## WELCOME MESSAGE FROM GENERAL CHAIRS

On behalf of the conference committee for VLDB 2010, it is our pleasure to welcome you to Singapore for the 36th International Conference on Very Large Data Bases. This is the second time that this conference is being held in Singapore; the first time was 26 years ago in 1984. The conference is jointly organized by the National University of Singapore, Nanyang Technological University, Singapore Management University, and the VLDB Endowment.

VLDB is a premier annual international forum for data management and database researchers, vendors, practitioners, application developers, and users. The conference will feature research talks, industry presentations, panels, tutorials, demonstrations, and 11 workshops. It will cover current issues in data management, database and information systems research. Data management and databases remain among the main technological cornerstones of emerging applications of the twenty-first century.

Singapore is situated at the southern tip of the Malaysian Peninsula in South-East Asia. It is a small and prosperous cosmopolitan nation that offers visitors the cultural diversity of its four main ethnic groups, namely, Chinese, Malays, Indians and Eurasians. Singapore is a vibrant Science & Technology hub where several universities and numerous public and corporate research institutes perform high-quality research over a broad range of disciplinary and cross-disciplinary areas. Singapore benefits from a knowledge-based economy with a national R&D spending target of at least 3% of GDP by 2010. With museums, theme parks, beaches, nature parks and two new integrated resorts as well as bustling shopping and dining havens, Singapore is an excellent place to unwind.

The conference would not have been possible if not for the efforts of many people. Thanks are due to the Technical Program Chair - Dr. Elisa BERTINO, and her team of track program chairs – Dr. Kian Lee TAN, Dr. Paolo ATZENI, Dr. Philip S. YU, and Dr. Masaru KITSUREGAWA and their PC members for producing an exciting technical programme. Thanks also to the efforts of the workshop co-chairs – Dr. Amol DESHPANDE, Dr. Zachary G. IVES, and Dr. Anthony Kum Hoe TUNG, workshops' organizers and their committee members, the VLDB Endowment Liaison – Dr. David LOMET, the Local Arrangement Co-Chairs – Dr. Sourav S BHOWMICK, and Dr. Mong Li LEE, the Sponsorship Co-Chairs – Dr. Dan SUCIU and Dr. Limsoon WONG, the Publicity co-chairs – Dr. Stéphane BRESSAN, Dr. Umeshwar DAYAL, and Dr. Christian S. JENSEN. the proceedings co-chairs – Dr. Y.C. TAY and Dr. Yi CHEN, the Registration Chair – Dr. Chee Yong CHAN, the Treasurer – Dr. Wynne HSU, webmaster – Mr. Zaini MOHD, the Conference Secretary – Ms. Siew Foong HO, and other committee chairs, co-chairs, and members.

We are grateful for the generous support of our sponsors, Platinum Sponsors - Microsoft and Oracle; Gold Sponsors - Google, IBM, SAP, and Sybase; Silver Sponsors - ADSC, Yahoo!, TPC, and HP; Supporter - Sun Microsystems. We also wish to thank the following supporting organizations - A*Star and Singapore Tourism Board; supporting societies - Korean Institute of Information Scientists and Engineers, COMAD (India), The Database Society of Japan, and the China Computer Federation Database Technical Society.

Last but not least, our sincere thanks go to the authors of the papers, the speakers, and all the participants of VLDB 2010 who have made this conference a resounding success.

Welcome and enjoy the conference and have a good time in Singapore!

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VLDB 2010 General Chairs