

SAGE builds hub for Asia-Pacific Publishing in Singapore

January 24, 2007

Speech by Mr Ko Kheng Hwa, EDB Managing Director, Singapore Economic Development Board, at the official opening ceremony of Sage Publications Asia-Pacific Pte Ltd on 24 January 2007 at Far East Square at 9am.

Mr Blaise Simqu , President & CEO, SAGE Publications,
Mr Stephen Barr, President & Managing Director, SAGE London,
Mr Steve Golden, Managing Director, SAGE Asia-Pacific Pte Ltd,
Ladies and gentlemen,

Introduction

1. I am honoured to speak at today's official opening ceremony of SAGE Publications' Asia-Pacific headquarters. Today marks a significant milestone for SAGE as it establishes itself in the Asia-Pacific and continues to strengthen its global presence. With SAGE joining the vibrant community of publishers here, we are now the regional headquarters location for four of the top five journal publishers in the world, including Elsevier, Wiley-Blackwell and Taylor & Francis.

The publishing industry in Singapore

2. Besides journal publishing, Singapore is also home to leading publishers in other genres such as education, with Cambridge, McGraw-Hill, Thomson and Pearson; lifestyle, with Reader's Digest, and news and information, with Reuters, Lexis-Nexis and Dow Jones. These publishers continue to expand their activities here, such as in editorial and shared services functions. The EDB is committed to develop the publishing industry in Singapore, which already employs more than 6,000 people in mostly knowledge-based jobs.

Key developments in Singapore

3. The growth of the publishing industry here will be boosted by our national efforts to increase R&D, develop the international education sector, upgrade the publishing supporting industry and invest in interactive & digital media technologies and infrastructure.

A) Research

4. R&D is a key driver in our thrust towards an innovation-driven and knowledge-intensive economy. The government has committed \$13 billion in R&D spending in the next 5 years. This will bring the national R&D spending to 3% GDP comparable to developed countries. This budget will support academic research, public research institutes and industry research. MIT is setting up a R&D centre in Singapore with 400 researchers, its largest international research endeavour. The Swiss Federal Institute of Technology (ETH) intends to set up a similar centre. The industry is also establishing more research activities here, eg GE Water, BASF and Vestas have set up their corporate labs here. The increased R&D activity in Singapore provides publishers with a strong community of academicians and researchers to tap on, for both content and as customer base.

B) Global Schoolhouse

5. In education, our vision is to create a Global Schoolhouse in Singapore. By attracting leading international institutions and building local leaders in education, Singapore aims to develop a vibrant community of tertiary and specialty institutes, private schools, corporate universities, preparatory and boarding schools, e-learning and education businesses.
6. The University of New South Wales from Australia is establishing a comprehensive university in Singapore. It will have extensive research laboratories on its campus, and it will enrol up to 15,000 students including 10,000 international at steady-state. Business schools such as INSEAD and the University of Chicago Graduate School of Business have also established campuses here. Our efforts to create diversity in educational disciplines also extend to attracting specialised schools such as Duke University's Graduate Medical School and Tisch School of the Arts from New York.
7. A thriving Global Schoolhouse in Singapore will also stimulate supply of publishing content as well as demand for them.

C) Publishing services infrastructure and capabilities

8. We are also investing in the supporting infrastructure to ensure that Singapore remains a competitive location for publishers to undertake the full value-chain of publishing activities.
9. In the area of publishing services, we continue to work with a strong base of printers here to continually upgrade their capabilities to enable high quality printing at globally competitive pricing to publishers. Printing in Singapore allows publishers to take advantage of Singapore's efficient and reliable global distribution network. We also have strong capabilities for shared services functions such as multi-lingual customer support, IT services and data-hosting. These are among the reasons Blackwell chose Singapore to establish its first and only publishing services headquarters to provide printing, customer service and IT support to all its publishing entities globally.

D) IT infrastructure

10. Interactive and digital media has been identified as one of Singapore's new growth engines. We will invest heavily in technology R&D to enable new services and secure methods of digital content delivery. In IT infrastructure, we will roll out a National Broadband Network. Publishers can use this advanced infrastructure to experiment, test and deploy new services and delivery methods.
11. Examples of content providers that have taken advantage of Singapore's sophisticated and reliable infocomms

11. Examples of content providers that have taken advantage of Singapore's sophisticated and reliable infocomms infrastructure are Reuters and CNBC. Reuters houses one of its three global data centres in Singapore to manage and transmit time-sensitive news and information. CNBC uses Singapore as a location to develop and testbed new ways of delivering its content through mobile and broadband.

Conclusion

12. Thank you for your confidence in Singapore as the location for your Asia-Pacific Headquarters. We believe that Singapore has what it takes for SAGE to provide a "natural home to authors, editors and societies". We look forward to a continued and fruitful partnership with SAGE as you grow from strength to strength. Once again, we welcome SAGE to the publishing community in Singapore. Congratulations and thank you.

