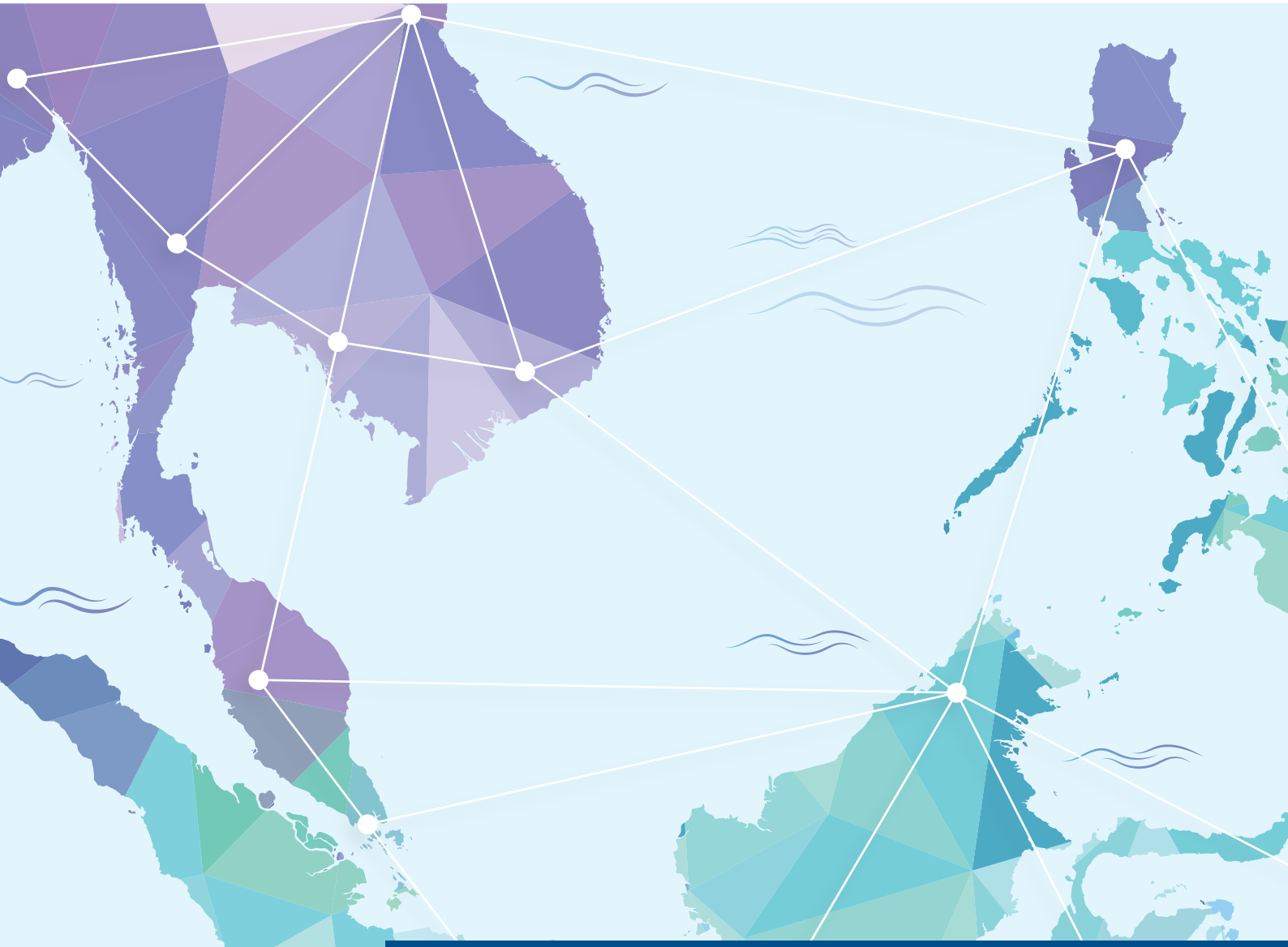
Emerging Stronger in a

Reconnecting World



Day of German Unity/ APK Special 2022

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On the Cover

For our Day of German Unity magazine this year, our theme is ***'Emerging Stronger in a Reconnecting World'***. After navigating two years of challenges brought about by the pandemic, the chamber is convinced that the future can only look stronger.

Our magazine also incorporates the *APK Special*. The APK Conference's objective is to provide a platform to deepen the dialogue on current economic developments in Europe and the Asia-Pacific region, as well as to build and strengthen personal and economic ties. Supplementing this objective is the APK Special, which comprises informative stories by the Germany Trade & Invest (GTAI), and content by sponsors of the APK 2022.

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Message

BY **MR JENS RÜBBERT**, PRESIDENT, AND **DR TIM PHILIPPI**, EXECUTIVE DIRECTOR, SINGAPOREAN-GERMAN CHAMBER OF INDUSTRY AND COMMERCE (SGC)

'Emerging Stronger in a Reconnecting World' is the theme for this year's Day of German Unity magazine. Reconnecting with the world after COVID-19 is a critical move for us to reinforce bilateral trade relations between Singapore and Germany and collaborations with our business partners. It will also help our member companies and clients to strengthen and stabilise their infrastructure and rebuild resilience in the event of potential threats or shocks.

It is now essential for businesses to maintain meaningful connections to thrive, and the SGC is committed towards identifying suitable approaches for members and clients and celebrating success stories in the new normalcy. Therefore, the chamber has continuously engaged members and partner organisations with various strategic events, business networking, delegations as well as professional development like the Industry Specialist AHK i4.0 training programme for specialists in engineering and manufacturing.

One of the highlights of our events this year was when we hosted a roundtable discussion with the President of the Federal Republic of Germany, Dr Frank-Walter Steinmeier, and the business delegation in Singapore. In participation were Singapore's Minister for Transport and Minister-in-charge of Trade Relations, Mr S Iswaran, along with senior officials and business representatives. This visit was an excellent opportunity for Singapore and Germany to explore its current trade agreement and new growth strategies in emerging areas that are of increasing importance to both countries. You can read more about President Steinmeier's visit in *SGC Highlights*, along with a comprehensive coverage of the chamber events that were attended by prominent guests and speakers.

We are also very pleased to be the local host of this year's Asia-Pacific Conference of German Businesses (APK) 2022, which will take place in Singapore on November 13–14. The conference will focus on Diversification and Sustainability as key trends in the coming years. The APK Special within this magazine seeks to furnish readers on German-Asian developments in trade, global connectivity partnerships, and high-technology exports in the Asia-Pacific region.

The chamber's aim for the year ahead is to strengthen our bilateral cooperation, reignite collaborations and embrace the digital realm through our activities so that businesses can thrive.

We would like to thank our member companies and clients for being an important part of our physical, digital and hybrid events, our speakers for sharing their indispensable experiences, and our Gold members for their continuous support in all that we do at the chamber. We would also like to extend our thanks and appreciation to the Association of German Chambers of Commerce and Industry (DIHK), the Federal Ministry for Economic Affairs and Climate Action (BMWK) in Germany, the German Embassy in Singapore and the Singapore Embassy in Germany, the SGC Board and staff for their dedication and solidarity demonstrated as the backbone of the chamber. We wish you all the best in the year ahead.

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Message | BY DR ROBERT HABECK

Vice Chancellor and Federal Minister for Economic Affairs and Climate Action

'Emerging Stronger in a Reconnecting World' – this theme of the Singaporean-German Chamber of Commerce and Industry is truly in tune with the times. First, the coronavirus pandemic presented us with major challenges such as supply chain shortages and travel restrictions. And now the Russian war of aggression against Ukraine and its implications are causing renewed supply chain disruption and a slowdown in global trade. To successfully manage this situation and emerge stronger from it, we need to make significant efforts and work with reliable partners. Together we are stronger! The reopening of the borders, which have been closed for a long time, is a first important step.

'Emerging Stronger in a Reconnecting World' also fits very well with this year's Asia-Pacific Conference of German Business (APK), the flagship conference of German foreign trade in the Asia-Pacific region. I am pleased that, after the 'APK Digital 2020', we will meet in person again on the 13th and 14th November in Singapore and I am very much looking forward to sharing ideas with you. I would also like to take this opportunity to express my heartfelt thanks to you, the staff of the Singaporean-German Chamber of Commerce and Industry, for all the hard work and efforts you have put in to make this conference possible. Your commitment and dedication not only make a valuable contribution to strengthening bilateral relations between Singapore and Germany, but also help to enhance the networking of German companies in the entire Indo-Pacific region.

The key topics of this year's conference are very important to me and will play a key role in the years to come: diversification, digitisation, sustainability and climate action. Singapore and Germany can learn a lot from each other here.

'Emerging Stronger in a Reconnecting World' – this is also a key focus of the EU's Global Gateway initiative, which will initiate projects for high-quality, sustainable infrastructure in the digital, energy, transport, health, education and research sectors worldwide and implement them through partnerships. With its networks and experience, Singapore is an excellent partner and hub for deepening the economic involvement of the EU together with the countries and regions of the Indo-Pacific!

Esteemed staff, esteemed members of the Singaporean-German Chamber of Industry and Commerce, I wish you every success in your continued important work and commercial activities. I very much look forward to meeting you at the APK in November.

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Message | BY MR S ISWARAN

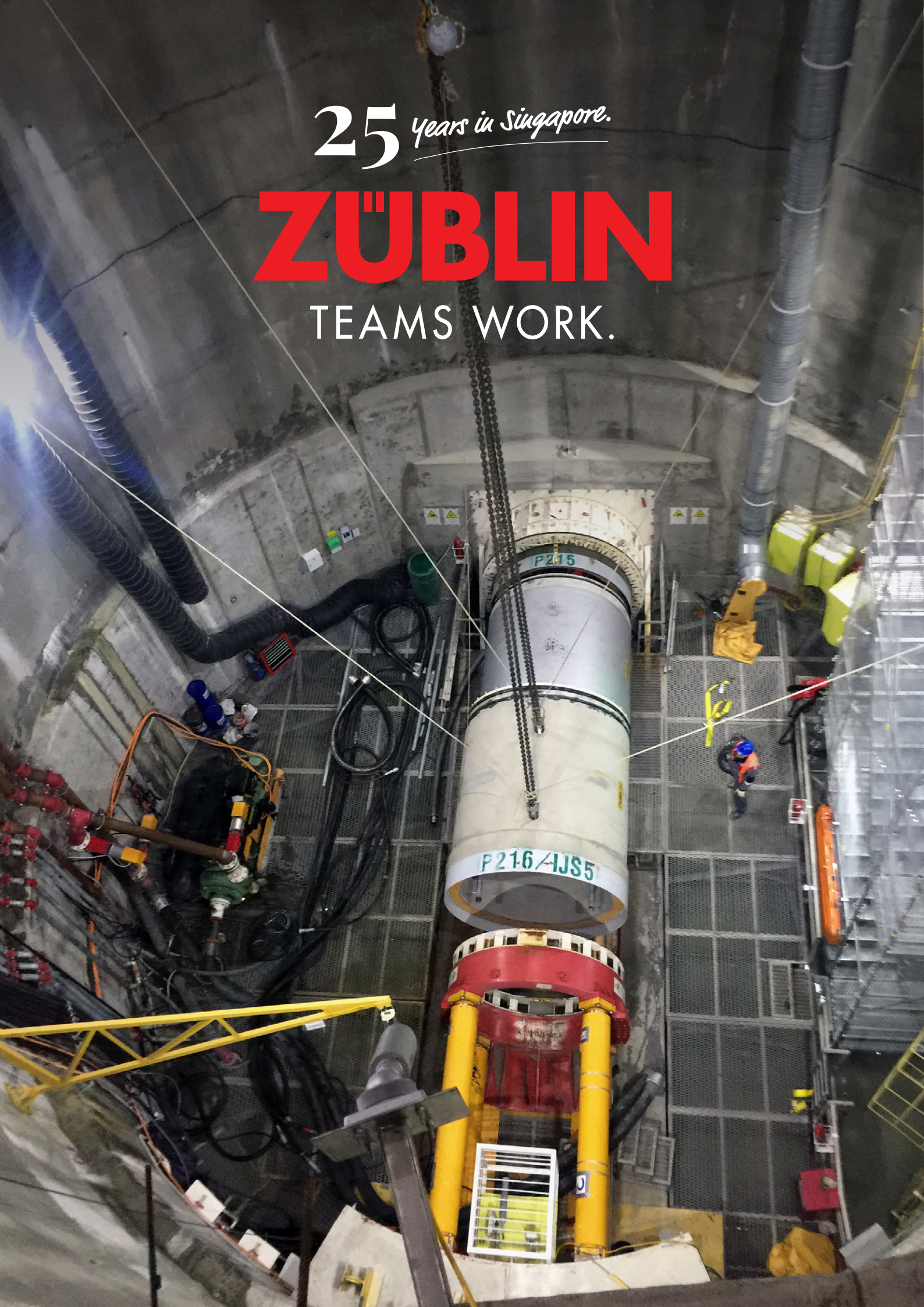
Minister-in-Charge of Trade Relations, Republic of Singapore

As the world starts emerging from the pandemic, it is important for countries and businesses to move fast in adapting to new trends and capturing new areas of growth. In Singapore, we further eased community and travel measures as our COVID-19 situation stabilised, and recently announced enhancements to strengthen Singapore's position as a global hub for talent. Germany has also been increasing economic engagement of this region. Even before the pandemic, German companies have been growing and expanding their operations here to access opportunities in the region, with Singapore as their base.

Bilaterally, Singapore and Germany have also been committed to find new ways to strengthen our economic ties and support businesses on both sides. We are working to conclude a bilateral economic framework this year that will further deepen collaboration in areas where we have already built strong partnerships, such as advanced manufacturing and mobility, as well as spur new opportunities for cooperation, such as in green technologies. I look forward to the signing of the economic framework and working with German companies on its implementation.

In addition, Singapore is glad to be hosting the upcoming 17th Asia-Pacific Conference of German Business (APK), the first in-person edition of the event in four years. This is a timely opportunity for German, Singapore, and regional businesses to forge new connections and refresh existing partnerships through face-to-face exchanges. This year's APK themes of diversification and sustainability will resonate strongly with its participants. Trade is the lifeblood of many countries in the region. Sustainability is an issue close to the heart of many and an emerging area presenting new growth opportunities.

The trials of the pandemic have taught us valuable lessons in managing future uncertainties and the importance of working amongst like-minded partners committing to upholding open and rules-based trade. I encourage German businesses to continue working with Singapore to seize new opportunities in the post-pandemic world. My thanks to SGC for organising the APK in Singapore this year, and its continued support in facilitating German and Singapore based companies' exchanges.



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Message | BY H E DR NORBERT RIEDEL

Ambassador of the Federal Republic of Germany to the Republic of Singapore

Dear Members of the Singaporean-German Chamber, and Friends of Germany,

How much has transpired over the past year! The strength of a relationship is tested during its most trying times. Now as we truly emerge from the pandemic, I can say that Singapore and Germany's relationship not only endured, but also grew stronger during these volatile times.

This special relationship between our countries was highlighted most significantly when Germany was chosen to pilot the Vaccinated Travel Lane one year ago. The VTL, which for many was the first sign of the light at the end of the tunnel, also marked the start of a reconnecting world. Since then, we have witnessed how our two countries and its people have emerged stronger together. This past year saw significant exchanges both on a political and economic level. Most notably, we were fortunate to host Federal President Dr Frank-Walter Steinmeier in June, where he characterised Singapore as a 'key partner' for Germany and a gateway into the region. The President's visit reiterated strong economic ties, as well as partnership in the areas of sustainability, digitalisation and advanced manufacturing amongst others.

Even during the pandemic, we saw a notable increase in German businesses in Singapore. We are proud to see German Mittelstand companies contributing to Singapore's '30 by 30' food production goal in the plant-based meats industry. Or larger MNCs setting up research and innovations facilities, providing hundreds of jobs to the local market. Such investments point to German companies' positive reputation also in training and professional development, well known all over the world. It affords for top talents to seek out German companies, knowing that their long-term growth and development can be assured.

Indeed, we are now in the midst of preparing for the highly anticipated 17th Asia-Pacific Conference of German Business (APK) in November. I would like to express our appreciation and full support to the Chamber for their leadership in the preparations, as well as for their initiative in displaying the potential of Singapore as the host country this year. Singapore is truly the best location for German businesses to expand into Asia. Having had the experience of being here in Singapore for some time, I look forward to seeing how each of you share your own experiences and lessons learned from your business in Singapore to the rest of Asia and beyond at the APK in November.

The Embassy has always been a strong supporter of the Chamber and we will work alongside each other for the best contributions to Singapore. I am confident that our cooperation will continue to be smooth-sailing and enjoyable, as I have myself experienced for more than two years here. I look forward to years of solid work together here in Singapore.

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Message | BY H E MR LAURENCE BAY

Ambassador of the Republic of Singapore to the Federal Republic of Germany

2022 is a landmark year for our bilateral relations across the board. It marks 50 years of direct aviation links since Singapore Airlines flew its first historic flight to Frankfurt on 3 August 1972. This year also saw a renewed intensity in exchanges at the highest political levels. President Frank-Walter Steinmeier made his second visit to Singapore in June; while Prime Minister Lee Hsien Loong and Federal Chancellor Olaf Scholz will meet when Singapore hosts the 17th Asia-Pacific Conference of German Business (APK) in November. These various developments send an unequivocal signal of our mutual commitment to deepen regional engagement, bringing Asia and Europe ever closer in the process.

Despite the pandemic, Singapore remained one of the top destinations for German companies looking to set up their regional hub in Asia. The number of German companies in Singapore increased over the last two years. Specifically, investments from Mittelstand companies seeking to develop their local R&D capabilities grew. Singapore's ability to earn and retain the trust of foreign investors, especially during challenging times, has differentiated us.

Indeed, even as we emerge from the pandemic, dark clouds are gathering on the economic horizon. Across the globe, many are grappling with rising inflation and interest rates, as well as the ongoing crisis in Europe and its disruptions to energy supplies and supply chains. These are unavoidable realities; what matters is how countries respond. As a global city and business hub, Singapore will continue to shore up international connectivity and supply chain resilience, by building on our extensive network of Free Trade Agreements (FTAs) and Digital Economy Agreements (DEA), while developing world-class infrastructure on our shores. Concomitantly, we will continue strengthening the ecosystem for international companies and start-ups by attracting and retaining top talent, investing in our local talent pool and workforce, and pursuing inclusive and sustainable growth.

Despite the adversities, export-oriented economies like Singapore and Germany can thrive if we remain open and connected to the world. The future trajectory of our relations is promising, and I hope that the SGC will continue to play an important role in this ever-strengthening bilateral partnership.

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Message | BY DR VOLKER TREIER

Chief Executive of Foreign Trade and Member of The Executive Board, Association of German Chambers of Commerce and Industry (DIHK)

Singapore's economic landscape is on good track to match pre-pandemic level. The lifting of COVID-19 related restrictions and the reopening of its international borders are essential to this progress. For German businesses, this step is extremely welcome and important for a regional economic centre like Singapore is for Southeast Asia. Those open boarders have led to the gradual resumption of tourism, commercial activities, and even large-scale meetings, conferences and exhibitions. I believe that this development will elevate manpower, partnerships and collaborations, logistics and supply chain operations for most industries. This is vital for German businesses as they seek to rise in the new post-pandemic environment.

Even with inflation, rising costs and geopolitical fractions that are imposing economic shifts, German companies continue to strengthen and even further establish their presence in Singapore. There are several reasons that support their decision. Globally, Singapore is viewed as a business-friendly environment with solid research and development infrastructure, stable legal and regulatory frameworks – to name a few. In addition, Singapore is also a 'Smart Nation' and an advocate of 'Industry 4.0', having embraced digital transformation and launched specialised training programmes for skilled technical professionals. This offers ample opportunities for Singapore and Germany to deepen collaborations in areas such as cyber security, energy efficiency or the digital economy.

As such, the Association of German Chambers of Commerce and Industry (DIHK) is very happy to be a pillar that reinforces the efforts of the German Chambers Abroad (AHK) globally in strengthening B2B as well as people-to-people connections in these flourishing industries and especially between our two countries.

It is also timely that the Asia-Pacific Conference of German Business (APK) will be taking place in Singapore in November 2022. This is an excellent platform for the private and public sector to have meaningful conversations on developments in Germany and the Asia-Pacific region, and how they can pursue sustainable growth through novel approaches and renewed collaborations. Therefore, I would like to thank the Singaporean-German Chamber of Industry and Commerce (SGC) as the local host of this year's conference, for their dedicated efforts in organising the APK Conference 2022.

In closing, I would like to extend my deepest thanks and appreciation to the Board members, members and staff of the Singaporean-German Chamber of Industry and Commerce for their tremendous efforts in keeping our network engaged with a multitude of events and informative resources. I wish everyone a bright and successful year ahead, and a prosperous future ahead for Germany and Singapore.

SGC Highlights

At the Singaporean-German Chamber of Industry and Commerce (SGC), we have steered the challenges of the COVID-19 pandemic to keep our members continually well-informed of industry developments. From physical events, we ventured into the digital realm to keep our audiences engaged with important business-centric discussions. After a time of reshaping and redefining our event engagements with the relaxation of Safe Management Measures (SMM), we have emerged stronger to bring back our physical business dialogues, bilateral forums, networking events, and training opportunities. With our commitment and resilience in 2022, we are very pleased to bring you enriching insights from key opinion leaders, ranging from government advisors to industry professionals.

Business Roundtable

[Seated from Left] Mr Jens Rübbert, President, SGC Board, Dr Frank-Walter Steinmeier, President of the Federal Republic of Germany, Mr S Iswaran, Minister for Transport and Minister-in-charge of Trade Relations, Republic of Singapore, and Anja Hajduk, State Secretary of the Federal Ministry for Economic Affairs and Climate Action.

Visit of the President of the Federal Republic of Germany, Dr Frank-Walter Steinmeier, 15 Jun 2022

Taking part in the Business Roundtable discussion in 2022 were Anja Hajduk, State Secretary of the Federal Ministry for Economic Affairs and Climate Action, Dr Frank-Walter Steinmeier, President of the Federal Republic of Germany and his accompanying business delegation, Mr S Iswaran, Minister for Transport and Minister-in-charge of Trade Relations of the Republic of Singapore, members of the SGC, and invited guests from the Singapore business community.

Amongst others, Ms Marika Lulay from GFT Technologies AG and Dr Ullrich Wegner from Peter Cremer Holding GmbH & Co. KG shared their rationale for choosing Singapore as their regional headquarters. Piyush Gupta, Chief Executive Officer (CEO) of DBS Bank explained why Singapore is very well positioned for doing business in Southeast Asia and the Asia-Pacific region. Dr Tim Philippi, Executive Director of the SGC, presented key takeaways from the first part of the business roundtable to the Federal President, Minister Iswaran and the remaining delegates. He summed up the ample opportunities that were available to Singaporean and German companies in areas such as digitalisation, cybersecurity, R&D, high-end manufacturing, green technologies, logistics and shipping.

This was an excellent afternoon for deepening the Singapore-German business relations. We look forward to more fruitful collaborations between our countries.

Bilateral Forums & Regional Events

German-Singaporean Plastics Recycling Forum, 15 Oct 2021

SGC had the pleasure of hosting the hybrid German-Singaporean Plastics Recycling Forum as part of the three hybrid forum series in 2021. Mr Desmond Tan, Minister of State, Ministry of Home Affairs and Ministry of Sustainability and the Environment, was the keynote speaker and shared on Singapore's transition to zero waste, the significance of plastics waste as one of Singapore's largest waste streams, as well as the need for international partnerships.

Mr Jens Rübbert, President, SGC, Mr Desmond Tan, Minister of State, Ministry of Home Affairs and Ministry of Sustainability and the Environment, and H E Dr Norbert Riedel, German Ambassador to Singapore.

During the event, Mr Jens Rübbert, President, SGC, handed over the Chamber's newly published Singapore Green Plan 2030 – featuring sustainability opportunities for companies to Minister Tan. Also in the programme were discussions on Germany's regulatory framework and a high-ranking panel session on 'The Journey of Plastics Recycling and Future Vision'.

Scan this QR Code to read the Singapore Green Plan 2030

German-Singaporean E-Mobility Forum 2021: Driving Together with Innovative Solutions, 29 Oct 2021

The German-Singaporean E-Mobility Forum began with the showcase of four e-vehicles from Audi, BMW, Mercedes-Benz, Porsche and a Bosch powered E-Bike in front of the Conrad Centennial where the E-Mobility Forum was held. Guests had the opportunity to view in proximity all e-vehicles and had the chance to ask e car manufacturers about technical details.

In a dialogue with Martin Hayes, SGC Automotive Committee Chairman, Mr S Iswaran, Singapore Minister for Transport highlighted the main goals for E-Mobility that were laid out in the Green Plan 2030 by the Singapore government. He further discussed about private and public sector initiatives such as deploying up to 60,000 EV charging points in Singapore by 2030, with 40,000 in public carparks and 20,000 in private premises, as well as electrical power generation and alternate sources of energy.

Following the speeches were two high-ranking panel discussions on E-Mobility topics. 'The Infrastructure Perspective' elaborated on examples that showed Singapore's precise direction in encouraging the adoption of e-cars and providing more charging points for e-car owners. As for the panel discussion on 'The Car Manufacturers' Perspective', German car manufacturers appealed to other OEMs to make their charging points available to all e-cars. The key takeaway of the E-Mobility Forum was that e-vehicles are the future and might very well be the mainstream automotive choice in the foreseeable future.

Mr S Iswaran (third from right), Minister for Transport and Minister-in-charge of Trade Relations of the Republic of Singapore, as he views the e-vehicles from renowned automotive manufacturers parked in front of the Conrad Centennial.

The 5th German-Singaporean Financial Forum with the theme 'Different Actors, Different Actions, One Goal – Our Common Path to Implement the Global ESG Agenda', 29 Nov 2021

Ms Indranee Rajah, Second Minister for Finance, Second Minister for National Development and Minister in the Prime Minister's Office, was the Guest-of-Honour at the 5th German-Singaporean Financial Forum. She shared the government's viewpoints on Singapore's Sustainable Finance Action Plan.

Financial experts like Mr Niall Bohan from the European Commission also informed participants on the impact of the ESG agenda to future investments that would open business opportunities. Dr Eva Wimmer from the German Finance Ministry shared how investments in the ESG agenda are crucial to development and sustainability.

Renowned speakers included Mr Matthias Rebellius, Managing Board Member from Siemens AG, Prof Dr Joachim Wuermeling, Member of the Executive Board from Deutsche Bundesbank, Ms Anita Varshney, Global Vice President, Strategy SAP Sustainability, and Mr Ritesh Maheshwari, Managing Director APAC Head of Market Outreach, Standard and Poors Global Ratings. The speakers commented on various topics and challenges for firms and governance alike, and elaborated that environmental, social and governance will play an increasing role for successful business operations.

[Standing from Left] Mr Jens Rübbert, President of SGC Board, Ms Indranee Rajah, Second Minister for Finance, Second Minister for National Development and Minister in the Prime Minister's Office, and H E Dr Norbert Riedel, German Ambassador.

Mr Martin Wehling, General Manager/Managing Director at DZ Bank AG, Singapore Branch and Co-Chair of the SGC Banking Committee, moderating a panel session with Mr Ritesh Maheshwari, Managing Director APAC Head of Market Outreach, Standard and Poors Global Ratings.

Recover Together, Recover Stronger – Intertwining Policy and Business in the Indo-Pacific, 5 Oct 2021

[From Top Left in screenshot] Dr Dino Patti Djalal, Founder of the Foreign Policy Community of Indonesia and Former Indonesian Ambassador to the United States, Bilahari Kausikan, Chairman, Middle East Institute, National University of Singapore, Shirley Qi, President of SEAANZ Region, Evonik, H E Dr Norbert Riedel, German Ambassador to Singapore, James Crabtree, Executive Director at the International Institute for Strategic Studies, Marco Neelsen, CEO of Port of Tanjung Pelepas, and Prof Dr Axel Stepken, Chairman of the Board of Management, TÜV SÜD AG, Chairman of the Executive Committee of OAV. Mr Jens Rübbert, President of SGC Board, was also part of the panel discussion.

In 2020, the German government published the policy guidelines on the Indo-Pacific to expand its co-operation within the region. The guidelines emphasise the importance of Southeast Asia as part of further diversifying Germany's and the EU's relations with the region.

The German Embassy and the SGC jointly organised a webinar on the topic 'Recover Together, Recover Stronger – Intertwining Policy and Business in the Indo-Pacific' on 5th October from 4.00–5.30pm. A panel of renowned speakers discussed a major aim of the guidelines, which is to avoid unilateral dependencies by diversifying partnerships and how to further intertwine policy making and enterprises.

The session was moderated by Mr James Crabtree, Executive Director of the International Institute for Strategic Studies, Singapore.

Annual General Meeting, Conferences & Dialogues

Annual General Meeting, 23 Mar 2022

Congratulations to our 2022/2023 Board, which was announced at the SGC Annual General Meeting 2022. The SGC would like to thank all members who joined the AGM at the Shangri-La Singapore.

The 2022/2023 SGC Board Members.

[Standing from Left] Ms Shirley Qi from Evonik (SEA) Pte Ltd (SGC Vice President), Ms Andrea Lorenz from Richard Wolf Singapore Pte Ltd, Mr Friedhelm Best from HIMA Asia Pacific Pte Ltd, Dr Thai Lai Pham from Siemens Pte Ltd, Dr Burkhard Ziegenhorn from Deutsche Bank AG, Singapore Branch (SGC Honorary Treasurer), Mr Holger Lindner from TÜV SÜD Group, Mr Jens Rübbert (seen on screen), SGC President, and from Landesbank Baden-Württemberg (LBBW), Mr Martin Hayes from Robert Bosch (South East Asia) Pte Ltd (SGC Honorary Secretary), Dr Claus Trenner from Luther Corporate Services Pte Ltd (SGC Vice President), Mr Sam Chee Wah from Feinmetall Singapore Pte Ltd, and Dr Tim Philippi, Executive Director, SGC. Board Member(s) not in photograph: Ms Sabrina Winter, Lufthansa.

Scan this QR Code to read the SGC's Annual Report 2021

SGC Business Conference with Singapore Minister of Trade and Industry, Mr Gan Kim Yong, 23 Mar 2022

Following the AGM, we had a highly interactive SGC Business Conference with Mr Gan Kim Yong, Minister for Trade and Industry. He spoke on the topic of the 'Singapore Economy 2030 Strategy' and focused on the government's initiative to grow trade activities, including Germany and German companies. Minister Gan also shared his insights with members during the Q&A session.

[From Left] Dr Tim Philippi, Executive Director, SGC, with the Guest-of-Honour, Mr Gan Kim Yong, Minister for Trade and Industry, taking questions at the SGC Business Conference.

SGC Dialogue: The Current Manpower Situation in Singapore, 23 Nov 2021

[From Left] H E Dr Norbert Riedel, German Ambassador, Ms Gan Siow Huang, Minister of State for Manpower, Dr Tan See Leng, Minister for Manpower, Mr Jens Rübbert, President, SGC Board and Dr Tim Philippi, Executive Director, SGC.

We were very pleased to host our Guests-of-Honour, Dr Tan See Leng, Minister for Manpower, and Ms Gan Siow Huang, Minister of State for Manpower, at the SGC Dialogue session. Both engaged in a dialogue with SGC members and answered their questions regarding employment topics.

Minister Tan explained the current complicated situation for companies, employees, and regulatory bodies alike. He assured that Singapore will remain open to foreign talent, which should always complement the local workforce. There are about 2,000 German companies in Singapore, and they employ approximately 45,000 staff, the majority of whom are local employees.

SGC Dialogue with Dr Koh Poh Koon, Senior Minister of State and Ms Gan Siow Huang, Minister of State Ministry of Manpower (MOM) Singapore, 25 Apr 2022

Members of the SGC had an exclusive opportunity to engage with Dr Koh Poh Koon, Senior Minister of State for Manpower, and Ms Gan Siow Huang, Minister of State for Manpower, on current and future hiring policies and raised manpower-related queries. The chamber also presented the findings from its first Manpower Survey 2022 to supplement the remarks shared during the discussion.

In addition, the Ministry of Manpower (MOM) introduced and explained the new point-based system (COMPASS) for hiring talent which provided SGC members better clarity on MOM's new process.

[From Left] Ms Gan Siow Huang, Minister of State for Manpower, and Dr Koh Poh Koon, Senior Minister of State for Manpower, and Mr Jens Rübbert, President, SGC Board taking questions on current and future hiring policies and manpower-related queries at the SGC Dialogue.

B2B Networking & Knowledge Exchange Sessions

'Meet-the-Chamber', 9 Mar 2022

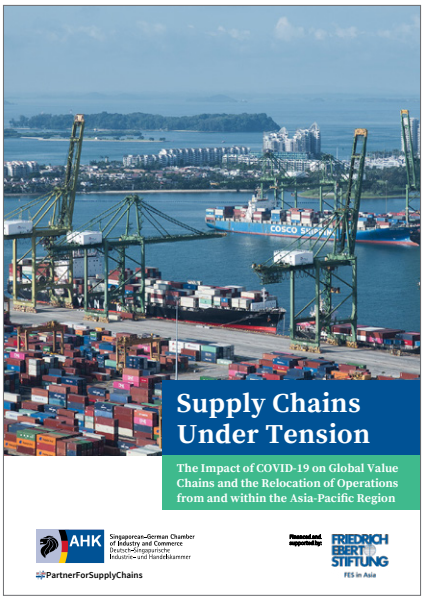
The annual 'Meet-the-Chamber' event was held this year to honour our Board and Advisory Council members, Gold members and advertisers. We are very grateful for their support and presented the tokens of appreciation to our Gold Members and advertisers.

We also welcomed Ms Jacqueline Poh (seen in picture), Managing Director of the Economic Development Board, Singapore, to speak on the topic of 'How the business landscape in Singapore is to change post-COVID, and areas where German companies can partner Singapore'.

Ms Poh was later presented with SGC's newly launched Regional Paper 'Supporting Singapore's Way Ahead – A German Business Perspective'. The Regional Paper covered comprehensive insights on safeguarding Singapore's hub function in the medium and long run, as well as current industry trends, opportunities, risks, and policies that are important for German companies in Singapore.

Scan this QR code to read our Regional Paper

Supply Chain under Tension – The Impact of COVID-19



A study by the SGC in partnership with Friedrich-Ebert-Stiftung (FES) shone the spotlight on the changing nature of global value chains in the Asia-Pacific region during the COVID-19 pandemic.

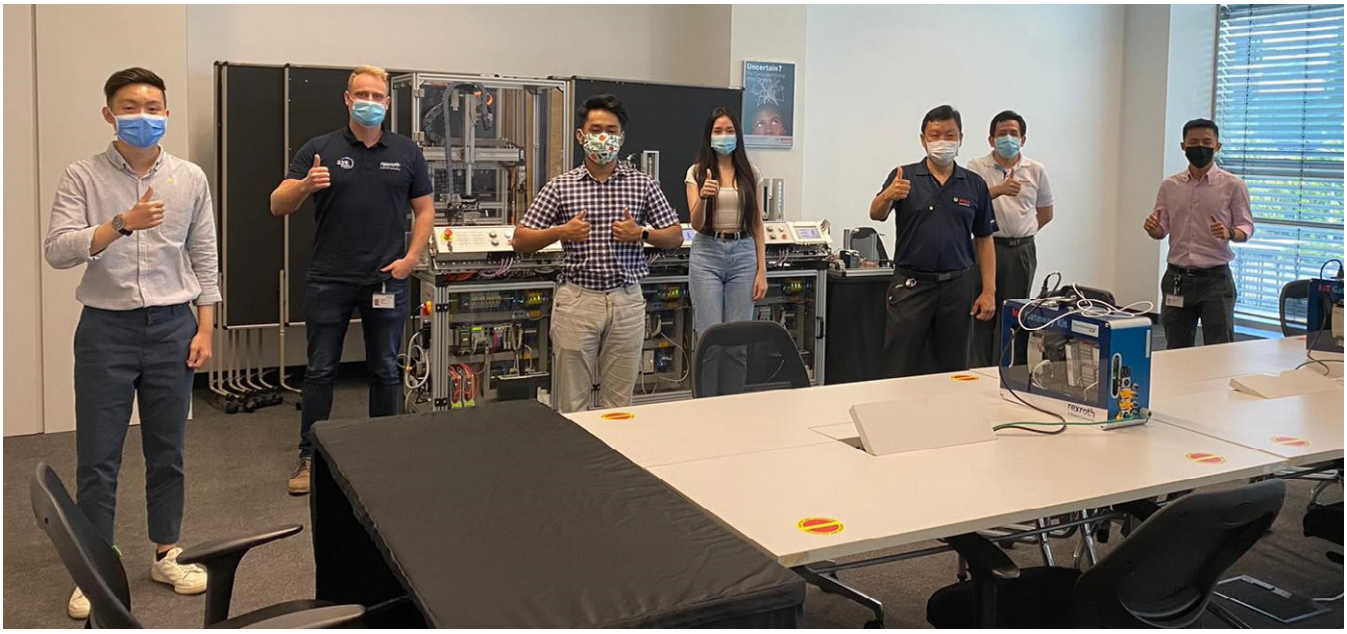
The study offers a comprehensive data set from surveyed companies in the APAC region, summarising the impact of COVID-19 on their supply chains as well as existing and planned operational and strategic response measures. With 337 participating companies throughout the German Chamber (AHK) Network in the Asia-Pacific region, the report provided a uniquely comprehensive data set showing how businesses are coping with the COVID crisis and preparing for the *new normal*.

Scan this QR code to read the Study Report

Industry 4.0 Specialist Training & High-voltage Training Programmes

About the Industry 4.0 Specialist Training Programmes

With the rapid growth of Industry 4.0, a specialist training programme has been initiated by the SGC in collaboration with Bosch Rexroth and Singapore Polytechnic. The training course provides specialists with the necessary skills to support devising, selecting and implementing methods and technologies for Industry 4.0 in workplace environments. After completion of the course, a certificate will be issued by the SGC. Depending on their initial qualifications and experience, these specialists will be able to carry out and coordinate projects independently.



The SGC's Specialist Industry 4.0 training, in cooperation with Bosch Rexroth and Singapore Polytechnic, hosted eight attendees who were trained in three subject areas, namely I4.0 business models in logistics, technologies used for I4.0 and HR aspects of I4.0.

Training for the Specialist Industry 4.0, 8–24 Sep 2021

The SGC, in cooperation with Bosch Rexroth and Singapore Polytechnic, launched the first training for Specialist Industry 4.0 in July 2021. Eight participants were taught the fundamentals of Industry 4.0 (I4.0). They were also trained in three subject areas, namely I4.0 business models in logistics, technologies used for I4.0 and HR aspects of I4.0. At the end of the course, each student had to prepare concrete projects that they planned to implement in their respective companies, applying what they learned on the subject areas. Their projects were presented to examiners that graded them for their efforts.

The second batch of trainees had their training in September and exams in November 2021. All participants from the first and second batches passed! The SGC is proud to be a strategic partner for this high-level specialised training for future skills in Singapore.

Kick-off for High-voltage Training at Porsche Singapore, 5 Apr 2021

After five days of intensive training and two days of testing, a group of professional trainers from Audi and Porsche has mastered their training skills for 'Expert for High Voltage on Vehicles' and 'Working under High Voltage'. They are now equipped with the necessary know-how in maintaining and repairing electric batteries of cars. Protective gear along with very careful handling of the batteries ensures the safety of the trainers and mechanics. This training is a pilot project with the strategic partners Porsche AG Germany, German Association of Chambers of Commerce and Industry (DIHK), American Chambers of Commerce and the SGC.

Seen in this picture are professional trainers from Audi and Porsche, during the 'Expert for High Voltage on Vehicles' and 'Working under High Voltage' sessions. This training is a pilot project with strategic partners Porsche, DIHK, AmCham, and the SGC.

Meet-the CEO & Breakfast Briefings

Meet-the-CEO Series with Prof Dr Axel Stepken, Chairman, Board of Management, TÜV SÜD AG, 17 Feb 2022

SGC was very pleased to host Prof Dr Axel Stepken, Chairman, Board of Management, TÜV SÜD AG at the Shangri-La, Singapore in our Meet-the-CEO series which kicked off in February. On the topic of Sustainability and its increasing importance for Companies, Prof Stepken spoke about sustainability and digitalisation being trending subjects for TÜV SÜD and most companies and added that both internal and external sustainability were equally important aspects.

Prof Dr Axel Stepken, Chairman, Board of Management, TÜV SÜD AG, spoke on the topic of Sustainability and its increasing importance for Companies at the SGC's Meet-the-CEO session in February 2022.

Mr Oliver Steil, Chief Executive Officer of TeamViewer, highlighted Augmented Reality as a crucial tool in digitally transforming jobs and enhancing productivity, during the SGC's Meet-the-CEO event in April 2022.

Meet-the-CEO Series with Mr Oliver Steil, Chief Executive Officer, Teamviewer, 5 Apr 2022

Augmented Reality (AR) was a topic of focus at the SGC's Meet-the-CEO event with Mr Oliver Steil, Chief Executive Officer of TeamViewer. Mr Steil presented on the topic of 'Mind the Gap: How Can Deskless Workers Reap the Benefits of the Digital Revolution'.

According to Mr Steil, AR holds a crucial role in digitally transforming the jobs of blue-collar workers and enhancing productivity. He also elaborated on the openness of companies in the APAC region in adopting disruptive technologies, and the importance of a well-functioning ecosystem of businesses in order to drive digital transformation.

Meet-the-CEO series with Mrs Veronika Bienert, Chief Executive Officer, Siemens Financial Services, 18 May 2022

[From Left] Mrs Veronika Bienert, Chief Executive Officer of Siemens Financial Services, and Dr Claus Trenner, Vice President, SGC Board, during a discussion at the SGC's Meet-the-CEO series in May 2022.

SGC members engaged in a lively discussion with Mrs Veronika Bienert, Chief Executive Officer of Siemens Financial Services, at our third Meet-the-CEO series in May this year. Mrs Bienert shared the role of Siemens Financial Services as part of Siemens group during the session. The company's focus is in the areas of automation, renewables, improvement of carbon footprint, energy transition & sustainability projects. Smart fish farming to upscale local production and pioneer work on 'energy as a service solution' are just two of the many projects Siemens Financial Services is engaged in.

Breakfast Briefing with Ms Hanna Hennig, Chief Information Officer, Siemens AG, 24 Aug 2022

During the SGC's Breakfast Briefing at the Goodwood Park Hotel on 24th August 2022, our guest speaker, Ms Hanna Hennig, CIO of Siemens, explained how Siemens is accelerating its Digital Sustainable Transformation plans for sustainable growth and digitalisation.

Ms Hennig shared that digital sustainable transformation is a crucial part of reinventing oneself in today's changing world, and that it will help businesses transform the backbone of our economies. Furthermore, Ms Hennig also commended the chamber's work on advocating for digitalisation amongst member companies through the SGC's Digitalisation and Innovation committee. The SGC extends its thanks and appreciation to Ms Hennig for the enriching session!

[From Left] Dr Markus Wächter, Managing Director, German Institute of Science and Technology – TUM Asia Pte Ltd, Ms Evelyn Stier, Global Head, IT Business Consulting & Digitalization, Siemens AG, Ms Hanna Hennig, CIO, Siemens AG, Mr Rajiv Arora, Global Head of IT Global Hub (Digitalization & User Experience), Siemens AG, and Ms Sabine Florian, Deputy General Manager, SGC.

DEinternational Delegations & Events

Building the Gateway to New Partnerships and Opportunities

With its distinct service unit and trade fairs arm – DEinternational and Fairs & More respectively – the SGC builds a primary source for receiving reliable information on the German and Singaporean business environment as well as bilateral trade relations.

DEinternational serves clients in their business needs, for example, searching for business partners, organising business missions and business trips, facilitating the search for new staff and providing market analysis. DEinternational has successfully executed projects in various industries, such as energy efficiency, photonics and electronics, Industry 4.0, cybersecurity, start-ups and many more.

German Trade Mission for 'Energy Efficiency in the Industry', 28 Jun 2022

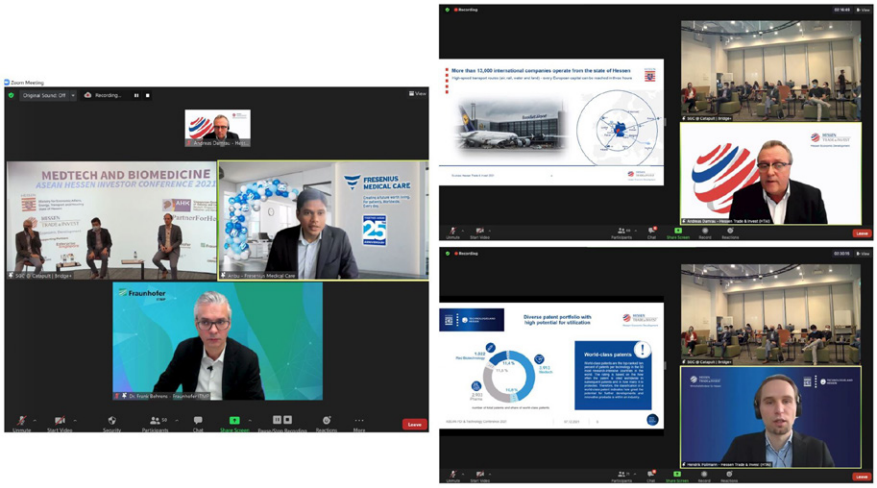
The SGC with its German acquisition partner eclareon GmbH organised a delegation trip from Germany in June 2022 on the topic of 'Energy Efficiency in the Industry'. Joining the delegation were eight companies that are specialists in energy efficient technologies for various applications such as measurement tools, digital asset management, industrial power supplies, automation and consultancy for sustainability and energy use. As part of this trade mission, business matchings were arranged for the participants to meet potential strategic partners in Singapore. The delegation was organised as part of the German Energy Solutions Initiative and on behalf of the Federal Ministry for Economic Affairs and Climate Action (BMWK).

Energy reduction and sustainability were the key topics of the trade mission. Overall, the SGC organised over 55 matches for the companies. During these meetings, networking events and a symposium, Singaporean, German and international companies engaged in fruitful exchanges and discussions for potential collaborations.

MedTech and Biomedicine ASEAN Hessen Investor Conference, 7 Dec 2021

The SGC was very delighted to host the MedTech and Biomedicine ASEAN Hessen Investor Conference in December 2021. Organised by the Hessen Representative Office at the SGC, the conference was held at the hybrid venue Catapult at Bridge+ with a 180° screen. German expert Dr Hendrik Pollmann spoke about the biomedical and MedTech industry in Hessen, and Mr Andreas Damrau from Hessen Trade & Invest GmbH (HTAI) explained why Hessen is Europe's go-to hub for internationalisation of ASEAN companies. Mr Wai Mun Lim from Doctor Anywhere provided an overview of digital innovation in healthcare and insights in the internationalisation journey of the company.

With more than 70 participants virtually and on-site, the conference turned out to be a great success. The event was supported by Enterprise Singapore, the LUX Photonics Consortium and Catapult Bridge+.



[From Left] Dlyal Harris, Deputy Head of DEinternational/Trade Promotion, SGC, Dr Jasmin Anita Schubert, Senior Project Manager at BIO Clustermanagement NRW GmbH/BIO.NRW, Uwe Stetskamp, CFO at BIO Clustermanagement NRW GmbH, Dr Nils Schrader, Managing Director at BIO.NRW, Mr Jens Rübbert, SGC President, Dr Julia Busch, Senior Consultant, DEinternational/Trade Promotion, SGC, Francis Möllerwessel, Operations Manager at Digital Hub münsterLAND, Vignesh Nathan, Managing Director & Group Director SEA at WILO, Dietmar Brockhaus, Managing Director at STF Gruppe GmbH, Werner Kemper, Director of Malaysia, Singapore, Brunei at Germany Trade & Invest (GTAI), Hui Leng Guay, Country Manager at WILO Singapore, Carsten Schröder, Vice-President for Cooperation, Innovation and Marketing at FH Münster University of Applied Sciences/Managing Director at TAFH Münster GmbH, Madleen Frauendorf, Consultant International Business at IHK Nord Westfalen, and Melissa Brandner, Head of DEinternational/Trade Promotion, SGC.

NRW Meets Singapore Pitch Event: Innovation and Sustainability, Made in Germany, 31 Aug 2022

We had the pleasure of hosting the business delegation from the German Federal State of North Rhine-Westphalia (NRW) from 30 Aug–2 Sept 2022, with the highlight of the delegation being the NRW Meets Singapore Pitch Event. The evening commenced with a welcome address by Mr Jens Rübbert, President of the SGC and Stefan Adam, Deputy Head of Departments, Culture & Press, Economy, Politics, Protocol from the German Embassy. Also offering their support for this event were our collaborators, Yazmin Stoffer from NRW.Global Business and Madleen Frauendorf from IHK Nord Westfalen.

Forming the business delegation were six NRW companies representing innovation and sustainability: BIO.NRW, BIO Clustermanagement NRW Gmbh, Digital Hub Munsterland EV, FH Munster University of Applied Sciences, STF Gruppe GmbH, and WILO Manufacturing company. The pitch event was a great success and has once again shown the high interest in innovative and sustainable solutions from both Singaporean and German companies. During the pitch event, the delegates provided an overview of their business objectives and goals to more than 60 attendees from local and international companies.

Throughout the delegation week, the following organisations hosted and engaged the delegation in fruitful discussions: Advanced Remanufacturing and Technology Centre (ARTC), Agency for Science, Technology and Research (A*STAR), Bayer Singapore, CHI - Centre for Healthcare Innovation, EcoLabs Centre of Innovation for Energy, Economic Development Board, Enterprise Singapore, German Centre Singapore, JTC Corporation, Life Science Incubator, Ministry of Trade and Industry (Singapore), National Research Foundation Singapore (NRF) CREATE, Sembcorp, and TUMCREATE.

Hessen Foreign Direct Investment (FDI) Trip to Singapore and Indonesia, 5-9 Sep 2022

In September 2022, the Hessen Representative Office at the SGC welcomed Mr Andreas Damrau from Hessen Trade & Invest GmbH (HTAI) to Singapore. In the first leg of the FDI trip, the group met with Flexxon, a Singapore scale-up in the cybersecurity space, and visited the ST Engineering HQ to learn more about the railway sector and some of ST's latest innovations, as well as discuss ST's travel and expansion plans to Germany. The main event in Singapore was the start-up roundtable discussion that was organised by the Hessen Representative Office. Invited experts included Hugo Paquin from TechQuartier, a launchpad for tech start-ups in Hessen, and Olaf Jüptner from the Enterprise Europe Network (EEN) Hessen. The EEN supports companies in tapping on EU funding and finding business partners in the European Union. The open discussion was also joined by Woei Yuan Seng from the SWITCH Programme Office (Enterprise Singapore), Dr Detlef Terzenbach from the StartHub Hessen and Tom Pagels from Dentons.

Mr Andreas Damrau at the start-up Roundtable Discussion, 'How to take your start-up from Singapore to Europe'.

For the second part of the FDI trip, Mr Damrau was joined by Melissa Brandner, Hessen Representative in Singapore, to the Indonesia EKONID (AHK Indonesien). Visits were made to Lab Indonesia, a trade fair for laboratory and scientific analytical equipment, and Indonesian pharmaceutical company, PT Interbat. As part of the exploration trip to Jakarta, Hessen Trade & Invest (HTAI) successfully connected with key associations, stakeholders, multipliers as well as interested companies during a networking dinner. A market briefing with Frank Melarius from Germany Trade & Invest in Jakarta, as well as Jan Roennfeld and Martin Kohoutek from EKONID (AHK Indonesia) added value to the first FDI trip.

With a population of over 270 million people, an ever-growing GDP and purchasing power per capita, Indonesia is an exciting market for collaboration. The FDI trip marks the beginning of a promising bilateral relationship, and HTAI looks forward to the next year to deepen connections and expand its network in Indonesia.

The HTAI visit of LabIndonesia in Jakarta. From Left to Right: Olivia Noor, AHK Indonesia, Trade Fair Exhibitor, Andreas Damrau, HTAI, Juwadi Harjo, AHK Indonesia, and Melissa Brandner, Hessen Representative Office at the SGC/AHK Singapore.

Business Matching
Services

The Singaporean-German Chamber of Industry and Commerce (SGC) has experienced consultants to match you with new customers, clients and partners through a targeted business partner search. Over the years, the SGC has built an extensive network and the relevant capabilities to help you meet the right people.

We connect you with your potential business partners in Singapore

#PartnerForTradePromotion

Explore opportunities and assess your market potential

Scope out the desirability, feasibility, and viability to enter the Singapore market before you invest. We connect you with your potential customers and experts who can provide you with direct market insights.

Leverage the SGC network

Tap on our wide SGC network and more to reach out to your desired partners. With more than 600 SGC members and an even greater network within our reach, the SGC and our DEinternational team will work with you to achieve your targets.

Here's how we do it

We conduct extensive research to help you find potential business partners. With your feedback, requirements and preferences, we will set up the meetings with your desired companies and support you throughout these appointments.

AHK Singaporean-German Chamber of Industry and Commerce
Deutsch-Singapurische Industrie- und Handelskammer

DE INTERNATIONAL

info@sgc.org.sg
Subject in Mail: "Business Matching Service"
www.sgc.org.sg

Emerging Stronger in a Reconnecting World

Braving countless challenges during the pandemic has brought about substantial learning points for many of us. Companies and enterprises have had to face unfamiliar grounds and losses while protecting their businesses. Two years on, we are standing before a new corporate landscape. Our ways of functioning, communicating, and operating at work are now influenced by the digital space. Demands for automation and digital transformation have paved the way for 'green growth'. In addition, companies have 're-strategised' their resources to create a workplace that fosters human connections for better innovation and creative thinking. Now we are in a place where these aspects play a central role for businesses to emerge stronger in a reconnecting world.

With the advent of geopolitical movements disrupting our supply chains and economy, it is more important now than ever to learn from the success stories of other companies and rebuild our resilience to future challenges. We also hope that these stories will foster a collaborative spirit, encourage higher training of individual skillsets, and enhance confidence in embracing innovation and sustainable solutions.

Rebuilding Strength and Resilience in a Reconnecting World

BY **JACK GOH,**
MANAGING DIRECTOR, SICK PRODUCT CENTER ASIA PTE LTD

> Sensing development in industrial environment is quite predictable and could easily generate good results for our customers and our stakeholders. But sensing development in the macro geopolitical environment is highly unpredictable, yet clearly essential for our survival and growth.

Sensing the Future

At the SICK Product Center Asia in Singapore, we nevertheless endeavour to sense and respond to difficult situations as effectively as possible to generate good outcomes. As Albert Einstein once said, "In the middle of a difficulty lies opportunity", we see challenges as opportunities to adapt to innovative and sustainable approaches, thereby accelerating our ability to grow through advances in technology and organisational capabilities without damaging the planet.

Challenges in Midst of COVID-19 Pandemic

While the COVID-19 pandemic had shut the world down for the past two years with border closures, the unfortunate loss of lives and severe economic difficulties, it presented somewhat unique challenges to us. A huge surge in demand for automation in medical/health, e-commence and IT equipment led to exceptional order surges for our sensors. On the other hand, the border restrictions resulted in a talent resource crunch, besides the global shortages of electronic components and a very long delivery lead time.

These situations limited our capability in efficiently delivering our solutions to our customers, resulting in current backlogs that were equivalent to more than half a year's worth of capacity while orders continued unabated.

Furthermore, the huge backlog placed tremendous stress on our people and the organisation. While urgently requiring more manpower to support our growth, we faced difficulties acquiring talents who were also headhunted by competitors. We looked at this with a fresh new perspective to re-strategize our people culture. While using quick-fix solutions to mend the issues on a short term, we took time to understand the needs of our employees. We sensed the need to strengthen the relational ties of our colleagues and management. With the COVID-19 restrictions in place, our employees were battling exhaustion and needed a renewed sense of purpose in their work. They also looked for more social and interpersonal connections with a sense of shared identity and wanted to feel valued by the company.

From a Transactional Relationship to an Interactional Relationship

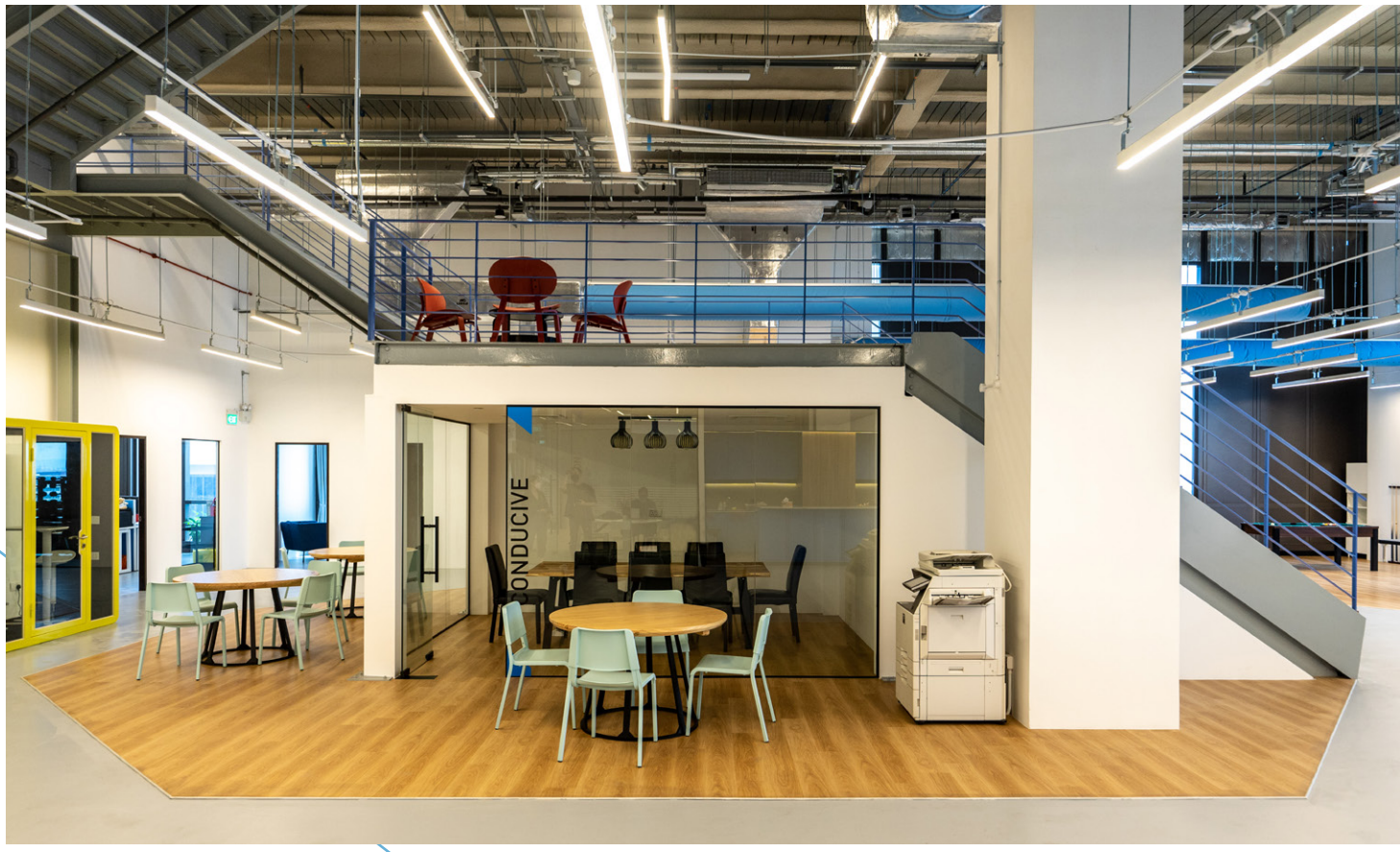
To support our strategy, we shifted from employee transactions to meaningful employee interactions. We were planning our new office expansion just before the pandemic hit. Our new office building was delayed by about a year due to the restrictions. That presented us with time and opportunity to re-invent our office space and invest in the human aspects of work. We enhanced social spaces throughout our 70,000 sq. ft. space to promote more casual interactions – such as a gym, recreational spaces, coffee corners for informal discussions and pods for private discussion. In addition, we implemented a new Work-from-Home policy with a flexi-hour arrangement to transit to a new normal. These efforts underline our belief that happy employees are both productive and creative, and that our people culture is now renewed while meeting new demands for autonomy and flexibility at work.

Operation Re-design to Ramp-up Capability Quickly

On the operations front, supply chain disruptions forced our team to intensively strengthen our resources. The past 10 years of capability growth was very organic and traditional – with a semi-manual production system. The current surges had led to a high-volume growth, and this had exasperated the limitations of a traditional production system. Thus, we embarked on a new high-volume production system that was modelled on a Toyota Lean system. This strategic decision has created an urgent need to develop new competence, supplier base and employee mindset to realise a novel and advanced production system. Having strengthened our internal culture, we are optimistic and are ready to develop further in optimising our capabilities so that we can add value to our customers and generate high stakeholder benefits.

Conclusion

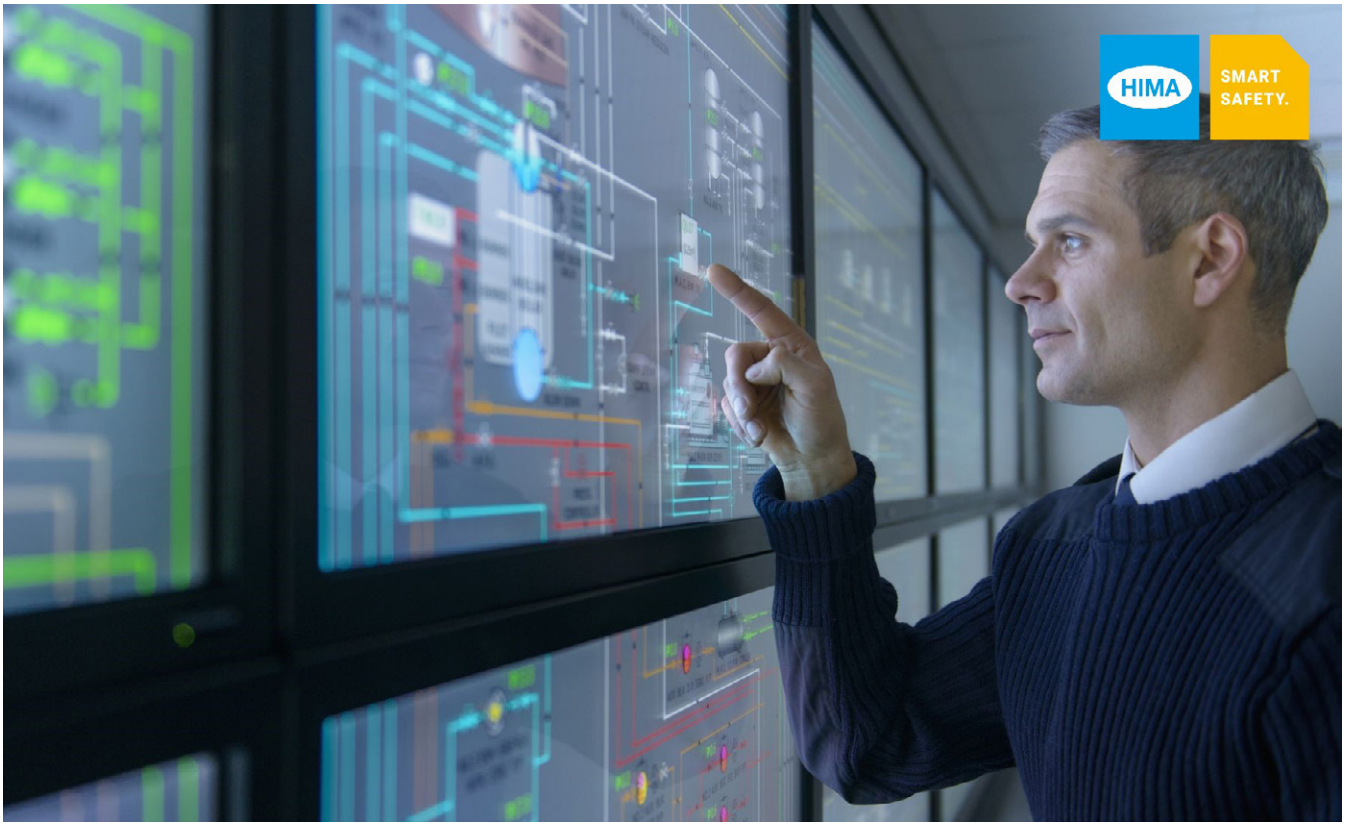
Indeed, COVID-19 has imposed complications for businesses all around. At SICK, we continue to sense and explore opportunities for growth amid difficulties. Through continuous learning and with an open mind, we are confident in emerging stronger, come what may!



Pivoting Your Industrial Business for Recovery and Transformation Post-COVID-19

BY **FRIEDHELM BEST, VICE-PRESIDENT ASIA PACIFIC, HIMA**

The global spread of the COVID-19 pandemic has impacted all industries in all directions. Industries are faced with numerous challenges including production stoppages, lack of workforce and supply chain disruptions.



However, this does not stop here. Even as the pandemic has become under control, businesses continue to face uncertainty in terms of finances, technical support and regulatory aftermath. In spite of all these hurdles businesses are experiencing, there is always light at the end of the tunnel. As part of the recovery process, businesses should focus on managing finances and ensuring that technical help and systems are put in place for a quick rebound.

In the process industry, customer demand and supply chains are both suffering as a direct result of the pandemic This is impacting investment decisions. Vertical industries including the process and oil and gas industries rely heavily on demand forecasts to plan production and manage inventory. But the emergence of the novel coronavirus has negatively affected both supply and demand. LNG imports are down, petrol consumption is experiencing a sudden drop, and the demand for crude oil is dropping dramatically – despite the pandemic. This new environment will likely continue to present major challenges for oil, gas, and chemical companies.

Managing Market Meltdown

Companies will need to address cash-management challenges and create detailed plans to maintain financial health and safeguard the supply chain. If they have not already done so, they need to adapt quickly.

But oilfields and plants can't just stop and start production with the flick of a switch and the cost and the risk of impromptu closures could be high. A number of leading offshore companies have instead announced cuts to capital expenditure. Operators could also consider renegotiating agreements with suppliers and customers for added security.

COVID-19 the Catalyst

In the worst case, COVID-19 could have long-term impact that destroys supply chains and puts many companies out of business. But every cloud has a silver lining. In this instance, it could come in the form of an automation boom. Workforces are depleted due to lack of funds and safe distancing but investing wisely in robot process automation and remote monitoring can help teams to manage critical processes without the need to send staff onsite.

It can be easy to lose sight of what is required for future life after COVID-19. Following these three steps can help companies to prepare for the future:

- Monitor developing markets.
- Secure financial assistance (where necessary)
- Prepare both technical systems and workforces for a quick restart.

However, taking the necessary steps to ensure the welfare of the workforce should always take the highest priority.

As workers re-enter industrial facilities, functional safety needs to be assured at all times; even as new hygiene-related safety measures are adhered to. This task requires careful consideration, especially where mandatory process industry standards, potential downtime, and soliciting service providers are involved.

Plants are becoming more complex and as automated controls become prominent in all industries, employees require comprehensive expertise. Plant operators and managers must therefore be aware of what business risks affect the enterprise and not just rely on old strategies and data.

Empty Cities, Panic Shopping, Functioning Logistics Centers

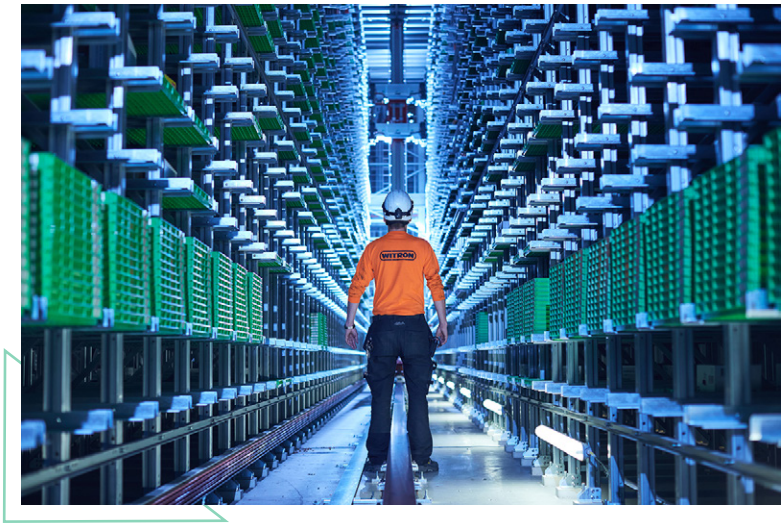
BY **CHRISTIAN DIETL,**
CHIEF EXECUTIVE OFFICER, WITRON SERVICES

COVID-19, 'peak season' in food retailing meant seven days of work per week, three shifts per day, 20 percent more workload daily, even up to 300 percent more workload on peak days, stagnant construction sites due to travel restrictions.

While many industry sectors had to 'lock down' all activities, reduce work hours, demand employees to take vacation days, while home schooling became a reality for all families, food retailers and logistics service providers were faced with tremendous challenges. Well-calculated decisions, flexible solutions, as well as a committed cooperation of all players in the supply chain – suppliers, logistics centers, service providers, and stores – were required to maintain the basic supply of the population at all times and needed to avoid bottlenecks as much as possible.

While the inner cities were emptying and the throughput in the stores was increasing, the logistics centers were running at full speed, the importance of automation was growing and so was the importance of the people in the warehouses. Truck drivers were no longer allowed to enter the distribution centers, and the staff in the logistics centers then had to handle the incoming goods. “New personnel was obviously out of reach. We had to restructure our teams to prevent infections. So we worked with smaller maintenance teams and really only carried out the most necessary life-sustaining measures on the machines”, explains Dietl.

During this time, the WITRON technicians developed efficient concepts to keep the system performance high at all times, while at the same time we had to cut down the planned maintenance intervals due to time constraints. “In addition, our cross-trained colleagues on site can change their roles very quickly – from a system operator to a maintenance technician and back again.” Flexibility paid off and still pays off in times of Corona. “I have always said that we have the best team because there is only ONE team at the Terrebonne distribution center, consisting of Sobeys AND WITRON colleagues”, praises Fabien Roy, Logistics Manager at Sobeys in Canada.



When Christian Dietl looks back, he is proud of his colleagues who are working in many logistics centers worldwide “Together with our customers, we have kept the warehouses running; we have never ever experienced such a rush before. And this was not only in one country, but all around the world at all our automated logistics centers with our service teams on-site.

Heroes of Spring

The COVID-19 pandemic know many heroes: Nurses, doctors, truck drivers, supermarket cashiers, many other professions, but also the technicians, and order pickers in the logistics centers of the large supermarket chains to keep the supplies running in times of crisis.

High Flexibility of the Service Teams

The statements of the customers underline the competence of the WITRON OnSite teams, but also the efficiency of WITRON’s technology. “During this time, we had to keep the systems running at full capacity and beyond.”

Even More Automation

Automation will be the winner of the pandemic – large companies, but also smaller medium-sized enterprises, analysts, and scientists are convinced of this.

Adding to this is the continuing boom in e-commerce, which even in the Corona pandemic did not suffer any slumps; on the contrary, it recorded new growth figures. In this context, intra-logistics experts are pursuing different strategies. Flexible automated omnichannel solutions are the decisive approach.

“It turned out that the WITRON crisis management works in times of need”, Christian Dietl says. “The systems run reliably with high availability even under permanent high volume requirements, and the OnSite teams roll up their sleeves – supporting them around the clock with great commitment. Together with our customers, we will continue to successfully master the challenges.”

HESSEN

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Companies seeking global success need a competitive environment that is open for business. Hessen, in the centre of Germany and the heart of Europe, is particularly attractive for international companies. The stable economic and financial system, high level of productivity, highly trained and motivated workforce, innovative strength in research and development, excellent investment conditions and first-class infrastructure are among the key benefits of moving to our region. As testament to its appeal, the region is hosting approximately 13,000 international companies and people from 190 countries enjoying their lives here.

Singapore has traditionally been one of Hessen's most important business partners in Southeast Asia. The representative office of the state of Hessen for the ASEAN region has been located here since 2017. Around 20 direct flights per week underline the close relationship between Singapore and Hessen. This flight route was one of the first to be resumed in 2021 when Singapore reopened after the COVID-19 lockdown.

There are also great similarities when it comes to strategic future perspectives: Like Singapore, the Hessen state government pursues the goal of transformation to a green economy. For instance, the world's largest production plant for synthetic aviation fuel is currently being built not far from Frankfurt Airport. Hessen is thus becoming one of the pioneers in climate protection in aviation.

The pathway to sustainable development offers a variety of business opportunities for start-ups, scale-ups and corporates that offer innovative solutions. In this regard, we provide a range of services for expanding companies that want to settle in Hessen or are already here. Our goal is for new ideas to emerge in Hessen and to be successfully implemented on the market. We are seeing great potential in high-tech areas such as FinTech, e-mobility and GreenTech.

If you are planning your expansion into Europe, you can count on the team at Hessen Trade & Invest to be your expert partners. Our network will support you in your investment projects and we will keep you up to date on future events, networking sessions and business opportunities.

> "The ecosystem in our region is particularly fertile – young and well-established companies work hand in hand here."
>
> **Rainer Waldschmidt, CEO, Hessen Trade & Invest**

HESSEN

Ministry for Economic Affairs, Energy, Transport and Housing
State of Hessen

HESSEN TRADE & INVEST

Hessen Economic Development

Ready to reconnect and to grow sustainably

HTAI offers expanding companies a unique and strategic combination of investor consulting, business-location marketing, foreign trade support as well as technology and innovation promotion.
Moreover, our services include comprehensive advice on EU funding and collaboration programs. We don't just guide companies during the relocation process – our work starts beforehand, and never truly ends.

With a sustainable investor relationship management approach, HTAI also supports organizations already located in Hessen in developing their business activities in the European market.

Interested in learning more?
Our network is at your disposal:

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Message

BY **PROF DR AXEL STEPKEN**, CO-CHAIR OF THE GERMANY SINGAPORE BUSINESS FORUM CONNECT AND CHAIRMAN OF THE BOARD OF MANAGEMENT OF TÜV SÜD AG

Dear Readers,

Rarely has humanity had to overcome as many major global challenges as in these days. While coping with the COVID-19 pandemic and its impacts had been foremost in our thoughts and actions until only recently, the focus has now shifted to how the war in Ukraine will impact on our global community. And these deplorable developments are overshadowed by what is probably the greatest task ever faced by humanity – limiting global warming and counteracting climate change.

The situation is serious indeed, and some solutions are still a long way off. But we hold the key to those solutions in our hands. Joint actions based on common values that are supported equally by all partners will empower us to master these challenges and play a proactive role in shaping our future.

Singapore and Germany have long set us an example of joint actions that benefit all. The two countries have cultivated a partnership that will emerge even stronger from crises like the COVID-19 pandemic. The restrictions imposed during the pandemic have driven further advances in digitalisation and connectivity, which will bring our two countries – and others, too – closer together.

Mobile working and online conferences are now well established. Many activities that previously had to be performed on site can now also be carried out online or remotely. Creative ideas have grown into concrete products and services that enable boundless collaboration to span borders and achieve new and higher levels of quality. Examples include the use of smart glasses in the inspection of technical equipment and the inspection of high-rise buildings with the help of drones.

By implementing concrete initiatives, Singapore is driving progress in all these developments. The city-state offers a unique environment for transforming technical innovation into progress, and is thereby laying the foundations that will enable us to take action and confront the current challenges. In a world that is constantly growing closer and more connected, this is more important – and more promising – than ever.

This also applies with regard to climate change, which affects us all and which we can only counteract by joint action. Singapore has laid down the roadmap for its city-state in its Green Plan 2030, while Germany is pursuing its energy transition and the Green Deal of the European Union. I firmly believe that together, we will also succeed in finding solutions to this problem that are to our mutual advantage and benefit all of us.

About the Germany Singapore Business Forum (GSBF) Connect

The GSBF Connect is a key platform for German and Singapore companies to form strategic partnerships that will accelerate industrial and digital transformation, open innovation and market access in sectors of common interest.

Enterprise Singapore and the Asia-Pacific Committee of German Business (APA) signed a Memorandum of Understanding (MOU) in 2020 to better leverage the complementary strengths of Singapore SMEs and German Mittelstand and co-organise sector-specific GSBF Connect events throughout the year.

Message

BY **MR PETER ONG**, CO-CHAIR OF THE GERMANY SINGAPORE BUSINESS FORUM CONNECT AND CHAIRMAN OF ENTERPRISE SINGAPORE

Over the years, Germany and Singapore have grown to be like-minded partners. Germany is Singapore's largest trading partner in the EU with bilateral trade in goods amounting to S$23.4 billion in 2021.[i] More than 2,100 German companies have set up their regional headquarters in Singapore.[ii] Our close bilateral ties go back decades and provide an anchor amid the evolving global order. Reinforcing these close ties, Germany's Federal President Dr Frank-Walter Steinmeier visited Singapore in June this year as part of his Asia-Pacific visit and met with Singapore's President Halimah Yacob, whom he last met in Germany in 2019.

President Steinmeier's visit has deepened Germany's engagement with Southeast Asia, a region that has been growing in importance. ASEAN is poised to become the world's fourth largest economy by 2030.[iii] ASEAN has also partnered China, Japan, South Korea, Australia and New Zealand to form the world's largest free trade area via the Regional Comprehensive Economic Partnership (RCEP) agreement.

Regional economic integration is driving growth, especially in trade and connectivity, technology and innovation. In the fast-evolving Green Economy, both Singapore and Germany could partner each other as hubs for our respective regions. We welcome German companies with innovative and sustainable solutions to use Singapore as their regional base and testbed their solutions here before scaling to the rest of the region. To further reinforce Singapore's connectivity, we are developing the Tuas Port, which will have a capacity to handle up to 65 million TEUs when fully developed. In addition, we will be opening a new airport terminal (Terminal 5) by the mid-2030s that could handle 50 million passengers per year.

In Europe, there are many areas where German and Singapore companies could work together as well. As Germany undergoes the Digital and Green Transitions, Singapore companies are supporting this new economic agenda. During my recent trip to Germany in April 2022, I visited German Mittelstand who are actively developing new applications in Artificial Intelligence and Internet of Things, in collaboration with Singapore startups. Singapore corporates are also contributing to quality jobs, such as in Germany's renewable energy sector. Keppel – one of Singapore's largest infrastructure companies – recently announced plans to invest in a €305 million stake in the Borkum Riffgrund 2 offshore wind project.

As we round up 2022, I am pleased to note that the upcoming 17th Asia-Pacific Conference of German Business (APK) will be hosted in Singapore from 13 to 14 November. This largest business conference between Germany and the Asia-Pacific will offer opportunities for Singapore and German companies to come together and partner one another in the areas of manufacturing, supply chain and Green Economy. To commemorate this occasion, the Singapore government will host a special Singapore Evening on 13 November as part of the official APK programme. Attendees of the Singapore Evening will be able to understand Singapore's perspectives on contemporary developments in the Asia-Pacific and beyond; network with captains of industry across different regions; and experience Singapore's cosmopolitan culture through local cuisine and performances.

Together with my colleagues, I look forward to welcoming the visits of Federal Chancellor Olaf Scholz, Vice Chancellor Robert Habeck, Chairman of the Asia-Pacific Committee of German Business (APA) Roland Busch and other senior business delegates to Singapore for the APK, and to building on the solid and enduring foundations of German-Singaporean ties.

I wish all our German friends a happy Day of German Unity.

i Enterprise Singapore
ii Department of Statistics: https://tablebuilder.singstat.gov.sg/table/TS/M082271
iii ASEAN Development Outlook: https://asean.org/asean-development-trajectories-reach-new-milestone/

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Championing Manufacturing – A Partner in Nation Building

Established since 1932, the SMF is a forefront trade federation serving the manufacturing community by driving digitalisation, innovation-led productivity, business transformation and internationalisation towards enhancing the competitiveness of its member companies.

Currently, the SMF membership stands at about 5,000 members, comprising SMEs, MNCs and Affiliate members. Member companies are categorised into 10 Industry Groups and supported by the SMF's Associated Services to address each industry's unique and specific needs and interests. With its extensive network of contacts, the SMF is well-placed to represent its members objectively and to facilitate tripartite communications among the government, foreign delegates and the local manufacturing community.

SMF's services include:

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- Standards development
- Trade missions and exhibitions
- Customised road mapping and coaching aimed at enhancing innovation and productivity
- Capacity and capability building through education and training
- Networking sessions
- Forums, conferences, seminars and workshops
- Dialogues with government agencies

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The Voice of European Businesses in Singapore

The European Chamber of Commerce (Singapore), also known as EuroCham Singapore, represents the common interests of the European business community in promoting bilateral trade, services and investments between Europe, Singapore and the region.

We are a unique network of European and local corporations based in Singapore, representatives from European National Business Groups in Singapore, strategic partners and trade associations and we have a deep appreciation of the local governmental bodies.

Established in 2001, we are officially endorsed by the European Union Delegation to Singapore and your trusted partner in bridging you with local government bodies and other reputable stakeholder organisations.

We provide our members with a forum for advocacy, networking and information sharing. We highlight their interests through the activities of 12 sector and topic-driven committees and through our flagship programmes on themes like Sustainability, The Future of Healthcare and Wellbeing, Digital Economy, and Sustainable Air Travel.

Find out more at *eurocham.org.sg*.

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Singapore Business Federation (SBF) is the apex business chamber championing the interests of the business community in Singapore and overseas. With more than 27,000 member companies, our membership comprises key local and foreign trade associations and business chambers. SBF plays three key roles as Bridge, Facilitator, and Enabler to support our members through our three strategic pillars of Internationalisation, Digitalisation & Transformation, and Jobs & Skills.

To help businesses with internationalisation, SBF launched the GlobalConnect@SBF programme with Enterprise Singapore, and a digital platform – FYIstival, designed for sharing overseas market information and hosting virtual cross-border interactions. We also lead business delegations to international trade expos.

Singapore and Germany share close economic ties. SBF hosted the Conversation with Mr Peter Feldmann, Lord Mayor, City of Frankfurt am Main on 30 March 2022, and participated in the Business Roundtable during the visit of the Federal President of the Federal Republic of Germany, Dr Frank-Walter Steinmeier from 14–15 June 2022, as well as the Energy Efficiency Delegation, which was led by Singaporean-German Chamber of Industry and Commerce on 29 June 2022.

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Incorporated since 1982, SIAA is a trade association for companies and professionals in the Automation, Internet-of-Things (IoT) and Robotics sectors (in short AIR). SIAA plays a crucial role in galvanising the Automation, IoT and Robotics (AIR) business community, through its line-up of programmes and events. As SIAA spearheads the automation related initiatives, it also aims to foster industry collaboration and advancement through staging of flagship industry platforms.

AIRHUB (*airhub.ai*), powered by SIAA is the marketplace for solutions and collaboration opportunities for members and our regional partners. We have vertical interest groups curated capability development of member and nurturing the ecosystem.

SIAA also leads Singapore companies overseas to participate in regional trade fairs under the Singapore Pavilion to venture into regional markets.

With the cross pollination of technologies, AIR has infiltrated different industries and applications. Starting with Manufacturing to Logistics, Smart Buildings & Facility Management to Retail and Services, Construction and Agritech. Members' expertise in can now be applied across verticals and hence diversify their businesses; opening up new commercial opportunities. We set up interest groups to nurture the capability development and business collaborations within these clusters.

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Germany and Singapore: Trusted Partners for Growth in Asia

By Ms. Cindy Koh, Executive Vice President, International Operations, Singapore Economic Development Board

Germany and Singapore have always been key economic partners. In spite of global headwinds, the presence of German companies in Singapore continues to grow today. Siltronic recently broke ground on its second 300mm wafer manufacturing facility, while the likes of ifm, Mann+Hummel, SICK and HIMA have also inaugurated new regional manufacturing, innovation, and customer experience centers here.

As active members in COVAX, Germany and Singapore are also key partners in global pandemic preparedness. BioNTech is establishing a regional mRNA vaccines manufacturing facility in Singapore, while Boehringer Ingelheim is working with Singapore's Agency for Science, Technology and Research (A*STAR) to develop targeted cancer therapies.

Looking ahead, COVID-19 and the Russian-Ukraine war have underscored the urgency of pursuing supply chain diversification and green growth. Singapore's ability to keep our ports open throughout the pandemic has reinforced our position as a trusted node in global supply chains, as we continue to welcome companies to set up manufacturing and supply chain activities here. Likewise, sustainability will also be a key driver of growth for Singapore. We are accelerating our efforts through Green Plan 2030 and look forward to partnering German companies in areas such as energy transition, food security and circular economy.

The 17th APK held in Singapore presents an ideal platform for German companies to explore how we can partner to address these opportunities in Asia. We look forward to welcoming you in November and further strengthening the Germany-Singapore partnership.

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Enterprise Singapore is the Singapore government agency championing enterprise development. It also supports the growth of Singapore as a hub for global trading and startups.

The agency attracts global commodities traders to establish their global or Asian home base in Singapore. Today, Singapore is a leading global trading hub with a complete ecosystem for the energy, agri-commodities and metals & minerals trading clusters. Singapore is also home to many global enterprises, startups and investors that operate in its robust pro-enterprise environment.

Enterprise Singapore builds trust in Singapore's products and services through quality and standards. Renowned for their dedication to quality and innovation, Singapore companies make ideal business partners.

With Enterprise Singapore's global network in over 35 locations spanning many developed and emerging markets, it connects businesses with relevant Singapore companies for their business expansion.

Please visit www.enterprisesg.gov.sg for more information.

APK

17th ASIA-PACIFIC CONFERENCE of German Business

13 - 14 NOVEMBER
SINGAPORE 2022

Dr Roland Busch

Chairman of the Asia-Pacific Committee of German Business (APA), President and CEO of Siemens AG

Welcome to Singapore for the 17th Asia-Pacific Conference of German Business (APK). This event presents a unique opportunity for corporations and decision makers to deepen existing ties and create new ones, and to broaden collaboration.

Relationships between Germany and the Asia-Pacific region have been strong for many decades. Trade has brought growth and prosperity to both regions. Economies in Asia have been transformed by innovation, technology and the diligence of its people, lifting millions out of poverty and creating a vibrant middle class of entrepreneurs.

Asia has become a powerhouse. Global trade and supply chains the world over depend on it. It is where some of the most cutting-edge products, solutions, and services are being developed. It is where some of the world's most digital economies, advanced cities and automated factories can be found. And it is where over half the world's economic growth will occur over the next 10 years, opening up new possibilities for trade and diversification.

This conference is a great opportunity for executives, politicians and thought leaders to exchange views on the changes impacting our world. Some key topics on our agenda include digitalisation, sustainability and diversification. The pandemic has relentlessly exposed weaknesses in our supply chains and dependencies on certain markets. This is an opportunity for all Asian countries. Meanwhile the rise in extreme weather events is a reminder of the urgent need to become more sustainable in everything we do, at the same time delivering economic growth and increasing resilience. And digitalisation is part of the solution.

Digital technologies can pave the way towards competitive, resilient, and sustainable economies by making everything more efficient. Making buildings smart can reduce their energy consumption by a third. Digital twins and artificial intelligence can make manufacturing more productive and less resource-intensive, and support companies to diversify their supply chains. Digital technologies can also enable the widespread integration of renewable energy, make cities more liveable, render transport more efficient and vastly improve healthcare delivery.

Yet no company, country or region can achieve a digital and sustainable economy on their own. That is why we must keep engaging in dialogue and keep finding new ways to strengthen collaboration so we can tackle common challenges. Our economies have also been successful because of increased trade and investment, because of globalisation, and that is something we must work to preserve. We cannot escape change, but we can shape developments in a way that keeps our economies both competitive and resilient and our societies prosperous.

I look forward to the exchanges we will have. Not least with German Chancellor Olaf Scholz, the first German head of government to commit to attend this conference in person. My special thanks go to my cohost, the Vice Chancellor and Federal Minister for Economic Affairs and Climate Action, Robert Habeck, and to Singapore as this year's host country. Its support for the APK has been invaluable. Given the challenges humanity faces, there has never been a better time for collaboration and cooperation. I wish you all many interesting discussions at this APK event.

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*OBC – Outside Back Cover of the full magazine

About APK

The Asia-Pacific Conferences of German Business and the APA – A Joint Success Story

BY **FRIEDOLIN STRACK**
MANAGING DIRECTOR, ASIA-PACIFIC COMMITTEE OF GERMAN BUSINESS

APK 2002, Tokyo

The first Asia-Pacific Conferences of German Business (APK) took place in the 1980s and early 1990s: 1986 in Tokyo, 1988 in Jakarta, 1990 in Sydney and 1992 in Seoul. They were initially regional meetings of the German Chambers of Commerce Abroad in Asia-Pacific (AHKs), attended from Germany by only a few representatives of the Federal Government, the Federal Agency for Foreign Trade (BfAI) as well as the Association of German Chambers of Commerce and Industry (DIHK) and other business associations. The aim was to make the German network of foreign trade promotion in Asia more tight-knit. The first APK in Tokyo had 52 participants, the fourth APK in Seoul had 95.

One of the first top managers to recognise the importance of these conferences was Berthold Leibinger, a mechanical engineering entrepreneur known for his great commitment to Asia. He took over the leadership of the APK in Seoul and gave it an importance far beyond a regional conference: the APK 1992 in Seoul even paved the way for the Asia-Pacific Committee of German Business (APA). The 'Seoul Resolution' announced the establishment of a high-level committee of German Business to lift the opportunities of the Asia-Pacific region as a new growth region and to promote the region's potential in Germany. Leibinger was not only a pioneer of the APK, he is also considered the 'inventor' of the German Centres abroad and advocated a bundling of instruments for foreign trade promotion under the working title 'Magna Charta of German Foreign Trade and Investment'.

The year 1993 was marked by a spirit of optimism regarding Asia. From 18 February to 3 March 1993, the then Federal Chancellor Helmut Kohl led a trip with a large business delegation to India, Singapore, Indonesia, Japan and South Korea. Immediately after the trip, the key points of the Federal Government's first Asia concept were drawn up, which was published in October 1993. At the same time, preparations were made for the founding of the APA. The driving forces were the Federation of German Industries (BDI), the German Asia-Pacific Business Association (OAV), the Association of German Chambers of Commerce and Industry (then DIHT) and the AHKs in Asia-Pacific. The foundation was supported in particular by then OAV-Chairman Edgar Nordmann and then BDI-President Tyll Necker. On 11 May 1993, a debriefing on the February/March trip took place with Helmut Kohl at the Chancellor's Bungalow in Bonn, where Kohl asked Heinrich von Pierer, then CEO of Siemens AG, to chair the APA. The APA was founded on 24 September 1993 at the BDI in Cologne by leading representatives of German industry with the aim of "making up for the lead of companies from important competitor countries in their engagement in Asia". The sponsors of the committee were initially the BDI, the DIHT and the OAV. In 1999, the Federation of German Wholesale, Foreign Trade and Services (BGA) and the Association of German Banks (BdB) joined as further sponsors. The founding management board consisted of F. Stefan Winter (BDI), Hans-Bernd Giesler (OAV), Liesel Quambusch (DIHT), Jürgen Oberg (Siemens) and Jürgen Franzen as APA-coordinator for Asia.

After the founding of the APA, the Asia-Pacific conferences were systematically upgraded; since then, the conference chair has always been the APA-Chair together with the Federal Minister for Economic Affairs. The vital role of the German AHKs in Asia has not changed: Together with the APA and the Federal Ministry for Economic Affairs and Climate Action (BMWK), they are still the organisers of the conference, and the respective host AHK is an indispensable building block for a successful APK.

One of the milestones in the history of the APK was certainly the call by APA-Chairman von Pierer, enshrined in the 2004 'APK Bangkok Resolution', to strive for bilateral free trade agreements between the EU and the Asia-Pacific region in addition to the efforts within the World Trade Organization (WTO). The network of EU free-trade agreements

in the region is now an indispensable part of EU trade policy. Jürgen Hambrecht then ensured a 'reformation' of the APKs with a series of changes in 2007 in Seoul and 2010 in Singapore: the 'resolutions' were abolished, the English language was introduced as the conference language, the country forums were ceased in favour of topic-oriented exchanges, and instead of long speeches, discussions moved to the foreground. Peter Löscher's time at the APA was marked by the special occasion that the APK was spatially and temporally linked to the Germany Years in India 2011/2012. The opening evening of the APK in the pavilion city 'Urban Mela' designed by Markus Heinsdorff in the Millennium Park in Delhi created fantastic images.

APK 2010, Singapore

[From Left] The late Mr Roberto R. Romulo, former Secretary of Foreign Affairs in the Philippines, Dr Juergen Hambrecht, former Chairman of APA and current Chairman of Supervisory Board at BASF, and Mr Lim Hng Kiang, former Minister for Trade and Industry, Singapore.

Extraordinary for the organising team were the conferences that were set up together with APA-Chairman Hubert Lienhard from 2014 to 2018 in Ho Chi Minh City, Hong Kong and Jakarta. These conferences were characterised by a chairman who, as a project leader for many years, has project management 'down to a tee'. There was no decision on conference organisation that did not bear his stamp. He was the driving force behind the cooperation on security policy issues with Wolfgang Ischinger and the Munich Security Conference. In Hong Kong and Jakarta, the organisers managed for the first time to have speakers from Asia in all forums and workshops. Lienhard's motto was: Don't talk about Asia, but with Asia. Groundbreaking was the APK Jakarta and the emphasis by Lienhard and then Federal Minister for Economic Affairs Sigmar Gabriel that clearly pointed to a reassessment of China's role. The new tone on China, for which the BDI's China paper of January 2019 received a widespread response, was already reflected in the speeches of these two thinkers.

APK 2018, Jakarta

[From Left, First Row] Mr Thomas Lembong, Chairman of Indonesia's Investment Coordinating Board (BKPM), Dr Hubert Lienhard, Chairman of the Asia-Pacific Committee of German Business and CEO of Voith, Mr Mathias Cormann, Minister for Finance, Australia, Dr Eric Schweitzer, former President of the Association of German Chambers of Commerce and Industry (DIHK), Mr Prijono Sugiarto, President of EKONID, and Mr Jürgen Fitschen, former co-CEO of Deutsche Bank. [Second Row, behind Mr Mathias Corman] Dr Jürgen Heraeus, former CEO of Heraeus Group. [Second Row, behind Dr Eric Schweitzer] Dr Heinrich v. Pierer, former Chairman of the APA and Siemens CEO.

Joe Kaeser had been a long-time companion of the APKs even before his APA-Chairmanship. With him, the team of APK organisers led by Sabrina Netzer steered the 'APK digital' through the COVID period in October 2020. What we all learned during this time: Delivering content can work well in a digital format, as it had at the APK digital. But conference atmosphere and networking fall by the wayside. The willingness of Tim Philippi and his team at the SGC to host the APK in Singapore in November 2022 under difficult planning conditions has been consistently applauded by leading APA managers.

The APK will continue to adapt to changing conditions. The fact that the current Federal Government had included the upgrading of the APK as a goal in the coalition agreement was a welcome opportunity for the APA to invite the Federal Chancellor to attend the conference. With the APK, we will continuously strive to contribute to Germany and the EU, being perceived as indispensable economic partners in Asia-Pacific.

17th Asia-Pacific Conference of German Business (APK)

Raffles City Convention Centre, Singapore

SAT 12 NOV 2022

7.30 –10.00 pm	APK Welcome Reception - A Deutsche Bank Evening of Connecting Worlds at Marina Bay Sands *Sponsored by Deutsche Bank*

SUN 13 NOV 2022

9.00–10.00 am	Registration
10.00–10.05 am	Welcome
10.05–10.55 am	Opening Trialogue: Drivers to Transforming Economies
10.55–11.55 am	Economic Resilience: German-Indo-Pacific Cooperation
12.05–1.15 pm	AHK Business Lunch Sessions Greater China | ASEAN
1.25–2.25 pm	Digitalisation: Reshaping Economies through Technology
2.30–3.30 pm	Decarbonising Economies: Fostering Green Innovation
3.30–4.00 pm	Coffee Break
4.00–5.00 pm	Global Supply Chains: Redistribution as Key to Resilience
5.05–6.05 pm	Sustainable Finance: Pacemaker of the Green Transformation
7.30–10.00 pm	Singapore Evening at Sands Expo and Convention Centre *Sponsored by the Singapore Government*

MON 14 NOV 2022

8.00–9.00 am	Welcome Coffee and Registration
9.00–9.30 am	Debate: Diversification in Asia-Pacific
9.30–10.45 am	Oxford Style Debate on Sustainability
11.00–12.00pm	Resilience of Health Systems: Takeaways from COVID-19
12.10–1.20pm	AHK Business Lunches India | Japan & Korea | Australia & New Zealand
1.30–2.00pm	Keynotes
2.00–3.00pm	Infrastructure Connectivity: Opening Gateways for German and Asian Businesses
3.00–3.30pm	Coffee Break
3.30–4.30pm	Security and Geopolitics: Economic Implications
4.30–4.45pm	Closing of the 17th APK

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WiFi Network: APK2022Singapore
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Scan this code for information on the panellists and programme.

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Giesecke+Devrient (G+D) is a global security technology provider headquartered in Munich, Germany. G+D was founded in 1852. In the fiscal year 2021, the company generated a turnover of 2.38 billion euros. A total of 89 subsidiaries and joint ventures across 33 countries ensure customer proximity worldwide.

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Dr. Ralf Wintergerst, Chairman of the Management Board and Group CEO, Giesecke+Devrient

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To speak to a representative in Singapore, you may contact Mr Johannes Greess, Senior Vice President, D-A-CH & Nordics Desk for ASEAN, International Subsidiary Banking (ISB), HSBC, at +65 6658 1459 or send an email to johannes.greess@hsbc.com.sg.

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The Schaeffler Group generated sales of approximately EUR 13.9 billion in 2021. With around 83,000 employees, Schaeffler is one of the world's largest family companies and, with approximately 200 locations in over 50 countries, has a global network of manufacturing locations, research and development facilities, and sales companies.

Motion and mobility are key factors for successfully meeting our global challenges. Our success will depend largely on our ability to rethink and produce pioneering solutions for motion and mobility. The invention of the cage-guided needle roller bearing put Schaeffler at the forefront of motion and mobility right from the outset. We design both rotary and linear motion, in automobiles, machines, wind turbines, and many other industrial applications.

This passion for technology and innovation has always been a core element of our DNA, and it is precisely this pioneering spirit, together with our courage and curiosity, that continues to drive us forward. The concept of motion involves more than just mobility. So, our mission goes beyond merely designing the "mobility of the future", particularly since, from a supplier's perspective, pioneering motion is about teamwork and partnership.

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Schaeffler has been present in Singapore since 1975. Founded in 1996, Schaeffler (Singapore) Pte. Ltd. has been the regional headquarter for Asia Pacific since 2014. Singapore has been a pivotal part of Schaeffler's transformation and growth in the region where the company has over 6,000 employees across 9 production plants and R&D facilities at 8 locations. The main locations, besides Singapore, include Australia, India, Indonesia, Japan, Korea, Malaysia, New Zealand, Philippines, Thailand and Vietnam.

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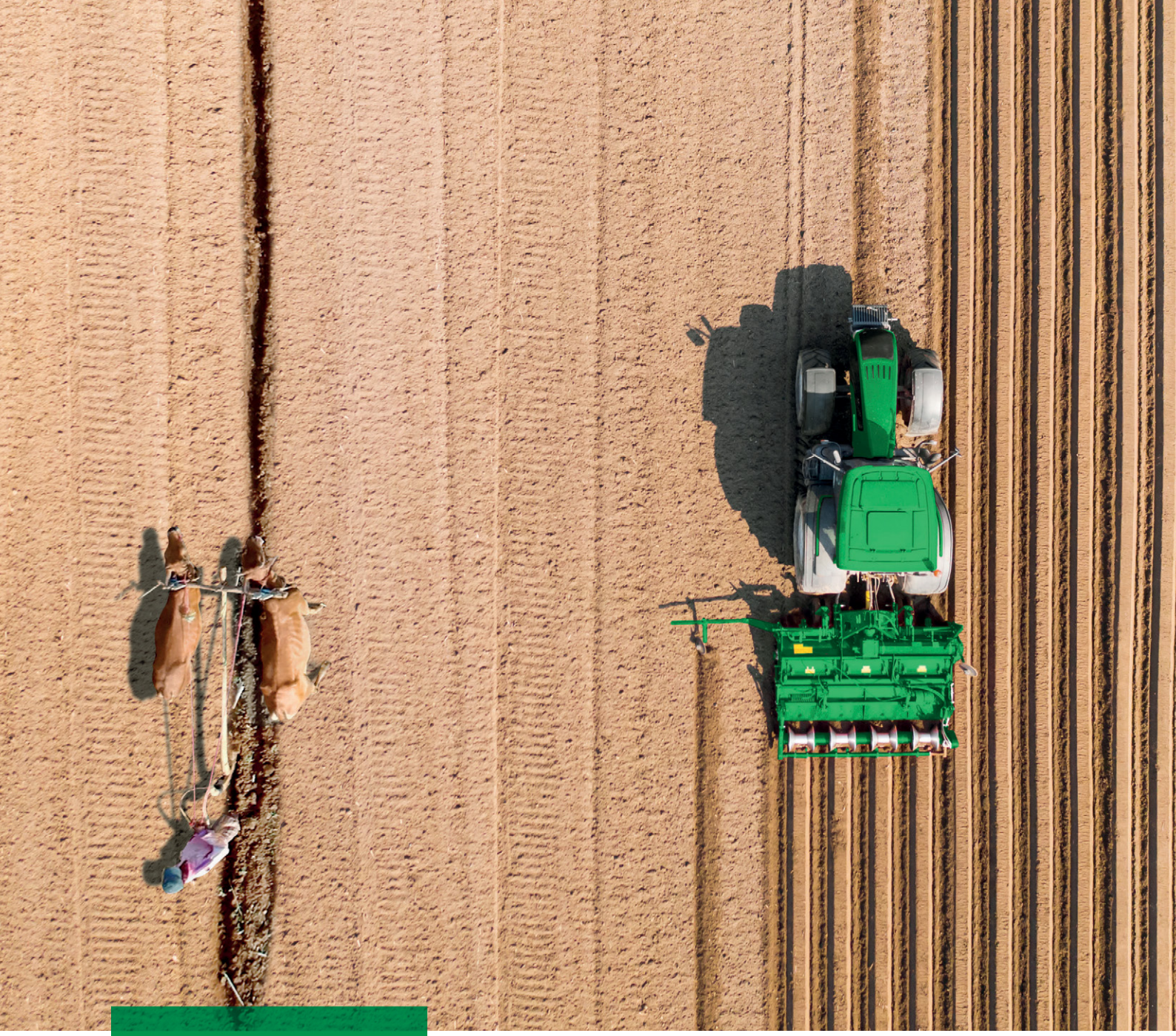

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Germany Trade & Invest (GTAI) is the national German government's international business promotion agency.

As many people know, the Federal Republic of Germany is a confederation of sixteen regional states including Bavaria, Saxony, Berlin, Hamburg, North Rhine-Westphalia and Baden-Württemberg – just to name some. Each of these states has its own investment promotion agency (IPA), which GTAI mirrors on the national level.

GTAI has three main functions: to promote Germany in general as a business location, to help German companies to do business abroad (Trade), and to convince international firms who are looking to expand abroad to do so in Germany (Invest). General business promotion is fairly self-explanatory, so let us take a look at the other two main areas of GTAI expertise.

GTAI GERMANY TRADE & INVEST

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The **Trade** section is the first point of contact for Germany's export-oriented small and medium-sized enterprises (SMEs). GTAI experts at more than 50 locations worldwide analyse the latest developments in 120 countries. In the Asia-Pacific Region, GTAI is present in 14 cities and reports regularly on current trends in these strategic growth markets, including Singapore. GTAI updates its database daily and offers around 3,000 new entries each year. GTAI also offers legal and customs information to assist companies located in Germany expand beyond Germany's borders.

The **Invest** section is the first port of call at the national level for international businesses that would like to explore expanding to Germany. GTAI offers assistance and guidance in and on market analysis, finding a suitable location in Germany, legal and tax issues, state incentive opportunities and market entry. GTAI has helped a number of internationally renowned companies expand their operations in and to Germany, including most recently US chipmaker Intel, which will build a 17-Billion-Euro megafab in the city of Magdeburg in Saxony-Anhalt. Asian companies – for instance, Chinese battery maker CATL – have also expanded their businesses to Germany with assistance from GTAI.

In addition to marketing Germany as a whole as a business location, GTAI specifically focuses on promoting the country's regions in structural transformation, which includes but is not restricted to the entirety of formerly communist East Germany. So, for German-Asian business, GTAI is a name to remember.

GettyImages/luoman

German Trade with Asia-Pacific Proves Resistant to Crisis

BY **KATHARINA VIKLENKO | BONN**

Some states in the region are not only important sales markets but also coming into focus as procurement markets. Trade in goods still has significant potential.

Trade in goods with the Asia-Pacific region has steadily gained in importance for Germany in recent years. And the COVID-19 pandemic even strengthened this trend. In 2021, German exports to the region reached almost EUR 208 billion for the first time – equivalent to annual growth of 9.7 per cent. German imports from Asia-Pacific grew particularly strongly. Imported goods with a value of almost EUR 260 billion in 2021 represent an increase of more than 17 per cent.

Preliminary data issued by the Federal Statistical Office of Germany shows that Germany supplied goods worth almost EUR 112 billion to the region in the first half of 2022 – equivalent to around one seventh of all German exports. This represents an increase of 8.5 per cent compared to the same period in the previous year.

Around half of German exports to Asia-Pacific traditionally go to China. In 2020, South Korea rose to become the second-largest buyer of German goods in the region, maintaining this position in the first half of 2022. Of the larger target markets, export growth proved to be particularly strong in Indonesia, Hong Kong, Australia and Malaysia. The export rate of change was in double-digit positive territory for the period January to June 2022.

In the first half of 2022, exports to ASEAN grew 7.5 per cent and therefore slightly below the general trend of

German exports to Asia. A sharp drop (-16 per cent) in consignments to Vietnam is the most likely explanation for this development. The importance of the ASEAN states for German exporters has increased in recent years, with a share of more than 12 per cent in 2021. Southeast Asian economies nevertheless remain niche markets with potential. Around three quarters of all goods exported from Germany to the region still go to East Asia.

Deliveries of chemical products and electronics "Made in Germany" showed disproportionately strong growth in the first half of 2022. Pharmaceuticals accounted for a significant share of the growth, with coronavirus vaccines likely to have been exported to Asia in many cases. Exports of machinery, one of the most important German export categories to the region, lagged most seriously behind.

Asian countries are not only important sales markets for Germany, but significant procurement markets as well. For a considerable time, the focus was on China. There is no other country from which the Federal Republic of Germany obtains more goods than from China, with critical one-sided dependencies in some instances. However, the search for alternatives to the People's Republic has gained momentum. The coronavirus pandemic, global supply chain disruptions and geopolitical upheavals have all intensified the call for diversification. As part of the "China+1" strategy, companies are increasingly looking to alternative markets for procurement – particularly for critical components.

Alternatives to the People's Republic are not always easy to find, meaning that companies are often quickly stretched to their limits in the relocation process.

Relocating production to Europe proves difficult due to a lack of skilled workers. Vietnam is considered but is unable to handle the required volumes on its own. Other procurement markets, such as Indonesia or Malaysia, have to make greater efforts to attract industry settlements. Opportunities could be provided by the creation of strategic partnerships and free trade agreements.

Despite concerted efforts to diversify supply markets, China has become proportionately more important as a procurement market for Germany. While the People's Republic accounted for 53 per cent of Germany's imports from Asia-Pacific in 2020, it accounted for almost 55 per cent in 2021. From January to June 2022, this share even grew to almost 57 per cent. However, there was a slight decline of 2.6 per cent in German imports from South Korea.

Continued economic growth in the region suggests that Asia will remain one of the most dynamic regions for the global economy. For many economies, real GDP growth is expected to be higher than the 3.2 per cent worldwide forecast by the International Monetary Fund. Continued growth should see German trade in goods with the region exceed EUR 550 billion for the first time for the year 2022 – an increase of more than EUR 100 billion compared to 2021.

For the full article in German language, please scan the QR Code or visit *www.gtai.de/handel-asien-pazifik*.

GettyImages/Prasit photo

Change in Fortunes for Leading High-Tech Suppliers

BY **BERNHARD SCHAAF, KATHARINA VIKLENKO | BONN**

Seven of the ten largest high-tech export nations come from Asia. China leads by a wide margin, with Germany and the US losing market share.

Of the most important export countries for high-tech products, China ranked first in 2020 with a share of nearly 24 per cent of corresponding exports. The US (7.1 per cent) and Taiwan (6 per cent) followed at some considerable distance. Germany ranked fourth (5.6 per cent share), followed by South Korea (5 per cent).

The market was not always divided up in this fashion. In 1990, the United States, Japan and Germany led the global ranking with respective double-digit shares. Just 15 years later, China replaced the US as the world's leading exporter of advanced technology and has since widened the gap to its competitors – both in terms of share and in absolute terms. Over the past three decades, Germany has slipped from third to fourth place among the world's most important high-tech exporters.

GettyImages/3alexd

Vietnamese high-tech exports have also grown steadily since 1990 – from a mere USD 0.7 billion to more than USD 100 billion in 2020. Furthermore, Taiwan, South Korea and Malaysia are among emerging high-tech suppliers.

Asian economies are disproportionately represented with seven of the top ten most important suppliers of high technology. Taiwan has been particularly successful, first passing South Korea in high-tech exports in 2019 and then Germany in 2020. Furthermore, Malaysia caught up strongly in 2020 and now ranks in ninth position. With almost two thirds share, the Asia Pacific region accounted for the majority of global high-tech exports in 2020.

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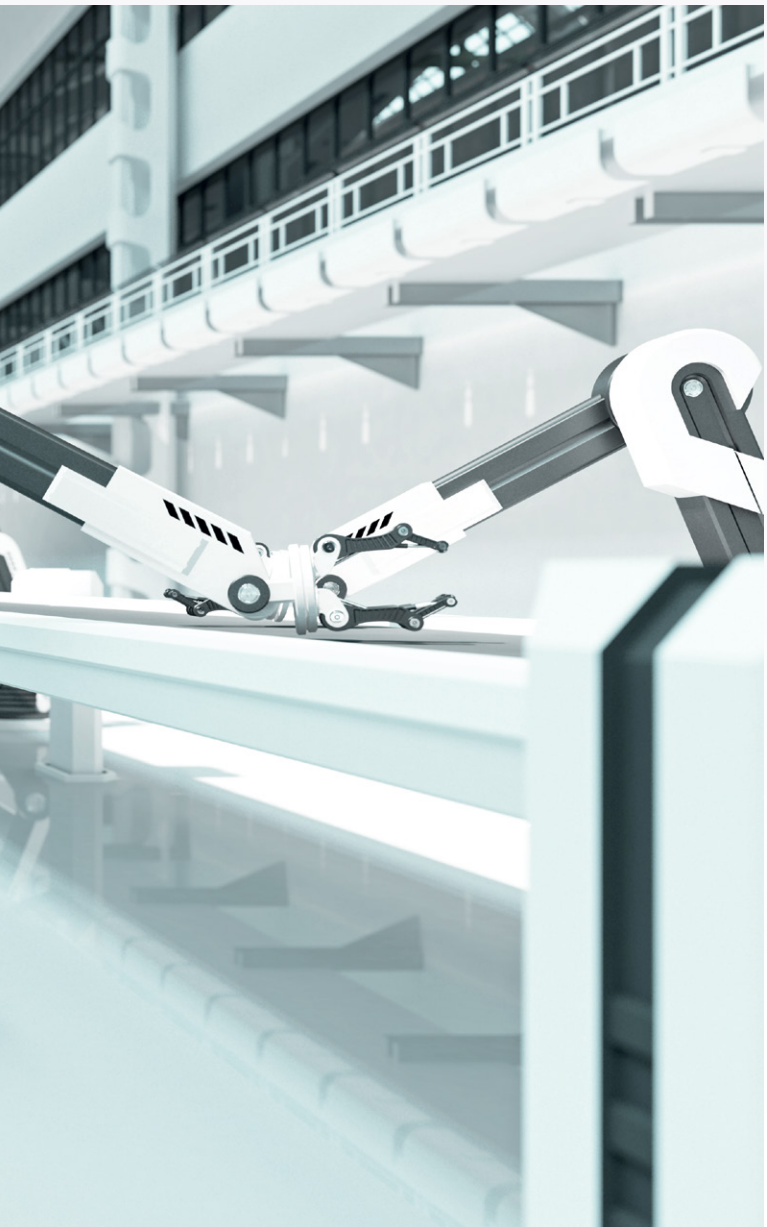


Major exports of high-tech products are often accompanied by an increased capacity for innovation – it's no accident that the world's most innovative countries are far ahead in the high-tech export rankings. China ranked twelfth internationally in the Global Innovation Index 2021 of the World Intellectual Property Organization (WIPO), ahead of even Japan.

The Chinese government has long pursued the goal of achieving technology leadership in selected industries. Official initiatives such as "Made in China 2025" suggest that China will further advance its already leading position in high technology in the future.

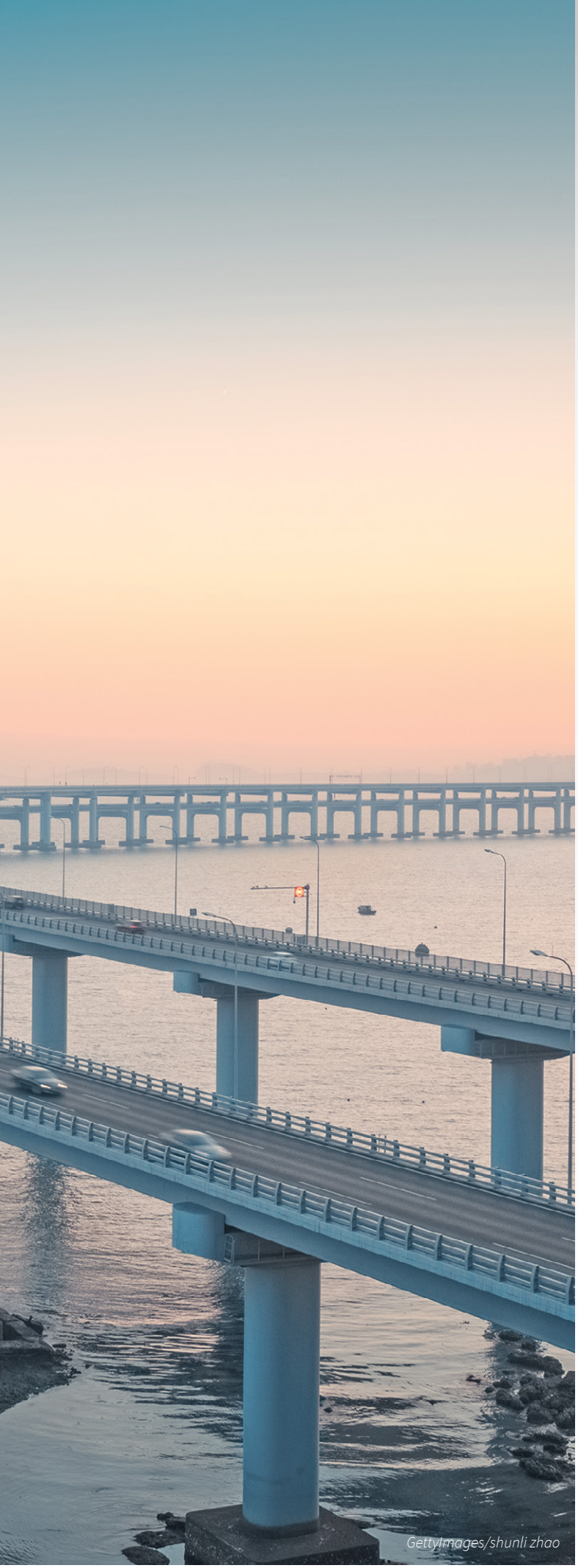
The global importance of advanced technology has increased over the years. In the course of the 2020 coronavirus pandemic, trade in high-tech goods outperformed overall merchandise trade. Compared to the previous year, global high-tech exports in 2020 increased by almost one per cent to around USD 3.2 trillion. In contrast, global exports fell by 7.8 per cent during the same period. The solid performance was driven by a boom in demand for communications, computing and data storage technologies, thanks not least to greater global use of mobile working and increased "home office" usage. This trend is likely to have continued in 2021.

For the full article in German language, please scan the QR code or visit www.gtai.de/hightech-aus-asien.

EU Keen to Implement Global Gateway with Partners

BY **SEBASTIAN HOLZ | BONN**

The European Union has already presented two partnerships for sustainable connectivity prior to Global Gateway. How much potential does the format have?


GettyImages/shunli zhao

The European Union (EU) wants to realise its approach to international connectivity together with like-minded partners. The EU-Asia Connectivity Strategy of 2018 introduced the format for connectivity partnerships – of which there have been two to date – for this purpose. As part of Global Gateway, the agreements are to be now brought to life.

In 2019, the first and only Europe Connectivity Forum took place in Brussels. Here, the first connectivity partnership was sealed in the presence of former European Commission President Juncker and then Japanese Prime Minister Abe. In the agreement, Japan and the EU committed to cooperation in "all dimensions of connectivity – bilaterally and multilaterally". Working together, openness, transparency, inclusiveness and a level playing field are all to be promoted and advanced. European and Japanese development banks are also to cooperate more closely on projects in third markets.

Concrete plans, however, were not to be found in the declaration. Instead, the agreement marked the beginning of a new dialogue process. Nevertheless, the European Investment Bank (EIB), the Japan Bank of International Cooperation (JBIC) and Japan International Cooperation Agency (JICA) have concluded a declaration of intent to improve the coordination of their financing activities. More specifically, this involves better dovetailing of the banks' sustainability standards – which are high on both sides but not necessarily compatible.

At a bilateral summit on May 8, 2021, the EU presented a new connectivity partnership together with India. The new agreement with India is more comprehensive when compared to the first partnership with Japan. It makes additional mention of, for example, cooperation on technical standards, 5G network expansion and the simplification of cross-border payments.

The four thematic focal points of the new agreement are transportation infrastructure, energy connectivity, digitalisation as well as the human factor that describes deeper scientific cooperation and cultural exchange. The regional focus of the new partnership is the Indo-Pacific. In contrast to the agreement with Japan, the agreement is also intended to promote connectivity in India itself. Moreover, the two partners also want to improve connectivity in Africa and Central Asia.

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With the announcement of the partnership, Brussels published a list of projects of which some are already being implemented and provide opportunities for further cooperation. The "Team Europe" approach – included here for the first time – stands out. The term promotes the activities of individual EU institutions, banks and member states according to a common label as European projects. As such, the EU, together with its member states, continues to be the world's largest donor of development aid (more than EUR 75 billion annually). With Team Europe, the EU wants to emphasise this fact more strongly. However, the EU as such is not involved in all of the sample projects presented. Some of the Team Europe projects are financed exclusively by the national development banks of the member states.

Furthermore, the EU and India announced their intention to resume negotiations on a bilateral free trade agreement at the joint summit. Talks broke down in 2013 after six years – not least because of India's reluctance to open up the automotive sector and the agricultural products market. It remains to be seen whether the two sides will reach agreement this time. However, the new push is indicative of a new willingness to talk – even on contentious issues – on both sides.

The EU is India's third largest trading partner and India is the EU's tenth largest trading partner. Trade volume totalled EUR 110.4 billion in 2020. Compared to 2010 levels, the exchange of goods and services has increased by 50 per cent. According to a 2020 study by the European Parliament's scientific service, a free trade agreement could increase European exports to India by between 52 to 56 per cent and imports from India by 33 to 35 per cent.

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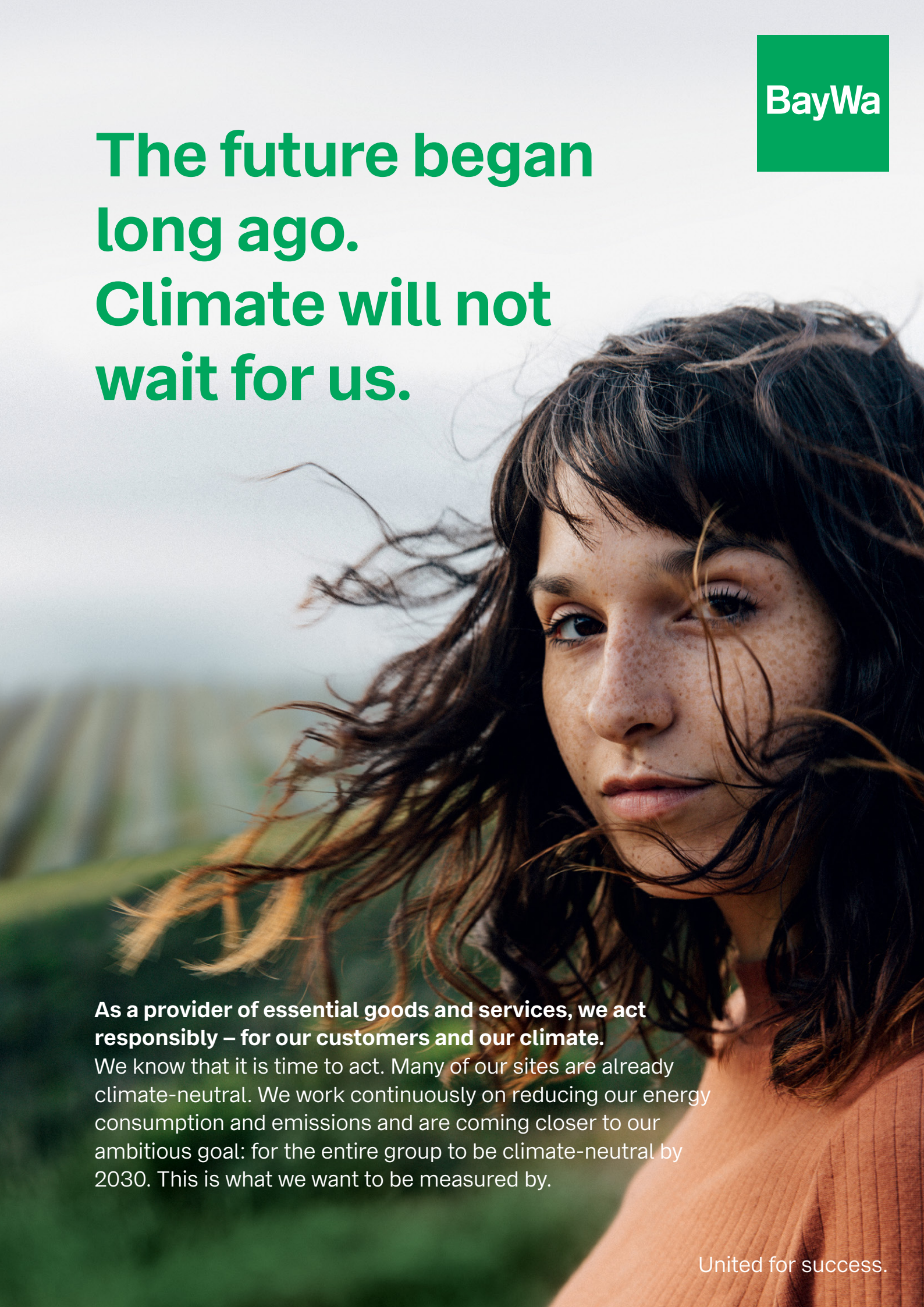
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Together, we aim to help create, improve and prolong the lives of **9 million** patients in APAC annually.

Should a bank think like a German Mittelstand company?

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If you want to understand a German Mittelstand company, it's best to be one yourself. This isn't a great revelation, but you have to wonder why it's not the general rule. As one of Germany's last remaining owner-managed banks, we have the same values and success principles as the Mittelstand. To find out more about what this can mean for you, visit us at www.metzler.com

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WACKER is one of the world's leading and most research-intensive chemical companies. Catering to the local needs of the global and Southeast Asian markets, we focus on hyperpure silicon for semiconductor and solar applications, silicone solutions for e-mobility, sustainable binders, as well as biotechnology products. Our process engineers continually enhance existing processes to boost their sustainability, efficiency and profitability. Active in Southeast Asia since 1984, our local experts assist customers in the development of future-bound solutions tailored to regional demands in a fast-growing market – always in accordance with our purpose "Our solutions make a better world for generations." Visit us at: www.wacker.com/sea

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About
DEinternational

Your trusted service partner for market entry and expansion to Singapore and ASEAN

Under the brand name 'DEinternational', the Singaporean-German Chamber of Industry & Commerce (SGC) provides business services to support you and your business to enter the Singaporean and ASEAN market.

We help you to turn your expansion ideas into reality

#PartnerForTradePromotion

We are the first address for organisations and companies seeking information, professional services, and reliable contacts. Acting as a one-stop consultancy in ASEAN's business hub, our clients benefit from our know-how and contacts as well as our network of sister chambers in the region.

Our market entry and expansion services

- Business Matching
- Key Account Management
- Market Research and Analysis
- Event Organisation
- Business Representation Service (Marketing & Sales)
- Trade Fairs
- HR Services

Thinking of entering the Singaporean/ASEAN market? Contact us for a first non-binding consultation! We will help and support you for a successful start abroad.

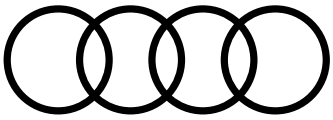
AHK Singaporean-German Chamber of Industry and Commerce
Deutsch-Singapurische Industrie- und Handelskammer

DE INTERNATIONAL

info@sgc.org.sg
Subject in Mail: "DEinternational services"
www.sgc.org.sg

SGC Members' Corporate Profiles

Audi Singapore Pte Ltd



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Characterised by sporty vehicles, high build quality and progressive design, embodying *Vorsprung durch Technik*, the Audi Group is one of the most successful manufacturers of automobiles in the premium and luxury segment.

Audi Singapore is a fully owned company of the Audi Group. Established in 2008, Audi Singapore is responsible for the wholesale function of Audi models in Singapore, and is supported by its retail partner, Premium Automobiles Pte Ltd. As part of its journey of premium sustainable mobility, Audi Singapore continues to focus on electrification, guided by the four overarching principles of sustainability, design, performance and digitalisation.

The Audi Group is one of the most successful manufacturers of automobiles and motorcycles in the premium and luxury segments. With its brands Audi, Ducati, Lamborghini and, since January 1, 2022, Bentley, it comprises the premium brand group within the Volkswagen Group. Its brands are present in more than 100 markets worldwide. Audi and its partners produce automobiles and motorcycles at 21 locations in 13 countries.

In 2021, the Audi Group delivered around 1.681 million cars from the Audi brand, 8,405 sports cars from the Lamborghini brand and 59,447 motorcycles from the Ducati brand to customers. More than 85,000 people all over the world work for the Audi Group, around 58,000 of them in Germany. With its attractive brands, new models, innovative mobility offerings and groundbreaking services, the premium brand group is systematically pursuing its path toward becoming a provider of sustainable, individual, premium mobility.

Audi Vorsprung durch Technik

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Audi Centre Singapore
281 Alexandra Road, Singapore 159938
9am-8pm (Mon-Sat) and 10am-7pm (Sun) Tel: 6836 2223

AudiSingapore

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avodaq Pte Ltd is part of avodaq AG which is one of the leading German providers of modern IT infrastructure for multinational companies and service providers. As an IT system integrator, we offer value added services with our ability to connect IT infrastructure with employees and business processes. Thereby we create a unique benefit for our clients through change management and software development. avodaq delivers the complete services portfolio of a Cisco Gold and Master Partner. We do consulting, analysing, planning, design, installation, configuration, support and operating services as well as timely delivery of hardware and software. Founded in 1997, our company is represented at ten locations in Germany, New York, Singapore and Manila, and we currently employ about 300 employees. In 2021, the turnover generated was more than 63 million US Dollars.

avodaq established a software department to address growing internal and external digitisation requirements stemming from a market shift towards digital transformation. Digital transformation plays an important role in driving business performance, enabling improved decision making and expedited innovation, allowing businesses to maintain a competitive advantage in a digital age. The software department leverages both internal and external solutions to address digitisation requirements in fields such as process automation, software innovations, edge computing, cloud migration, centralised monitoring, data analytics and DevOps.

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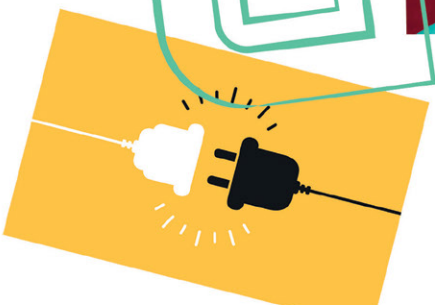

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Website:
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Boehringer Ingelheim is working on breakthrough therapies that transform lives, today and for generations to come. As a leading research-driven biopharmaceutical company, the company creates value through innovation in areas of high unmet medical need.

Founded in 1885 and family-owned ever since, Boehringer Ingelheim takes a long-term perspective. More than 52,000 employees serve over 130 markets in Human Pharma, Animal Health, and Biopharmaceutical Contract Manufacturing.

We are proud to contribute to the Singapore economy since 1997, starting from an initial office size of less than 10 staff to now employing 251 people – establishing the regional headquarters here.

From Singapore, we help to support thirteen countries in the region, covering Australia, Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, New Zealand, Philippines, Singapore, South Korea, Thailand, Vietnam.

Boehringer Ingelheim is also a Top Employer in Singapore for the fifth consecutive year, including across the region in ASEAN, Korea, Australia & New Zealand – with close to 3,000 employees from 24 different nationalities.

> "We are not only committed to the future and growth of Singapore, but also across our region consisting of ASEAN, South Korea, Australia and New Zealand. We are driven by the desire to serve humankind by improving human and animal health. We are also united by our purpose and are committed to serving the communities we work in, to make a real difference."

Dr. Armin Wiesler, Regional Managing Director of Boehringer Ingelheim ROPU ASKAN (Regional Operating Unit, ASEAN, Korea, Australia and New Zealand).

More information about Boehringer Ingelheim can be found at Boehringer Ingelheim – Value Through Innovation – *www.boehringer-ingelheim.com*.

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Value through innovation

Improving the health of humans and animals – Our goal.

Founded in 1885 and family-owned ever since, Boehringer Ingelheim takes a long-term perspective. Around 52,000 employees serve more than 130 markets in the three business areas, Human Pharma, Animal Health, and Biopharmaceutical Contract Manufacturing. For the second year in a row, we have been awarded Global Top Employer, becoming one of the world's eleven best employers worldwide.

Besides being certified at the global level, Boehringer Ingelheim has also been named as a Top Employer in Singapore for the fifth consecutive year, as well as across the region in ASEAN, Korea, Australia & New Zealand - with close to 3,000 employees from 24 different nationalities.

Image: Boehringer Ingelheim

www.boehringer-ingelheim.com

Boehringer Ingelheim

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BMW Group Asia
Established in 1985 in Singapore, BMW Group Asia oversees 14 importer markets: Bangladesh, Brunei, Cambodia, Guam, Indonesia, Laos, Myanmar, Nepal, New Caledonia, Philippines, Singapore, Sri Lanka, Tahiti and Vietnam for BMW and MINI.

The regional office has nearly 180 employees, representing 20 nationalities, of which nearly 50% are female. It is also a regional hub for strategic corporate functions like the BMW Group Treasury Centre, BMW Financial Services, BMW Human Resources and Information Management Services.

In 2021, BMW was announced as the top automotive brand in the luxury segment in Singapore for authorised distributors and the #2 brand in the entire car market. To address the growing demand for BMW in Singapore and to provide our customers with additional support, BMW Group Asia announced a second dealer in Singapore in May 2022. As of October 2022, Performance Motors Limited and Eurokars Auto Pte Ltd are the authorised dealers and service providers for BMW vehicles in Singapore, offering customers the full range from full-electric BMW i models to high-performance BMW M models.

Eurokars Habitat continues to be the official dealer for MINI vehicles in Singapore offering the full range of MINI models – MINI Electric, MINI 3-Door, MINI 5-Door, MINI Convertible, MINI Clubman, MINI Countryman, as well as the full range of MINI John Cooper Works.

C. Melchers GmbH & Co.

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- GMT (Beijing) Ltd
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- Bremont Watch Asia Ltd
- Norqain Asia Pte Ltd
- Patek Philippe Asian Distribution Pte Ltd
- Plover Trip Pte Ltd
- Melchers Music Pte Ltd
- Valves & Piping Asia Pte Ltd

A Global Player – With Personality

C. Melchers GmbH & Co. KG, established in 1806, is a global company with a wide range of services and with trading know-how in diverse areas of business.

Our network of more than 50 subsidiaries in Germany and mainly in Asia makes us a powerful, dependable partner. Our experienced experts are there to support you at local level, ensuring the successful implementation of your specific requirements. **"We are not here for the long term, but we are here for good"** – is the motto of the Asian organisation.

We Help You to Develop and Expand Markets

With our experience and expertise, we can offer you support and assistance as you develop your sales or procurement markets. Our services cover the entire value chain – from product development and manufacture through sales and retailing to marketing and after-sales service. Other areas of business include importing and exporting to and from Asia and inner Asia trade.

Our success is based on more than 150 years of trading with Asia – and a flexibly organised global network. Each of our local companies gears its business operations to the particular markets and customers which it serves. This independence and this flexibility enable us to integrate each new product sector into the Melchers Group seamlessly and to achieve your corporate goals successfully.

C. Melchers GmbH & Co. Singapore Branch was established in 1954 to coordinate the trading activities in South East Asia. Independent and affiliated companies were set up in all ASEAN countries to cope with the increased trading, service and manufacturing activities. Singapore serves as a trading and services hub for the region.

C. Melchers GmbH & Co. Singapore Branch is known for its successful marketing of both technical and luxury consumer product lines in the ASEAN region and Greater China. Breitling, Patek Philippe, Norqain, Bremont and Steinway & Sons are some of the well-established brands of the company. Melchers has developed strong expertise in the theme park/tourism and attractions' industry; it is the developer of the Sky Tower and the Singapore Flyer. It is also active in the field of aviation and airline supplies as well as testing instruments and laboratory equipment.

CapitaLand Investment Limited

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Headquartered and listed in Singapore, CapitaLand Investment Limited (CLI) is a leading global real estate investment manager (REIM) with a strong Asia foothold. As of 30 June 2022, CLI had about S$125 billion of real estate assets under management, and about S$86 billion of real estate funds under management (FUM) held via six listed real estate investment trusts and business trusts, and more than 20 private vehicles across Asia-Pacific, Europe and USA. Its diversified real estate asset classes cover retail, office, lodging, business parks, industrial, logistics and data centres.

CLI aims to scale its FUM and fee-related earnings through fund management, lodging management and its full stack of operating capabilities, and maintain effective capital management. As the investment management arm of CapitaLand Group, CLI has access to the development capabilities of and pipeline investment opportunities from CapitaLand's development arm.

As a responsible company, CLI places sustainability at the core of what it does and has committed to achieve net zero emissions by 2050. CLI contributes to the environmental and social well-being of the communities where it operates, as it delivers long-term economic value to its stakeholders.

Deutsche Bank AG

Deutsche Bank

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Deutsche Bank was founded to connect Germany to the rest of the world. Asia-Pacific was central to this strategy from the start. As well as marking 150 years in the region, this year we celebrate 50 years in Singapore – one of our major operational hubs. Our four business divisions are:

Corporate Bank

At the core is the global transaction banking business providing cash management, trade finance and securities services to corporates and institutions. We are passionate about being the financial conduit for global clients in Asia Pacific since 1872 and excited to leverage this extensive onshore expertise to help clients navigate risk and drive business.

Investment Bank

We provide strategic advice to corporate and institutional clients, focusing on financing, advisory, capital markets, fixed income and currencies.

Private Bank

We focus on high networth clients offering a broad range of investment solutions.

Asset Management

We offer institutions access to strong investment capabilities across major asset classes.

Deutsche Bank Singapore is located at the South Tower of One Raffles Quay.

Evonik (SEA) Pte Ltd

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Evonik Industries AG

Evonik Industries AG is one of the world leaders in specialty chemicals. Active in more than 100 countries around the world, Evonik goes far beyond chemistry to create innovative, profitable and sustainable solutions for customers. We may not manufacture tires, medications, or animal feeds, but our products can make tires fuel-efficient, medications more effective, and animal feeds healthier. More than 33,000 employees work together for a common purpose: We want to improve life, today and tomorrow.

Evonik in Singapore

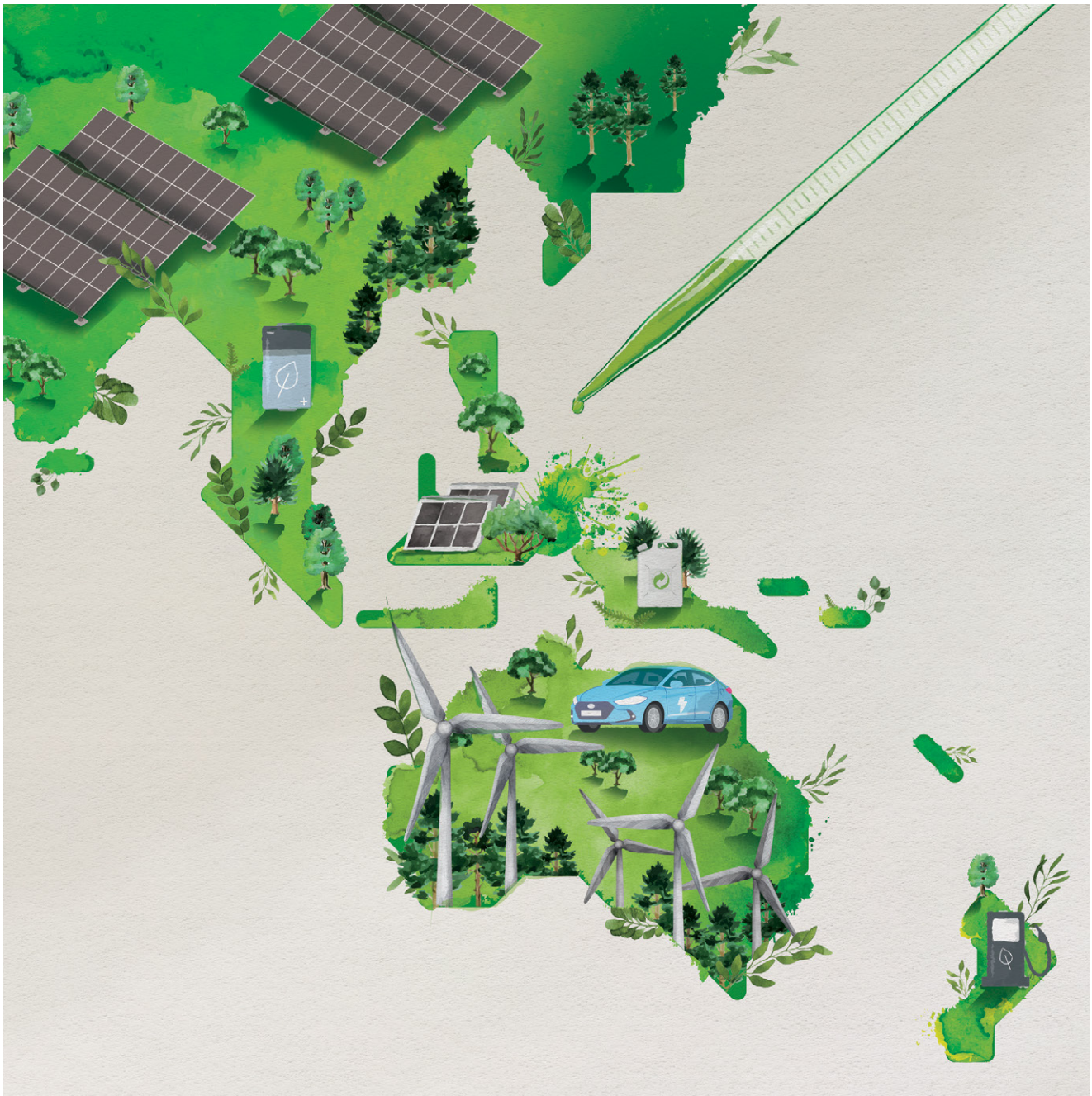
Evonik has been active in Singapore for over 40 years starting off with importing a broad range of products, and later with productive engagement. Today, it is home to our Southeast Asia, Australia and New Zealand Region headquarters. Supplying and producing locally, Evonik constantly steps up our presence to strengthen the competitiveness of our customers through research and applications technology and technological services.

Our manufacturing activities in Singapore include an oil additives production site and two world-scale DL-methionine production complexes on Jurong Island. We also have manufacturing facilities in Tuas – one producing Epoxy Curing Agent, Ink & Hotmelt Resin and Polyurethane Catalyst Blends, and another for catalyst rejuvenation and production.

Evonik is a leading global supplier of high performance VISCOPLEX® lubricant additives and VISCOBASE® synthetic base fluids for the automotive and industrial lubricants. We opened our Oil Additives plant on Jurong Island in 2008 and nearly doubled the production capacities in 2015, making it our largest Oil Additives production site within Evonik's global network.

In 2014, Evonik opened the production complex for MetAMINO®, the essential amino acid DL-methionine used in sustainable animal feed. To better serve the strong demand in Asia, Evonik opened its second DL-methionine complex beside the existing plant in 2019. The plants are worth a combined investment of €1 billion, and supply about 300,000 metric tons of MetAMINO® to poultry, swine and aquaculture businesses worldwide. Together, they make Singapore the largest DL-methionine site and contributor within Evonik's global network.

Singapore is also home to our Research and Development (R&D) hub in the region including our innovation and technical service centers for coatings, animal feed, polyurethane additives and Beauty & Care. In 2018, Evonik opened our Asia Research Hub in Singapore, internationalising research to develop next generation solutions for sustainability, including in the areas of functional surfaces, additive manufacturing and tissue engineering. Since its inception, the Hub has already conceptualised and developed novel photopolymers for industrial 3D printing applications. The Asia Research Hub also expanded its Life Science & Advanced Biomedical lab in 2022. This critical milestone strengthened Evonik's global R&D footprint, and the research will help to create sustainable solutions to address global health challenges in the long run.



Solutions for Green Growth

Evonik is one of the world's leading specialty chemicals companies. We enable more efficient and cost-effective solar energy, make wind turbines last longer, and turn biowaste into green energy. As a company driven by sustainability, Evonik will be executing targeted and massive investments in green growth – from innovating products with superior sustainability benefits to improving technologies that reduce carbon emissions. That's because our purpose is to improve life, today and tomorrow.

EVONIK
Leading Beyond Chemistry

Ed. Zublin AG Singapore Branch

ZÜBLIN STRABAG
TEAMS WORK.

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Josef Kofler
Managing Director

Ed. Zublin AG Singapore Branch Celebrates its 25th Anniversary Since its Commencement of Operations in Singapore

We are proud to have been associated with Singapore and our overseas clients and look forward to continuing to create added value for our clients with our specialised integrated entities offering the most diverse services whilst assuming responsibility for the environment for the benefit of our future. We bring together people, materials and machinery at the right place and at the right time in order to realise complex construction projects on schedule, of the highest quality and at the best price.

In short: We assume a part of the risk, thus relieving the burden from our clients.

Pipe-Jacking and Tunnelling in Singapore

Ed. Zublin's Pipe Jacking Division has been established in South-East Asia since 1997 and has successfully completed several projects as a result of building long-term client relationships which we attribute to our focus on consistent reliable, safe and value-driven tunnelling solutions.

Our focus in Singapore in the years ahead centers on continuing to develop the perfect technical solutions, the consistent application of state-of-the art technologies and engineering safe and reliable tunnelling solutions.

We Take a Holistic View of Construction

Zublin has been in business for more than 120 years. We understand a lot about construction. Which is why we constantly ask ourselves what expertise we will need in the future to continue to build the best buildings.

From Digitalisation to New Environmental and Societal Demands: In our Competence Alliance with STRABAG, We Take a Start-to-Finish View of Construction

Zublin believes in construction partnering with teamconcept and digitalisation with BIM 5D® – and so plays an important role in the development of new standards for the future of construction.

Complex Tunnelling Solutions Realised Through Innovative and Intelligent Design

This extensive know-how and vertical integration means our clients benefit from world-class turnkey tunnelling solutions, delivered at the best price. Continuity of service is delivered to our clients through a complete in-house process from our tunnelling and turnkey departments, which continue to foster a culture of innovation and cost-efficiency in achieving solutions for our clients.

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HIMA Asia Pacific
The HIMA Asia Pacific office in Singapore is the regional headquarters for local operations in South Korea, Singapore, Malaysia, and Australia. Since the early 1990s, HIMA has worked with leading companies throughout Asia Pacific, helping them to operate their plants safely and profitably. Together with our partner network in several Asia Pacific countries and local offices in 7 locations, we deliver the highest level of services – wherever your business or project is located. HIMA has been involved in providing safety-related automation solutions for conglomerates including Malaysia LNG (MLNG), Singapore LNG (SLNG) and INPEX. One of HIMA's most significant ongoing assignments in the Asia Pacific is Ichthys LNG, the massive Australian LNG project operated by INPEX. For more than 30 years, HIMA has been expanding its activities in the Asia Pacific region. With APAC being a core market, HIMA is committed to establishing a strong partnership with APAC companies and further supporting them with safety systems.

Over the years, HIMA has revolutionised the rail industry. Globally, nearly 1,000 commercial-off the-shelf (COTS) rail applications have been installed and put in operation by HIMA and rail operators. More than 55 HIMA partners in over 30 countries have realised safe rail applications by integrating COTS safety controllers. HIMA Asia Pacific also serves as a hub for industries including Oil & Gas, Chemicals & Petrochemicals, Energy and Rail in the region. Our customers include some of the industry's biggest global players, including BASF, ExxonMobil, Lanxess, Shell, and. With the recently launched Customer Solutions Center in Singapore, HIMA is taking the partnership with customers and the creation of new solutions to a new level, enabling support for customers with state-of-the-art smart safety solutions for their industrial plants. As part of the Customer Solutions Center, the HIMA Academy combines functional safety and security courses as well as product training.

The HIMA Group is the world's leading independent provider of smart safety solutions for industrial applications.
With more than 50,000 installed TÜV-certified safety systems worldwide, HIMA qualifies as the technology leader in this sector.

German Centre for Industry and Trade Pte Ltd

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German Centre Singapore is the ideal place for companies to work, network and do business. It provides flexible office solutions, including serviced offices and co-working spaces, and modern meeting facilities. More than 150 companies, industry associations and government-affiliated organisations operate their business in the German Centre. Our customers benefit from mutual exchanges within the German Centre ecosystem and participating in regular networking events and practical business-focused seminars.

The Place to be and Grow in Southeast Asia

German Centre Singapore provides spaces that range from co-working areas for temporary use up to permanent private offices that allow expansion over time. Furthermore, facilities such as meeting, conference and project rooms for trainings, customer meetings or business events are available on demand. Even if you are not (yet) present in Singapore, you can use the German Centre as a showcase platform to present and test products and services on the market, adapt them according to customers' demands and provide trainings. It is home of the Life Science Incubator, a state-of-the-art co-working lab and living showroom for medical technology. As of autumn 2022, the building lobby will be home to an Advanced Manufacturing Experience Centre, an open exhibition space set up to present and test your products and services to the Asian market, on-site as well as online.

German Centre Singapore delivers the ecosystem for businesses to build their growth plans on. We are a facilitator and supporter for your business success, not only during the initial set-up, but all along your way. As part of the German Centres Worldwide community, you will benefit from our broad network and community. The German Centre idea is based on collaboration and the exchange of experience and knowledge between companies, experts, institutions and the local business community, e.g. via exclusive roundtable discussions and networking events. You are at the right place for products and services "Made in Germany".

In Spring 2022, Federal President Steinmeier visited Life Science Incubator and German Centre Singapore. From left to right: Dr Frank-Walter Steinmeier, Mr Maximilian Englisch (Vice President Global Sales, Waldner Group), Ms Dominique Herold (Managing Director German Centre Singapore) and Mr Jens Rübbert (President Singaporean- German Chamber of Industry and Commerce/Managing Director & Regional Head Asia-Pacific LBBW)

Strong Backbone

German Centre Singapore is a subsidiary of Landesbank Baden-Wuerttemberg (LBBW), which operates other German Centres in Beijing, Mexico, and Moscow. The German Centres in Shanghai and Taicang are operated by BayernLB, and a cooperation with the German Business Incubator in Ho Chi Minh City makes the worldwide German Centre network complete. The German Centres are supported by federal and state ministries, German embassies, and cooperate with institutions and organisations such as Chambers of Commerce Abroad (AHKs) and VDMA. In the host countries, the German Centres appreciate the support of authorities and institutions. To date, the German Centres have accompanied around 3,000 companies in global growth markets.

GERMAN CENTRE
FOR INDUSTRY AND TRADE
SINGAPORE

We match. You grow.

German Centre Singapore

A thriving ecosystem to work, showcase, meet and connect. You are at the perfect place for products and services “Made in Germany”.

Join the German Centres Worldwide network now!

LBBW

www.germancentre.sg

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Helaba is one of Germany's leading banks with a business volume of around €212bn and 6,300 employees. Its representative office in Singapore covers ASEAN and South Asia. Helaba supports German trade with the region through a variety of products.

In close partnership with a local bank and in cooperation with a strong network of trusted local partners, Helaba supports German companies in expanding their reach into the ASEAN market by providing advice and financial services solutions.

In Germany, Helaba works closely with the Sparkassen, the strong network of regional financial institutions with deep roots in their market area for the benefit of private individuals and corporate clients. As the central institute for about 40% of all Sparkassen in Germany, Helaba provides services in the areas of large-scale lending, capital markets, trade finance and cash management.

Helaba's Singapore Representative Office therefore acts as a bridge between the Sparkassen network and Asian markets thanks to its profound understanding of Germany's 'Mittelstand' business culture and the unique features of Asian markets.

> "We are building bridges between Germany and the markets in ASEAN and South Asia."

Together with its partners, Helaba not only supports German companies in establishing a local presence and setting up financial services for their own operations, but also provides solutions to assist customers of German companies in financing their investments from Germany. For larger-scale capital investments, Helaba can help by arranging Export Credit Agency covered financing with longer tenors at attractive pricing. For smaller investment amounts, leasing and equipment financing solutions are offered by Helaba's partners in the region.

Helaba provides solutions for market entry and continuous growth in the markets of the ASEAN region for its clients as well as the corporate customers of Germany's Sparkassen.

Helaba

What moves you forward? Partnership.

A partnership orientation can give projects a strong edge. To us this means ongoing support for your aims and requirements through our collective expertise and our high-quality financial products. It's an approach that achieves what really counts: staying on course for success, whether the water is rough or calm. We help our customers and partners to continually move forward. That's what our values stand for – regionally anchored, internationally connected.

Values with impact.

Landesbank Baden-Württemberg (LBBW)

Address:
79 Robinson Road
#20-01
Singapore 068897

Tel:
+65 6562 9217

Website:
www.lbbw.de

"The award as the world's best bank in export finance will be a further incentive for us to continuously improve our performance in the interest of our customers."

Jens Rübbert, Managing Director & Regional Head Asia/Pacific at LBBW

Regional roots, at home across the world: Wherever the road might take you, LBBW will accompany you. And find the best solution for you. We are like you: Breaking new ground!

As a universal bank with deep regional roots, strong client relationships, international expertise and our worldwide network of Branches, Representative Offices and German Centres, LBBW is the ideal partner for small and medium-sized enterprises as well as multinational corporations in shaping their future.

Our range of services comprises of short, medium and long-term financing, customised financing solutions such as structured export and project finance, syndicated loans as well as international trade finance and payments, currency and interest rate risk management and capital markets advisory.

In June, LBBW received the 'TXF Industry Choice Award 2022 – Top Performing Export Finance Bank'. Leading importers and exporters from all over the world have chosen us as the best bank for export finance. Particularly high scores were received for LBBW's industry knowledge, customer focus, understanding of customers' business and speed in processing transactions. LBBW assists its export-oriented corporate customers with their international activities through an extensive international network of 17 locations in 16 countries.

LBBW in Singapore as Hub for Asia/Pacific, together with our Branches in Seoul and – brand new since September, 1st 2022 – Shanghai as well as our Representative Offices in Mumbai, Beijing, Hanoi and Jakarta assists our corporate and institutional clients in exploring Asia's long-term growth potential.

Today, LBBW is the largest bank in south-west Germany and one of the largest commercial banks nationwide.

LBBW Trade & Export Finance.
Global trade – German style.

The world can be unpredictable, but your finances should not be. Fortunately, LBBW is on hand to offer innovative and comprehensive trade and export finance solutions tailor-made for your business. The London-based trade information service Trade & Export Finance (TXF) declared us the »Top Performing Export Finance Bank 2022«.

We were made in Germany, but we are always looking to broaden our horizons, bringing our unique skills and expertise across the globe.

With 17 locations in 16 countries, your next branch is just around the corner. Start a new era for your business now.

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Breaking new ground

LBBW

Luther LLP

Luther.

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Luther in Singapore

With a total staff strength of more than 90, Luther is the largest German headquartered law firm in Singapore. 26 lawyers cover the whole range of corporate and commercial legal work as well as the structuring of investments within South Asia and South East Asia. Together with our experienced accountants, payroll specialists, tax consultants and company secretaries, we provide a one-stop solution for all your corporate needs.

Luther in Asia

Singapore serves as a hub and regional headquarter for many German and European companies in Asia-Pacific and Luther actively supports global players as well as companies of Germany's dynamic Mittelstand with their regional projects in Asia and advises Asian clients on their investments in Germany and Europe. With our Luther offices in Singapore and Shanghai we are present at two of the most important business centres in the region. Through our other offices in the region and a longstanding relationship with regional partners, our network has expanded from Australia and New Zealand to countries such as Japan, South Korea, Indonesia, Malaysia, Myanmar, the Philippines, Thailand, Cambodia, Vietnam and India.

Hits the Mark. Luther.

Luther Rechtsanwaltsgesellschaft mbH is one of the leading corporate law firms in Germany. With 420 lawyers and tax advisors, we can advise you in all fields of German and international corporate law. In addition to having offices in every economic centre throughout Germany, we are also present in 11 locations abroad: in Brussels, London and Luxembourg in Europe, and in Bangkok, Delhi-Gurugram, Ho Chi Minh City, Jakarta, Kuala Lumpur, Shanghai, Singapore and Yangon in Asia.

Our advisory services are tailored to our clients' corporate goals. We take a creative, dedicated approach to achieving the best possible economic outcome for each of our clients. The name 'Luther' stands for expertise and commitment. With a passion for our profession, we dedicate all our efforts to solving your issues, always providing the best possible solution for our clients. Not too much and not too little – we always hit the mark.

We know how crucial it is to use resources efficiently and to plan ahead. We always have an eye on the economic impact of our advice. This is true in the case of strategic consulting as well as in legal disputes. We have complex projects on our agenda every day. At Luther, experienced and highly specialised advisors cooperate closely in order to offer our clients the best possible service. Thanks to our fast and efficient communication, permanent availability and flexibility, we are there for you whenever you need us.

"Luther is a founding member of unyer (www.unyer.com), a global organisation of leading professional services firms that cooperate exclusively with each other."

Luther.

Luther and local partner offices in important European and Asian markets

We have a global outlook, with offices in key economic and financial centres in Asia and Europe. We also maintain close relationships with leading corporate law firms worldwide. This way, we ensure a seamless service for our clients throughout demanding international projects.

Legal services

- Company Incorporation
- Contract/Commercial Law
- Corporate Law/Merger & Acquisition
- Due diligence and transaction support
- Employment law
- Joint Ventures
- Private equity, venture capital
- Protection of intellectual property
- Tax structuring, tax advice

Corporate services

- Accounting & Financial Reporting
- Business establishment
- Cash, fund & payment administration
- Company Secretarial Services
- Dissolution, deregistration
- Human resources & payroll administration
- Immigration and work permit matters
- Individual and corporate tax compliance

Singapore

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Luther locations
Best friends

Bangkok, Berlin, Brussels, Cologne, Delhi-Gurugram, Dusseldorf, Essen, Frankfurt a.M., Hamburg, Hanover, Ho Chi Minh City, Jakarta, Kuala Lumpur, Leipzig, London, Luxembourg, Munich, Shanghai, Singapore, Stuttgart, Yangon

Legal and Tax Advice | www.luther-lawfirm.com
Corporate Services | www.luther-services.com

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Website:
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Singapore has been home to Mercedes-Benz for more than 30 years. As Mercedes-Benz Singapore Pte Ltd, we are a regional hub for Mercedes-Benz Group AG. With Mercedes-Benz Cars, Vans and Mobility Services, the Mercedes-Benz Group is one of the leading producers of luxury cars and vans whilst Mercedes-Benz Financial Services offers a comprehensive range of services, including financing, leasing, fleet management and insurance as well as innovative mobility services. We sell our vehicles and services in nearly every country of the world and have production facilities in Europe, North and South America, Asia and Africa.

Ready to Accelerate: From Electric First to Electric Only

Mercedes-Benz continues to make progress in our commitment to be carbon neutral by 2039, outlined by Ambition 2039, more than a decade ahead of the Paris Agreement's target. With the transformation of the automotive industry and shifting customer preferences, we will accelerate on the path of sustainability with the full and rapid electrification of our products. In 2022, we have battery electric options in all segments we serve. By 2025, our customers will be able to choose an all-electric option for every model we make and all newly launched vehicle architectures will be electric-only. By 2030, we will be ready to go fully electric (where market conditions allow). This acceleration starts with the core of our strategy – building the world's most desirable car. Our focus in the EV transformation is attracting our customers to make the switch by producing compelling luxury products together with the best customer experience. But this is nothing new. Since the very beginning in 1886, Mercedes-Benz has been more than just a vehicle manufacturer; we have always been a luxury brand. This transformation is not just in our cars; it is in how we produce our vehicles. We are adapting our global production network for an all-electric output. By 2022, all passenger cars and battery assembly sites run by Mercedes-Benz will be carbon neutral, and an entirely carbon neutral value chain by 2039. By sustainable production, we are walking the talk by leaving only the smallest carbon footprint during the whole product life cycle.

Our sharpened and accelerated EV strategy is in line with Singapore's Green Plan 2030 (SGP30). SGP30 supports the growth of EVs with the increase of charging points in Singapore and aims to have all vehicles run on cleaner energy by 2040. We are excited to be participating in Singapore's EV future just as it is taking flight. We are shaping the transformation of automotive industry through our bold innovations. We have a clear plan to accelerate into a zero-emissions and software-driven future as the world's preeminent luxury car company. At Mercedes-Benz, luxury and sustainability are a natural fit.

We are ready to make the electric switch when you are.

EQS

THIS IS FOR YOU.

A luxury saloon that is built to impress: the all-electric EQS with an elegant One-bow design, a luxurious interior space and cutting-edge technology that leads the way.

More information at www.mercedes-benz.com.sg/EQS

EQS 450+ – Energy consumption: 18.3 kWh/100 km; VES band: A1.

Mercedes-Benz Singapore Customer Care Center: 1800 329 7540 · cs.sgp@cac.mercedes-benz.com
Cycle & Carriage (Authorised Dealer) – Showroom Enquiries: 6298 1818.
Mercedes-Benz Center, 301 Alexandra Road, Singapore 159968. Mon - Sat: 8.30 am - 7 pm, Sun & PH: 10 am - 6 pm.

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www.itwocostx.com

Construction is one of the most prevalent industries in the world; affecting the economy, the environment and society. It is also one of the only sectors that serves almost all other industries while accounting for a staggering 13% of global GDP and 7% of the world's working population. Compared to other industries, however, engineering and construction lags far behind when it comes to digital transformation.

As one of the least digitised industries, the productivity growth of construction has stagnated over the last two decades. This has led to deep-rooted challenges including cost and schedule overruns and an increase in the sector's carbon footprint, with the industry contributing 38% of the world's total carbon emissions.

As a result, the industry is ready for transformation with the potential for a 50–60% improvement in sector productivity while unlocking trillions in global value annually. Empowered by disruptive digital technologies and trends, our primary purpose at RIB is to propel the industry forward and make engineering and construction increasingly more efficient and sustainable.

And through our 60-year industry experience and our truly global footprint of over 550,000 users and 2,700 talents, our vision is to transform our business into a global powerhouse providing innovative software solutions to our core markets – putting our customers at the heart of everything we do.

Managing the entire building lifecycle from planning to construction, the development of our powerful portfolio of software solutions is driven by industry expertise, best practice and a passion to remain at the cutting edge of technology. Ultimately, connecting people, processes and data in innovative ways to ensure customers always complete projects within budget, on time and to quality, while reducing their carbon footprint.

Partner with the leaders in digital construction technology and transform your construction business today.

RIB Software GmbH is a proud member of Schneider Electric.

MTWO

Build with up to 30% productivity increase

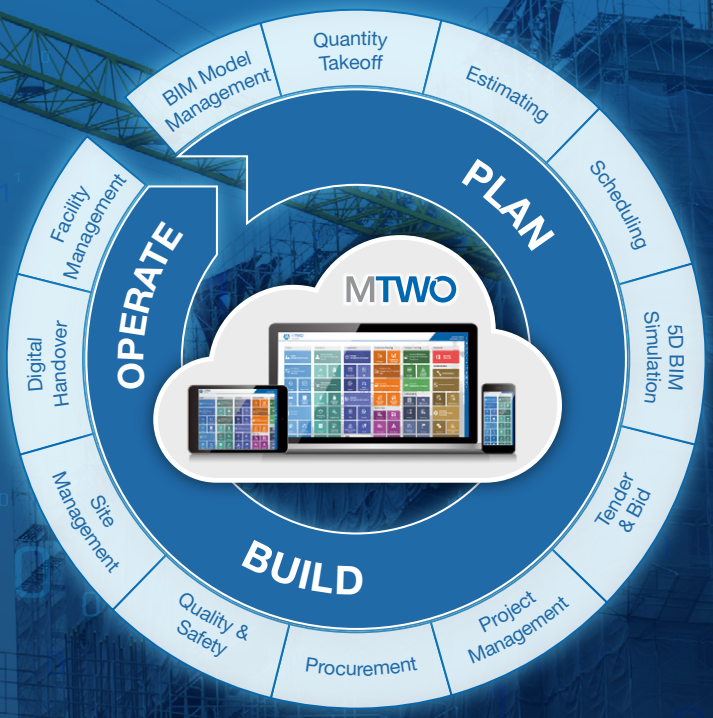
for Contractors

- Increase profitability by up to **20%**
- Reduce risks by up to **50%**
- Deliver projects on time on budget

for Project Owners and Developers

- Reduce change orders by up to **80%**
- Save project time by up to **20%**
- Reduce carbon emission by up to **50%**

Scan to Request A Demo



RIB running together

Making Engineering and Construction More Efficient and Sustainable

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Select 'Contact Us' on website

Website:
www.sap.com/sea

As a market leader in enterprise application software, SAP helps companies of all sizes and in all industries run at their best: SAP customers generate 87% of total global commerce.

Our end-to-end suite of applications and services enables business and public customers across 25 industries globally to operate profitably, adapt continuously, and make a difference. With a global network of customers, partners, employees, and thought leaders, SAP's purpose is to help the world run better and improve people's lives.

In line with our purpose, SAP's objective is to create positive economic, environmental, and social impact within planetary boundaries with special focus on climate action, circular economy, social responsibility, and holistic steering and reporting.

In addition to pursuing our own targets, we want to help our customers become more sustainable. We have a portfolio of sustainability solutions to help businesses embed operational, experiential, and financial data and insights to drive sustainability at scale.

SAP Cloud for Sustainable Enterprises is a flexible solution bundle of **sustainability-focused applications** to help companies achieve holistic sustainability management. Companies can now integrate sustainability metrics seamlessly into their end-to-end business processes. The solutions can be broadly adopted for holistic management, or selectively implemented to operationalise specific areas of sustainability performance. The customisable suite is easy for companies to adopt with a single license, and SAP expert implementation support and our **partner ecosystem**.

SAP embraces the 17 UN Sustainable Development Goals (SDGs) and embedded the framework as a foundation to our strategic approach to sustainability. Our contribution to the SDGs is a cross-company effort driven by experts from almost every board area and aligned through the internal SDG Network.

For more information, visit *www.sap.com/economics*

"Sustainability has become a business imperative and must be at the core of every company's strategy. Close collaboration between German and Asian companies plays an important role in driving positive outcomes for our people and planet. Together, we can reimagine how organisations innovate, operate, and create value for all stakeholders."

Christian Klein, CEO

Bringing planet and profit together.

This is Economics.

SAP has the people, technologies, and processes to create a world where profit is generated by sustainable practices.

sap.com/economics

SAP

Siemens

SIEMENS

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Website:
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As a focused technology company, Siemens creates technology that empowers our customers to positively transform the industries that form the backbone of our economies – industry, infrastructure, transport and healthcare.

From more resource-efficient factories, resilient supply chains and smarter buildings and grids, to cleaner and more comfortable transportation as well as advanced healthcare, we create technology with purpose, adding real value for customers. By combining the real and the digital worlds, Siemens empowers our customers to transform their industries and markets, helping them to transform the everyday for billions of people.

Digitalisation, automation and sustainability are growth engines for our business. Our core business and our digital business reinforce each other in a virtuous cycle. This effect forms the foundation of our growth strategy for achieving more profitable growth, strengthening our position in all our markets, and entering adjacent profitable markets.

Siemens is rapidly driving our technology portfolio: software and automation solutions and an open digital business platform, plus core technologies in areas such as artificial intelligence, digital twins, 5G, industrial edge and cybersecurity.

Sustainability is an integral part of our business – it is part of our DNA. We are taking our Environmental, Social & Governance (ESG) commitment to the next level with our DEGREE framework. It constitutes a 360-degree approach for all stakeholders – our customers, suppliers, investors, people, the societies we serve, and our planet.

In addressing the three aspects of ESG, we are building a better future that helps us stay within the planetary boundaries, helps us foster a culture of trust, empowerment and growth; supports inclusive economic opportunities; and ensures that our people and businesses remain resilient and relevant for whatever the future holds.

The DEGREE framework is based on six fields of action that drives sustainability and are dynamic and continuously evolving. We have set clear priorities and ambitions for key ESG issues, which we are driving within our own operations and together with our customers and suppliers.

#TRANSFORMTHEEVERYDAY

Transforming our future starts with every day.

Now is the moment to push for change. It's the moment to transform the backbone of our economies — industry, infrastructure, transport and healthcare — through technology with purpose. That's why we're connecting the real and the digital worlds to transform how we live, how we work and how we move. **siemens.com.sg**

SIEMENS

TÜV SÜD

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About TÜV SÜD

TÜV SÜD is a trusted provider of safety, security and sustainability solutions. With a comprehensive suite of testing, inspection, auditing, certification and training services, TÜV SÜD enables its customers to navigate the complexities of the current environment of changing regulations, shifting supply chains and changing technologies. Spanning the entire business lifecycle from planning, design, operation and through to decommissioning, TÜV SÜD's services add value to governments, businesses and consumers worldwide by ensuring safety, security and sustainability.

By adopting a sustainable strategy, TÜV SÜD firmly believes that technology should better people's lives. The company aims to inspire trust in technology, enabling progress by managing technology-related risks and facilitating change. All around the world, TÜV SÜD's teams of experts work alongside customers to anticipate and capitalise on technological developments while guiding them in fulfilling their commitments to employees, customers, and the environment.

Today, TÜV SÜD is represented by more than 25,000 employees located across 1,000+ locations. In ASEAN, the company has a presence across Singapore, Indonesia, Malaysia, Philippines, Thailand, and Vietnam. In Singapore, TÜV SÜD operates out of its regional hub located at the heart of the Jurong Lake District. With an integrated office and lab facility spanning 18,900 square meters, TÜV SÜD partners companies across sectors to help them achieve business excellence. Through its technical expertise and global network, TÜV SÜD plays an active role in driving key digitalisation and sustainability initiatives in this region.

Inspiring trust in digital innovation

Digitalisation is radically changing the way we live and work. Companies need to adopt new technologies for greater efficiency, while investing in measures to protect their physical and intellectual property. Artificial intelligence (AI), Industry 4.0 and cybersecurity are among the top priorities. TÜV SÜD is committed to an interdisciplinary approach to help businesses assess the trustworthiness of digital innovation. Going beyond regulatory compliance, we foster trust in the physical and digital world to create a digitally secure future.

Add value.
Inspire trust.

VISIT OUR WEBSITE

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TÜV®

SICK Product Center Asia Pte Ltd

SICK
Sensor Intelligence.

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Website:
www.sick.com

Founded in 1946, SICK AG now has more than 50 subsidiaries and numerous agencies around the globe with more than 10,000 employees worldwide and Group sales of about EUR 2 billion in 2021.

From factory automation to logistics automation and process automation, SICK is one of the leading sensor manufacturers. As a technology and market leader, SICK provides sensors and application solutions that create the perfect basis for controlling processes securely and efficiently, protecting individuals from accidents, and preventing damage to the environment.

Regional Product Hub in Asia Pacific

In striving to forge a strong presence in the economically vibrant Asia Pacific region, SICK AG established a Regional Product Center within Asia in 2009 to better support the needs for smart sensor solutions from customers in the region. Utilising the concept of 'Region for Region', we develop and manufacture innovative sensors, using local resources and material from within the region to generate optimal value for SICK Regional product Center. Consisting of a R&D Center in Singapore and a Manufacturing Plant in Johor, Malaysia, our Regional Product Center focuses on developing innovative sensors to solve automation problems our customers face.

Growing SICK Business from Singapore and Malaysia

Singapore, with its strong engineering talent base and world-class Universities and Educational Institutes, is a natural choice for our R&D Center which requires competent yet creative engineers. Both strategic location and stable infrastructure provide a good platform to drive sales growth in Asia and to distribute our products globally. And through our Product Management team in Singapore, extensive application information and experience of the various industries in Asia Pacific are channelled back into our R&D Center so that we can design and create exactly what our customers need.

Our manufacturing was installed in Malaysia in 2011 to benefit from the overall cost-effective operational environment. Malaysia has a skilful and stable workforce, low infrastructure cost and good engineering and operational talents which contributes towards our achievement of 'CORE' product segment. This operational efficiency enhances our competitiveness in the Asia market, thus helping SICK Product Center Asia to quickly gain market share over the past decade.

Looking Forward into Future

Our innovative capacity and flexibility are part of who we are. Moving forward, SICK Asia Regional Product Center will continue to play a key role in gaining market share in Asia. SICK is constantly differentiating from competition, not just through Quality but more importantly through innovation creations and a well-recognised corporate culture. We aimed to develop an immaterial brand value through our corporate culture of 'Innovation, Independent and Respect' such that our customer buys not just a product but also acquire a piece of our corporate culture. This will cement strong brand loyalty and maintain a good constant momentum of growth for SICK. We will continue to optimise our organisation structure and processes while providing the ideal work culture and environment to spur innovation and creativity.

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For more than 50 years, WITRON has been developing highly dynamic and innovative logistics and order picking systems for retail and industry. Logistics systems that generate sustainable competitive advantages for our customers.

Planning and realising the best solutions is dependent upon a variety of diverse factors. A consistent approach and loyalty to the company's 'Down-to-Earth' culture are the foundations of credibility and commitment for which WITRON is renowned.

Our customers understand that we are committed to exceeding expectations and fulfilling the trust placed in us. Being faster and better, taking over responsibility, being credible, keeping promises, and working with passion – these are supporting pillars of a unique company philosophy, a philosophy that is reflected in the exceptional architecture of our company buildings.

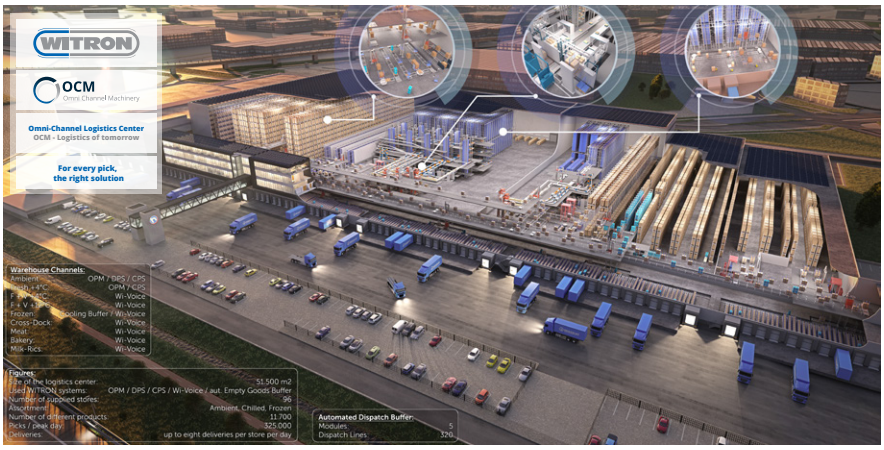
To date, WITRON has successfully realised more than 2,000 logistics projects in different business sectors. It is not without good reason that WITRON is one of the most innovative market leaders worldwide. We pave the way for our customers' decisive logistic advantages in the conceptual stages of system design. Only through design, realisation, and the service of a system, it is possible to take overall system and functional responsibility.

We can reference to the decades of experiences and feedback of our entire performance scope as general contractor (design, realisation, service, system operation, mechanics production) and benefit from a considerable increase of competence with each individual project. This customer focus and the permanent 'ear to the market' ensure a continuous improvement process that leads to logistics systems adapted to the market needs and that set the benchmarks - benchmarks regarding cost-efficiency, ergonomics, and economy.

> "It takes more than sound technology and know-how to plan and realise the best logistics systems."

Since its foundation in 1971, WITRON has continuously grown. There have never been lay-offs or reductions in working hours due to insufficient project opportunities.

For many years, numerous top retailers throughout Europe and North America have relied on WITRON's solutions to successfully and cost-efficiently operate their distribution centers. The high number of existing customers (70%) – that means customers that have already realised two or more logistics systems with WITRON – shows how satisfied the customers are with WITRON.



The integrated Omni-Channel Solution for Food Retail and Non-Food Distribution:

- *OCM unites the horizontal players and the vertical business models to one integrated retail network.*
- *The logistics processes for different distribution channels are integrated into one central and efficient omni-channel logistics center together with all players involved in the retail network.*
- *With OCM you build a cost-efficient and sustainable overall solution with a clear focus on premium customer service and agility in daily business.*

Trade **Fairs**

With the services and opportunities provided by our Trade Fair representatives, we ensure highest quality standards to guarantee your successful participation in international trade fairs. A dedicated team offers expert advice and dependable customer care to your complete satisfaction.

We connect you with customers in one place!

#PartnerForTradeFairs

A full range of integrated marketing services are provided to suit your individual needs.

These services include:

- Exhibition stands and national pavilions
- Exhibition stand and pavilion management, construction, and design
- Freight and exhibition logistics
- Product launches, press releases and conferences
- Travel and accommodation

Press relations

According to your requirements and questions, we will support you on your product launches including press releases and conferences.

Our Trade Fair team works closely with journalists and editors to achieve the best possible outcome for you.

AHK Singaporean-German Chamber of Industry and Commerce
Deutsch-Singapurische Industrie- und Handelskammer

DE INTERNATIONAL

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Subject in Mail "Trade Fair Services"

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Asia-Europe Foundation (ASEF)

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Website:
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Subscribe to our newsletters and 7 x social media

The Asia-Europe Foundation (ASEF) is a not-for-profit, inter-governmental organisation that strengthens relations between Asia and Europe. Founded in 1997, it is the only permanent institution of the Asia-Europe Meeting (ASEM). The vision of ASEF is a world in which Asians and Europeans shape the future together – respectfully, fairly, and sustainably.

Based in Singapore, ASEF promotes understanding, strengthens relationships and facilitates cooperation among the people, institutions and organisations of Asia and Europe. ASEF enhances dialogue, enables exchanges and encourages collaboration across the thematic areas of culture, education, governance, media, public health and sustainable development. Together with over 750 partner organisations, ASEF has run more than 600 projects, mainly conferences, seminars, workshops and webinars. Over 20,000 Asians and Europeans have participated in its activities and ASEF has reached a wider audience through its network, website, newsletters, social media, publication, exhibition and lectures.

As ASEF celebrates its Silver Jubilee this year, it is reflecting on its role in bringing Asia and Europe closer through:

- advancing mutual understanding and collaboration between the people of Asia and Europe through opportunities that enable an exchange of ideas;
- acting as the civil society outreach of the Asia-Europe Meeting (ASEM), and works as a platform for Asia-Europe dialogue to stimulate permanent networks that reinforce Asia-Europe bi-regional relations;
- acting as an interface between civil society and ASEM governments and consequently, contributes to the ASEM process by generating unique recommendations for officials' consideration

Please join us in our 25th anniversary celebration and support us in bringing Asia and Europe together.

GESS – International School

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Website:
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50 Years as Your Partner in Education

German European School Singapore (GESS) is a not-for-profit international school where every child gets the freedom to grow through tailored academic and talent support within a caring community. Every dollar is reinvested into enhancing students' schooling experience, through more opportunities and offerings.

At GESS, two main curricula are offered – International Baccalaureate (IB) programme and the German Curriculum. The school caters to students from two years old, all the way to graduation at 18 years. We pride ourselves on being a partner in education for families, and a home away from home for children from all over the world. In addition to the two curricula, our suite of offerings includes over 90 co-curricular activities, the region's only Junior Engineer Academy, and a *BeyondClassrooms* programme that connects our students with the industry and corporate world. GESS has become an education partner of choice for our student population of 1,800 from almost 70 nationalities, with more than 70 languages spoken in our school community.

In August 2018, GESS moved to a new purpose-built campus with brand new facilities at Dairy Farm Lane. In 2021, GESS celebrated our 50th anniversary.

German-Speaking Catholic Community St. Elizabeth

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Website:
dt-katholiken.sg

'Grüssgott' is how we typically say Good Day or God Bless in some German-speaking areas in Europe! We feel blessed to be able to live and practice our religious believes co-existing peacefully with our Buddhist, Hindu and Muslim brothers and sisters, learning from many different cultures, ethnicities and religions while cherishing and sharing our (typically German/European) traditions. Our aim is to incorporate the 'Evangelium' in a meaningful way in our daily busy lives, while offering access to the various sacraments to the interested parishioners.

Our parish counts approximately 600 members, and we are proud to call ourselves an active and dynamic community, not only offering regular Sunday masses at Maris Stella Chapel, a serene hideaway in the bustling city.

We also offer various activities to strengthen our spiritual health and make our faith of our church accessible to a younger and older congregation, E.g., through our Choir, where Catholic and non-Catholic singers gather to sing clerical and mundane songs.

For more detailed information, please check out our webpage or contact us!

German-Speaking Protestant Congregation

Address:
4 Angklong Lane
#01-09 Faber Garden
Singapore 579979

Tel:
+65 8799 8872

Contact:
Rev. Daniel Happel

Email:
evkirche.sg@gmail.com

Website:
www.evkirche.sg

Facebook & Instagram:
@evkirche.sg

Evangelisch in Singapur! – The German-Speaking Protestant Congregation in Singapore

Welcome and Willkommen to our lively church family! Our congregation provides a place of worship and community for all German-speaking Protestants, regardless of denomination and is always open to everyone! This year our congregation has been celebrating its 50th anniversary, you can find a video detailing our history and church life on Facebook and Instagram.

We have our worship services every Sunday (except during the holidays of the German speaking schools) alternating between traditional services at Orchard Road Presbyterian Church and more family-oriented services at either the German European School Singapore or the Parsonage Faber Garden at Upper Thomson. There are also special worship services for toddlers and their families at the parsonage, so there is certainly something for everyone!

Every year, we offer a Confirmation class for youths, as well as Pre-Confirmation classes for children in the third grade. We are also offering classes to become a Youth Leader ('JugendleiterIn') and gain the German 'Juleica' with full support of the German state youth organisations.

Two wonderful musical groups are enriching our church life: a gospel choir and brass band (Posaunenchor), so if you like to sing or play a brass instrument, you are welcome to join in!

Everybody is welcome to join our congregation, celebrate with us our Sunday services or to ask for spiritual counselling. You can get updates on our various activities, worship schedule and church news by looking at our website www.evkirche.sg or our weekly email newsletter, and please follow us on Facebook or Instagram @evkirche.sg.

German Association – Deutsches Haus

German Association
Deutsches Haus

Address:
4 Battery Road
#25-01 Bank of China Building
Singapore 049908

Email:
info@german-association.org.sg

Website:
www.german-association.org.sg

President: Dr. Timea Havar-Simonovich

Vice President: Thilo Wild

Board Members: Dr. Katrin Blüchel, Katrin Heidt, Wilhelm Link, Monika Sturm, Dr. Knut Unger

The Roots

The German Association – Deutsches Haus in Singapore looks back on 160 years of history, in spite of extensive interruptions due to the two World Wars, starting with the 'Teutonia Club' founded in 1856. However, its first address was in North Bridge Road. After many years at Blanche House – the site of the present York Hotel – a grand new building, the present Goodwood Park Hotel, was inaugurated in 1900. When World War I broke out in 1914, the property was confiscated by the then British colonial Government of Singapore and all Germans living here were interned in Australia. Just before World War II broke out, a new Deutsches Haus was opened in Shelford Road which again was confiscated when the war broke out and all Germans were this time interned in Dehradun at the foothills of the Himalaya. Both times, the German community lost all possessions.

The Beginnings

Eventually, the 'Vereinigung Deutsches Haus', now called 'German Association – Deutsches Haus' was established in 1955 with a Club House at 12 First Avenue owned by the German Government. This remained the focal point of the community until 2000 when new residential zoning laws led to its closure. In 2003, the Club was revived with a 'Treffpunkt' (meeting place), first at 36 Watten Rise and then at 61A Toh Tuck Road and since our restructuring in April 2019, you can enjoy our programmes.

Our Programmes

The present Club is an inviting place for the German speaking community of all ages. Amongst the well-known weekly 'coffee mornings' (Wednesday mornings, newcomers are very welcome), monthly 'Stammtisch' evenings and Newcomer events there will be new and exciting events such as book presentations at the Salon Singapore, celebrations of German Christmas traditions and several sightseeing tours coming up. The very successful annual 'Spargelessen' (Asparagus Dinner) connects the German community. Members of the German Association will benefit from discounts at various restaurants and shops.

The IMPULSE Magazine

The German Association is the publisher of IMPULSE, the informative magazine for the German-speaking community in Singapore. With four printed issues per year and an extended online presence at *www.impulse.org.sg*, the magazine provides up-to-date information on cultural and social events in Singapore as well as on tourist destinations in the country and the region. Furthermore, IMPULSE serves as a platform for sharing information with the German-speaking social and business communities, comprising of more than 10,000 expatriates. The magazine is endorsed by the Austrian, German and Swiss Embassies and is complimentary for our members.

Konrad-Adenauer-Stiftung

KONRAD ADENAUER STIFTUNG

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Email:
politics.singapore@kas.de
media.singapore@kas.de

Website:
www.kas.de/en/web/politikdialog-asien
www.kas.de/en/web/rspa
www.kas.de/en/web/medien-asien

Konrad-Adenauer-Stiftung (KAS) is a political foundation of Germany. Its mission is to promote international dialogue, regional integration, sustainable development, good governance, democratic processes, social market economy and exchange of information. It is named after the first Chancellor (Prime Minister) of the Federal Republic of Germany, Konrad Adenauer (1876-1967). In Singapore, KAS runs three regional programmes.

Regional Programme Political Dialogue Asia

Throughout multi-stakeholder dialogue formats, training programmes and publications, we contribute to the strengthening of regional integration, global governance, and international dialogue among Asian countries as well as between Europe and Asia. Our main areas of activities are:

- Foreign and Security Policy
- Digitalisation
- Political Co-operation
- Agenda 2030
- Multilateral Co-operation

Media Programme Asia

We promote a free, responsible and ethical press in the region. Our key initiatives are:

- Promotion of mobile journalism through workshops and conferences
- Support of aspiring journalists and young media professionals through a scholarship programm in Asia
- Foster modern political communication in the region

Rule of Law Programme Asia

We promote the rule of law development, constitutional, procedural as well as environmental law and judicial independence through regional seminars, research and training activities. Key initiatives are:

- Support of Asian and European experts on Comparative Constitutional Law
- Promotion of professionalism and integrity in the exercise of legal professions
- Researching the impact of digital developments on the Rule of Law
- Exemplifying the importance of implementing the Rule of Law in the region

Technical University of Munich (TUM) Asia

TUM Asia | 20 IGNITING LEADERS OF TUMORROW

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In 2022, the Technical University of Munich (TUM) Asia marks its twentieth year of bringing German academic excellence to Singapore with a line-up of celebrations and announcements that will set the stage for the organisation's strategic direction in the years to come. The series of celebrations culminated on 14 June with an exclusive visit by the President of the Federal Republic of Germany, Federal President Frank-Walter Steinmeier, to the Singapore campus of TUM.

Till date, TUM Asia remains the only German university to have an overseas campus in Singapore. TUM Asia is proud to be a leading higher education institution in Asia, combining German engineering with Asian relevance, to equip our students to meet the demands of today's fast-changing industry needs, and to take on tomorrow's challenging world. Partnerships with top Asian universities and industry leaders combine German engineering with Asian relevance to equip talents for industry and research sectors in the world.

Goethe-Institut Singapur

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LinkedIn/YouTube: Goethe-Institut Singapur

The Goethe-Institut is the globally active cultural institution of the Federal Republic of Germany. We foster intercultural and transnational exchange as well as promote the study and teaching of German as a foreign language worldwide.

German Language Courses

In Singapore, we offer general language courses for all levels and group sizes. We certify German language proficiency with our examinations which are internationally recognised.

Additionally, our Corporate Course Programme is customised to the needs of Singaporean and German companies. Besides learning the German language, the course also promotes cultural awareness and understanding.

Cultural Programmes

Our programming covers contemporary practices in all areas of the arts. We value innovative, critical and experimental engagements beyond the mainstream and recognise the diversity of perspectives as an added value. In 2021, the 136 Goethe Lab was established as a space that welcomes collaboration between artists and cultural practitioners.

Library and DAAD Information Centre

Onleihe is the digital library of the Goethe-Institut and holds more than 35,000 books, magazines, newspapers, audio books and films. Learning materials for language students are available at the onsite library. Also located on the premises is the German Academic Exchange Service (DAAD), which informs about study opportunities in Germany.

The German Academic Exchange Service

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+65 6223 4226

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Website/Social Media:
www.daad-singapore.org
www.facebook.com/daad.singapore

The German Academic Exchange Service (DAAD) is the largest funding organisation in the world supporting the international exchange of students and scholars. Since its foundation in 1925, more than 2 million scholars in Germany and abroad have received DAAD funding. On behalf of its membership, which includes 241 higher education institutions and 104 student bodies in Germany, the DAAD engages in and contributes to foreign cultural and educational policy, Germany's national education and research agenda and international development cooperation. Its activities go far beyond simply awarding grants and scholarships. The DAAD supports the internationalisation of German universities, promotes German studies and the German language abroad, assists developing countries in establishing effective universities and advises decision makers on matters of cultural, education and development policy.

The DAAD Information Point Singapore was established in September 2001 and is located at the Goethe Institut, Neil Road since March 2014. Free and comprehensive advice on all matters related to study and research in Germany are provided. DAAD IP Singapore has compiled a lot of useful information online about:

- Study and Research in Germany
- International Degree Programmes
- Scholarships and Funding Options
- The German Higher Education System
- Summer Courses and much more

The DAAD awards individual scholarships to students and researchers from Singapore. Information about scholarships is continuously published on the IP's website and on Facebook. It also supports university partnership programmes and international study and exchange programmes.

For further information about studying in Germany please visit: www.daad.de.

The Embassy of the Federal Republic of Germany in Singapore

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Germany was one of the first countries to recognise Singapore in 1965. As part of a network of 228 missions worldwide, the embassy can be called Germany's eyes, ears and voice in Singapore.

The Ambassador as representative of the German Federal President, briefs high-ranking visitors and takes part in official talks or negotiations. He heads a team that contributes to shaping the political, economic, science and cultural relations. It is complemented by a military attaché, the representative of the Deutsche Bundesbank and the consular section that provides citizen services and issues visa. More than 2000 companies providing jobs for ca 45,000 Singaporeans, more than 5,000 learners of German and an estimated number of 8,000 German residents give an idea of the diversity of the bilateral relationship.

The importance of the Indo-Pacific region in both economic and political terms has increased markedly. The policy guidelines on the Indo-Pacific region adopted by the previous German government continue to serve as a strategic guide for the embassy's work as well as for Germany's foreign policy in the ASEAN-region. A future EU strategy will further deepen Germany's support for increased European engagement in the region.

H E Dr Norbert Riedel
Ambassador Extraordinary & Plenipotentiary
Head of Mission

Mr Christoph Hallier
Minister Counsellor
Deputy Head of Mission/ Economic Section

Mr Michael Schardt
First Secretary & Representative of the Deutsche Bundesbank
Financial Section

Dr Thorsten Clausing
Counsellor *(Science & Technology Section)*

Mr Michael Kämmerer
Colonel *(Air Force)*
Defence Attaché to Singapore and the Philippines

Ms Ying Huang
First Secretary *(Cultural & Press Section)*

Ms Corinna Markgraf
Third Secretary *(Consular Section)*

Ms Belinda Harst
First Secretary *(Administrative Section)*

The Embassy of the Republic of Singapore in Germany

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Upon Singapore's independence on 9 August 1965, West Germany was one of the first countries to establish diplomatic ties with us. Singapore opened its Embassy in April 1973 in Bonn. After Germany's reunification, the Embassy moved to Berlin in August 1999 and shifted to its current premises at the historic Potsdamer Platz in central Berlin in September 2011. The Embassy is part of the Ministry of Foreign Affairs (MFA), which conducts Singapore's relations with other countries.

The Embassy's political section promotes exchanges and fosters cooperation between Singapore and Germany in various fields, including at the federal and state levels. It also works closely with Germany at multilateral fora.

The Embassy works closely with the Frankfurt-based Singapore Economic Development Board (EDB), Enterprise Singapore (ESG), and Singapore Tourism Board (STB) to develop business and economic links.

The Embassy's consular section serves the needs of overseas Singaporeans, such as by issuing emergency travel documents or contacting their next-of-kin in an emergency. Other services include assisting with queries about Singapore, processing visa applications, and notarial services.

The Embassy is supported by Honorary Consulates in Hamburg, Munich, and Frankfurt.

H E Laurence Bay
Ambassador Extraordinary & Plenipotentiary

Ms Shirah Nair
Deputy Chief of Mission and Counsellor

Colonel Chew Chee Mun
Defence Attaché

Ms Carmen Wong
First Secretary *(Administration and Consular)*

Ms Cassandra Chong
First Secretary *(Political)*

Ms Celine Teo
First Secretary *(Political)*

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Honorary Consul-General in Hamburg
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Website: www.mfa.gov.sg/hamburg
Accredited to the federal states: Hamburg and Schleswig-Holstein

Prof Dr h.c. Roland Berger
Honorary Consul-General in Munich
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Website: https://www.mfa.gov.sg/Overseas-Mission/Frankfurt
Accredited to the federal states: Baden-Württemberg, Hesse, North Rhine-Westphalia, Rhineland-Palatinate, and Saarland

Germany at a Glance

General Figures[1]

TOTAL POPULATION (2022)
83.2 mil

EXPORT (2022)
€ 1,376 bn

IMPORT (2022)
€ 1,203 bn

Economic Relations to Singapore[2]

EXPORTS TO SINGAPORE
€ 7,205 mil

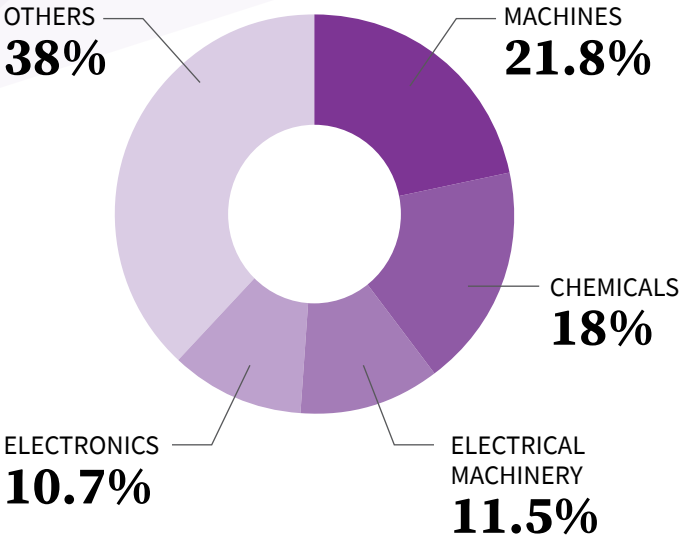
GERMAN FDI IN SINGAPORE[3]
€ 16.634 mil

IMPORTS FROM SINGAPORE
€ 4,213 mil

SINGAPOREAN FDI IN GERMANY[3]
€ 1.543 mil

[1] https://www.destatis.de/DE/Themen/Wirtschaft/Aussenhandel/_inhalt.html
[2] https://www.destatis.de/EN/Themes/Economy/Foreign-Trade/Tables/order-rank-germany-trading-partners.pdf?__blob=publicationFile
[3] https://www.gtai.de/resource/blob/18364/d55105d1de0c1fbd9a4ac8d0971839a0/GTAI-Wirtschaftsdaten_Mai_2022_Singapur.pdf
[4] https://www.gtai.de/resource/blob/9074/da6ad14ecd9ba8ca6e6e2d093814e500/GTAI-Wirtschaftsdaten_Mai_2022_Deutschland.pdf
[5] https://www.bundesbank.de/resource/blob/808658/b8bc95904c62eab825ef6d5770fe2eb5/mL/sb1evgr1-data.pdf
[6] https://www.destatis.de/EN/Themes/Economy/Foreign-Trade/Tables/order-rank-germany-trading-partners.pdf?__blob=publicationFile

Germany's Top Exports to Singapore in 2021[3]



Econ Indicators[4]

(Estimates for 2022)

GDP
€ 3.819 bn

GDP PER CAPITA
€ 45.855 bn

GDP GROWTH
1.6%

INFLATION RATE
6.5%

Different Industries[5]

PRODUCTION SECTOR EXCLUDING CONSTRUCTION	€ 755.53 bn
CONSTRUCTION	€ 188.463 bn
TRADE, TRANSPORT, ACCOMMODATION AND FOOD SERVICES	€ 517.778 bn
INFORMATION AND COMMUNICATION	€ 160.782 bn
REAL ESTATE ACTIVITIES, FINANCIAL AND INSURANCE SERVICES	€ 468.121 bn
BUSINESS SERVICES, OTHER SERVICES	€ 480.107 bn
PUBLIC SERVICES, EDUCATION, HEALTH	€ 618.936 bn
GROSS VALUE ADDED BY KEY INDUSTRY	€ 3,189.717 bn

Major Trading Partners[6]

China, Netherlands, United States, France, Poland, Italy

Austria, Switzerland, Belgium, United Kingdom, Czech Republic

Singapore at a Glance

General Figures

TOTAL POPULATION
(AS OF JUNE 2022)
5.45 mil

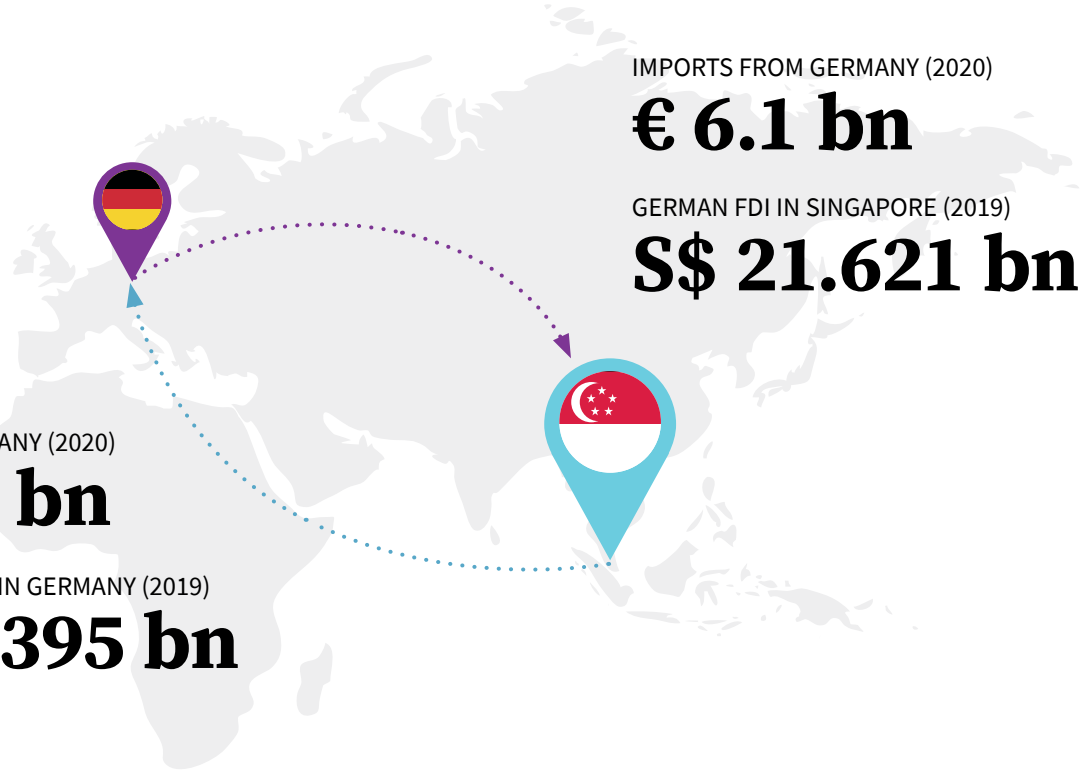
EXPORT[1]
S$ 614.1 bn

IMPORT[1]
S$ 545.9 bn

TOTAL AREA[2]
728.3 km²

GOVERNMENT SYSTEM[3]
Parliamentary Republic

Economic Relations to Singapore[4]



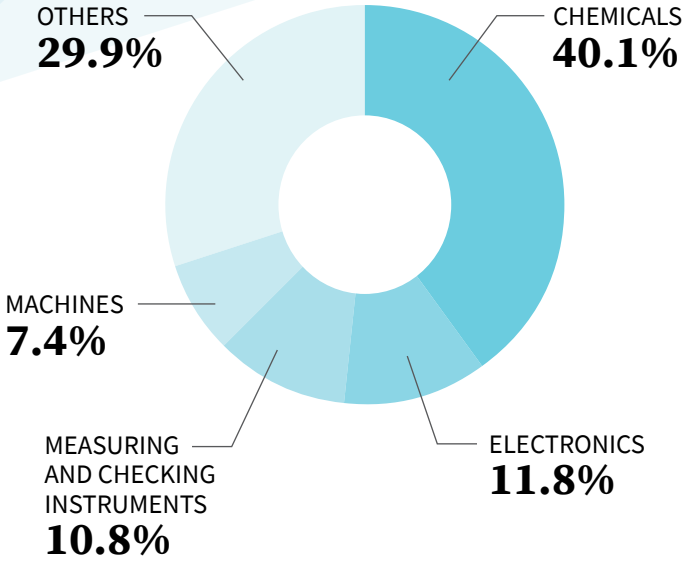
IMPORTS FROM GERMANY (2020)
€ 6.1 bn

GERMAN FDI IN SINGAPORE (2019)
S$ 21.621 bn

EXPORTS TO GERMANY (2020)
€ 4.87 bn

SINGAPOREAN FDI IN GERMANY (2019)
S$ 4.4395 bn

Singapore's Top Export to Germany in 2021[5]



Inflation Rate

GDP[1]
S$ 533,352 mil

REAL GDP GROWTH RATE[1]
7.6%

MAS CORE INFLATION MEASURE (2021)[6]
0.9%

Gross Value added by Key Industries[7]

MANUFACTURING	**S$ 96.3312 bn**
WHOLESALE & RETAIL	**S$ 81.7831 bn**
FINANCE AND INSURANCE	**S$ 70.2978 bn**
TRANSPORT & STORAGE	**S$ 23.9822 bn**
CONSTRUCTION	**S$ 12.1109 bn**

Major Trading Partners[8]

China	Malaysia	United States	Europe	Taiwan	Hong Kong
S$ 164.3 bn	**S$ 128.7 bn**	**S$ 105.7 bn**	**S$ 102.0 bn**	**S$ 99.9 bn**	**S$ 85.1 bn**

1 https://www.singstat.gov.sg/modules/infographics/economy
2 https://data.gov.sg/dataset/total-land-area-of-singapore
3 https://2009-2017.state.gov/documents/organization/160101.pdf
4 https://www.auswaertiges-amt.de/en/aussenpolitik/singapore/233038
5 https://www.gtai.de/resource/blob/18364/d55105d1de0c1fbd9a4ac8d0971839a0/GTAI-Wirtschaftsdaten_Mai_2022_Singapur.pdf
6 https://www.singstat.gov.sg/modules/infographics/consumer-price-index
7 http://data.un.org/Data.aspx?q=singapore&d=SNA&f=group_code%3A204%3Bcountry_code%3A702
8 https://www.singstat.gov.sg/modules/infographics/singapore-international-trade

SGC Board Members for 2022/2023

Mr Jens Rübbert
President
Managing Director and
Regional Head Asia/Pacific,
Landesbank Baden-Württemberg (LBBW)

Dr Claus Trenner
Vice President
Partner, Attorney-at-Law,
Luther LLP

Ms Shirley Qi
Vice President
President, Southeast Asia, Australia & New Zealand/
Head of Nutrition & Care Asia Pacific,
Evonik (SEA) Pte Ltd

Mr Martin Hayes
Honorary Secretary
President, Bosch Southeast Asia/
Managing Director, Bosch Singapore,
Robert Bosch (SEA) Pte Ltd

Dr Burkhard Ziegenhorn
Honorary Treasurer
Head of South-East Asia (Global Transaction
Banking & Corporate Bank Coverage),
Deutsche Bank AG, Singapore Branch

Mr Friedhelm Best
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Vice President, Region Asia Pacific (APAC),
HIMA Asia Pacific Pte Ltd

Mr Holger Lindner
Board Member
Chief Executive Officer,
Global Product Service Division
TÜV SÜD Asia Pacific Pte Ltd

Ms Andrea Lorenz
Board Member
General Manager,
Operations and Administration,
Greater China and Southeast Asia,
Richard Wolf Singapore Pte Ltd

Dr Thai-Lai Pham
Board Member
President & Chief Executive Officer,
Siemens ASEAN

Dr Tim Philippi
Board Member
Executive Director,
SGC

Mr Sam Chee Wah
Board Member
Board and Business Advisor,
Feinmetall Singapore Pte Ltd

Ms Sabrina Winter
Board Member
Senior Director,
Regional Sales Southeast Asia & Pacific,
Lufthansa Group

SGC Advisory Council Members for 2022/2023

H E Dr Norbert Riedel
Ambassador,
Federal Republic of Germany to Singapore

Ms Eileen Chua
Managing Director, Singapore,
SAP Asia Ptd Ltd

Mr Douglas Foo
Past Immediate President & Council Member,
Singapore Manufacturing Federation (SMF)

Mr Jörg Kalisch
Managing Director,
Dexteritas Pte Ltd

Mr Manohar Khiatani
Senior Executive Director,
CapitaLand Limited

Mr Mak Swee Wah
Executive Vice-President, Commercial,
Singapore Airlines Ltd

Mr Alexander C Melchers
General Manager & Director,
C Melchers GmbH & Co

Dr Carola Richter
President, Regional Division, ASIA/Pacific
(excl. Greater China),
BASF South East Asia Pte Ltd

Dr Armin Wiesler
Regional Managing Director
& Head of Animal Health,
Boehringer Ingelheim Singapore Pte Ltd

Mr Tom Wolf
Chairman/Chief Executive Officer,
Meta Wolf Pte Ltd

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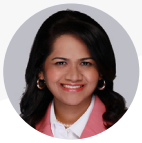

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