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Apr 29, 2010

Amazon opens Asian centre

By Chua Hian Hou

AMAZON's technology arm has opened its first Asia Pacific centre in Singapore.

Amazon Web Services, a wholly-owned subsidiary of the Internet retail giant, which was set up to sell cloud-computing services like storage and disaster recovery, began scouting for a site to support regional customers about a year ago, said Amazon Web Services' senior vice-president Andy Jassy.

Mr Jassy was in Singapore on a speaking engagement, as part of the Infocomm Development Authority of Singapore's Distinguished Speaker Series.

The company, he said, picked Singapore as its first centre outside the United States and Europe because of its good infrastructure like reliable power supplies and its good connectivity to the region. Another plus included a ready supply of talented people, key to a company that intends to 'be here for the long term,' he said.

About eight months ago, the company started hiring staff engineers, sales and other staff, as well as setting up a data centre, and is continuing to recruit more.

It already has some customers here, including brokerage house Kim Eng, online learning company ASKnLearn, and online security firm DS3. Region-wide it has several thousand customers, said Mr Jassy.

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