

SPEECH BY MR TAN CHOON SHIAN, ASSISTANT MANAGING DIRECTOR, SINGAPORE ECONOMIC DEVELOPMENT BOARD (EDB), AT THE OCE SINGAPORE-OCE TECHNOLOGIES ASIA OFFICIAL OPENING ON TUESDAY, 12TH MAY 2009, 2PM

Your Excellency, Mr. Chris Sanders,
Ambassador of the Kingdom of the Netherlands in Singapore,

Mr Rokus van Iperen,
Chief Executive Officer of Océ Technologies N.V.,

Mr Andre Hoeben,
Managing Director of Océ (Singapore) Pte. Ltd,

Mr Tjebbe M.C. Smit,
Director of Océ Technologies Asia,

Mr Jan Hol,
Senior VP Corporate Communications of Océ Technologies N.V.,

Ladies and gentlemen,

Good afternoon.

I am pleased to be here to open Océ Singapore- Océ Technologies Asia's new facility. Océ N.V. is a global leader in professional printing. It is one of the oldest company in the industry and a major European player in digital printing and document management. In February 2008, Océ established its first R&D and new product introduction centre in Asia here in Singapore. Today's opening is significant as it marks the growth of Océ's operations in Singapore.

Singapore is a Prime R&D Hub for the Printing & Imaging Industry

- 2 Since 2002, Océ has been operating its Asia Pacific Headquarters, International Procurement Office and Training Centre in Singapore. With the establishment of Océ Technologies Asia last year, Océ also established control tower functions in Singapore overseeing supply chain management for the Asia-Pacific region.
- 3 Asia Pacific region will be a main growth driver for worldwide shipment of printers and copiers. Situated at the confluence of China and India, Singapore's strategic position and pro-business environment have made the city state an ideal regional hub and gateway to the dynamic printing and imaging industry in the Asia Pacific region.
- 4 Singapore is also home to global players, including local players such as Venture and Flextronics. With an established local printing and imaging ecosystem, Singapore is a prime location for printer R&D.
5. Over the years, Singapore has developed strong engineering capabilities and a robust supplier base. The vast pool of engineering talent with printer industry experience can contribute to the design and development of complex

components for Océ's highly sophisticated high speed digital production presses. The partnership between Océ and Singapore will strengthen Singapore's capabilities in high value-added engineering R&D solutions, and further establish our position in the printing and imaging industry.

Singapore Government's Commitment to Augment the Local Printing and Imaging Ecosystem

- 6 Today, the digitalization of information and rising environmental awareness are driving demand for new printing solutions that produce high quality images with customizable content and less ink consumption. This trend has created business opportunities. Océ's investment in digital printing and document management solutions is testament to the future potential of the industry.

- 7 Singapore government recognizes the bright prospects of the printing and imaging industry, and is committed to further upgrade and augment our existing strong workforce to meet the increasing demand for engineering talents. In 2008, about 1000 R&D engineers were employed in this industry. Through the various manpower training schemes under EDB's PREP-UP programme, we aim to further increase the pool of printing and imaging R&D engineers to entrench Singapore's position as a development hub for new printing solutions.

- 8 I congratulate the management and staff of Océ on the opening of this new facility; and the successful launch of its CrystalPoint Technology in Asia. Océ and Singapore are old friends, and we are pleased that Océ has made Singapore their home in Asia. Thank you for your trust and confidence in Singapore. I wish you every success and look forward to more innovative creations from Océ.