



Singapore – Your Gateway to Asia

Elena Lee
Regional Director (Turkey & Central and Eastern Europe)

26 January 2021



AGENDA



- // About Singapore
- // Gateway to Asia
- // Successful Partnership with Singapore Companies
- // About Enterprise Singapore



About Singapore

About Singapore

Singapore through the years



1960s



1980s



Now

About Singapore

City in a garden



About Singapore

Singapore and its people

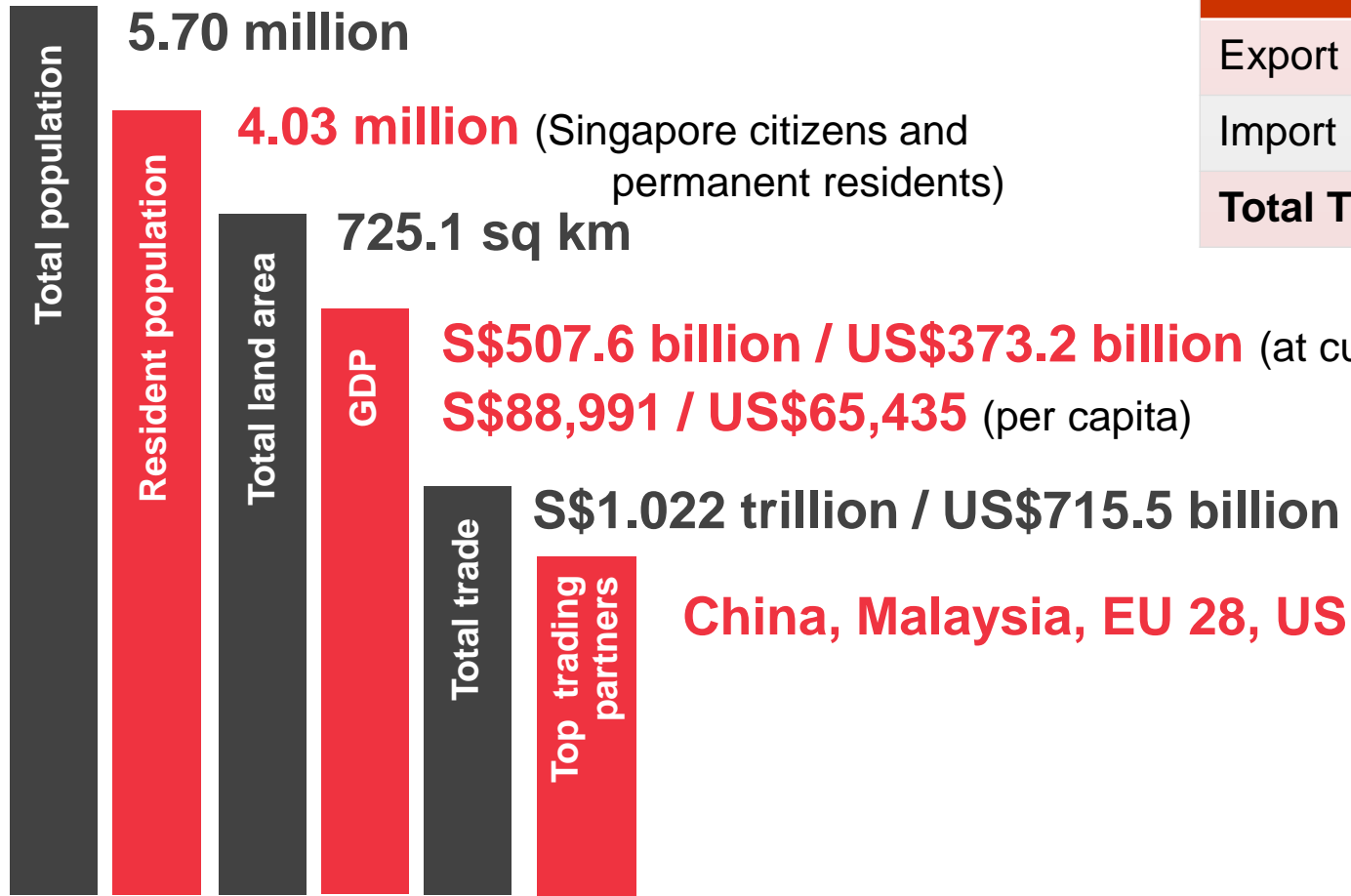


Multicultural Society



Highly-educated Workforce

Singapore snapshot 2019



Source: Department of Statistics, Statlink

Singapore's Annual Trade with Turkey

(value in USD thousands)

	2017	2018	2019
Export	525,318	512,047	663,509
Import	757,048	626,167	779,782
Total Trade	1,282,365	1,138,215	1,443,291

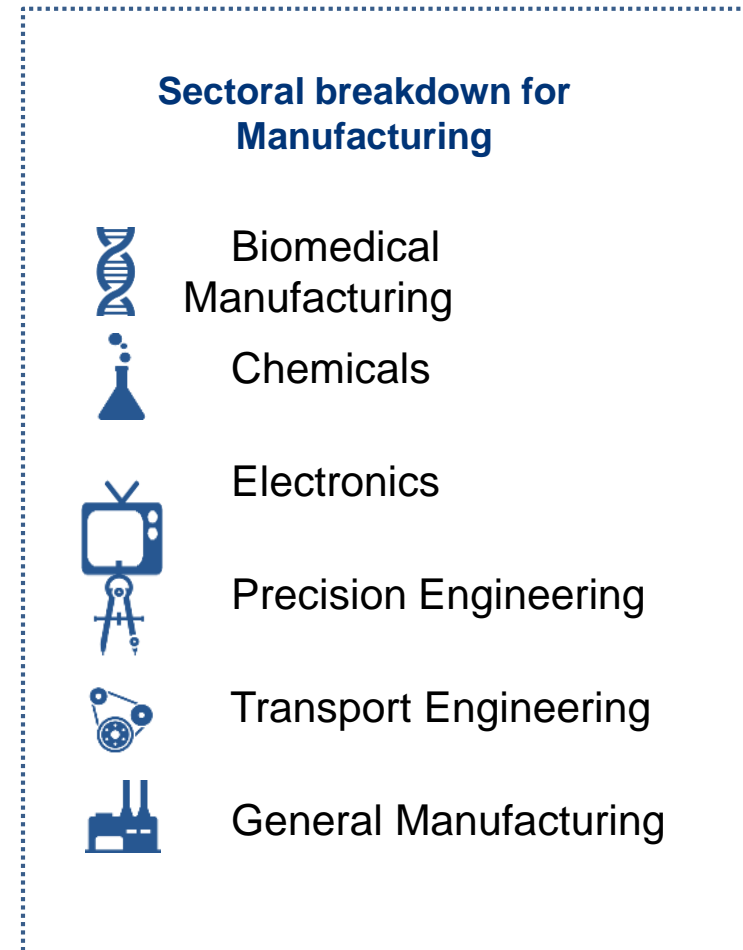
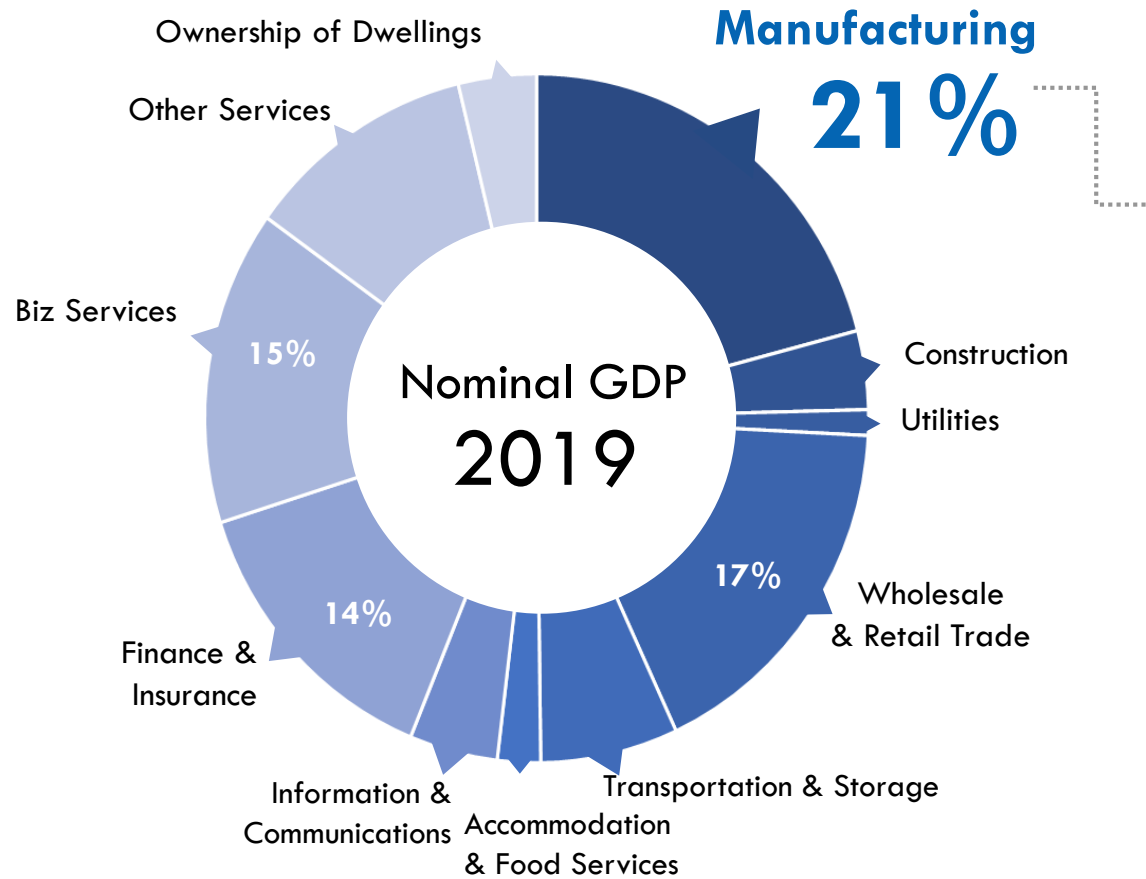
Top Singapore imports from Turkey:

- Iron & steel bars / rods
- Petroleum oils
- Articles of jewellery and precious metals

Top Singapore exports to Turkey:

- Pharmaceuticals
- Turbo jets & Propeller parts
- Aluminium and electronic integrated circuits

Key industries in Singapore



About Singapore

Singapore - place to be for startups around the world to develop innovative ideas and scale up



Increased entrepreneurial activity in tech sectors

3,400 Tech startups (2012) → 3,800 Tech startups (2017)



Increased venture funding activity & amounts

80 deals S\$186.9 million (2012) → 353 deals S\$10.5 billion (2018)

Singapore has an average deal size (S\$6 million) compared to the rest of Southeast Asia (S\$4 million)



6 unicorns in Singapore



BIGO LIVE

Supportive growth environment



> 100 Incubators/accelerators helping startups scale in Asia



> 300 venture capital investors with presence in Singapore



Asia's choice location for MNCs seeking innovation and technology opportunities



Partners with extensive regional reach



Suzhou Research Institute



MITSUI FUDOSAN



Global Innovation Alliance partners include:



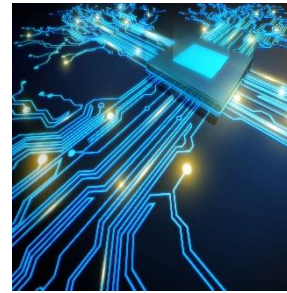
Examples of outstanding sectors in Singapore



BANKING & FINANCE

Among the world's top 5 global financial centres, home to > 1,200 local and foreign financial institutions

(Source: Global Financial Centres Index, 2019)



DIGITAL

Asia's top-ranked country in digital transformation, and 1st in digital infrastructure.

(Source: Asian Digital Transformation Index 2018)

ADVANCED MANUFACTURING

4th largest exporter of high-tech goods globally, in terms of value-add.

(Source: World Bank Data)



HUB SERVICES

46% of Asia RHQs are based in Singapore, across a diverse range of industries.

(Source: Singapore Business Review, as quoted in KPMG, "Budget 2018/2019 Report")



SUPPLY CHAIN & CONNECTIVITY

2nd busiest container sea port and 12th busiest air cargo hub in the world.

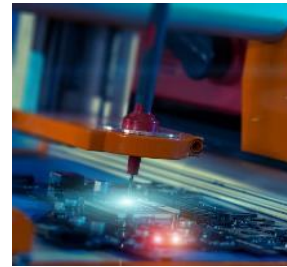
(Source: Lloyd's List 2017 – Top 100 Container Ports 2017; Airports Council International - World Airport Traffic Report 2018)



AEROSPACE

#1 aerospace city of the future globally.

(Source: fDI's Aerospace Cities of the Future 2018/19)



ELECTRONICS

Accounts for 25% of global semiconductor equipment output in 2017.

(Source: SEMI Global Industry Association)



ENERGY & CHEMICALS

Top 5 largest refinery export hub globally.

(Source: BP Statistical Review of World Energy 2019)



MARINE & OFFSHORE

Top maritime capital of the world.

(Source: Leading Maritime Capitals of the World Report, 2019)

Singapore in rankings



The world's **most competitive economy**

Global Competitiveness Report, World Economic Forum, 2020



Asia's **most digitally competitive country**

IMD World Digital Competitiveness Ranking, 2020



Top in Asia for **IP rights protection**

Global Competitiveness Report, World Economic Forum, 2019



Most **innovative country in Asia**

Global Innovation Index, 2020



One of the world's **easiest places to do business**

The World Bank, 2019



The world's top **smart city**

IMD Smart City Index, 2020

About Singapore

Singapore's strategic location

Air

- 16th busiest airport in the world
- Most connected airport in Asia, and 8th globally
- 100 airlines flying to 380 cities in 100 countries
- 7,400 flights every week

Sea

- Largest transshipment hub in the world
- 200 shipping lines with links to 600 ports in 120 countries
- 130,000 vessel calls annually



Just a 7-hour flight away from key markets

Singapore is a top investor into many Asian nations

Asia

DIA stock (end 2014):

S\$320.9 billion

Increase of 10.8% from 2013.

Singapore is the ...

#1 largest investor in China* - As of Dec 2015, Singapore's cumulative actual investment was US\$79.29 billion.

#2 largest investor in India - Singapore's cumulative investment was US\$43.17 billion from April 2000 to Dec 2015.

#1 largest investor in Indonesia – Singapore's cumulative investment stock reached S\$46.3 billion in end 2014.

#5 largest investor for manufacturing in Malaysia – Singapore has a cumulative investment stock of S\$39.4b at end 2014.

#2 largest investor in Myanmar – at the end of 2015, Singapore's total investment stock into Myanmar is US\$11.8 billion.

#5 largest investor in the Philippines – Singapore has a cumulative investment stock of S\$5.3b at end 2014.

#2 largest investor in Thailand – for 2015. At end of 2014, Singapore's total investment stock in Thailand stood at S\$19.2 billion.

#3 largest investor in Vietnam – in 2015, Singapore registered an investment stock of US\$38.1 billion across 1,663 projects.

(*) The China rankings exclude Hong Kong – which is counted as part of China – Macau, and offshore tax regimes such as BVI, Cayman Islands etc.

Source: Department of Statistics Singapore 2014. Also various national statistical offices and investment boards.

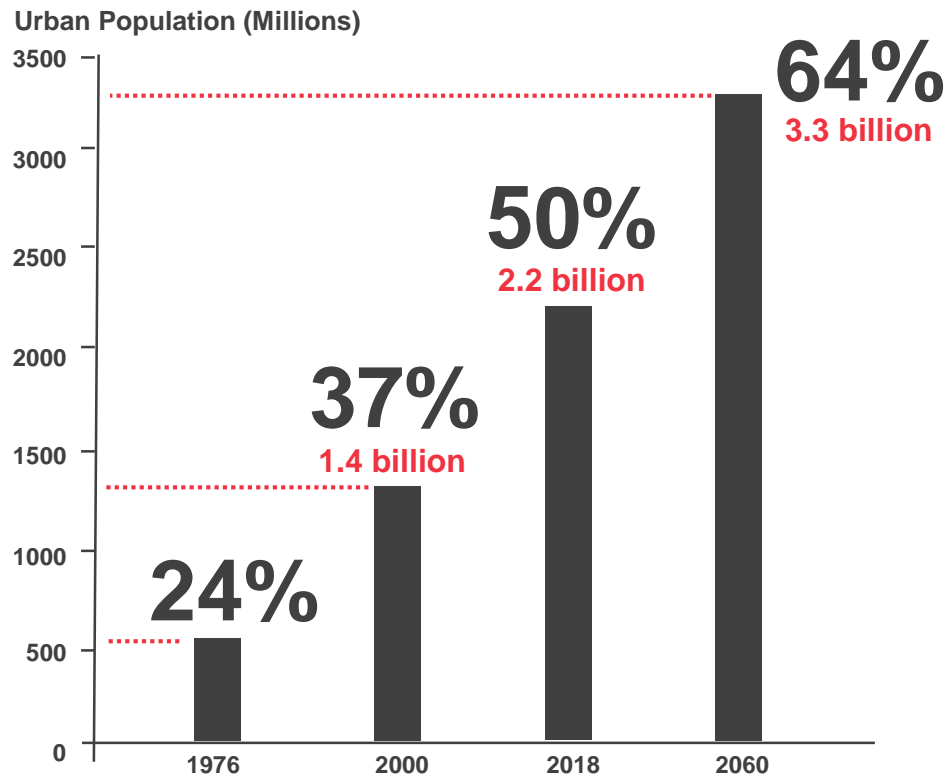


Gateway to Asia



Rapid urbanisation in Asia

Asia will have an urban population of 3.3 billion by 2050



 Asia's growing urban population

Source: World Population Prospects: The 2014 and 2018 Revisions

Potential of China's fast growing cities

1 billion

Number of people living in China's cities by 2030

1 in 5

City-dwellers around the world will be living in China by 2030

5 times

How much China's city-dwelling population has grown over the past 40 years

>100

Chinese cities have a population of over 1 million people today

6

Chinese mega-cities are home to over 10 million people today

8 in 10

Mega-cities around the world will be in China by 2030



¹ "Asia Mega Cities 2030", DBS, 2018

² "China is trying to turn itself into a country of 19 super-regions", The Economist, 2018

³ "You knew China's cities were growing but the real numbers are stunning", World Economic Forum, 2016

Southeast Asia as a hotbed of growth

4th largest

Economy in the world by 2030 – behind only the U.S., China and EU

710 million

Southeast Asia's projected population by 2030

99%

Of goods traded between ASEAN states are tariff-free

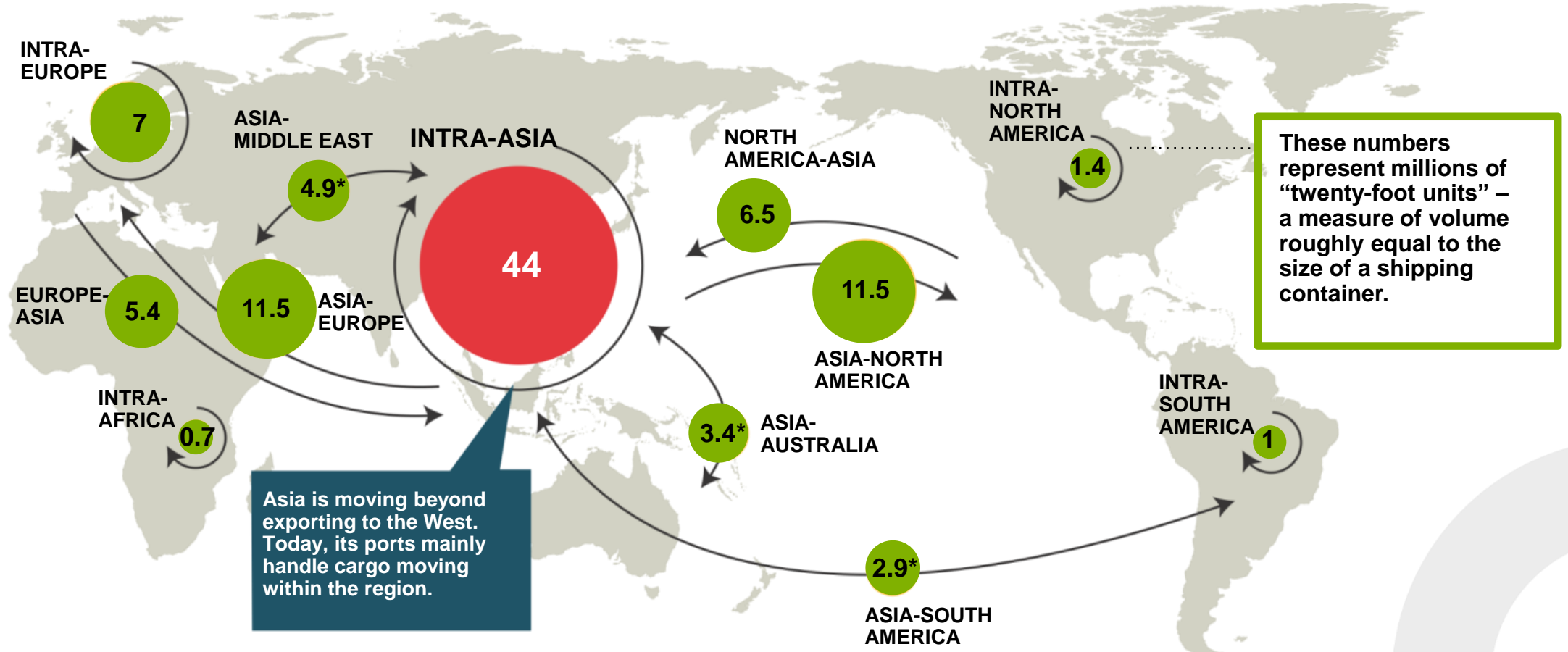
10

Countries that comprise ASEAN, the Association of Southeast Asian Nations



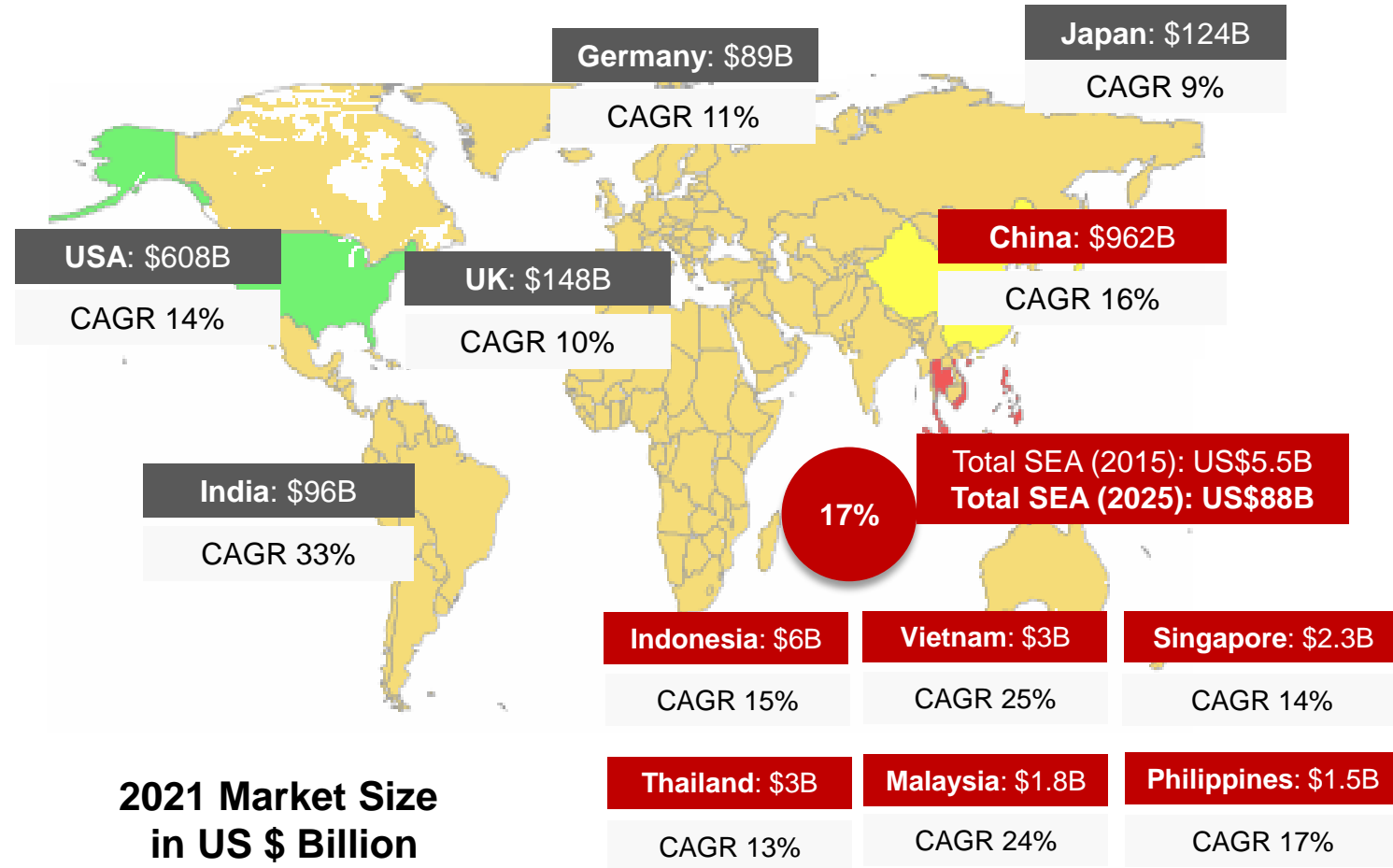
The rise of China and intra-Asia trade flows

44% of trade flows are Intra-Asia



Source: HBR, Jun 11 *Combined traffic in both directions

Asia's E-Commerce is experiencing rapid growth



- Asia is expected to contribute to **47%** of global cross-border eCommerce sales
- Cross-border eCommerce presents opportunities for brands and retailers

Singapore: Gateway to Asia's key markets



Why Singapore:

- Strategic location within Asia-Pacific
- Clear customs regulations
- Stable political and physical infrastructure
- Launchpad into Asia
- Strong logistics ecosystem for both B2B and B2C businesses



Global
Connectivity



International
Trading
Community



Financial
Hub



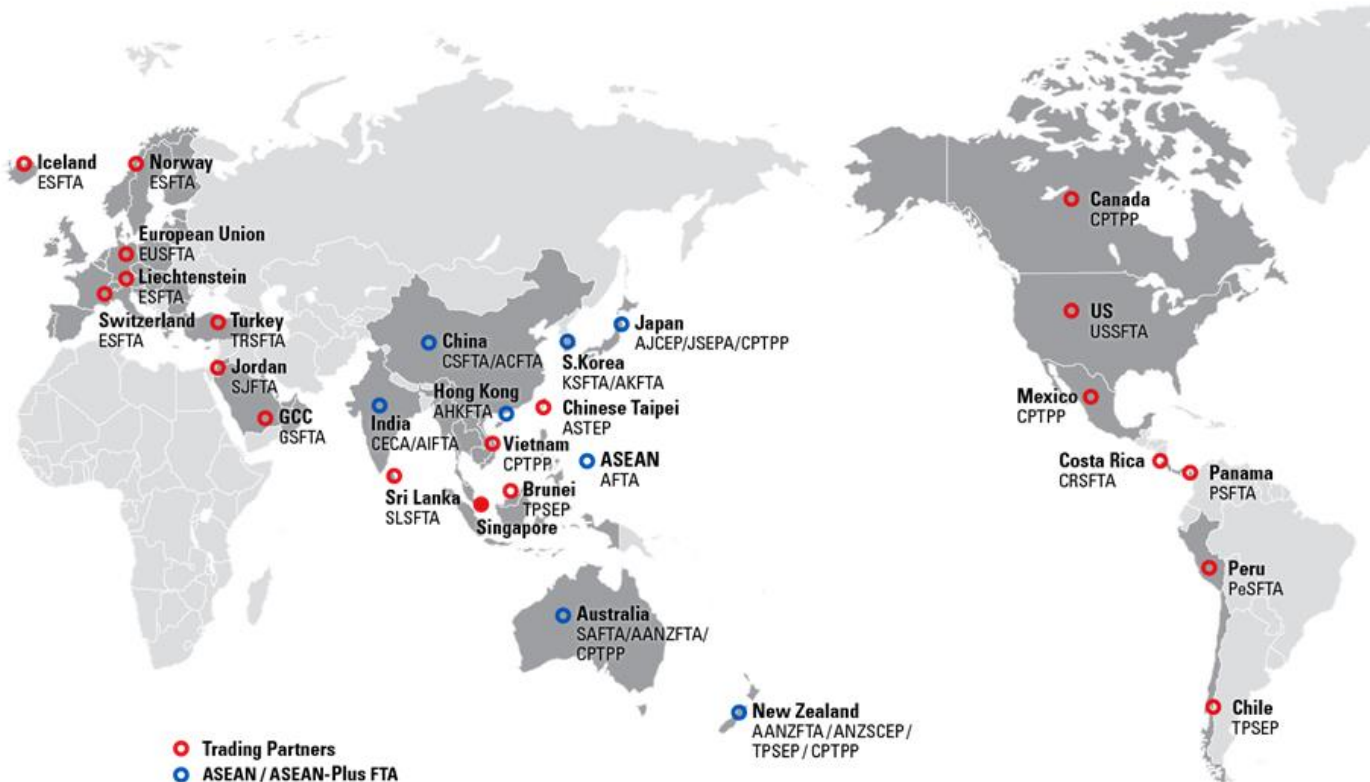
Multicultural
Workforce



Business-friendly
Environment

Gateway to Asia

Singapore's Network of FTAs/EPAs – 26 agreements in Force with 65 Trading Partners



Key Benefits of the RCEP Agreement

- ❖ Trade in Goods
- ❖ Non-Tariff Measures (NTMs) Provisions
- ❖ Rules of Origin
- ❖ Customs Procedures and Trade Facilitation
- ❖ Trade in Services
- ❖ Investment
- ❖ Electronic Commerce
- ❖ Intellectual Property (IP)
- ❖ Competition
- ❖ Government Procurement

Gateway to Asia

Today, Singapore is a global leader in key commodity sectors

ExxonMobil



TOTAL

LUKOIL
OIL COMPANY



JX Nippon Oil & Energy

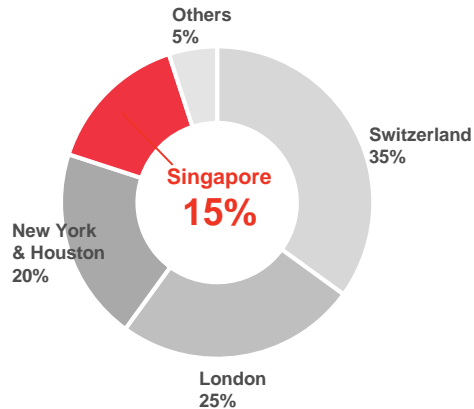


SINOCHM CORPORATION



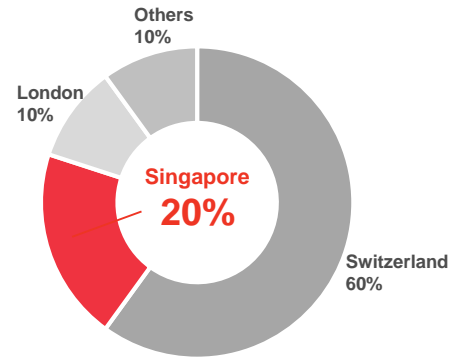
ENERGY

(4th largest trading hub)



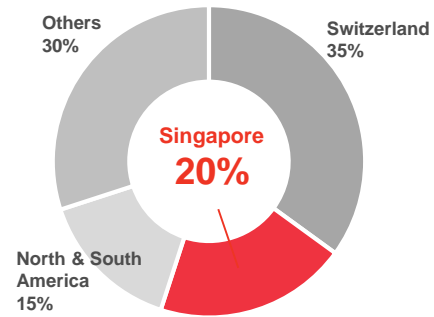
METALS

(2nd largest trading hub)



AGRICULTURE

(2nd largest trading hub)



Marubeni

BUNGE

Cargill

wilmar

MICHELIN

BRIDGESTONE

Olam



BT COCOA

ED&F MAN

STEMCOR
Every step in steel

bhpbilliton

RioTinto



ThyssenKrupp



BAOSTEEL

Materials Magic
Hitachi Metals

Successful Partnership with Singapore Companies



Singapore's success model

Public Private Partnership

Long-term partnering relationship between the public and private sectors to deliver services.



Test-Bedding

A conducive environment to rollout new solutions for testing and refinement with both the public and private sector before expanding into Asia and globally.



Internationalisation

With the expertise, Singapore companies then exports its solutions and products overseas.

Over the years, Singapore companies have built up strong capabilities and expertise in various industries



New Technologies for Environmental Solutions



World Class Transport & Logistics Services



Cities & Urban Planning



Manufacturing Capabilities



Hospitality & Education Services



Offshore Oil and Marine



Agri-Commodities and Food Produce

Successful Partnership with Singapore Companies

Example: Distribution and Logistics



World-class operator of 29 ports across 17 countries



GLOBELINK ÜNIMAR

Globelink Ünimar offers integrated logistics services.



Exporting the Changi Experience to over 20 airports worldwide



Singapore Airlines Cargo, with a global network to 71 cities in 37 countries, provides special shipment services from perishable cargo, to unaccompanied baggage, and dangerous goods.

Singapore companies as your partner for your Asia eCommerce strategy



eCommerce Services

- eCommerce marketplaces
- Webstore creation tools
- Channel management
- Data analytics
- Digital marketing
- Customer loyalty tools



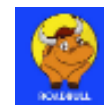
eCommerce Logistics

- B2C & omni-channel warehousing, inventory management and order fulfilment
- Last mile delivery
- Cross border logistics & custom clearance
- Excellent connectivity to SEA and China



ePayments

- FX hedging and settlement
- One stop access to major in-market payment wallets and major international payment gateways
- Provide online and offline payment gateways



Technology partners for cooperation

Environmental and Infrastructure Solutions



- Smart mobile waste solution that converts operational and hazardous biomedical waste into safe ash for landfill disposal



- 360° Solar PV Inspection and analytics solution using AI and drone technology



- Simulation on live construction sites for training purpose using virtual reality (VR) technology

Digitalization Solutions



- Digitise trade processes for commodity traders and banks using blockchain



- Artificial intelligence based software solutions to enable complex scheduling of personnel working shifts in healthcare and retail industries



- Secure file sharing, multi channel messaging platform, multi-cloud management



- An artificial intelligence advisory and incubator, to help build data-driven platforms that radically improve services.



- Cross border payment solutions for companies as well as individuals

Enterprise
Singapore

About Enterprise Singapore



We grow stronger Singapore enterprises



MISSION

Grow stronger Singapore enterprises by building capabilities and accessing global opportunities, thereby creating good jobs for Singaporeans.



VISION

A vibrant economy with globally competitive Singapore enterprises.



Drive enterprise transformation and growth



Strengthen Singapore as a global node for innovation and startups



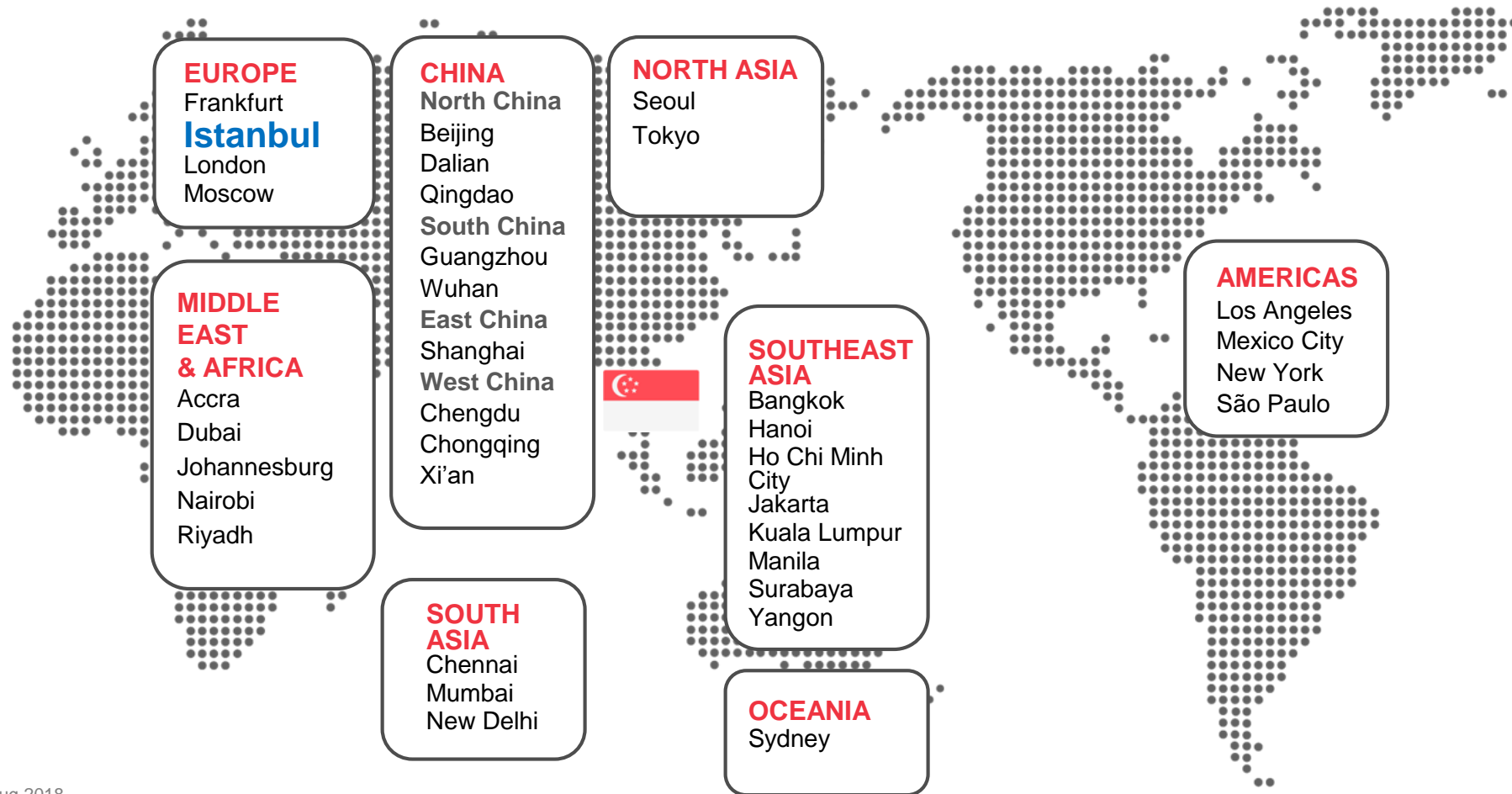
Develop Singapore as a top global trading hub



Build trust in Singapore products and services

Enterprise Singapore's global network


More than 35 offices worldwide



Updated as of Aug 2018

Enterprise
Singapore

Thank You

www.enterprisesg.gov.sg   

Ms Elena Lee
Enterprise Singapore
Levent Loft, Büyükdere Cad. No: 201, D:13,
Levent İstanbul 34394 Türkiye
elena_lee@enterprisesg.gov.sg