

International Enterprise Singapore

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Europe Group

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Driving
Singapore's
External
Economy

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// Singapore as your partner in Asia

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About Singapore

Strategic location



Singapore in the 1960s



Photo: Singapore Press Holdings

Singapore today



City in a garden



Multicultural kaleidoscope



Full of vibrancy



Highly-educated workforce



Host to Formula 1's 1st night race



F1 2012
FORMULA 1
SINGTEL
SINGAPORE
GRAND PRIX

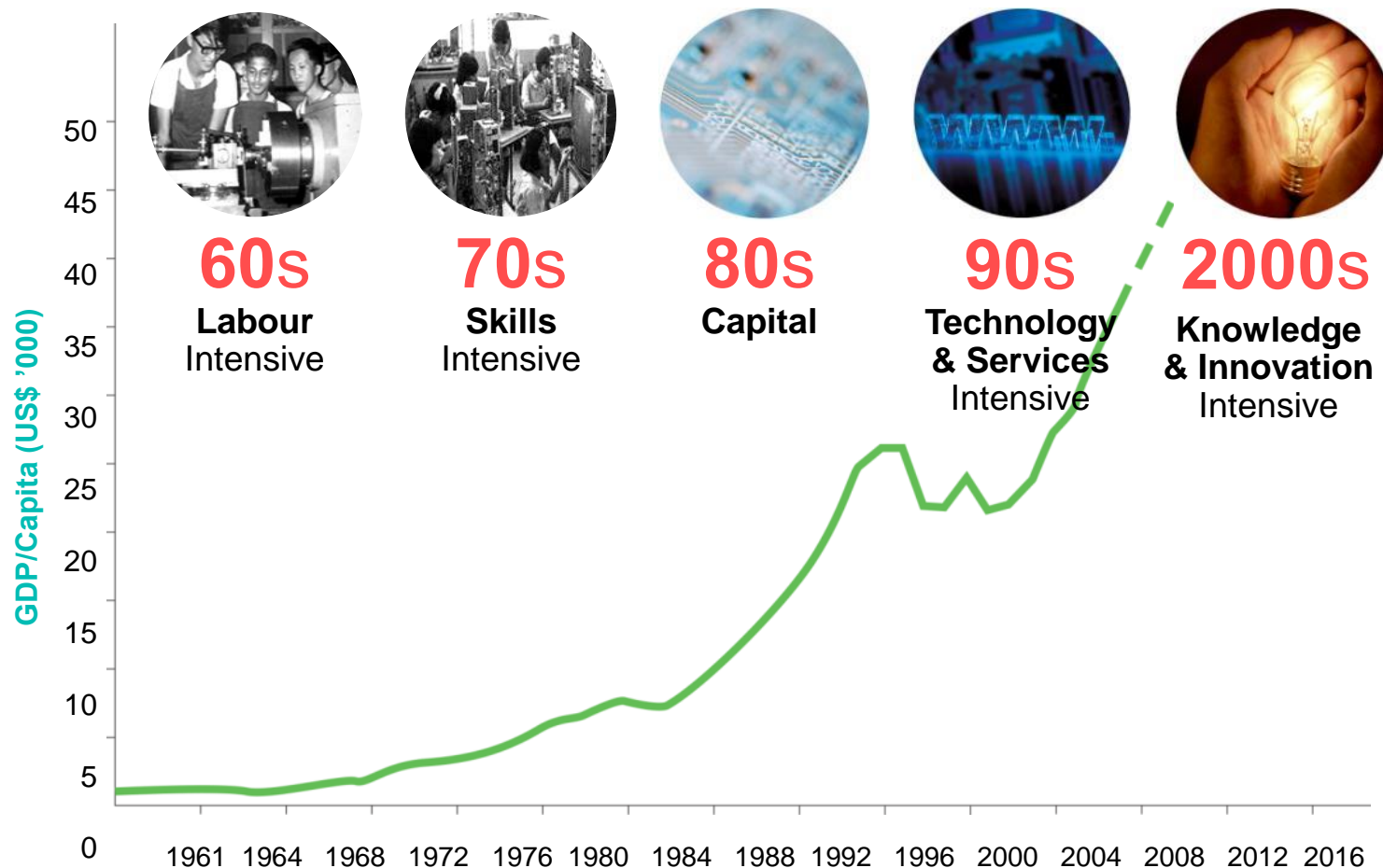
Host to inaugural Youth Olympics



Host to APEC meetings

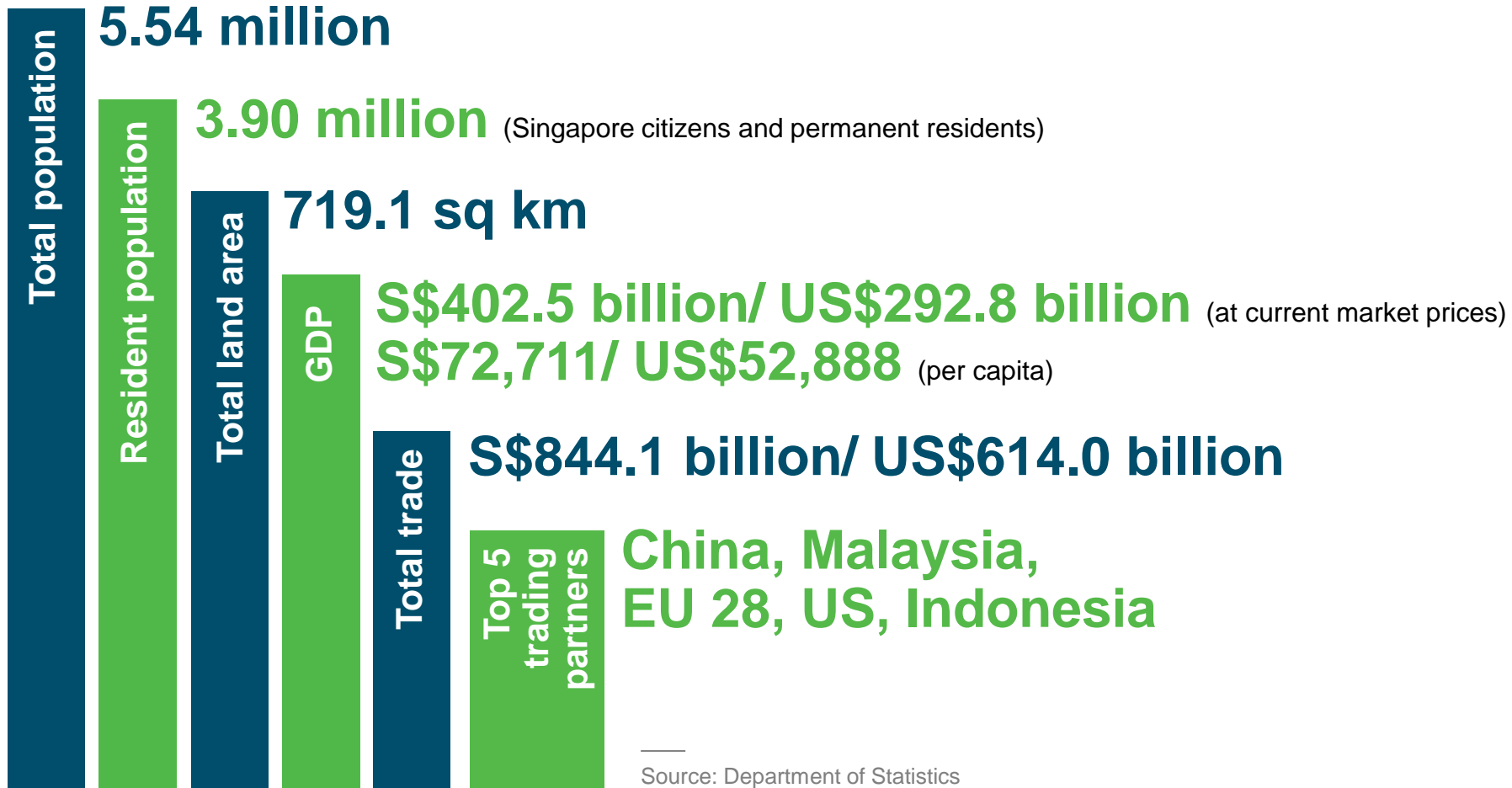


Economic transformation since independence



Source: World Bank,
April 2013, DOS
*2005 Constant
International Prices

Singapore Snapshot 2015



Banking & Finance

**Leading international financial centre.
Home to > 600 local and foreign financial institutions**



Globally connected



Changi Airport

6,800 flights/ week

80 country links

330 city links

>55 million passengers/ year

Best Airport in the World

Unrivalled global transshipment hub



PSA Singapore

200 shipping lines

600 ports

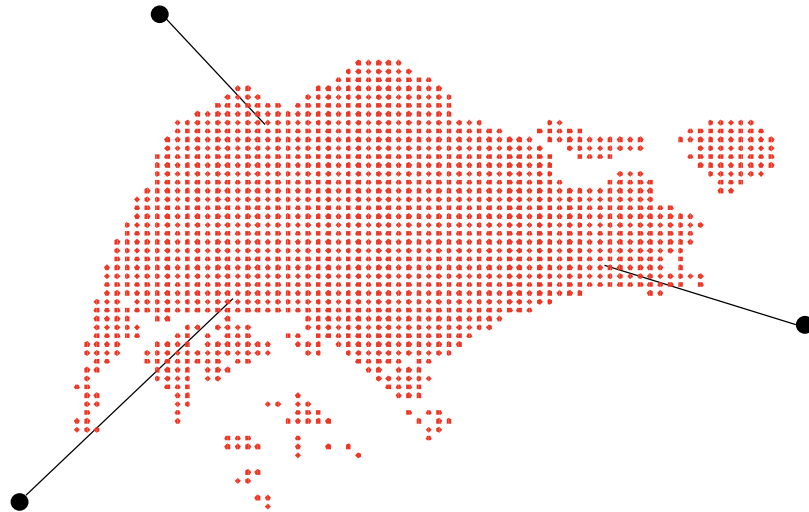
33.55 million TEUs at PSA Singapore Terminals

Container Terminal Operator of the Year

From a colonial outpost to international business hub

The world's **2nd most competitive country**

World Economic Forum's Global Competitiveness Report, 2015-2016



Most **innovative country in Asia**

INSEAD'S Global Innovation Index 2015

The world's **easiest place to do business**

The World Bank, 2015

From a colonial outpost to international business hub

Strong governance and protection of IP

Least corrupt and **least**
bureaucratic country in Asia

IMD World Competitiveness Yearbook 2014



Top in Asia for
IP rights protection

World Economic Forum Global
Competitiveness Report 2015/16

**Best business
environment** in
Asia Pacific and
the world

Economist Intelligence Unit, 2014

Key Industries in Singapore

Financial Services **Real Estate** **Aerospace**
Chemicals & Energy **Education** **Electronics**
Engineering Services **Environment & Water**
Healthcare **Infocomm Technology** **Lifestyle**
Medical Technology **Pharmaceuticals &**
Biotechnology **Precision Engineering**
Professional Services **Transport & Logistics**



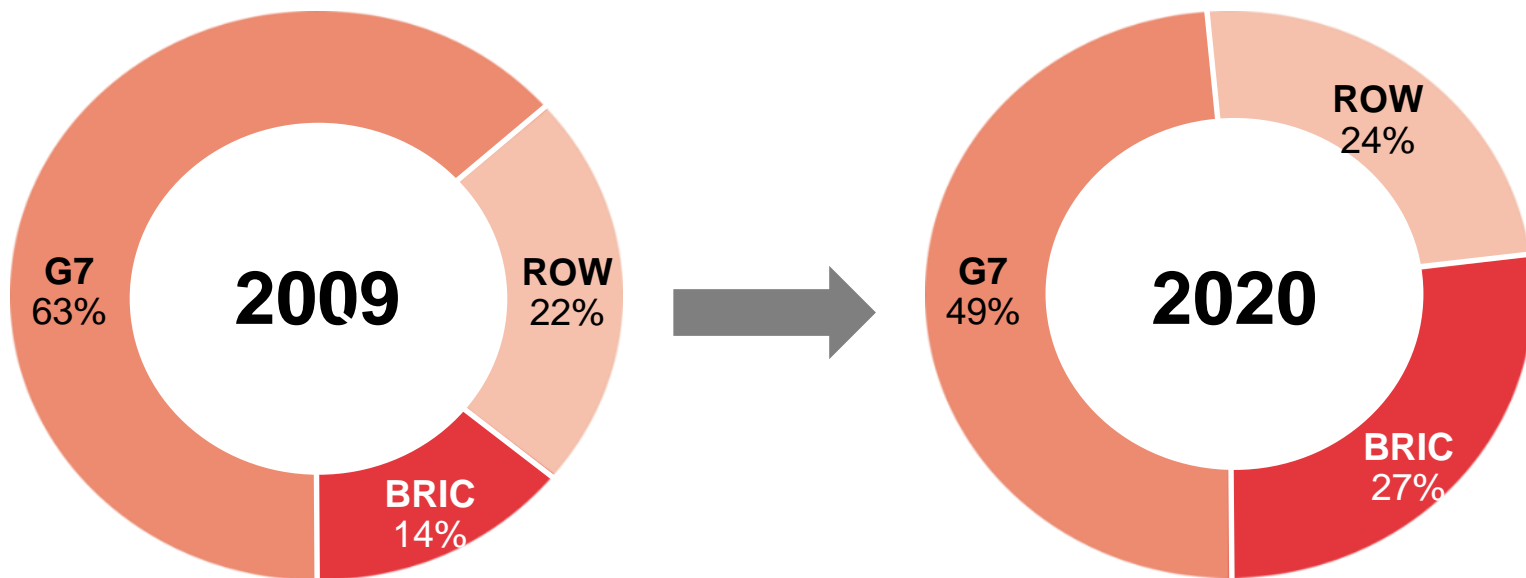
Singapore: The Gateway to Asia

The Rise of Asia

“International experts predict that **Asia** will account for **more than half** of global **gross domestic product** by 2050”

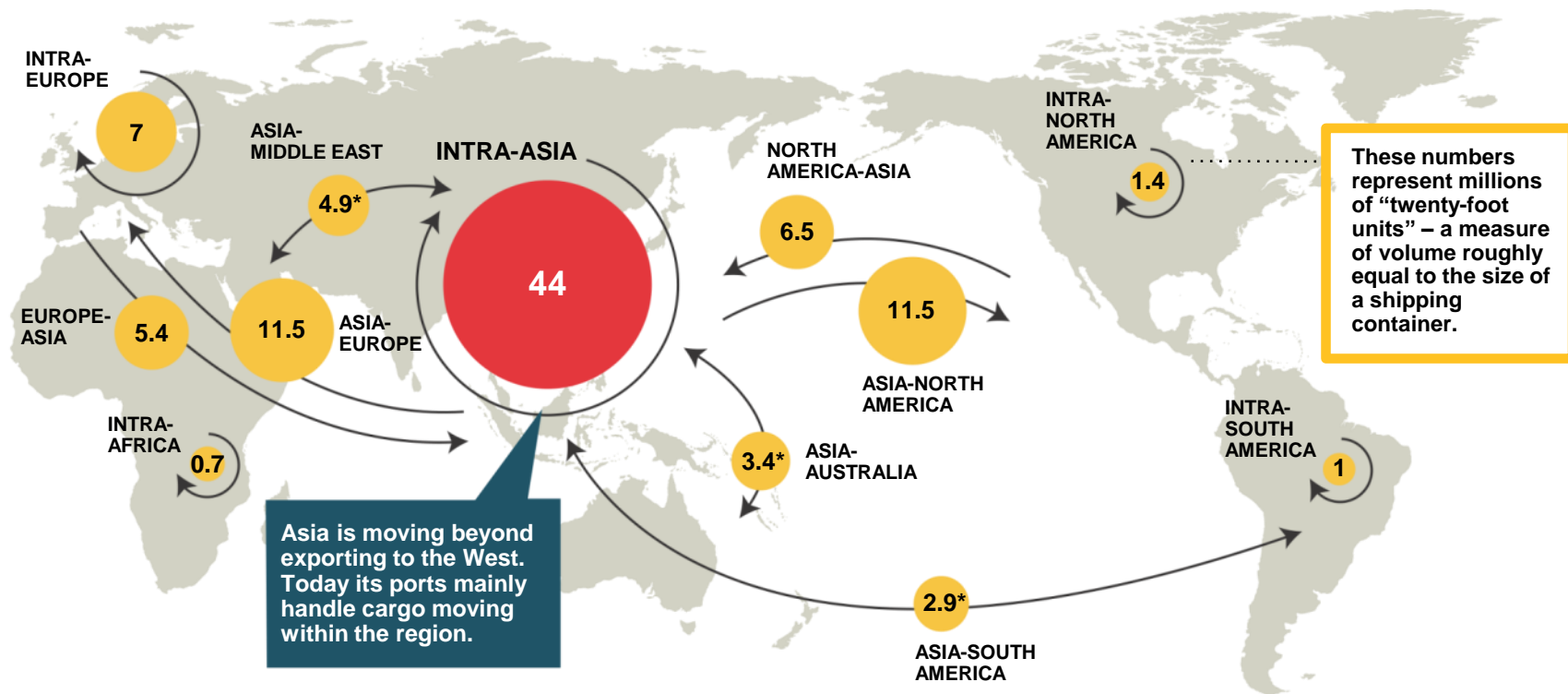
The Asian Development Bank (May 2011)

Global demand shifting towards Asia



Challenges and opportunities: the rise of China and intra-Asia trade flows

44% of trade flows are Intra-Asia



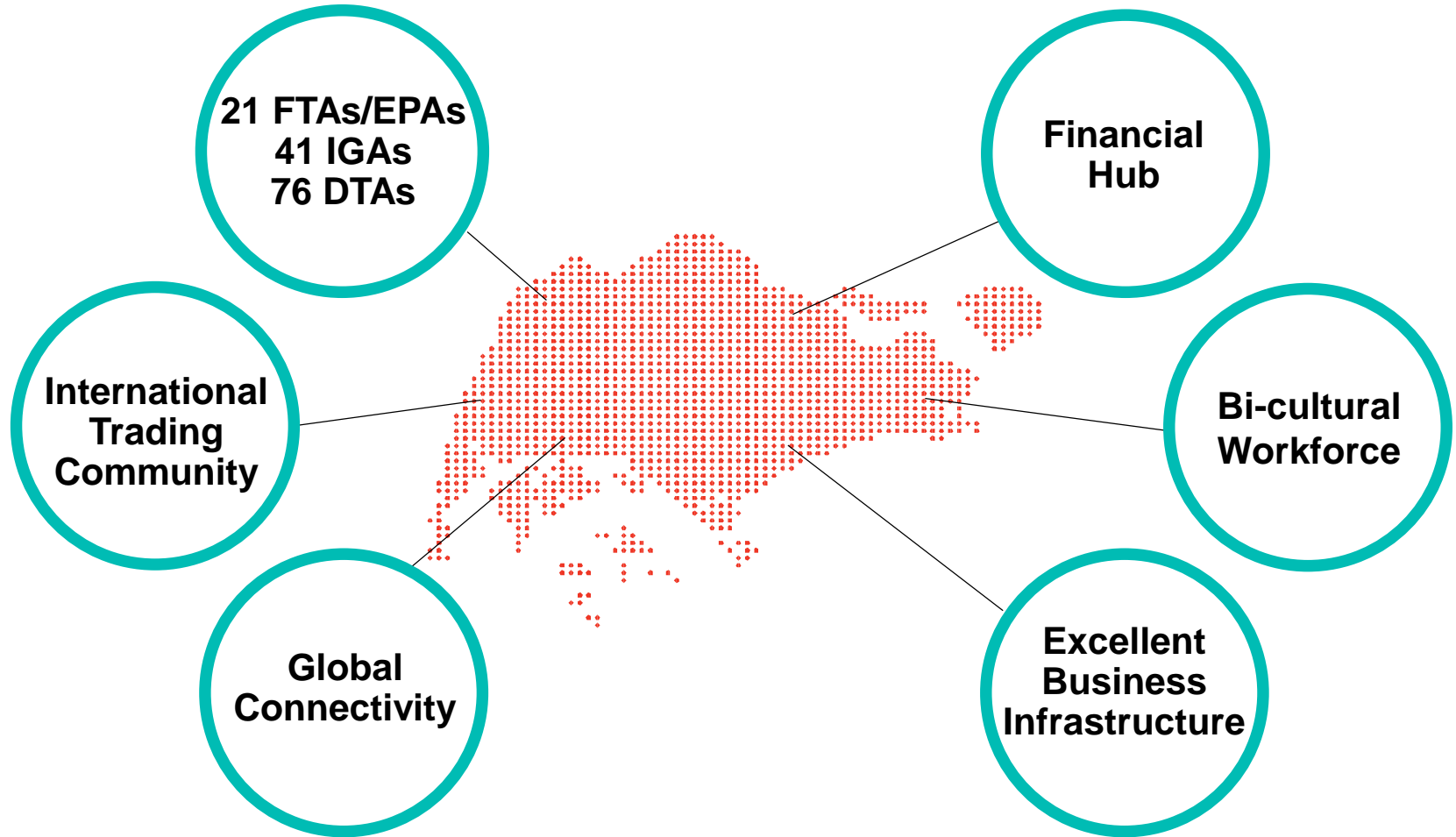
Source: HBR, Jun 11

*Combined traffic in both directions

Singapore – 7-hour radius within Asia



Singapore, Key Gateway to Asia's Growing Markets



Over half of Singapore's overseas investments are headed to Asia

Asia

The most popular spot for Singapore companies investing abroad

Singapore is the ...

#1 largest investor in **China**

#2 largest investor in **India**

Largest investor in **intra-ASEAN**

As of Dec 2014, Singapore's cumulative investments in China was US\$72.3 billion

Singapore's cumulative investments in India was US\$29.8 billion from April 2000 to Dec 2014.

Singapore, as compared to other ASEAN countries, is the **largest** investor in fast growing Southeast Asia markets such as Malaysia, Indonesia and Vietnam

Source: National statistical offices and investment boards

Singapore as your partner in Asia



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Singapore's
External
Economy

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Great Synergies between European and Singapore Enterprises



- Technology expertise
- Innovative products
- New business models

Technology (IP, Know-how)

New IP

JV

Products

- Local market knowledge
- Regional clients and distribution networks
- Value-add with localisation adaptation

Collaboration in various forms, targeting the growth in Asia Pacific Market:

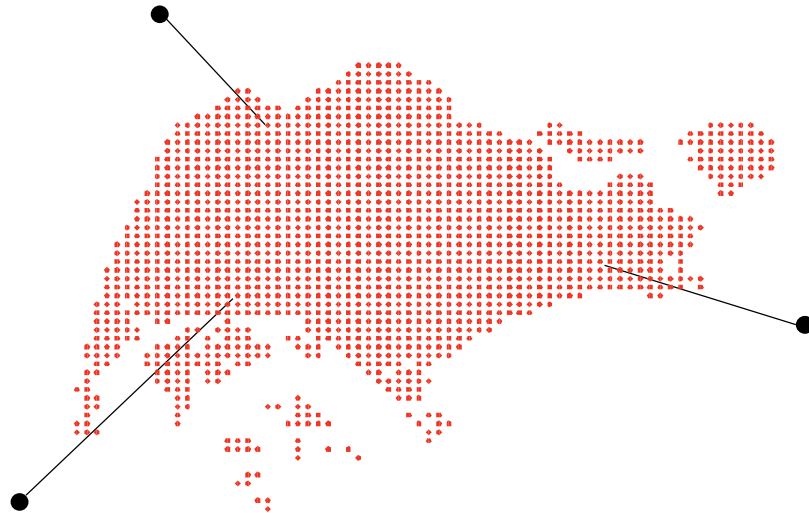
- 1) IP Licencing and Distributorship
- 2) Joint Venture into new Markets
- 3) Co-development of new Products specially designed for the market
- 4) Tapping on Singapore's infrastructure for order fulfilment



Why Singapore? Conducive Business Environment

The world's **2nd most competitive country**

World Economic Forum's Global Competitiveness Report, 2014



Most **innovative country in Asia**

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Why Singapore?

Strong Public Service and IP Protection

Strong governance and protection of IP

Least corrupt and **least**
bureaucratic country in Asia

IMD World Competitiveness Yearbook 2014



Top in Asia for
IP rights protection

World Economic Forum Global
Competitiveness Report 2013/14

**Best business
environment** in
Asia Pacific and
the world

Economist Intelligence Unit, 2014

Established Mechanism for Partnership, and for Dispute Resolution



Established Dispute Resolution options, and recognised to be the best choice for European – Asia partnerships.



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SINGAPORE INTERNATIONAL
MEDIATION CENTRE

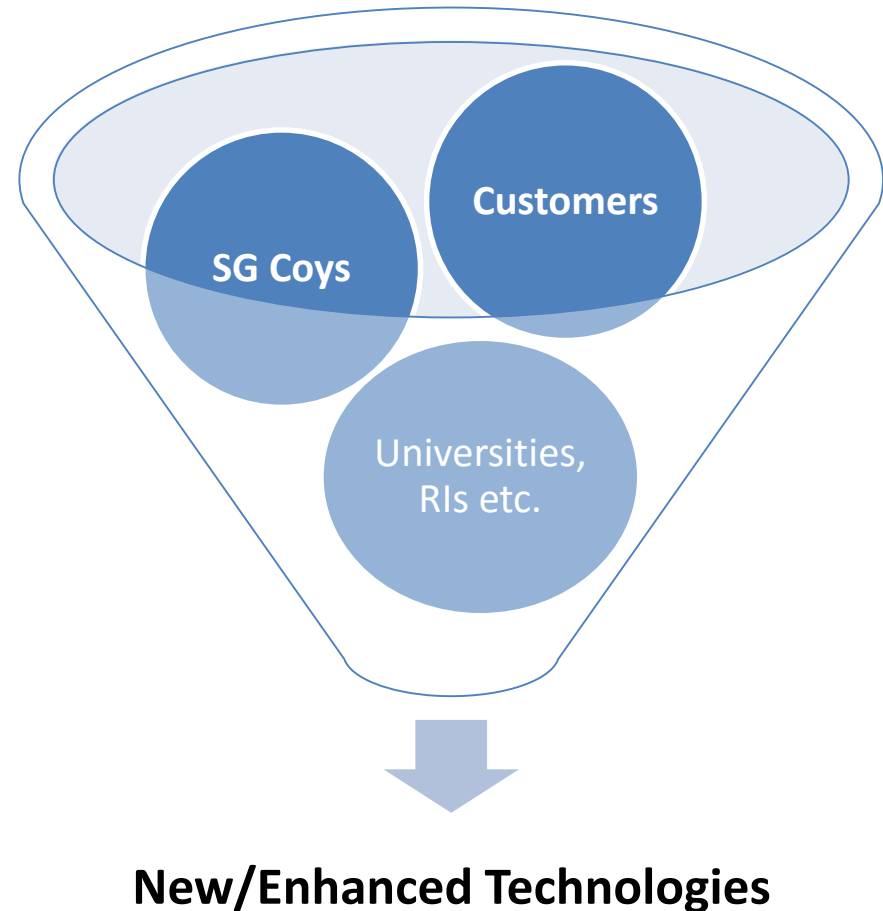
**EEN Business Cooperation Centre
Singapore Inaugurated on 21 Apr 2016**



Strong Support from Singapore R&D Infrastructure

Singapore companies are also able to access excellent R&D researchers, facilities and technologies to **develop new capabilities to address customers needs.**

Example is A*STAR (Agency of Science Technology and Research) which is continuously developing new technologies in the areas of communications, entertainment, electronics, materials and safety



Research Institute



Universities



Polytechnics



Disclaimer: Pictures are for illustrative purposes

Singapore's success model

Public Private Partnership

Long-term partnering relationship between the public and private sectors to deliver services.



Test-bedding

A conducive environment to rollout new solutions for testing and refinement with both the public and private sector before expanding into Asia and globally.



Internationalisation

With the expertise, companies then export their solutions and products overseas.

Over the years, Singapore companies have built up strong capabilities and expertise in various industries



**New
Technologies for
Environmental
Services**



**World Class
Transport &
Logistics
Services**



Urban Planning



**Manufacturing
Capabilities**

They are now exporting these capabilities and know-how to global markets....

Cases Study 1: Armstrong Industrial Corporation & Odenwald Chemie

Armstrong Industrial Corp. is a Singapore enterprise specialising in producing rubber and foam precision components.



In 1998, Armstrong and Odenwald formed a joint venture to jointly produce foam parts targeting the rising automotive market in China. Odenwald provided the technology expertise in foam material and processing (which Armstrong does not possess at that time) while Armstrong provided majority of the capital and its connections in China / Asia market.

Today, the joint venture expanded to 5 plants in China, led by a fully-localised management team and supplying to all major OEMs with NVH solutions. The partnership further extended to co-development of products for global clients.

Odenwald Chemie GmbH is a development partner and supplier of foam and fleece system, based near Heidelberg



Caste Study 2: EDI Asia & Biolak



Environmental Dynamics International
aeration for life



BIOLAK® Technology GmbH
COMPETENCE IN WATER AND RENEWABLE ENERGY

Tapping established manufacturing bases and sales channels to produce and distribute products in Asia

- EDI Asia, a Singapore-based company specializing in water and wastewater treatment technologies signed a partnership agreement with Biolak, a Bavarian company specializing in water treatment and energy solutions in 2014. Based on the agreement, EDI Asia will help Biolak market the technology in Southeast Asia.
- It not only allows Biolak to expand its global footprint, but gives Biolak the opportunity to take advantage of Singapore's position as a gateway to Asia and better serve Asia's growing need for innovative water treatment solutions.
- Biolak's wastewater-to-biogas technology, which is based on anaerobic treatment, complements EDI Asia's existing aerobic wastewater treatment technology.
- The first two projects implemented were for a Gin distillery in the Philippines.

Caste Study 3: vTrium & Heliatek

Test-bedding of innovative solutions in Singapore, commercialization in Asia



vTrium Energy Pte. Ltd



- Test bed of Organic PV (OPV) technology in Clean Tech Park 2 and Seletar airport in Singapore
- → World's most powerful and Asia's largest OPV power generation installation in Singapore

vTrium and Heliatek sign agreement to bring OPV solutions to SEA

- Projects in discussion for Malaysia already
- Considering setting up JV and manufacturing plant in Singapore
- In discussion to bring in another energy storage solutions provider from Germany

About IE Singapore



Driving
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Singapore's economic development



Inward investment
and overall
development of the
enterprise
ecosystem in
Singapore



Driving
Singapore's
External
Economy

Developing Singapore's
external economic wing
through trade and
overseas expansion



**Increase
productivity**
of domestic
non-tradable
sector



Agency for
Science, Technology
and Research

**Fostering world-
class** scientific
research and
nurturing scientific
talent to develop a
vibrant knowledge
based Singapore

IE Singapore's mission & vision

Our Mission

To promote overseas growth of
Singapore-based enterprises
and **international trade**

Our Vision

A thriving business hub with
globally competitive enterprises
and **leading international traders**

IE Singapore's twin roles: International trade and internationalisation

Singapore's external economy

Trade



CAGR of **2.2%**
from 2006 to
2015



Increased
1% to
US\$1.34 trillion
from 2013-2014

Internationalisation



CAGR of **9.5%**
from 2006 to
2015



CAGR of **13.2%**
from 2005-2014

Source: IE Singapore, Department of Statistics and UN Statistics

IE Singapore, your international business development partner

Market expertise

Our overseas centre directors are on the ground to provide market insights on the emerging markets and key sectors.

Strategic engagement of companies

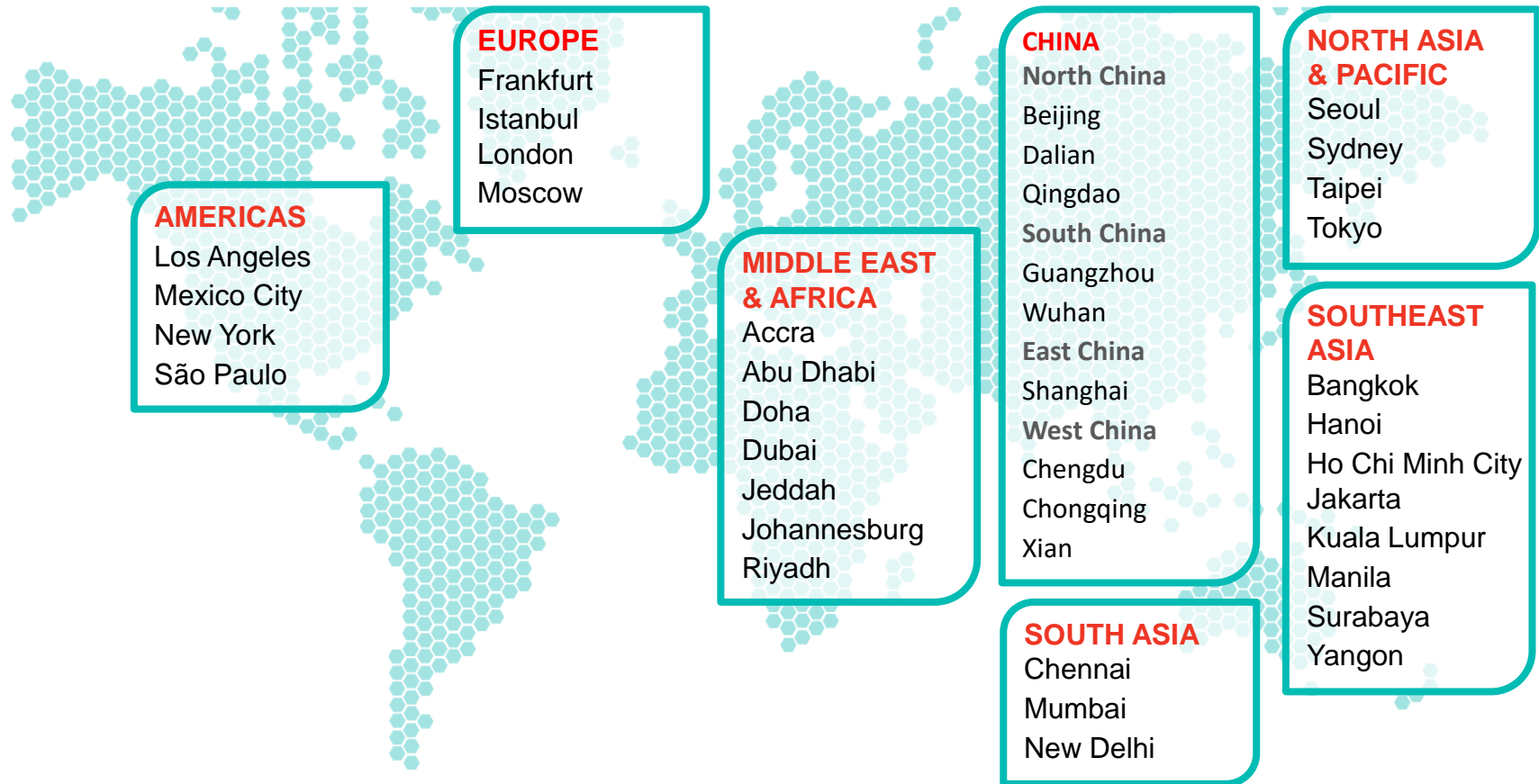
We look at the long term business strategy of companies and provide assistance to develop capabilities and support internationalisation.

In-market facilitation

- **Connections**
 - G-to-G
 - High value contacts
 - External experts, IFIs and MNCs
- **Platform projects**
- **21 FTAs, 41 IGAs and 76 DTAs**

IE Singapore's global network

More than 35 offices worldwide





Singapore

Driving
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