands Convention Centre

Calling Dutch cybersecurity companies with ASEAN5 region ambitions! Join this year's mission to the region's premier cybersecurity event **GovWare**, organized alongside the Singapore International Cyber Week (**SICW**). The Netherlands Embassy in Singapore will take the lead in organizing a **Netherlands Pavilion or landing spot, speaker slots, individual matchmaking, networking** or other side activities to position participants and the Netherlands as a preferred partner and thought leader in the area of cyber- and trust technologies.

We are aiming for a **public-private NL delegation**, among them: the Ministry of Foreign Affairs (Ernst Noorman, Ambassador for Cyber Affairs, Ministry of Foreign Affairs and Maartje Peters Head of Taskforce International Cyber Policy Department) and the National Cyber Security Centre.

GovWare 2023 saw over **12,000 unique attendees from 80+ countries** in enterprise, cybersecurity, policymakers and academia. Though rooted in cybersecurity, the 2023 **80+ session programme** evolved to address cybersecurity's wider role in digital transformation and a growing pool of 130+ speakers in policy, business strategy, and operations, alongside cyber tech experts.

GovWare is as part of the **Singapore International Cyber Week (SICW)**, Asia-Pacific's cybersecurity event organized by the Cyber Security Agency of Singapore. SICW brings together high-level global policymakers, industry leaders, and top academia to exchange best-practices and strengthen collaboration. The 2024 theme will focus on the **impact of cyber developments on international security and the digital economy**.

Interested to join? Let us know latest by **18<sup>th</sup> of April!**  
E-mail [sin-ia@minbuza.nl](mailto:sin-ia@minbuza.nl)

## EclecticIQ participated in GovWare 2023

"Govware is a great event based on our experience. It has brought us good leads and open up new engagements with the type of prospects that see value in our product offering.

Through Govware, we establish a credible presence necessary to build trust. As a result, we are able to build solid partnership with local SIs and MSSPs which allow us to support our client here as well as win new deals. "

- Benjamin Lam | Director Government APAC

**EclecticIQ**

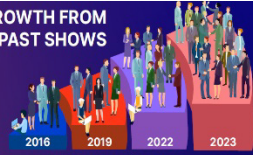
Intelligence at the core

## Cyber security in Singapore & the Netherlands

Singapore and the Netherlands are highly digitalized countries, leading hubs for cyber technology and innovation, and both with governments that actively support the continuous development of their digital economy and smart cities. As partners they are aware of the importance of international collaboration in progressing technology, but also in setting standards and with international use cases. With the smart nation initiative at its core, Singapore aims for a digital-first country, focused on digital government, digital economy and digital society. The Netherlands is one of the digital frontrunners in Europe with strong focus on value driven digitalization.

## Snapshot of Our Attendees

### GROWTH FROM PAST SHOWS

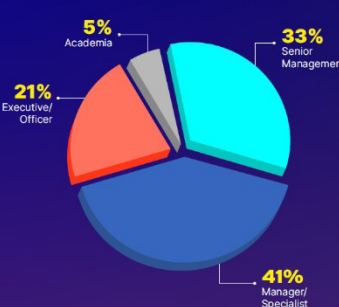


### TOP COUNTRIES



## Who Attended GovWare 2023

### JOB LEVEL



### TOP INDUSTRIES



**41%**  
have influence or final decision-making authority in purchasing IT / cybersecurity products and services

**90%**  
Likely to recommend GovWare events

**84%**  
Likely to attend GovWare events again