

**KINGDEE SINGAPORE - OFFICIAL OPENING OF KINGDEE SINGAPORE AND LAUNCH OF KINGDEE'S SINGAPORE R&D CENTRE**

**SPEECH BY MR. LEO YIP, CHAIRMAN, SINGAPORE ECONOMIC DEVELOPMENT BOARD, AT THE OFFICIAL OPENING OF KINGDEE SINGAPORE AND LAUNCH OF KINGDEE'S SINGAPORE R&D CENTRE ON WEDNESDAY 3 MARCH 2010 AT 3.00 PM, SOPHIA ROOM, SWISSOTEL THE STAMFORD**

Mr. Robert Xu

Chairman, Kingdee International Software Group

Ladies and Gentlemen

1 Good afternoon. I am delighted to join you this afternoon to celebrate the official opening of Kingdee Singapore and the launch of Kingdee's Singapore R&D Centre. I extend my heartiest congratulations to Chairman Xu and the Kingdee team. This is a significant milestone for Kingdee and also for Singapore's software industry. This will be Kingdee's first R&D centre outside of China. Kingdee's R&D Centre is also the first software development initiative established in Singapore by a leading software company from China.

**Singapore - A Launch Pad for Asian Enterprises Into Global Markets**

2 With the rise of Asia, many fast growing Asian companies with global aspirations are expanding beyond their shores. They are seeking new markets within the rest of Asia, or globally. Singapore offers a useful location for such companies to regionalise or internationalise from. They can tap on global talent, leverage on Singapore's market connectivity and build up their global capability for their overseas forays.

3 Kingdee is one such company, which has decided to leverage on Singapore's strategic location and capabilities in its regionalisation drive. It has established Kingdee Singapore to manage, integrate and control its

growing business in Southeast Asia. This strategic move has enabled Kingdee, a leading provider of Enterprise Resource Planning software to Small and Medium Enterprises in China, to better tap into the sizeable market of IT products and services required by Small and Medium Enterprises in Southeast Asia, estimated to be worth close to US\$24 billion in 2009<sup>1</sup>. Kingdee joins more than 3,000 other Chinese companies that have set up operations in Singapore.

- 4 In recent years, more Asian enterprises are choosing Singapore as their strategic location to manage and grow their global businesses. For example, Focus Media, China's leading digital media group, and K S Oils, India's leading integrated edible oil company, both announced in 2009 that they would be establishing their International Headquarters in Singapore, to spearhead their global operations. Their choice of Singapore attests to our strengths as a global business city and a trusted location with access to a diverse talent base. Singapore also offers access to a global network of business opportunities for Asian enterprises. They can link up with and forge global business partnerships with the more than 7,000 multinational companies that are already present here.

### **Singapore - A Home for Innovation**

- 5 With the launch of Kingdee's R&D Centre here, Singapore is proud to be home to the company's first R&D presence outside of China. Leading IT companies that have already chosen Singapore as their base for R&D and product development activities include HP and Autodesk. This investment by Kingdee is a strong testimony to Singapore's efforts to be a home for innovation in Asia, not only for multinational companies, but also for fast growing Asian enterprises. It also affirms Singapore's strong capabilities for innovation and knowledge intensive activities.
- 6 Singapore is an ideal location for Asian enterprises to manage their internationalisation strategies for software products. There is a pool of professionals across the various industry sectors who have both the

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<sup>1</sup> According to AMI Partners.

technical expertise and the business domain knowledge to create industry specific software solutions. Coupled with their knowledge of the regional markets, these professionals are able to help Asian enterprises to develop software solutions catered to the Southeast Asian market. This has been a key factor in Kingdee's decision to set up a software development team in Singapore, to tap on the pool of finance professionals here familiar with international accounting requirements, who can develop Enterprise Resource Planning software solutions suited for the Southeast Asian market. Kingdee's expansion in Singapore reflects our growing role as a strategic location for Asian enterprises in their globalisation thrust.

### **Singapore - A Home for Talent**

- 7 While Singapore has steadily built up our local talent base through our strong emphasis on education, it is important that these workers continue to learn and upgrade their skill sets. In the infocomms industry, the Singapore government has launched and subsidised training programmes such as the Critical Infocomm Technology Resource Programme, to encourage infocomm professionals in Singapore to continuously upgrade their skills to keep up with rapidly evolving technologies.
  
- 8 To complement our base of local talent, companies here can also tap on global professional talent. This is critical to companies growing their global business, or conducting knowledge intensive work such as designing new products, and developing new technologies. By setting up its regional headquarters here, Kingdee will be able to build up a globally oriented and multi-national Regional Headquarters team in Singapore to manage and integrate their business across the Southeast Asian market. While Kingdee will benefit from the diverse talent pool in Singapore, its R&D Centre will also contribute to deepening Singapore's capabilities in software development.

## **Conclusion**

9 In conclusion, I would like to express our appreciation to Kingdee for your continued trust and confidence in Singapore. We look forward to building on this successful partnership with you. Once again, I extend my heartiest congratulations to Chairman Xu, the management and staff of Kingdee on the official opening of Kingdee Singapore and your Singapore R&D Centre. I wish you great success. Thank you.