

**EMBARGOED UNTIL AFTER DELIVERY**  
**PLEASE CHECK AGAINST DELIVERY**

**WELCOME REMARKS BY KO KHENG HWA, MANAGING DIRECTOR,  
SINGAPORE ECONOMIC DEVELOPMENT BOARD, AT THE OFFICIAL  
LAUNCH OF CONTACT SINGAPORE, ON 28 APRIL 2008 AT 1.05PM**

Deputy Prime Minister Mr Wong Kan Seng,

Acting Minister for Manpower Mr Gan Kim Yong,

Distinguished Guests,

Ladies and Gentlemen,

Good afternoon.

1. We are glad that so many of you are here with us today to witness the launch of the strategic alliance between the Economic Development Board and the Ministry of Manpower in the new Contact Singapore. This marks the beginning of an exciting collaboration and intensifying efforts by the government in attracting global talent to work, invest and live in Singapore. The new Contact Singapore will be a one-stop centre to reach out to industry professionals, graduating students and skilled personnel, both Singaporeans and non-Singaporeans, as well as a new focus on individuals who are keen to do business and invest in Singapore.

2. This new aspect of investments from individuals reinforces EDB's objective of economic development through attracting investments to Singapore from all over the world to establish world class industry clusters. Such individuals, who are established business leaders or entrepreneurs in their part of the world, would similarly bring with them business activities and investments that would generate economic wealth and good jobs for Singapore.

3. Contact Singapore will work towards attracting more of such investors through direct outreach as well as through private sector partners who share

our vision for and belief in Singapore. These individual investors and our partners recognise that Singapore possesses a unique set of attributes which sets us apart from our competitors. Trust, Knowledge, Connected and Life are the four key attributes that we have identified that will connect Singapore to the World and the World to Singapore.

4. Trust is why individuals come to us because they know we will deliver what we promise, and we pay a lot of attention to quality and intellectual property protection. Knowledge is why people work with us because we are a knowledge hub and thought-leader, as well as experienced in high-end manufacturing and complex services. Connected is why people team with us, because beyond our air, sea and land connectivity, we offer buzz, networks, relationships and an expanding web of friends and family, and ideal place for global companies to connect into Asia, and for Asian companies to internationalise into the world. Life is why people stay with us, because we are a good place to live and raise a family, safe and secure streets, and opportunities for ambition, enterprise and success.

5. The new Contact Singapore will be operated by EDB and MOM officers working together as one team. It offers a close link between EDB's efforts in investment promotion and industry development, and finding manpower to fill the jobs created, as well as promoting the many employment opportunities presenting Singapore. The new Contact Singapore will leverage on the manpower policies and programmes from MOM and the broadened network of existing Contact Singapore and EDB overseas offices for its work. Its target is Singaporeans and non-Singaporeans who want to create and participate in Singapore's economic success.

6. Before I end, I would like thank DPM Wong and Acting Minister Gan for kindly gracing this launch ceremony. I would also like to extend our appreciation to the partners with whom we have been working closely on this new initiative. Thank you for being friends of Singapore. With your assistance, we will continue to enhance Singapore's business environment and infrastructure and make this the ideal place for business and talent.