

BSAA appoints director for Software Policy in Asia

The Business Software Alliance (BSA) today announced the appointment of Seow Hiong Goh as Director of Software Policy for Asia.

In this capacity, Goh will focus on open source and commercial software developments across Asia Pacific, and is responsible for representing the views of BSA member companies before governments and the marketplace in the Asia Pacific region.

"The BSA is delighted to have Seow Hiong come on board as Director of Software Policy for Asia," said Jeffrey Hardee, Vice President and Regional Director, Asia, BSA. "With his considerable experience in the technical, legal and policy aspects of technology, Seow Hiong will play a key role in BSA's efforts to promote fair and open competition for software in Asia."

"BSA's member companies include those with significant investments in open source models as well as proprietary models, and this is an area of increasing importance for our members," elaborated Goh. "As a consensus-based trade association, we represent the collective views of our member companies to facilitate overall industry growth. Through the course of our work in this area, we aim to engage in discussions and help Asian governments and other key stakeholders better understand the myriad of inter-related issues concerning this subject, with a view to assisting the development of sound policy in the region for economic competitiveness."

Prior to joining BSA, Goh was in legal practice with leading Singapore law firm Rajah & Tann, where he provided counsel on technology-related areas involving IT, intellectual property, e-commerce, and telecommunications. Before that, he was a Deputy Director with the Infocomm Development Authority of Singapore (IDA), where he had responsibilities for ICT public policy and development policy issues, and technical responsibilities for ICT security initiatives at the infrastructure, government, and national levels, among other portfolios. He had been in the public service for more than a decade before joining legal practice. His background is in computer science and law.

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