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Singapore Investment News

Ready for the future at
World Cities Summit

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4



10

Contents

02 BUSINESS BRIEFS

04 FEATURE

Singapore brings the world of robotics together at RoboCup 2010

The recent Robocup 2010 event, the first held in Southeast Asia, affirms Singapore's position as a focal point for robotics in Asia.

06 FEATURE

Singapore partners global players on future-ready solutions

The city-state looks into collaborations for solutions to pressing urban issues at the World Cities Summit 2010.

08 FEATURE

The revamped SSIA sets a new goal for Singapore's semiconductor industry

As an advocacy platform, SSIA will foster active collaboration between various entities of Singapore's semiconductor ecosystem as well as enhance the manpower landscape.

10 FEATURE

Appetite for growth

Singapore is a compelling hub for food and nutrition companies from around the world to capture Asia's fast expanding consumer market.

12 FEATURE

Rohde & Schwarz looks to Singapore for future engineering talents

The German company invests in the development of young engineers in the Republic through its annual engineering competition.

14 PROFILE

Freeport adds a new dimension to Singapore's expanding arts landscape

The official opening of The Singapore Freeport augurs a thriving visual arts scene for the country.

16 REPORT

Singapore emerges a key partner for logistics and SCM innovation in Asia

Investments in Singapore's logistics sector amounted close to S\$500 million in 2009.

18 REPORT

Electronics industry on a growth spurt in 2010 and beyond

The backbone of Singapore's manufacturing sector, electronics is poised for a strong showing this year and the next.

20 PROFILE

Usha Martin's strategic growth plans for Singapore

The Indian company's fast growing global business gets a boost from Singapore's central location, excellent government policies and connectivity.

CWT launches new commodity hub in Singapore



Officiating the opening of CWT Commodity Hub are (from left): Loi Kai Meng, Chairman, CWT Limited; Rashed Saud Al Shamsi, Chairman, Bourouge's Marketing Company; Lee Yi Shyan, Singapore's Minister of State for Trade & Industry and Manpower

In May 2010, local enterprise CWT officially opened the CWT Commodity Hub in Singapore to provide more integrated logistics and regional distribution hub services for Asia Pacific. The 2.3-million-square-foot warehouse complex, one of the largest in Southeast Asia and a licensed warehouse for the London Metal Exchange, is located near port terminals along Penjuru Road.

With warehouse floor space as large as up to 450,000 square feet, it can cater to companies looking to consolidate their logistics activities within Singapore and to global MNCs using Singapore as a hub for their Asian operations, such as Bourouge, a leading provider of innovative plastic solutions.

"Singapore is an ideal location for a logistics hub facility due to its proximity to key regional markets, solid business infrastructure and strong government support. With a growing trend of companies establishing their supply chain network in Asia, we expect more supply chain logistics to flow through Singapore in the next few years," said Loi Pok Yen, Group CEO, CWT Limited.

CWT continues to innovate and deliver best-in-class logistics solutions to worldwide customers with more than 8.5 million square feet of warehouse space worldwide, and will add another 10 per cent by 2011. ■

Bosch opens Southeast Asia headquarters



Lim Hng Kiang, Minister for Trade and Industry officiates the opening of Robert Bosch (SEA) Regional Headquarters with Bosch's management. (L to R): Cem Peksaglam, President and Managing Director, Robert Bosch (SEA) Pte Ltd; Lim Hng Kiang, Minister for Trade and Industry; Franz Fehrenbach, Chairman, Bosch's Board of Management; Uwe Raschke, Board Member, Asia Pacific

Bosch, the world leader in automotive technology, industrial and consumer products, has finally opened its doors to business in May 2010. The new facility, which cost S\$92 million (US\$66.33 million), will house its key businesses in Asia, including Corporate Research and Advanced Engineering, Corporate R&D for Information Technology, Automotive Aftermarket and Security Systems.

Not only does the new facility boast a gross floor area of 250,000 square feet, it also features state-of-the-art green technology. Taking into account factors such as sustainability and energy efficiency in its design considerations, the company aims to do its part in environmental conservation, an initiative that is in line with the Singapore government's efforts in the clean energy sector.

Singapore has always been Bosch's strategic partner in business, with its readily available talents, excellent infrastructure and connectivity with the rest of the region. "The investment in our new regional headquarters shows our continued confidence in Singapore as a strategic location to support the group's business growth here in Southeast Asia and Asia Pacific," said Cem Peksaglam, President and Managing Director, Robert Bosch (SEA) Pte Ltd. ■

Experts to tackle human capital challenges



A plenary session at the Singapore Human Capital Summit. From left: Jessica Tan, Managing Director, Microsoft Singapore; Gregory C. Case, President and CEO, Aon Corporation; Subramanian Ramadorai, CEO and Managing Director, Tata Consultancy Services Ltd; Kwan Chee Wei, Chief Human Resources Officer, IMC Corp.

Amidst the revival of the world's economy, Asia's role as an economic powerhouse is becoming more apparent than ever. Despite its growth, the continent faces many challenges, with the management of human capital one of the chief concerns amongst Asian economies. On 29 - 30 September, the Singapore Human Capital Summit 2010 (SHCS) will be held to tackle the issue on a global platform for the third time since its commencement in 2008.

Co-organised by the Ministry of Manpower (MOM) and the Singapore Workforce Development Agency (WDA), the summit will boast a stellar lineup of thinkers in the field of human capital, from business leaders to practitioners and experts. The speakers will share best practices in dealing with Human Capital management in organisations, present new insights and research that explore the latest trends.

"The summit will give Asia business leaders a global perspective, while taking into account Asia's unique challenges, including leadership and succession and the impact globalisation has on the workforce make-up and capability. This exchange will empower Asian companies and organisations to ride the wave of recovery and growth for business sustainability and profitability," said Loh Khum Yean, Permanent Secretary of MOM. ■

IBM high-end server manufacturing facility launch



Singapore Minister for Finance Tharman Shanmugaratnam (fourth from left) with top IBM executives, Joanne Wright, VP of Global Manufacturing, Integrated Supply Chain (third from left); Rod Adkins, SVP and Group Executive, IBM Systems & Technology Group (fifth from left); Teresa Lim, Managing Director, IBM Singapore (far right)

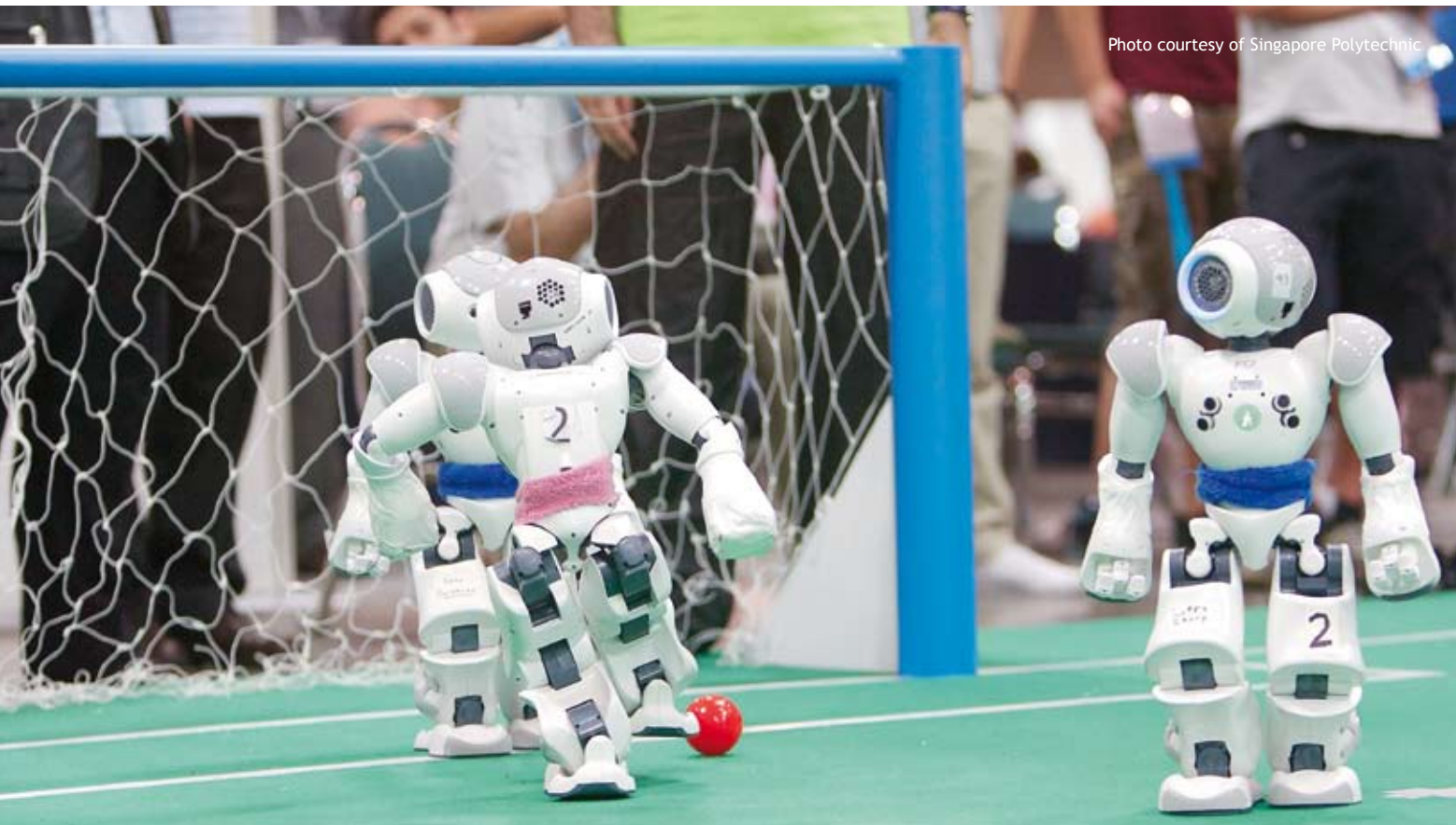
On 20 May, IBM announced the opening of the IBM Singapore Technology Park (ISTP), a brand new manufacturing facility for its System Z mainframes and high-end Power systems. The S\$90 million (US\$64.89 million) investment facility will serve as IBM's manufacturing and fulfillment centre for its high-end systems clients across Asia, Africa and Europe. The 365,000-square-foot facility will also be responsible for the manufacturing and fulfillment of IBM disk and tape storage technology, as well as related hardware appliances worldwide.

"IBM's investment affirms Singapore's capabilities for complex, high-value manufacturing and global supply chain management. It also reinforces Singapore's drive to be a leading knowledge economy, powered by digital intelligence," said Tharman Shanmugaratnam, Minister for Finance, Singapore.

Singapore's proximity to a growing number of global clients investing in modern IT infrastructures makes it the perfect business partner in the region. Being in Singapore also provides IBM with greater accessibility to talents and suppliers that are vital to the manufacturing process. ■

Singapore brings the world of robotics together at RoboCup 2010

The recent Robocup 2010 event, the first held in Southeast Asia, affirms Singapore's position as a focal point for robotics in Asia.



Participated in by 3,500 participants, mostly students, Robocup 2010 also serves to build mind share for Singapore's growing interest in service robotics

Mention robotics, and immediately, people's imaginations picture cinematic versions of humanoids and cyborgs. While working cyborgs or humanoid models may still be far off into the future, advances in Robotics and Intelligent Systems (R&IS) have continued to make manufacturing processes more and more efficient and safe through the use of automation. The Singapore Economic Development Board's (EDB) vision now is to develop Singapore as a leading hub for the commercialisation of service robotics solutions

which will further improve productivity and safety in the workplace, and quality of life in our society.

Global trends such as aging will increasingly see the need for R&IS solutions to be adopted in various healthcare related settings, such as the development of surgical robots to help minimise error during surgery and assistive robots providing rehabilitation solutions for people with stroke-induced paralysis or spinal cord injuries. These new developments are fast advancing the healthcare services sector.

R&IS solutions will also address the need for better safety standards in workplaces like shipyards and ports. These trends and innovations are not only making R&IS applications an integral part of industry and society, but are also transforming existing industries and creating new businesses. The EDB's focus areas - logistics, medical, infrastructure inspection and transport - have thus been carefully identified to meet the needs of industries in Singapore and regional markets.

RoboCup 2010

Events such as RoboCup 2010 underline Singapore's thrust to be a leader in service robotics in the region. For the first time in its 18-year history, RoboCup 2010, the world's biggest robotics and artificial intelligence competition was held in Singapore in June. Jointly organised by Singapore Polytechnic, EDB, and Science Centre Singapore, the event saw a record number of 3,500 participants and some 500 teams from over 40 countries participating in what is touted as the Olympics of the robotics industry. The huge number of participants was beefed up by a hike in registration from Asian countries like China, Japan and Singapore.

"Science and technology is an economic force and undoubtedly, robotics is driving the next phase of growth," said Lim Tit Meng, co-chair, steering committee, RoboCup 2010 and Chief Executive, Science Centre Singapore. "An international event like RoboCup 2010 will help promote the exchange of ideas and knowledge across countries and this will be highly beneficial for aspiring and veteran robot creators in Singapore and around the world."

"Science and technology is an economic force and undoubtedly, robotics is driving the next phase of growth."

- Lim Tit Meng, Co-Chair, Steering Committee, RoboCup 2010 and Chief Executive, Science Centre Singapore

Aside from fostering an interest in science and technology among students, Jonathan Kua, steering committee member for RoboCup 2010, and Director, New Businesses, EDB added that "RoboCup 2010 also serves to build mindshare for Singapore's growing interest in service robotics and our focus on improving productivity and safety through robotics and intelligence solutions in the world market. The milestone event served to congregate top leaders from industries, academia and research to facilitate the exchange of new ideas, spawning the growth in development of R&IS solutions for Asia and beyond."

RoboCup 2010 was sponsored by industry leaders such as ST-Kinetics and National Instruments. Aside from the competition, an industry networking lunch was arranged the day after the opening to allow companies to meet and network on new opportunities for business and collaboration.

Positioning for the Future

Singapore sees itself as a lead demand generator for new and innovative service robotics solutions in the region. Companies can leverage Singapore's public infrastructure to develop, test and demonstrate robotics technologies, before they are exported to other markets in the region. The extensive R&D landscape in Singapore, comprising of one of the largest robotics laboratories in the region and more than 25 research groups, employing over 300 researchers, scientists and engineers, will provide relevant technical expertise and manpower capabilities to support companies' R&D, testbed of new prototypes and commercialisation of robotics products suitable for different markets. Our strong networks and interconnectivity with the region also facilitate the export of these unique solutions to Asian markets.

"Singapore's hospitals are using robotics technologies to conduct surgical procedures more effectively and also aid patients in rehabilitation training. These solutions developed and tested in Singapore can be scaled-up for wider adoption to the region and beyond," said Jonathan Kua.

The R&IS industry will need to continue to increase capabilities, advance technology, reduce costs, and hasten widespread adoption. Recognising this, Kua added, "To encourage more development and innovation in the field of robotics, EDB is supporting a dual degree PhD programme started recently between Nanyang Technological University and Carnegie-Mellon University, allowing students to gain theoretical and practical lessons in R&IS and training them to be our future leaders in this field." ■

Singapore partners global players on future-ready solutions

The city-state looks into collaborations for solutions to pressing urban issues at the World Cities Summit 2010.



Guests share opinions on future challenges at the *Singapore: Future Ready* pavilion

The world is experiencing urbanisation at an unprecedented rate. More than half of the world's population now work or live in urban areas, a number expected to top 6.4 billion by 2050. More than one third of this increase will be from Asian countries, with China and India in the lead, followed closely by Southeast Asia. Even as the surge in urban population signifies productivity and dynamism, it also means a rise in problems with urban living.

To tackle these issues, Singapore hosted the second World Cities Summit (WCS) at Suntec City on 28 June - 1 July to create a platform in which over 1,000 international delegates comprising ministers,

governors, mayors and senior officials, can discuss issues such as housing, water, innovation and sustainability.

Themed "Liveable and Sustainable Cities for the Future," WCS hews to Singapore's focus on urban solutions, an area in which the city-state looks to lead and contribute to by creating a platform for global leaders to exchange ideas and help Asia Pacific find solutions to its city challenges. Elaborated Leo Yip, Chairman, Singapore Economic Development Board (EDB), "WCS offers a strategic platform for cities to learn from one another in creating urban environments that improve lives and are sustainable."

Achieving Green Growth

Indeed, multiple private-public partnerships, especially in water and clean technology, have enabled the city-state to offer innovative, sustainable solutions and generate newfound business opportunities. Among these partnerships is Hyflux, a homegrown company whose successful track record with Singapore's national water agency PUB in providing cost-effective water solutions has seen it expanding its portfolio to include major projects won in China and the Middle East.

Delphi Corporation is also leveraging on Singapore's advanced technological infrastructure to develop eco-friendly smart cars. Delphi's advancements highlight the country's comprehensive R&D facilities in which investors can easily "plug and play." Said Yip, "Singapore presents unique opportunities for collaboration. We will bring together industry, government agencies and research institutes to support experimentation of solutions and technologies as well as large scale systems innovation."

Future-Ready Solutions

The 140-square-metre *Singapore: Future Ready* showcase jointly hosted by EDB and JTC Corporation, offered visitors an engaging experience as they contributed their thoughts on possible solutions to 10 urban challenges screened on large interactive display walls. Specially prepared case studies on how Singapore worked with companies to solve city challenges were presented on multi-touch screens, which allowed guests to interact with and subscribe to the its content.



Specially prepared case studies for the WCS were presented on multi-touch screens, allowing guests to interact with the content

Said Beh Swan Gin, Managing Director, EDB, "Visitors to the *Singapore: Future Ready* Showcase could appreciate firsthand, examples of how Singapore has successfully overcome some of our own challenges, and how companies are partnering Singapore to develop sustainable urban solutions."

New developments were also unveiled at the co-located Singapore International Water Week:

Opening of Toray Singapore Water Research Center

The Japanese membrane-maker established a water R&D centre in NTU's Nanyang Environment and Water Research Institute (NEWRI) to further develop membrane-based water treatment technologies with the university and PUB.

Launch of Singapore-Peking-Oxford Research Enterprise (SPORE) for Water Eco-Efficiency

This S\$63 million (US\$45.42 million) joint initiative between the Environmental and Water Industry Development Programme Office, National University of Singapore, Peking University and Oxford University enables SPORE to research the viability of commercialising water technologies over the next five years through innovation, testbedding and manpower training.

Opening of Insituform's Asia Pacific headquarters

The leading provider in pipeline rehabilitation further cements Singapore's status as a global hydrohub while leveraging on the nation's capabilities as a springboard to growing its business.

CEPO-EWI PhD Scholarship Award Ceremony

Thirty PhD scholarships were given out by Dr Yaacob Ibrahim, Minister for the Environment and Water Resources to outstanding students to further their expertise in the clean energy, environment and water sectors.

As a resource-constrained country, Singapore has developed innovative urban solutions to make the island-state a liveable and sustainable city. Singapore will continue to offer its systems integration expertise and develop large-scale infrastructure platforms that will also serve as Living Laboratories for industry to co-create, testbed and commercialise future-oriented solutions, especially for Asia and the urbanised tropics. The CleanTech Park, the region's first ecobusiness park is one such project that will provide opportunities for new green solutions to be developed and tested. Such initiatives reiterate Singapore's optimism for the future, underlining its unique ability to aid companies to deliver timely, cost-effective solutions with the right combination of talent, innovation and strategic leadership. ■

The revamped SSIA sets a new goal for Singapore's semiconductor industry

As an advocacy platform, SSIA will foster active collaboration between various entities of Singapore's semiconductor ecosystem as well as enhance the manpower landscape.



Singapore is fast becoming one of the world leaders in semiconductor technology, with a market share increasing to 11 per cent of semicon output

Formerly known as the Microelectronics IC Design and Systems (MIDAS) Association, the Singapore Semiconductor Industry Association (SSIA) is a rebranding and restructuring of the semiconductor association in the city-state. The launch of SSIA in April was a milestone for the association, having proven itself in the expansion of the semiconductor industry in Singapore.

Before the restructuring, MIDAS' main function was to promote the growth of the vibrant IC and systems design industry here. SSIA now has a greater goal in mind: To expand its charter to include members from companies spanning across the local semiconductor ecosystem, including integrated device manufacturers, fabless companies, electronics manufacturing services

companies, equipment and service providers as well as research institutes, polytechnics and universities. SSIA has positioned itself as the perfect platform for these stakeholders of the Singapore semiconductor industry to come together and share their insights and business expertise through focused group meetings, monthly CEO talks and industry lunches.

SSIA's expansion as a strong industry representative underscores the importance of the semiconductor industry to the country's economy. In 2009, the semiconductor industry accounted for 58 per cent of the electronics manufacturing output, which in turn was 18 per cent of the total manufacturing output in Singapore. As the second largest city in the world in terms of wafer capacity, Singapore is fast becoming one of the world leaders in semiconductor technology, with a market share increasing to 11 per cent of semicon output. As such, the conglomeration of all the stakeholders in the semiconductor industry represents an ambition that hews with Singapore's long-term economic goals.

The industry is at an exciting stage. It is expected to grow by more than 10 per cent in 2010, according to the Global Semiconductor Alliance (GSA). New areas for expansion are opening up: Medical semiconductor output like biochips, biosensors and medical electronics devices is expected to increase 12 per cent annually through 2011 according to Foshan Roson Medical Instruments Reports while green electronics is advancing in computing, automotive applications, solid state lighting and energy harvesting.

"SSIA will play an important role in being a voice for the semiconductor industry, and in catalyzing industry-driven initiatives to strengthen our manpower capabilities and enhance the productivity and competitiveness of Singapore's semiconductor industry," said Damian Chan, Director, Electronics, EDB.

The group will also focus on helping its members grow their business by publishing industry reports, to keep members in the loop about the latest news in the industry as well as empower newcomers in the industry with information crucial for initial startup operations.

An SSIA core focus is to enhance Singapore's talent and manpower landscape.

Since its inception in 2008, the University-Industry Collaboration initiative has allowed students to form joint projects with industry players, helped them get relevant training from these corporations and

encouraged them to join the industry. As in the past, SSIA will continue to participate in roadshows organised by the National University of Singapore (NUS), Nanyang Technological University (NTU) and give presentations to encourage students to take up semiconductor engineering as a field of interest as well as career.

SSIA has also jointly organised a manpower dialogue for the semiconductor industry with the Ministry of Manpower (MOM). The event was part of MOM's manpower dialogue series to obtain a strategic overview of the industry's business and manpower challenges.

Competing in the semiconductor market has become increasingly challenging, as product launches need to be faster and product life cycles have become significantly shorter. This creates challenges for the already highly complex supply chain in this industry, requiring extremely specialised technologies and talents. SSIA can help develop and strengthen the semiconductor industry by bringing together industry players, creating new opportunities for new players to come in and developing the industry's manpower component.

George Scalise, President of Semiconductor Industry Association (USA) said in a meeting prior to the launch: "The SSIA will benefit not only the producers based in Singapore, but also the worldwide microchip industry as we work together to address common concerns, including driving technological progress, growing the market, and supporting continuous improvement in environmental, health and safety practices throughout the industry." ■

SSIA's expansion as a strong industry representative underscores the importance of the semiconductor industry to the country's economy. The industry is expected to grow by more than 10 per cent in 2010, according to forecasts by industry insiders like the Global Semiconductor Alliance (GSA).

Appetite for growth

Singapore is a compelling hub for food and nutrition companies from around the world to capture Asia's fast expanding consumer market.



Strong research capabilities in nutrition and food science in Singapore enable companies to innovate and testbed new concepts and products for Asia

With rapid urbanisation in a region of three billion increasingly affluent people, there is no doubt that Asia, with its growing population, will be a significant contributor to the world's economic activities. Demand for food and consumer products will correspondingly increase.

Datamonitor figures put the global food products industry at \$4,235.4 billion (\$5,870.2 billion), increasing by one per cent in 2009. It is expected to hit \$5,255.2 billion (\$7,287.9 billion) in 2014 with a substantial portion of this expansion generated in Asia. In order to capitalise on Asia's market opportunities,

food and nutrition companies have to overcome a two-pronged challenge: Understanding Asian consumers better as a homogenous whole, while catering to the varied tastes and nutritional needs of the region's individual markets. For example, across China to Indonesia to India, food preferences and nutritional requirements vary between the different countries and even within one's own borders.

It is, therefore, prudent that food and nutrition companies not just be able to find a location where they can effectively manage all the regional businesses

centrally, but at the same time, a neutral location that could partner such companies to understand and meet the unique and growing demands of the Asian consumers. The availability and growing base of firms for market research, sensory and cognitive behaviour, could facilitate global companies to understand and meet the needs of the different markets in Asia.

Singapore, which sits at Asia's crossroads both geographically and culturally, could be a strategic location for food and nutrition businesses from around the world who desire to capitalise on the Asian market.

An R&D and Manufacturing Hub

With strong capabilities in science and technology, a strong intellectual property protection regime and high food safety standards, the city-state provides a conducive and progressive environment for research and development (R&D) and manufacturing operations. Today, the food and nutrition is vibrant and growing, with companies leveraging Singapore's capabilities to capitalise growing market opportunities in the region.

For example, Chr. Hansen, a top global company that provides bioscience-based ingredients to the food and nutrition industries, opened its first Asian Industry Technology Center (ITC) in Singapore in April this year. Close proximity to customers who are leading food and nutrition brands in Singapore, and easy access to partners like consumer research companies and talent, are key reasons for the decision. Christian Overgaard, Regional Vice-President of Chr. Hansen,

affirmed Singapore's value propositions when he said that the opening of the ITC marked a "natural next step up in the region to boost customer-oriented product development and innovation processes."

Pfizer, recognising Singapore's reputation as a trusted hub, just invested an additional US\$100 million (S\$138.7 million) to expand its Singapore Nutrition Plant capacity by 50 per cent in June 2010, making the Singapore manufacturing centre one of their largest in the world. The expansion has increased the state-of-the-art plant's capacity to produce high-quality dairy and formula products to be supplied to Singapore and regional key markets such as China, Indonesia and Hong Kong.

Brand Building and Testbed for Demand

As Asian palates become more sophisticated and demanding, Singapore, a city of multicultural consumers, is ideal for food and nutrition companies to partner and capture ever-evolving consumer insights and translate them into new innovations.

Fastfood giant Burger King (BK), for instance, has its Asia Pacific headquarters in Singapore. Using Singapore as the base to test out new concepts and novel products, it launched its first concept store targeted at youths in Singapore as well as two Whopper Bars that introduced new flavours and customisation for its signature Whopper burgers. The concept stores also serve as outlets to test new products fresh from its Singapore-based Asian Test Kitchen. Using Singapore as a "testing ground," BK is primed to capture new market opportunities as it develops there near concepts into commercial scaled around the region.

Global brands may also find good local partners to collaborate and create new markets for themselves. Nestlé, together with Singapore-based traditional Chinese medicine company, Eu Yan Sang, jointly created and launched Yang Sheng Le, a novel range of concentrated herbal soups. This is one of the first of its kind in Singapore and Nestlé hopes to gauge consumer reaction to the herbal soups by introducing the product in a sophisticated consumer base like Singapore. It plans to distribute the product throughout the region when the markets are ready.

Singapore's focus on the food and nutrition industries and unique positioning as a strategic base for companies to innovate and test new ideas primed for Asia, are key reasons why Singapore continues to be a compelling partner to many of the global leaders in the food and nutrition sector looking to tap into Asia's market. ■



Photo courtesy of Pfizer

Can de-palletising at Pfizer manufacturing facility

Rohde & Schwarz looks to Singapore for future engineering talents

The German company invests in the development of young engineers in the Republic through its annual engineering competition.

Photo courtesy of Rohde & Schwarz



Young engineers from NUS and NTU show promise and skill which global engineering companies are on the lookout for

Headquartered in Munich, Germany, Rohde & Schwarz is an independent group of companies that specialises in electronics. Established over 70 years ago, the company is now a leading supplier of various solutions in the fields of test and measurement, broadcast, radio-monitoring and radiolocation. The company has earned itself a global reputation with a dedicated service network in over 70 countries and boasts about 7,400 highly-skilled employees.

Today's Students, Tomorrow's Leading Engineers

As Rohde & Schwarz takes big strides into the future, it harnesses the talents and strengths of promising future engineers. To do so, the company set up an Engineering Case Study Competition. Already on its third successful run, the company held the competition at the Rohde & Schwarz Asia premises in the Changi Business Park last 18 to 20 May 2010.

This event serves as an extension of the competition which Rohde & Schwarz has been successfully running throughout German universities. The two-day event found top Singaporean universities, such as the National University of Singapore (NUS) and the National Technological University (NTU), participating and rallying alongside German university counterparts. At the same time, Rohde & Schwarz used this opportunity to identify young talents who could be employed by the company in the future.

The 2010 case study competition's motto - "Move up to the next level - the future of digital broadcasting is in your hands!" - highlights the importance of Digital Video Broadcasting - Terrestrial (DVB-T), setting the premise for the competition. DVB-T, the standard for the broadcast transmission of digital terrestrial television, has been gaining ground since 2002. However, this standard which supports digital TV reception via antennae, is beginning to run up against its transmission capacity limits. At the same time, the next digital broadcasting technology generation, DVB-T2, is already waiting to be utilised.

During the competition proper, the students were tasked to prepare a presentation and deliver it to network operators or programme providers. The main goal was to persuade them to use DVB-T2 to broadcast their services. The competition saw a total of 50 participants from both NUS and NTU. As the competition was a single event rather than a long-term project, emphasis was placed on the ability of the students to make sound decisions and take action quickly. Winning teams stood the chance of travelling to Munich, Germany in order to participate in the final round.

The event saw a roster of judges specialising in the field of engineering such as inventors and engineers from Rohde & Schwarz, faculty members from NUS and NTU and Tan Sai Yoon, Vice-President (Technologies Delivery), MediaCorp. This panel represented various parties coming from technological and academic backgrounds, as well as end-users.

A Successful Competition

Without a doubt, Singapore is a country with a healthy number of promising future engineers because of its active participation in the technological arena, as well as an impressive educational system. According to Dr Lim Boon Huat, Managing Director, Rohde & Schwarz Asia, "The standards of the students of the two universities are as good as that of their German counterparts as evident from last year's competition. The students displayed good analytical skills,

Because of the Republic's talent pool, Rohde & Schwarz is committed to position Singapore as the hub for its presence in Asia.

representing the best in engineering. We aim to talent spot many of our future engineers."

The participants also had a positive impression of the competition. According to one participant: "I am extremely satisfied with the event and it gives me new experiences and broadens my knowledge about communication." Another student said, "The competition has been an enriching experience for me. It gave me the opportunity to apply what I have learned in school in the real world."

Because of the Republic's talent pool, Rohde & Schwarz is committed to position Singapore as the hub for its presence in Asia. The Engineering Case Study Competition provides the company with a platform that will further promote engineering in Singapore. It is also a part of Rohde & Schwarz's involvement in the academia which includes awards for engineers in Temasek and Nanyang Polytechnic, ITE and the sponsorship of the wireless Test & Measurement Lab in Nanyang Polytechnic. ■

Freeport adds a new dimension to Singapore's expanding arts landscape

The official opening of The Singapore Freeport augurs a thriving visual arts scene for the country.

Photo courtesy of
The Singapore Freeport



The Singapore Freeport lobby

The Singapore Freeport, a cutting-edge, 225,000-square-metre high-end storage facility located next to Changi Airport, opened its doors to the art world in May, joining the country's flourishing art ecosystem of art institutions, businesses and platforms. The facility leverages Singapore's excellent financial infrastructure, secure environment and reputation as a global trading and transshipment hub.

International auction houses, galleries and buyers have begun setting up in Asia in the past decade to

tap into the region's burgeoning visual arts industry, a development that bodes well for The Singapore Freeport. Said Alain Vandendorre, President and co-founder of The Singapore Freeport Pte Ltd: "The international market has been looking forward to the completion of this Fort Knox state-of-the-art facility with great anticipation. Ninety-eight per cent of our space is already fully allocated. The Singapore Freeport will be the perfect partner of international fine art collectors and dealers, auction houses, diamond dealers, museums, investors and sovereign

state collections looking for a safe, stable and secure location to store and trade their valuable collections and treasures.”

Taking advantage of the Freeport’s advanced technology and comprehensive services are Singapore-based art businesses, which are using the facility as a springboard to expand their regional activities. Fine arts auction giant Christies’ and homegrown art transporter Helu-Trans are both expanding their businesses to include the storage of artworks and collectibles at The Singapore Freeport. The high demand of The Singapore Freeport’s services reinforces Singapore’s status as a rising arts hub in the region.

Said Beh Swan Gin, Managing Director, Singapore Economic Development Board, “The Singapore Freeport is one of the world’s largest facilities dedicated to the storage of art and collectibles. It complements Singapore’s strong connectivity to the world and our reputation as a high-trust location, and strengthens our value proposition for international businesses looking to meet the needs of the art and collectibles market in Asia.”

Gateway to Contemporary Asian Art

Arts activities in Singapore have increased by 57 per cent over five years to 30,000 in 2008, with the country’s 52 museums attracting 6.5 million visitors in the same year. The success of The Singapore Freeport signifies a milestone achievement in the growth of Singapore’s art ecosystem - one that is built upon a diversity of dynamic arts players to create, produce and distribute the arts. New developments in Singapore’s art landscape include:

Art Stage Singapore

Singapore’s newest international art fair, slated for January 2011 at the Marina Bay Sands, will position the country as the art hub for Asia Pacific with former Art Basel director Lorenzo Rudolf at its helm. Featuring top artists and works from prestigious galleries within Asia and the world, Art Stage Singapore aims to provide a platform from which stimulating dialogues between the Eastern and Western art world can take place.

National Art Gallery

Targeted to open in 2014, the museum will contribute to Singapore’s push towards becoming a regional and international hub for visual arts. The institution will focus on the display, promotion, research and study of Southeast Asian Art. When completed, it will also own the largest public collection of Southeast Asian modern art in the world.



An artist’s rendition of arts belt, Gillman Village

Gillman Village

The rustic enclave, just 10 minutes from the Central Business District, is set to become a vibrant arts belt and will house auction houses, private museums, artists and galleries. Upon completion in 2012, Gillman Village will also be the location for service providers specialising in art storage, conservation, logistics, as well as art consultancy and investment businesses.

Arts Education

To grow the country’s creative talent pool, Singapore’s first national pre-tertiary independent arts institution, School of the Arts Singapore (SOTA), opened its doors in 2008 to offer an all-rounded creative arts education to talented youths aged 13 to 18.

At the tertiary level, LASALLE College of the Arts offers more than 20 diploma and degree courses across different disciplines while Singapore’s oldest arts school, Nanyang Academy of Fine Arts, nurtures talent with a focus on Asian art.

A Sustainable Art Renaissance

Together with The Singapore Freeport, these investments have put Singapore on the global arts circuit and will continue to form a foundation from which a more robust arts scene can flourish to serve Singapore and the region well. ■

Singapore emerges a key partner for logistics and SCM innovation in Asia

Investments in Singapore's logistics sector amounted close to S\$500 million in 2009.



Julian Ho, Assistant Managing Director, EDB (right) and Kelvin Wong, Director, Logistics, EDB (left) shared key developments in Singapore's logistics sector for 2009

As a top logistics hub in Asia, global companies and Asian enterprises in the logistics and supply chain management (SCM) sector are expanding their innovative and specialised activities in Singapore.

Despite a challenging year in 2009, Singapore's logistics and SCM sector continues to grow with new investments amounting to S\$481 million (US\$346.8 million) in total business spending. When fully implemented, these

investments are expected to contribute S\$207 million (US\$149.2 million) in value-added per annum.

“As global logistics and SCM companies seek to capitalise on Asia’s growth, Singapore’s world-class logistics capabilities and sophisticated lead market presents a strategic site for them to identify and respond to rising opportunities in Asia. We are delighted that many global and local companies are developing and implementing innovative and thought-leading SCM solutions from Singapore,” said Julian Ho, Assistant Managing Director, Singapore Economic Development Board (EDB).

Today, both global companies and Asian enterprises in the logistics and SCM sector have located strategic regional headquarters function, alongside manufacturers’ supply chain control towers and regional distribution centres. This co-location further helps to nurture a vibrant eco-system that accelerates the development and implementation of SCM solutions for the future in Singapore.

Home-Base for Strategic Regional Functions

In 2009, global logistics and SCM companies located strategic functions in Singapore that include regional headquarters, global business units and shared services. Key developments include Zuellig Pharma’s Specialty Solutions Group’s global headquarters for its new bio-logistics services in Singapore, and TNT’s new Regional Air Hub that offers innovative supply chain options by connecting the company’s air networks with its Asia Road Network. More recently, DKSH opened its Global Centres for Finance and Executive Training in Singapore.

Growing Base of Specialised Services

In addition, leading logistics companies also leveraged Singapore’s sophisticated lead market to develop specialised services that address their clients’ complex needs in Asia. In 2009, Zuellig Pharma and DHL launched specialised units to develop customised supply chain solutions for the growing biomedical industry in Singapore and Asia. More recently, World Courier broke ground for its new 135,000-square-foot regional distribution facility in Singapore. Complementing this development, Singapore Airport Terminal Services’ dedicated on-airport CoolPort @ Changi facility will address temperature-sensitive cold-chain needs. In chemical logistics, Horizon Terminals, and more recently, CWT and Stolt-Nielsen, expanded their specialised storage facilities. In addition, Singapore FreePort was launched with Christie’s Fine Art Storage Services and Helutrans Group offering customised services to fine art and collectible companies. In August

“We are delighted that many global and local companies are developing and implementing innovative and thought-leading SCM solutions from Singapore.”

- Julian Ho, Assistant Managing Director, Singapore Economic Development Board (EDB)

this year, Panalpina inaugurated its first dedicated oil and gas logistics facility in Singapore.

Developing Sustainable Solutions for the Future

Building on a world-class logistics sector and sophisticated lead market that controls key supply chains in Asia, Singapore facilitates the development of innovative sustainable solutions for the future today. A notable example is DHL’s recent collaboration with The Logistics Institute - Asia Pacific to set up the Sustainable Supply Chain Centre of Asia Pacific. TNT and Yamato Transport are also optimising their road networks to reduce carbon footprint via the Asia Road Network and TA-Q-BIN service respectively.

Commitment to Enhance SCM Excellence

The logistics and SCM sector is an important component of the Singapore economy. As Singapore moves towards becoming a distinctive, global city founded on an innovative economy and highly-skilled people, it remains committed to partner companies to drive innovation and develop talent, thereby accelerating the development of solutions for the future in Singapore. ■

Electronics industry on a growth spurt in 2010 and beyond

The backbone of Singapore's manufacturing sector, electronics is poised for a strong showing this year and the next.



Yeoh Keat Chuan, Assistant Managing Director, EDB (left) and Damian Chan, Director, Electronics, EDB (right)

Since its start in the 1960s, the city-state's electronics industry has grown from strength to strength and is a major player in the global electronics industry.

Singapore is the choice location for electronics companies to create and manage new markets and products. The city-state offers a total solutions environment for industry players, presenting them with an attractive value proposition. In turn, the presence of international players here has transformed the country

into a major electronics hub. The industry is a major reason for Singapore's economic growth. Consider the figures: Electronics investments amounted to S\$4.9 billion (US\$3.53 billion) in fixed asset investment (FAI) and S\$1.8 billion (US\$1.3 billion) in total business spending (TBS). These figures are back to pre-recession levels, and reflect investor confidence in Singapore's fundamentals of good governance, pro-business policies, established infrastructure and an educated and skilled workforce.

Strong Showing

Growth in the electronics industry is expected to remain strong for 2010 and beyond. Output for the industry shot up by 60.6 per cent year-on-year in the first quarter of 2010, as global demand increased and electronics manufacturers here expanded capacity. The uptick, driven by both manufacturing and services sectors of the electronics industry, also fueled a rise in job opportunities within the sector. The Singapore Economic Development Board (EDB) expects more than 4,500 skilled electronics jobs, including more than 2,000 HQ and R&D positions, to be generated from investments this year. Within electronics, the semiconductor sector posted the strongest showing of 89.3 per cent year-on-year, exceeding forecasts for the period.

“With strong performances from both manufacturing and services sectors of the electronics industry, we are optimistic about continued growth for the industry in 2010 and beyond,” said Yeoh Keat Chuan, Assistant Managing Director, EDB, who added, “We would also like to highlight the significant contribution from electronics-related services activities which include regional headquarters, control tower operations and R&D. These complement and strengthen the manufacturing sector.”

Testament to Singapore’s Competitiveness

Industry insiders see the resilience of the industry as a testament to the city-state’s sustained competitiveness. Many electronics companies based here were able to make timely investment decisions to take advantage

of the global economic recovery. For instance, in the fourth quarter of 2009, STMicroelectronics and United Microelectronics Corporation (UMC) announced plans to expand their Singapore fab capacities by 30 per cent according to the media briefing on electronics by the EDB. TECH Semiconductor and UMC also upgraded to industry-leading process technologies. This investment momentum is likely to continue beyond 2010, with companies pushing through with expansion plans that were put on hold because of the economic downturn.

Services is another area of growth within the electronics sector. Value added for electronics services increased at a compounded annual growth rate of 18 per cent from 2004 to 2008, accounting for 38 per cent of total electronics value-added or S\$8.4 billion (US\$6.06 billion) in 2008. Services value-added is expected to grow further as Asia becomes the focus for global electronics giants. And since Asia is also the fastest-growing market, industry insiders point to Singapore as the strategic choice for companies to set up regional headquarters to manage their expanding Asian portfolio. Aside from big multinational corporations, global small and medium enterprises (SMEs) also see Singapore’s advantages. For instance, global SMEs Inphi Corporation and Lattice Semiconductor set up Asian headquarters in Singapore to undertake functions like business development, production management, quality assurance and engineering support.

Research and development (R&D) is another area where electronics is gaining ground, accounting for 59 per cent of total private sector gross R&D expenditure, according to A*STAR. Electronics R&D is traditionally focused on developing cutting-edge processes to support manufacturing. This time around, companies are developing next generation components and products for developed markets and Asia. Increasingly, companies are also setting up R&D centres in Singapore to create products designed with the sophisticated needs of the Asian consumer in mind. This year, Infineon and Hewlett-Packard have set up R&D and design centres respectively to come up with solutions and products tailored to suit the needs of Asian markets.

Moreover, because they’re at the forefront of advanced technology, electronics engineers and researchers are well-positioned to push the envelope in coming up with innovation solutions in green electronics, bioelectronics, security and plastic electronics, all growth areas addressing future issues. ■

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- Yeoh Keat Chuan, Assistant Managing Director, EDB

Usha Martin's strategic growth plans for Singapore

The Indian company's fast growing global business gets a boost from Singapore's central location, excellent government policies and connectivity.

From its humble beginnings in 1961 as a wire rope manufacturing company in the mineral-rich state of Jharkhand, India, Usha Martin has evolved into a conglomerate with a major global presence. Today, the company has set high standards in manufacturing materials such as wire rods, steel wires, speciality wires, wire ropes, conveyor cords and cable machinery, among others.

The company is responsible for exporting over 60 per cent of the wire rope output and about 20 per cent of total wire rods produced worldwide.

Tapping On Singapore's Strengths

When Usha Martin first set up in Singapore in 2001, it was focused mainly on order fulfilment and growing its regional market share.

Because of the city-state's close proximity to India and Thailand - the company's manufacturing hubs - Singapore's role expanded to become Usha Martin's regional distribution centre in Southeast Asia and the Pacific. The Singapore office also managed the procurement and sale of raw materials and iron ore to the rest of the region. Currently, Usha Martin Singapore oversees the company's businesses in New Zealand, Australia, Indonesia, Vietnam, Myanmar, Malaysia, Korea, China, Kazakhstan and Pakistan.

"We chose Singapore because of its excellent port facilities, transparent government policies and low corporate tax rates," said Tapas Ganguly, Chief Executive Officer, Usha Martin Singapore Pte Ltd. He added, "The Singapore government's business-friendly approach and constant support, and especially the Singapore brand name which conveys strength, reliability and opportunity, were transpired merits that uphold our presence here as Usha Martin's key regional distribution centre."

Future growth plans for Singapore

Looking forward, the company plans to increase investments in its iron ore and coal mines, sinter plant, pellet plant and power plants, as well as strengthen its steel-making capabilities and value-added product offerings.

Usha Martin intends to make the Republic its corporate engineering knowledge centre for the global wire rope business, and expand its operations here to become the international headquarters for its overseas business. These plans will bring about additional investments of about US\$300 million (S\$416.04 million) in Singapore.

After almost a decade since setting up in Singapore, Usha Martin has grown from strength to strength. Its market share has increased from a mere five per cent to almost 50 per cent to date, testament of the successful partnership that Usha Martin has with Singapore. ■

Photo courtesy of Usha Martin



The Usha Martin regional headquarters in Singapore. The company has grown from strength to strength, to become a global conglomerate with major global presence

About the Singapore Economic Development Board

EDB is the lead government agency for planning and executing strategies to enhance Singapore's position as a global business centre and grow the Singapore economy. We dream, design and deliver solutions that create value for investors and companies in Singapore. In so doing, we generate economic opportunities and jobs for the people of Singapore; and help shape Singapore's economic future.

'Host to Home' articulates how EDB is sharpening its economic development strategies to position Singapore for the future. It is about extending Singapore's value proposition to businesses not just in helping them improve their bottom line, but also in helping them grow their top line. EDB plans to build on existing strengths and add new layers of capabilities to enable Singapore to become a 'Home for Business', a 'Home for Innovation' and a 'Home for Talent'.

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What is *Singapore: Future Ready*?

Singapore: Future Ready articulates Singapore's aspiration to be an ingenious partner for global businesses as they develop their ideas for tomorrow's solutions. We do so by recognising the value of long-term relationships, adopting a forward-looking approach, and taking on challenges with a can-do spirit. Against the backdrop of an ever-changing economic landscape, it also underlines Singapore's unique ability to help companies deliver solutions more quickly, with the right combination of talent, innovation, and strategic leadership.

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