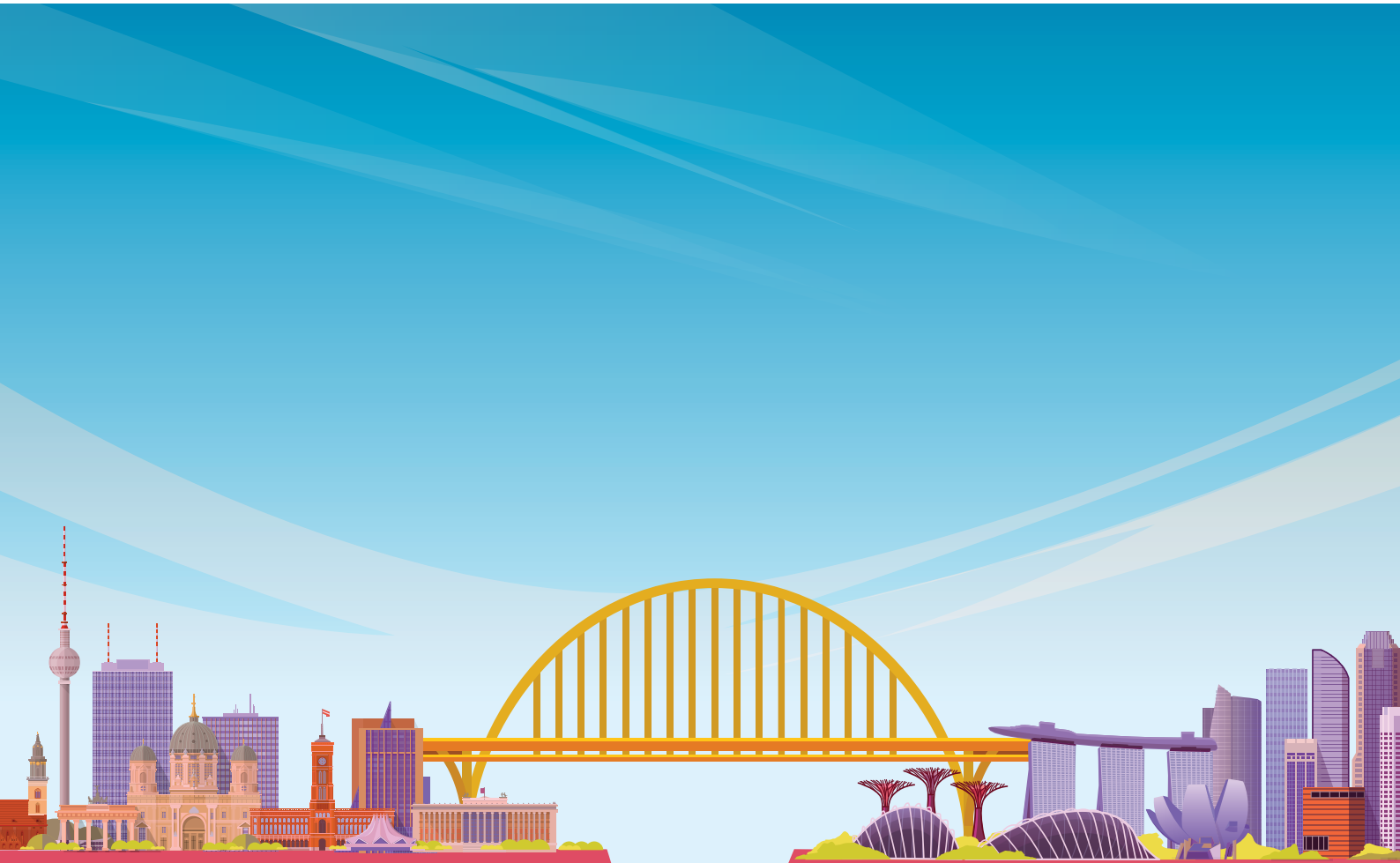


Building Bridges & **Creating Opportunities**



Annual Report 2023

AGM – 26 March 2024

 **PartnerInSingapore**



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



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JUNGHEINRICH

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MCI (P) 063/01/2024

#PartnerInSingapore



Foreword



Ms Shirley Qi
President, SGC



Dr Tim Philipp
Executive Director, SGC

Dear members,

As we reflect on the accomplishments and challenges of the past year, it is with great pleasure that we present this Annual Report, providing a comprehensive overview of the chamber's activities. Guided by the overarching theme 'Forging Ties for a Resilient Future', the chamber continued to strengthen the bond between Singapore and Germany despite the geopolitical challenges.

Forging ties between Germany and Singapore over a period of 200 years required a long-term and sustained effort to build deep and enduring connections across multiple dimensions. That is why the prestigious German Ball that was organised jointly with the German Association, spoke volumes of the two centuries of friendship between Germans and Singaporeans and was celebrated with key dignitaries and chamber members.

Building strong relationships and connections also provides support, resources, and innovative solutions in times of need. As such, the chamber continued to organise regular high-level visits and dialogues to discuss bilateral economic relations or share the sentiments of our member companies, e.g. on the need of an EU-ASEAN FTA, the new parameters under which Germany's interests will be upheld in its cooperation with China, and other topics on global challenges, and opportunities for collaboration. During several SGC dialogues over the past year, we welcomed Dr Vivian Balakrishnan, Minister for Foreign Affairs Singapore, Dr Florian Stegmann, State Minister and Head of the State Chancellery, Baden-Württemberg, Dr Koh Poh Koon, Senior Minister of State, Ministry of Manpower Singapore, and Dr Norbert Riedel, German Ambassador to Singapore, as keynote speakers who were able to delve deeper into these topics that were important to our members. These events underscore our commitment to actively engage with policymakers on matters of economic importance, which is necessary to forge and sustain ties between both countries.

Furthermore, collaborative partnerships between individuals, organisations, businesses, and governments are also indispensable to the work the chamber does. The inbound German business delegations that were organised last year offered many opportunities for collaborations. For the first time, we welcomed a Pharma & Biotechnology delegation under the market entry programme funded by the German Federal Ministry for Economic Affairs and Climate Action (BMWK). Moreover, we received delegations from other dynamic sectors such as Smart Living and Health, Energy Efficiency, and Industry 4.0 with Robotics. With careful planning, participants from various companies experienced a productive and seamless introduction to the Singapore market.

One of the defining features of this partnership is its resilience. In an era marked by unprecedented challenges and disruptions, the ability to adapt and thrive in the face of adversity is more crucial than ever. In this regard, the chamber further propelled its expertise as a bilateral platform and organised special events and committee meetings. Industry experts like Mr Paul Marriott, CEO and President, SAP Asia Pacific Japan, and Mr Joerg Wuttke, President Emeritus of EuroCham China highlighted significant topics relevant to businesses. In addition, the chamber's bilateral Industry Forum on Sustainability and Innovation which garnered more than 100 participants further addressed current trends and interdependencies in the areas of sustainability, innovation, and artificial intelligence which are crucial for businesses to adopt for the future.

We would like to thank the entire SGC Board, Advisory Council, and Committees, as all these activities and the results that we have achieved would not have been possible without their great commitment and excellent know-how. Our thanks also go to our Corporate Gold members and SGC members for their support, and for being actively involved. Furthermore, we would like to thank the German Chamber of Commerce and Industry (DIHK), the German Federal Ministry for Economic Affairs and Climate Action (BMWK) as well as the German Embassy in Singapore and Singapore Embassy in Germany as well as our other Singapore partners. Last but not least, we would like to thank the SGC staff for their continuous passion and relentless efforts in successfully bringing forth high quality services and activities to our members and clients.

We look forward to another year of fruitful collaborations and meaningful engagements as we continue with our 20th anniversary theme for 2024, 'Building Bridges & Creating Opportunities'.



Building a sustainable and digital future

For nearly 160 years, sustainability and safety remain the guiding principles at the heart of everything we do.

We believe in using technology to improve lives, working closely with our customers to anticipate and drive change, and setting standards beyond regulations.

We aim to build a better future as your trusted partner of choice, offering you solutions that enhance safety, security, and sustainability worldwide.

**Add value.
Inspire trust.**



TUV®

SGC Board Members 2023

(As of 31st December 2023)



Ms Shirley Qi

President

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



Mr Jens Ruebbert

Vice President

Managing Director,
Regional Head Asia/Pacific,
Landesbank Baden-Wuerttemberg (LBBW)



Mr Friedhelm Best

Vice President

Vice President, Asia Pacific Region,
HIMA Asia Pacific Pte Ltd



Dr Burkhard Ziegenhorn

Honorary Treasurer

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



Dr Claus Trenner

Honorary Secretary

Partner, Attorney-at-Law
Luther LLP



Ms Eileen Chua

Board Member

Managing Director,
SAP Asia Pte Ltd



Mr Holger Lindner

Board Member

Chief Executive Officer,
Global Product Service Division,
TÜV SÜD Group



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,
Singaporean-German Chamber of
Industry and Commerce (SGC)



Mr Sam Chee Wah

Board Member

Business Advisor,
BOWLZCO Business Consulting LLP



Ms Sabrina Winter

Board Member

Senior Director,
Regional Sales Southeast Asia & Pacific,
Lufthansa Group

SGC Advisory Council 2023

(As of 31st December 2023)



Dr Norbert Riedel

Ambassador
Federal Republic of Germany Singapore



Mr Douglas Foo

Past Immediate President & Council Member
Singapore Manufacturing Federation (SMF)



Mr Joerg Kalisch

Managing Director
Dexteritas Pte Ltd



Mr Manohar Khatani

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

Activities and Works

SGC BOARD

The Board of the Singaporean-German Chamber of Industry and Commerce (SGC) is elected annually and plays an important role in the decisions taken for and by the chamber. It comprises members from a vast range of experiences, industry backgrounds, and opinions. The following Board Meetings took place in 2023:

- 9 February
- 28 April
- 10 July
- 29 August
- 30 October
- 7 December

SGC ADVISORY COUNCIL

Additionally, to the board, the chamber works with an Advisory Council that supports the work of the SGC as a whole. By providing support to the Board through external input and acting as a link between SGC and other relevant organisations in Singapore and Germany, it enriches the activities of the SGC. Usually, joint meetings with the Board and Advisory Council are organised annually. The following Advisory Council meetings took place in 2023:

- 1 June
- 21 November
- 7 December

SGC Staff

(As of 31st March 2024)



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Member of the Board

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SGC in Numbers

(As of 31st December 2023)

MEMBERSHIP



DEINTERNATIONAL



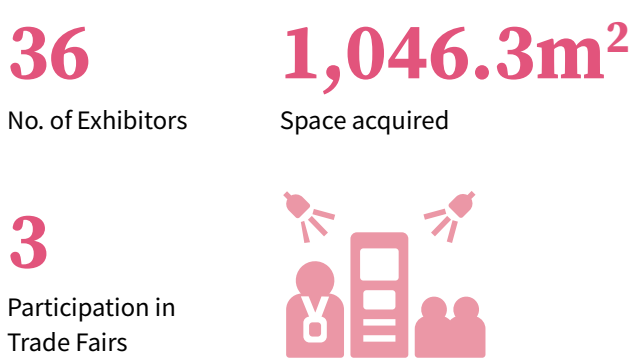
TRADE POLICY



SGC COMMITTEES



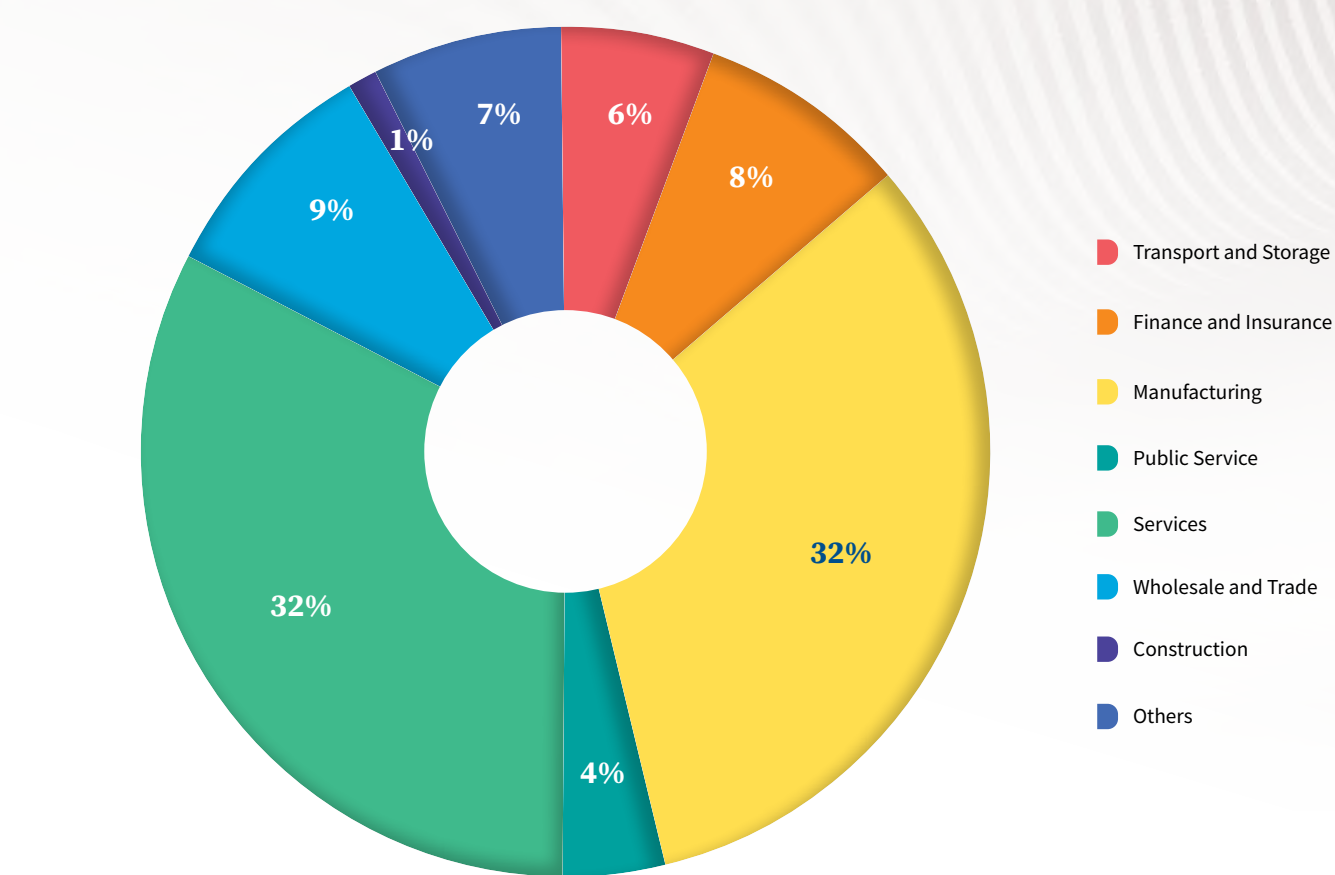
TRADE FAIRS



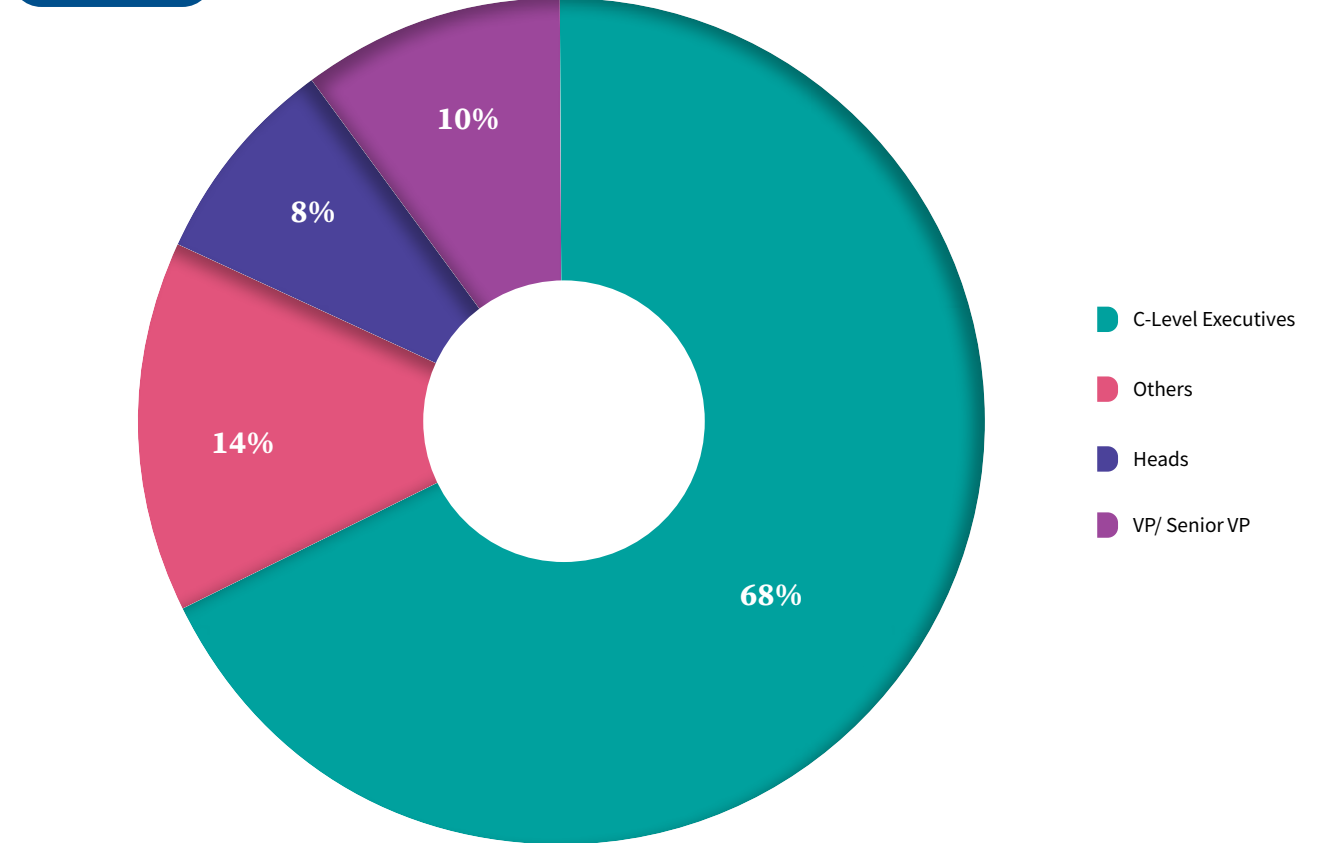
GERMAN EXPORT FINANCE



MEMBERSHIP BY INDUSTRY



JOB TITLE



SGC Highlights





The German Ball celebrated 200 years of friendship between Germans and Singaporeans and was attended by 250 guests.

German Ball

25 FEBRUARY 2023

The story about 200 years of friendship between Germans and Singaporeans was unveiled in several interesting chapters at the German Ball, held at the Raffles Hotel Singapore on 25th February 2023. The event was jointly organised by the German Association and the Singaporean-German Chamber of Industry & Commerce (SGC).



Around 250 guests enjoyed an evening filled with food, drinks, music, dance and conversations. Ms Jacqueline Poh, Managing Director of EDB Singapore, graced the event as the Guest-of-Honour. The German Ambassador, Dr Norbert Riedel was also present, and he spoke about the robust and continuing business relations between Germany and Singapore, thereby ascribing to the theme of 200 years of German-Singaporean friendship. In addition, over S\$25,000 in donations were raised to help the people in Türkiye and Syria. The SGC and German Association would like to thank all event sponsors, and donors for their support and generosity.

SGC Annual General Meeting 2023 (AGM)

28 MARCH 2023



The new SGC board members following the chamber's Annual General Meeting on 28 March 2023. (From Left) Mr Sam Chee Wah from BOWLZCO Business Consulting LLP, Mr Friedrich Best, SGC Vice President, from HIMA Asia Pacific Pte Ltd, Mr Jens Ruebbert, SGC Vice President, from Landesbank Baden-Wuerttemberg (LBBW), Ms Andrea Lorenz from Richard Wolf Singapore Pte Ltd, Ms Shirley Qi, SGC President, from Evonik (SEA) Pte Ltd, Dr Burkhard Ziegenhorn, Honorary Treasurer, SGC, from Deutsche Bank AG, Singapore Branch, Ms Eileen Chua from SAP Singapore, Dr Thai-Lai Pham from Siemens Pte Ltd, Dr Tim Philippi, SGC Executive Director, Dr Claus Trenner, Honorary Secretary, SGC, from Luther LLP. Board members not in the photo: Mr Holger Lindner from TÜV SÜD Group, and Ms Sabrina Winter from Lufthansa Group.

The SGC's Annual General Meeting was held with an overwhelming attendance at The Capitol Kempinski Hotel. We were very pleased to welcome our special guest, Dr Andreas Nicolin, Deputy Director General, Federal Ministry for Economic Affairs and Climate Action (BMWK), Germany. He was presented with a Token of Appreciation along with a copy of SGC's latest publication on Free Trade Agreement, 'Enabling Businesses and Fostering Partnerships between the EU and the Indo-Pacific'. We are very happy to congratulate our newly elected President, Ms Shirley Qi, and our Board members for 2023/24!



(From Left) Ms Shirley Qi, newly elected SGC President, with Dr Koh Poh Koon, Guest-of-Honour at the Lunch Dialogue's Q&A session on MOM's Committee of Supply 2023 announcements.

SGC Lunch Dialogue

with Dr Koh Poh Koon, Senior Minister of State,
Ministry of Manpower, Singapore

Following the SGC's AGM 2023, we hosted a Lunch Dialogue with our Guest of Honour, Dr Koh Poh Koon, Senior Minister of State, Ministry of Manpower on discussions revolving around MOM's recent Committee of Supply (COS) 2023 announcements and other related matters. Dr Tim Philippi, Executive Director, SGC, presented the chamber's recent Business Sentiment Survey findings, which highlighted that member businesses in Singapore are optimistic about the economic outlook albeit higher costs and difficulties in recruiting talent.

Ms Shirley Qi, newly elected SGC President moderated the Q&A session, and Dr Koh later addressed questions from members on the rising costs of doing businesses and other manpower costs-related issues mentioned in the survey findings. Dr Koh also emphasised on Singapore's strengths as being one of the strongest economies in the world, offering a robust location and growth opportunities for companies. We would like to thank Dr Koh for sharing his valuable insights with our members.

Hannover Messe 2023

Forum on Germany-ASEAN Trade & Investment Stage

17 APRIL 2023



At the Hannover Messe 2023 on the Trade & Investment Stage, Dr Tim Philippi (seated in the centre), Executive Director, SGC, was very pleased to be a panellist, where he discussed Singapore as a strategic business location and the many advantages the country offers.

At the Hannover Messe 2023 on the Trade & Investment Stage, the DIHK in cooperation with the German Chambers of Commerce Abroad (AHK) from ASEAN organised an ASEAN forum on Germany - ASEAN trade and invest. Dr Tim Philippi, Executive Director, SGC, was very pleased to be invited to the panel to discuss Singapore as a strategic business location and the many advantages the country offers. The panel was also joined by Dr Philippi's colleagues from German-Thai Chamber of Commerce (GTCC) / AHK Thailand, EKONID (AHK

Indonesien), German-Philippine Chamber of Commerce and Industry, Inc. (GPCCI / AHK Philippinen), Malaysian-German Chamber of Commerce and Industry (MGCC), and AHK Vietnam - Delegation of the German Industry and Commerce in Vietnam. A huge thank you to Ms Katharina Wittke from DIHK for moderating the event.

With ASEAN as a great place to do business, and Singapore in the economic centre, the future looks promising.



Mr Joerg Wuttke, President Emeritus of the European Chamber of Commerce in China spoke about his analysis on China's K-shaped post-COVID recovery curve with a focus on some industry sectors, and on the vast regional differences in the economic and industrial trends within China.

SGC Breakfast Briefing

with Mr Joerg Wuttke, President Emeritus of EuroCham China, on European Businesses in China: 'Shall I Stay or Shall I Go?'

21 JUNE 2023

The future of European businesses in China was the focal point of SGC's Breakfast Briefing with Mr Joerg Wuttke, President Emeritus of the European Chamber of Commerce in China. Mr Wuttke presented his analysis on China's K-shaped post-COVID recovery curve with a focus on some industry sectors such as automotive and chemical industry. He also touched upon the vast regional differences in the economic and industrial trends within China.

Results of the recent Business Confidence Survey conducted by the European Chamber of Commerce in China have shown that 11% of the respondents have already shifted business activities out of China and an additional 20% are considering to do so, with ASEAN apparently becoming the region of choice. However, according to Mr. Wuttke, these developments do not negate the fact that still "the biggest risk is to not be in China". The SGC extends its thanks and appreciation to Mr Wuttke for the enriching session!



Group picture at the business symposium on Pharma- & Biotech of German company representatives, keynote speakers as well as representatives from BMW, GTAI and SGC

German Trade Mission for

“Pharma- and Biotechnology” and Business Symposium

3 - 4 JULY 2023

In July, the SGC was delighted to host a German Delegation on Pharma- and Biotechnologies. We had the pleasure of welcoming 10 companies to Singapore as well as Ms Yildiz Goetze and Mr Axel Lohse from Germany Trade and Invest (GTAI) and Mr Thomas Nytsch from our acquisition partner SBS - systems for business solutions. The Delegation joined a country briefing and visited the Lifescience Incubator in the German Centre. A total of 45 individual business meetings

were arranged by the SGC over the course of two days. The delegates were introduced to esteemed companies operating in the fields of biopharma, invitro testing and drug development, offering them a comprehensive understanding of these areas.

Another highlight was the symposium event where the German delegates were able to present their companies to over 100 people from the pharma-and biotech sectors.



Audience listening to a presentation by a German company representative at the Pharma- and Biotechnology Business Symposium.

SGC Dialogue

with Dr Vivian Balakrishnan, Minister for Foreign Affairs, Singapore

27 SEPTEMBER 2023



(From Left) Dr Tim Philippi, Executive Director, SGC; Dr Vivian Balakrishnan, Minister for Foreign Affairs of Singapore; Ms Shirley Qi, SGC President, and Dr Norbert Riedel, German Ambassador to Singapore.

Close to 80 chamber members participated in an enriching SGC Dialogue featuring Dr Vivian Balakrishnan, Minister for Foreign Affairs, Singapore. Hosted by the SGC, the discussion delved into the trustful Germany-Singapore relations and explored key business concerns.

Germany-Singapore Relations: Dr Balakrishnan noted that Germany and the EU are “natural partners” for Singapore, citing both countries’ like-minded commitment to free trade, high standards of vocational

performance and long-term goals of building resilient global supply chains. Referencing the Germany-Singapore Framework for Sustainability and Innovation (FSI), which was signed at the APK 2022, Dr Balakrishnan further highlighted cooperation from both countries in areas such as research and development (R&D), Industry 4.0 and sustainable innovation.



Dr Vivian Balakrishnan, Minister for Foreign Affairs of Singapore, speaks to SGC members on the bilateral trade relations between Germany and Singapore, and mutual commitment to free trade, high standards of vocational performance and long-term goals of building resilient global supply chains.

SGC’s Position Paper Launch

The SGC Dialogue was especially significant for the chamber as we published our position paper, “Why German Businesses Support an EU-ASEAN FTA”, which includes a comprehensive analysis of survey results from German companies operating across ASEAN. The paper underscored the importance of EU-ASEAN FTA negotiations based on a survey. Commenting on the prospects of the EU-ASEAN FTA, Dr Balakrishnan said that while both blocs are “one step closer” to realising the FTA, negotiations will understandably take time as the ASEAN is a diverse region.

The SGC extends its thanks and appreciation to Dr Balakrishnan for the enriching session. Moving forward, the chamber remains committed to fostering the collaborative and pioneering spirit of German-Singapore business ties.



(From Left) Ms Shirley Qi, SGC President, moderated the Q&A session where Dr Vivian Balakrishnan, Minister for Foreign Affairs of Singapore, addressed questions on trade relations by chamber members.

German-Singaporean Bilateral Forum

on Sustainability and Innovation

9 OCTOBER 2023



The Singaporean-German Chamber of Industry and Commerce (SGC) signed a Memorandum of Understanding (MoU) with the Hydrogen and Fuel Cell Association of Singapore (HFCAS) during the German-Singaporean Bilateral Forum on Sustainability and Innovation on 9th October 2023. The MoU was signed by (from Left) Mr Noel Chin, President of the HFCAS and Ms Shirley Qi, SGC President.

The German-Singaporean Bilateral Forum on Sustainability and Innovation proved to be a highly interactive and dynamic event with over 130 participants. The Forum was organised by the SGC in partnership with the German Embassy in Singapore and powered by GSBF Connect. This event aimed to encourage employees and organisations to build a culture of sustainable business processes, and drive sustainability efforts towards the path of the Singapore Green Plan 2030.

Opening addresses were delivered by Ms Shirley Qi, SGC President and H.E Dr Norbert Riedel, German Ambassador to Singapore. Speakers and moderators from industry-leading companies took a deep dive into:

- **Innovation and engineering towards sustainable growth,**
- **Perspectives on innovation from businesses in the energy, mobility, waste management and food production sectors, and,**
- **The human factor: the role of people in digitalisation, sustainability, and development.**

In addition, the SGC signed a Memorandum of Understanding (MoU) with the Hydrogen and Fuel Cell Association of Singapore (HFCAS) to jointly promote collaborations in hydrogen and fuel cell technology between Singaporean and German companies. This cooperation will be further enhanced when SGC organises a hydrogen business delegation from Singapore to Germany in 2024. Dr Tim Philippi, Executive Director, SGC, concluded the event by acknowledging the Forum as a building bloc to bring companies together, promote exchange of information, and support companies to find new partners.

We would like to express our thanks and appreciation to the German Embassy in Singapore, GSBF Connect, the HFCAS, speakers and moderators, and participants for making this an enriching and successful forum.

Our heartfelt gratitude also goes out to SAP Asia Pte Ltd for generously providing us with an exceptional venue, enhancing the forum's atmosphere and aligning seamlessly with our focus on sustainability and innovation.



Seen in these pictures are panellists who engaged attendees on various business perspectives on sustainability and innovation. (From Left) Ms Evelyn Stier, Co-chairperson, SGC Digitalisation & Innovation Committee, and Ms Cheryl Chan Wei Ling, Group Chief Strategy & Sustainability Officer & President New Ventures, ST Engineering.



(From Left): Mr Damian Krueger, Director Cremer Sustainable Foods, Mr Jakob Lambsdorff, Chief Executive Officer, Alba W&H Smart City, Mr Maximilian Englisch, Co-Chairman, SGC Healthcare & Life Sciences Committee, Ms Sabrina Winter, Senior Director Regional Sales Southeast Asia & Pacific, Lufthansa Group, and Mr Ted Chen, CEO Evercomm Singapore.



(From Left): Dr Thai-Lai Pham, President & CEO Siemens ASEAN, Ms Silvia Imran, Vice President Strategic Account Management & Sales Excellence (ASMEA), TÜV SÜD, Mr Claus Andresen, Senior Vice President, Head of Cloud Success Services, Asia Pacific & Japan, SAP.



At the SGC Dialogue, Dr Florian Stegmann [Centre] spoke about energy transition and digitalisation endeavours in Baden-Württemberg and added references on innovative projects in Singapore, given the city-state's status as a green and smart nation.

SGC Dialogue

with Dr Florian Stegmann, State Minister and Head of the State Chancellery, Baden-Württemberg

23 NOVEMBER 2023

The SGC was honoured to welcome Dr Florian Stegmann, State Minister and Head of the State Chancellery, Baden-Württemberg as a guest speaker at the SGC Dialogue. Dr Stegmann, along with the delegation, joined us for an enriching exchange.

The state of Baden-Württemberg is known worldwide for their progressive and innovative spirit with various companies pioneering in climate protection and energy transition as introduced by Ms Shirley Qi, President of the chamber, in her welcome speech. After lunch, Dr Stegmann shared several aspects of energy transition and

digitalisation with the members, given Singapore's status as a green and smart city. This topic was continued during the Q&A session moderated by Dr Tim Philippi, Executive Director of the SGC, where the digitalisation of the public sector as well as the motivation for Baden-Württemberg's Asia Pacific strategy were discussed.

The chamber extends its thanks and appreciation to Dr Florian Stegmann for the insightful session. With Baden-Württemberg's plans to open a regional office in Singapore, the SGC is looking forward to further collaborations.



Country Briefing to the delegates by SGC, the German Embassy Singapore, GTAI and HFCAS.

THE LÄND meets Singapore – Clean Tech Edition

Evening Reception

23 NOVEMBER 2023

In late November the SGC welcomed a cleantech delegation from Baden-Württemberg, also known as “The Länd”, led by State Minister and Head of the State Chancellery Dr Florian Stegmann.

An important part was the briefing on Singapore's political and economic landscape by Christoph Hallier, German Embassy Singapore, and Dr Tim Philippi, SGC. Further insights on ASEAN were given by Werner Kemper, Germany Trade & Invest and Mr Jens Ruebber, Vice President, SGC, focused on trade and business dynamics in ASEAN, particularly highlighting Singapore's integral role. Melissa Brandner, SGC, provided an overview of the Singapore Green Plan 2030. Special thanks to Gabriel Choo, Hydrogen and Fuel Cell Association of Singapore (HFCAS), who shared light on the local clean tech industry and the role of hydrogen.

Following an insightful morning, the State Ministry of Baden-Württemberg and Baden-Württemberg International hosted an evening reception with special guests Ambassador Dr Norbert Riedel, as well as Peter Ong, Enterprise Singapore and Dr Markus Rasner, Honorary Consul to the Republic Singapore, drawing over 80 guests from the clean tech sector.

During the welcome remarks, the parallels between Baden-Württemberg and Singapore were revealed: both highly innovation-driven, with Baden-Württemberg leading in European R&D investment, signifying strong collaboration potential.



Successful evening reception with special guests as well as 80 guests from the clean tech sector.

German Business Delegation on Industry 4.0

Advanced Manufacturing and Robotics - Business Symposium

28 NOVEMBER 2023



It was a wonderful turnout of over 100 attendees at our symposium as part of the visiting delegation from Germany on the topic of Industry 4.0 – Advanced Manufacturing and Robotics. This market entry programme is funded by the Federal Ministry for Economics and Climate Action (BMWK).

The seven participating companies gave captivating pitch presentations to an audience of corporates, multipliers, and partners in the local ecosystem. We heard about various innovative solutions and technologies such as digital twin commissioning, automated solutions,

advanced welding technologies, quality control systems and remote connectivity. The symposium has undeniably shown the high interest in innovative industry 4.0 solutions that strive to make manufacturing better!

We would like to extend a big thank you to our delegates Allvig Technology GmbH, blue automation GmbH, EWM GmbH, Framence GmbH, JP Industrieanlagen GmbH, TeamViewer and Universal Robots. Our thanks and appreciation also goes to our supporting partners AutomationSG, Singapore Precision Engineering and Technology Association, SGTech and the Bosch Rexroth Regional Training Centre.



The Advanced Manufacturing and Robotics Business Symposium with participants, delegates and speakers.



THE ORANGE WAY OF AUTOMATION.

Automation from and with passion

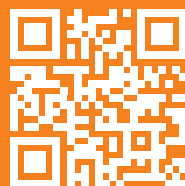
We believe that good automation is not just a means to an end. It must also be fun, so that something great and valuable grows out of it.

Of course, sensors, connection cables, masters and software are primarily used to operate systems efficiently. And they can do that best if they are of outstanding quality. We have been committed to this aspiration for more than 50 years.

But we do not define quality solely in terms of sensing ranges, repeatability, response times or protection classes. Quality means much more for us: Our colleagues' passion for automation. The ambition to develop the best possible solution every time. Setting benchmarks. Inspiring customers.

All that means countless steps in development. Forwards and backwards. For every innovation, for every evolution. Until finally, all requirements which ifm places on its products are one hundred percent fulfilled: The best functional quality, maximum ease of use and a distinctive design.

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Membership, Events & Communications

The Membership, Events and Communications department actively organises a variety of member events throughout the year, namely business luncheons (SGC Dialogues), breakfast briefings, B2B networking events, site visits, amongst others. These events are interactive platforms for key opinion leaders and members to exchange insights on trending topics that drive businesses today.

Additionally, the department provides members with relevant business information through its publications, such as the Annual Report, Membership Directory, and the Day of German Unity Special (Business Magazine).

Meet-the-CEO: Mr Paul Marriott, President, SAP Asia Pacific Japan

21 FEBRUARY 2023

It was indeed a great pleasure to host our first Meet-the-CEO event of the year with our guest speaker, Mr Paul Marriott, President of SAP Asia Pacific Japan! Addressing our members on ‘Digital for Sustainability – The Time for Asia is Now’, Mr Marriott pointed out that Asia would be one of the key players to fight climate change, due to the fact that the Asian region generates more than half of the global CO2 emissions, and around 40% of all waste.

It is, however, notable that Asia holds the key qualities to managing these complex environmental issues and adapting sustainable solutions to economical business models. These strengths include Asia’s huge interest and development towards digital transformation, and a large population of young and dynamic talents in a thriving and innovative start-up scene. We would like to extend our thanks and appreciation to Mr Marriott and SAP for the insightful and inspiring session!



Mr Paul Marriott, President of SAP Asia Pacific Japan, addressed members on the importance of adopting sustainable business practices and digital transformation.



During this SGC Dialogue, Mr Nicholas Mak, Chief Research Officer at MOGUL.sg elaborated on the rising rental prices and influential trends in the private and commercial property sectors.

SGC Dialogue with Mr Nicholas Mak, Chief Research Officer, MOGUL.sg

27 APRIL 2023

The Singapore residential rentals have increased to an historical height, bringing inconveniences to many tenants, while the office rentals are still rising as well. During this SGC Dialogue, Mr Nicholas Mak, Chief Research Officer at MOGUL.sg and a well-known real estate expert in the media, presented the prices and trends in the private and commercial property rental markets, and the impact on tenants in the past few years.

Before COVID-19 hit, the rental prices were fairly stable for 10 years. The current hike was brought about by a confluence of different factors, including an influx of expats from other countries, more demand for space

by people working from home and a severe delay in construction during the pandemic. According to Mr Mak, there will be some relief on the horizon, though, since the rise of residential rents will most likely reach its peak this year and supply will better meet demand after finalisation of a large number of housing projects in 2023 and 2024.

We would like to extend our thanks and appreciation to Mr Mak for his valuable insights and responding to questions from our SGC members during an engaging Q&A session!



Speaking at the SGC Breakfast Briefing on the COMPASS Framework was Dr Maximilian Kressner (seen in centre), Senior Associate/Attorney-at-Law from Luther LLP. Dr Kressner is seen here with Ms Sabine Florian (Left), Deputy General Manager of the SGC, and Mr Eckart Jensen, Co-chairperson of the SGC HR and Inclusion Committee and moderator of the Breakfast Briefing.

SGC Breakfast Briefing: Complementarity Assessment Framework (COMPASS), by Dr Maximilian Kressner, Luther LLP

16 AUGUST 2023

The SGC was pleased to host a Breakfast Briefing on the COMPASS Framework, which was introduced by Singapore's Ministry of Manpower in 2022 for Employment Pass (EP) applications.

Our guest speaker, Dr Maximilian Kressner, Senior Associate/Attorney-at-Law from Luther LLP, provided SGC members with an overview of the latest changes and exemptions that would take effect on new EP applications from 1 September 2023, and EP renewals from September 2024. Members engaged with Dr Kressner in a Q&A session that was moderated by Mr Eckart Jensen, Co-chairperson of the SGC HR and Inclusion Committee.

Dr Kressner's presentation helped explain the purpose and structure of the COMPASS framework and some of its tools designed to aid with a company's workforce planning. One of the key takeaways from the briefing was the points-based system that EP applications will be scored based on:

- **Four foundational criteria (income level, academic achievements, diversity of nationalities within the organisation and the company's commitment to support local employment) and**

- **Two additional benchmarks (Skills Bonus – Shortage Occupation List, and Strategic Economic Priorities Bonus)**

Another takeaway from this briefing was that employers will need to provide third-party verification for candidates holding a Diploma or higher certification from 1 Sept 2023 onwards. This verification contributes to the COMPASS score of the EP applicant and would determine if he or she is awarded the work pass.

We would like to thank Dr Maximilian Kressner for sharing his insights. Thank you to our members who attended this event and engaged with Dr Kressner.

SGC Dialogue on Germany's China Strategy by Dr Norbert Riedel, German Ambassador to Singapore

23 AUGUST 2023



Dr Norbert Riedel (Seen on Right), German Ambassador to Singapore, highlighted the China Strategy aims at improving Germany's relations with China, strengthening Germany and the EU, and enhancing international cooperation. With Dr Riedel is (From Left) Dr Tim Philippi, Executive Director, SGC, and Ms Shirley Qi, SGC President.

It was full house at the SGC Dialogue on Germany's China Strategy, where members gathered to hear German Ambassador, Dr Norbert Riedel share about Germany's recently published document. In his presentation, Ambassador Riedel shared crucial points on the complex but important policy document, which is not targeted at the private sector, but primarily serves as a point of reference for the government. He outlined that the China Strategy aims at improving Germany's relations with China, strengthening Germany and the EU, and enhancing international cooperation.

Ambassador Riedel reminded the audience that as China is changing, there also is a need for China policies to change. Nonetheless, he called for a balanced approach, urging German companies to maintain ties with their business partners in China, while being mindful of

geopolitical and ethical considerations. On the issue of intellectual property rights and technology transfer, for instance, Dr Riedel highlighted the government's view for German companies to protect their innovations in their collaborations with Chinese partners.

Dr Riedel also quoted German Chancellor Olaf Scholz's stance on encouraging companies to 'de-risk' from China and that many German companies were already diversifying their supply chains, investments and exports. Germany sees China as a partner, competitor, and systemic rival at the same time. He encouraged German companies to make use of the China Strategy as a guide for forging successful and mutually beneficial partnerships with China while upholding their values and interests.

We would like to thank Ambassador Riedel for sharing his valuable insights with SGC members.



Present at the SGC's M2M meeting were (From Left) Mr Andreas Kusch, CEO avodaq AG, Dr Tim Philippi, Executive Director, SGC, Ms Kaylene Wong, Director, John Ethans International Pte Ltd, Mr Joerg Kalisch, Managing Director, Dexteritas, Mr Friedhelm Best, Vice President, Asia Pacific Region, HIMA Asia Pacific, Ms Carina Joos, Project Manager, Bystronic Pte Ltd, Mr Mikael Yitzhakov, Regional Principal Consultant, Lincoln Talent, and Mrs Monika Sturm, Director, ValeoAsia Pte Ltd.

SGC Member-to-Member (M2M) Meeting

11 OCTOBER 2023

From time to time, SGC members meet in our office to discuss the current economic landscape. At last week's M2M meeting chaired by Mr Friedhelm Best, our Vice-President, we had a dynamic exchange focusing on the economic growth in China and ASEAN, rising business costs and HR / talent challenges. It was a good discussion! Thank you everyone for your participation!



Fireside Chat on 'Mobility Trends' with Mr Christopher Tan, Senior Transport Correspondent, The Straits Times

31 OCTOBER 2023

The SGC was very pleased to host the Fireside Chat on 'Mobility Trends' with Mr Christopher Tan, Senior Transport Correspondent of The Straits Times. Mr Jens Ruebbert, Vice President of the SGC welcomed members, and Mr Holger Lindner, SGC Board Member and CEO (Global Product Service Division) of TÜV SÜD Group moderated the fireside chat thereafter. Mr Tan spoke about the evolving automotive landscape in Singapore as a result of technological innovations, environmental awareness, and the need for more efficient and sustainable transportation solutions. He also analysed opportunities that are expected to shape Singapore's future in mobility, as a Smart Nation.

The Q&A was indeed an enriching exchange, as members eagerly engaged in various topics including the significance of the COE, the implementation of autonomous vehicles (AV) and electric vehicles (EV), the importance of sustainable practices, as well as the impact of the Covid-19 pandemic on ridership and supply chain disruption.

The SGC would like to thank Mr Tan for his insightful dialogue as well as to the members for their enthusiasm and interesting questions.



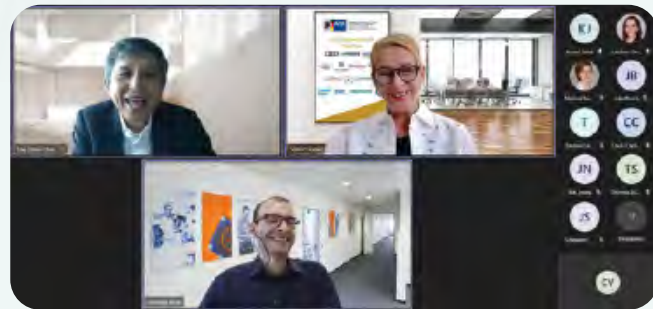
Mr Christopher Tan (Left), Senior Transport Correspondent of The Straits Times, taking questions from members on the evolving automotive landscape in Singapore with moderator, Mr Holger Lindner, SGC Board Member and CEO (Global Product Service Division) of TÜV SÜD Group

THURSDAYS WITH THE SGC WEBINAR SERIES

Singapore Budget 2023 with Mr Choo Eng Chuan, Ernst & Young Singapore

23 FEBRUARY 2023

The SGC was very pleased to hold its members' exclusive 'Singapore Budget 2023' webinar with Mr Choo Eng Chuan, Partner, International and Corporate Tax Services of Ernst & Young Singapore. Mr Choo provided in-depth explanations on new and improved Budget 2023 initiatives, especially those that supported businesses in pursuing growth opportunities against the current economic challenges.



Notably, Mr Choo encouraged companies to tap onto the Budget 2023 initiatives and embark on:

- (i) transformation efforts to maximise business potential,
- (ii) talent development to boost productivity, and
- (iii) collaborations with other organisations for internationalisation

We would like to thank Mr Choo for taking the time to join us and sharing his insights. We would also like to thank our members for attending this event and engaging in a dialogue with Mr Choo.

Mr Choo Eng Chuan (Top Left), Partner, International and Corporate Tax Services of Ernst & Young Singapore, discussing the new and improved Budget 2023 initiatives moderator Ms Sabine Florian (Top Right), Deputy General Manager, SGC, and with members.

Asia Outlook 2023 with Mr Charlie Lay, Regional Economist and FX Strategist, Commerzbank

9 MARCH 2023

The SGC was very pleased to host its second **Thursdays with the SGC Webinar series**; this time with our guest speaker, Mr Charlie Lay, Regional Economist and FX Strategist at Commerzbank. With the topic of, 'Asia Outlook: Riding Through the Dangerzone', Mr Lay emphasised on the global economy's notable resilience for withstanding recessions over the past decade. Other subjects that he discussed included global growth projections in large economies (such as the US, EU, India, and China), globalisation in its new form, rising inflation, tightening of central banks, China's reopening, and key risks to watch out for.

We would like to thank Mr Lay for his excellent presentation and insights on Asia's outlook for the year ahead.



Mr Charlie Lay, (Top Left) Regional Economist and FX Strategist at Commerzbank, speaking about the economy's global resilience and prospects on Asia's economic outlook.

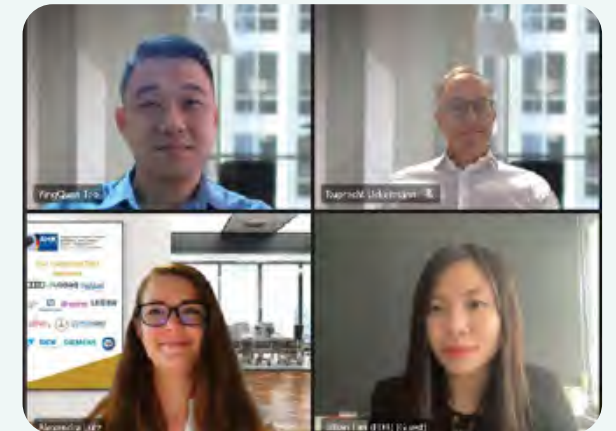
Manoeuvring BEPS 2.0 Pillar Two and Tax Incentives for German Businesses in Singapore

30 AUGUST 2023

Jointly organised by the SGC, the Singapore Economic Development Board (EDB), and EY Solutions LLP Singapore, and the webinar on 'Manoeuvring BEPS 2.0 Pillar Two and Tax Incentives for German Businesses in Singapore' received an impressive attendance of 50 participants.

In view of the rapidly evolving global tax landscape and the impact of Base Erosion and Profit Shifting (BEPS) 2.0 Pillar Two, it is imperative that German multinational companies in Singapore revise their relevant tax strategies and internal structure, systems and processes. The speakers from EDB and EY Solutions – with their expertise in international tax practices and regulations - effectively addressed the expected challenges of the global minimum tax implementation and actions German in-house tax teams need to work on to be Pillar Two ready. They also spoke about the latest developments and policy positions on BEPS 2.0 Pillar Two globally and in Asia-Pacific.

We would like to thank our speakers for sharing their valuable insights; Mr Ruprecht Uckermann, International Director, and Mr Ying Quan Teo, International Tax Partner, at EY Singapore Solutions LLP, and Ms Jillian Lim, Executive Vice President, EDB Singapore.



Sharing their valuable insights during the SGC webinar on BEPS 2.0 Pillar Two were (From Top Left) Mr Ying Quan Teo, International Tax Partner, and Mr Ruprecht Uckermann, International Director, at EY Singapore Solutions LLP, and Ms Jillian Lim, Executive Vice President, EDB Singapore (Bottom Right). The webinar was moderated by Ms Alexandra Lutz, Divisional Head, Competence Centre for German Export Finance, SGC (Bottom Left).

Capital Gains Taxation with Mr Loh Eng Kiat, Sports Business Tax Leader, Deloitte Singapore

7 DECEMBER 2023

The SGC was very pleased to host the last **Thursdays with the SGC Webinar** session of 2023; this time with our guest speaker, Mr Loh Eng Kiat, Sports Business Tax Leader at Deloitte Singapore. From January 1, 2024, Singapore may start taxing gains from the sale of foreign assets with the enactment of the new section 10L. This affects all entities that received gains from the sale or disposal of foreign assets in Singapore. Mr Loh emphasised in his closing remarks that there will likely be an increasing range of options available for taxpayers to obtain certainty.

We would like to extend our thanks to Mr Loh for his insightful presentation and knowledge about the upcoming taxation of gains from the sale of foreign assets.



Mr Loh Eng Kiat (Left), Sports Business Tax Leader at Deloitte Singapore, spoke to SGC members about the upcoming taxation of gains regulation in Singapore from the sale of foreign assets.

Networking Events

SGC Meet the Chamber

5 APRIL 2023

The SGC was very pleased to host its annual 'Meet-the-Chamber' event with 70 guests at the Conrad Centennial Singapore. This event is held to thank our select group of members, namely the Board and Advisory Council members, SGC Committee chairpersons, Gold sponsors and Advertisers who support and collaborate with the chamber on many of our events and activities all year through. The evening commenced with a welcome speech by the chamber's newly elected President, Ms Shirley Qi and was followed by a Greeting message from the German Ambassador, Dr Norbert Riedel.



The highlight of the event was the presentation of Certificates of Appreciation to the chamber's Gold Members and presentation of Tokens of Appreciation to our Advertisers. The evening was filled with lots of good food, wine and interesting conversations.



SGC Members' Asparagus Dinner

24 MAY 2023

What an unforgettable evening it was at the SGC's traditional Asparagus Dinner for our esteemed members! It was a wonderful evening filled with delicious food and meaningful connections, at the premises of our member company, Paulaner Bräuhaus Singapore!

To all our members who attended, thank you for joining us and making the evening so memorable. We appreciate your presence and the vibrant atmosphere you brought to the event. We look forward to welcoming you to our future events.



Day of German Unity Celebrations

4 OCTOBER 2023



It was a splendid evening at the Day of German Unity celebrations, which took place at the iconic Raffles Hotel on October 4. Jointly organised by the German Embassy Singapore and the Singaporean-German Chamber of Industry and Commerce (SGC), the event welcomed Guest of Honour, Mr Zaqy Mohamad, Senior Minister of State, Ministry of Defence & Ministry of Manpower, as well as distinguished diplomats, industry leaders and members of the SGC and business community. We would like to thank the German Embassy Singapore for being a wonderful co-host, as well as all guests for joining us.



SGC Young Professionals Network (YPN)

The Young Professionals Network (YPN) of the Singaporean-German Chamber of Industry and Commerce (SGC) is the perfect interactive and casual networking platform for all young professionals between the ages of 25 and 35 from diverse industries. Through targeted discussions, focused talks, and engaging networking events, it offers numerous opportunities for business collaborations and facilitating the exchange of business-related information. Also, YPN participants can gain access to resources aimed at enhancing their leadership skills and establishing professional connections.

SGC Young Professionals Network (YPN) Event

4 APRIL 2023

It was an evening of fun and banter at the SGC’s Young Professionals Network (YPN) event at Norris House, Singapore. The chamber was very happy to host more than 50 young professionals from various industries. This event was an opportune platform for the next generation of business professionals to reconnect and strengthen German-Singaporean ties on a deeper level.



Chairpersons of the SGC YPN Committee, Ms Sabrina Winter, Senior Director, Regional Sales Southeast Asia & Pacific, Lufthansa Group, and Mr Alexander Ziehe, Managing Director in Asia Pacific, Viessmann, commenced the event with an introduction on SGC’s YPN initiative, and carried on with an SGC trivia quiz. The guests mingled over delectable canapes and cocktails, and engaged in foosball and table tennis games. We would like to thank Ms Winter and Mr Ziehe for fronting the YPN networking event together with the SGC team, and all our YPN guests for their fantastic participation!



YPN Sip ‘n’ Paint

24 MAY 2023

What an incredible evening filled with networking and creativity! We would like to extend a huge thank you to all the participants who brought their enthusiasm, passion, and artistic flair and embraced the Sip&Paint experience at our SGC Young Professionals Network (YPN) event. It was wonderful to witness the young professionals pouring their creativity onto the canvas, engaging in conversations, and forging meaningful connections over delicious food and drinks. The atmosphere was dynamic, easy-going and most all – an abundance of fun! A special shout-out to Ms Julia Leuchtgens, Business Designer from



MING Labs, who shared invaluable insights on the power of Creativity in Business as well as to our Chairwoman, Ms Sabrina Winter, Lufthansa Group, for her unwavering support, guidance and dedication that made this event a resounding success!

YPN Beachside Plays

4 OCTOBER 2023

It was a fantastic afternoon with our YPN participants who joined us at Sentosa’s Palawan Beach! Your enthusiasm and positive energy on the court and in the networking zone truly made the day special. We extend our heartfelt thanks to the Co-chairs of the SGC’s Young Professionals Network (YPN) Committee, Ms Sabrina Winter and Mr Alexander Ziehe, our Co-organiser SwissCham Singapore, and our volleyball trainer, Mr Itabashi Masato from WINDS Academy Singapore.



The court was buzzing with excitement as participants showcased their skills and sportsmanship. From casual chats to meaningful connections, the networking session was a fantastic opportunity to meet like-minded professionals and expand our professional circles. We hope everyone left with new friends, fresh perspectives, and a sense of accomplishment!

B2B Networking Events

Organised by the Singaporean-German Chamber of Industry and Commerce (SGC) and the German Centre Singapore

B2B Spring Festival

18 MAY 2023

The B2B Spring Festival 2023 was indeed an exciting evening and a resounding success! Proudly hosted by the SGC and the German Centre Singapore, the event had the perfect setting for networking; a relaxed and cheery atmosphere at the German Centre’s ambient rooftop.



A huge thank you to our sponsors and guests for making this remarkable evening of networking possible. For their generosity and commitment towards fostering business connections in the Singaporean-German business community, we would like to thank our F&B partners Brotzeit, Paulaner Bräuhaus, and Ritter Sport for their support in providing us with a hearty spread of traditional German food like sausages, sauerkraut, pretzels, as well as refreshing Urtyp beer, and delightful chocolate cubes respectively. We would also like to extend a huge thank you to our sponsors; The Capitol Kempinski Hotel Singapore, UBX Training (Boxing Gym), Sofitel Singapore Sentosa Resort & Spa, Conrad Singapore Orchard and Chan Brothers Travel!



B2B Oktoberfest Networking Event

14 SEPTEMBER 2023

The B2B Oktoberfest was a lively celebration of business connections with a touch of German culture. It was indeed nice to see attendees adorned in various charming lederhosen and elegant dirndls, which added to the vibrant atmosphere. Attendees also enjoyed Paulaner Bräuhaus Singapore’s hearty menu of German delicacies and refreshing German beer. In addition, attendees participated in an engaging trivia contest, and winners were rewarded with exciting prizes.

Overall, the B2B Oktoberfest was a resounding success, fostering strong business connections and collaborations. We would like to extend our thanks and appreciation to our sponsors; Elektro-Automatik, Raffles Hotel Singapore, Conrad Centennial Singapore, Shangri-la Singapore, Goodwood Park Hotel Singapore, and Rittersport.



Christmas B2B Networking Event

7 DECEMBER 2023

It was a delightful affair of joy, laughter, and festive cheer at the annual Christmas B2B Dinner! With the traditional Glühwein not to be missed, the participants indulged in the joy of the season over a delicious feast. During the event, we reflected on this incredible year, the partnerships we have established, and the successes we have achieved.

We would like to thank our sponsors – Lim Interior, Prooftech, Rittersport and Trotec – for their generosity in making this celebration memorable. Here’s to the bonds we have strengthened and the memories we have created. Wishing everyone a joyous holiday season and a fantastic start to the new year!



Membership, Events and Communications



Gain access to exclusive and insightful dialogues with ministers, CEOs, industry experts and key opinion leaders. Network and create valuable contacts for future collaborations!

We forge meaningful connections and ignite opportunities for success!

 **PartnerForConnections**



The Membership, Events and Communications department actively organises a variety of B2B dialogue and networking events, which are interactive platforms for policymakers, key opinion leaders and members to exchange insights that drive businesses today. Additionally, members are engaged with relevant business information through committee meetings, business symposiums, chamber publications, and more.

Be part of our business community today and contact us now!

SGC Committees

Industry-driven Events and Activities

The committees are the backbone of the SGC, serving as expert groups that play a crucial role in supporting Chamber work. These committees offer a platform for knowledge exchange and expertise sharing between German and Singaporean firms, focusing on the most current trends and topics in the business world. Their contributions to the SGC are enormous, as they bring professional insights and experiences from their respective fields, all of which they offer voluntarily. Consequently, the committees are the bedrock of SGC's corporate work.

The range of activities undertaken by our committees is both diverse and extensive. These activities encompass site visits, the organisation of forums and talks, dialogues with government agencies, and the preparation of position papers on critical issues.

Committees regularly meet to discuss topics of relevance to their industries. While active participation in the committees demands a certain amount of time and effort, the benefits are substantial. Members could gain firsthand insights through our events, which feature high-profile speakers. Furthermore, each member can expand their professional network by interacting with influential figures in the business world and company representatives.

We extend a warm invitation to all SGC members and their colleagues to consider becoming a committee member and making an impactful contribution to our expert groups.

About the SGC Committees

AUTOMOTIVE

The SGC automotive committee comprises professionals from diverse German car manufacturers and car manufacturer's suppliers with a presence in Singapore. Within this committee, they actively engage with crucial industry issues by meeting government agencies, inviting speakers and crafting position papers.

BANKING

The Banking Committee was established with the primary purpose of facilitating discussions on contemporary issues within the Asian banking industry, particularly among German banks operating in Singapore, alongside leading industry experts. Furthermore, it is committed to organising events that not only promote the active presence of these banks within Singapore's financial ecosystem but also showcase their significant contributions to sustainable financing initiatives in the region.

CHEMICAL INDUSTRIES

Singapore has thriving chemical sector, comprising a diverse array of companies of various sizes. This dynamic industry significantly contributes to Singapore's economic landscape, with approximately 40% of the country's GDP attributed to it. At the centre of this vital sector, the Chemical Industries Committee serves as a platform for engaging in discussions and exchanging perspectives on shared interests. The committee places a strong emphasis on topics such as Human Resources (HR), Environmental, Safety, and Health (ESH), Corporate Social Responsibility (CSR), and compliance matters. In addition to facilitating dialogue and knowledge-sharing within the chemical community, the committee actively represents the industry's interests by engaging with government agencies and relevant authorities to promote sector's interest.

DIGITALISATION & INNOVATION

The Digitalisation and Innovation Committee was established to offer member companies a platform for engaging in discussions about the latest advancements in digital technology and innovation. One of its very important objectives is to organise and host events that showcase the latest trends and ideas of the digital landscape that adopt innovative ways.

HEALTHCARE & LIFE SCIENCES

The Healthcare and Life Sciences industries in Singapore encompass a diverse range of sectors. These include a well-established healthcare ecosystem, advanced laboratories, research, and testing companies, as well as businesses specialising in healthcare and life sciences products. One of the committee's goals is to host seminars focusing on quality standards within the healthcare and life sciences field and arrange on-site visits to companies operating in the healthcare and life sciences sector. It also cooperates with other business chambers in Singapore in organising networking events for this field of industry.

HUMAN RESOURCES & INCLUSION

Human resources have played a big role in Singapore's success story. In today's global business landscape, organisations with a regional reach require HR Managers who possess a deep understanding of regional HR functions. The responsibilities of HR Managers are diverse and multifaceted. This committee serves as a platform for these managers to collaborate and talk about innovative strategies to enhance employee development practices. As for Inclusion, members of SGC across various industries help advance the rightful inclusion of persons with disabilities.

INNOVATION CIRCLE INTERNATIONAL (ICI)

The Innovation Circle International's mission statement mirrors its commitment to rapidly transform innovative concepts into profitable ventures. To achieve this goal, it emphasises four crucial pillars:

- Research and Development: can the product be made?
- Freedom-to-Operate: is it legal to sell the product?
- Intellectual Property: how to protect the product from being copied by others
- Market Response Testing: will people pay for the product?

One of the most notable features of the Innovation Circle International is its inclusive approach. All its meetings are conducted online, enabling individuals from any corner of the globe to participate. They hold regular meetings every Thursday at 4 pm German time, and updates about these meetings are available on their LinkedIn group, "4x Innovation."

MITTELSTAND & REGIONAL MARKETS

Singapore provides a secure and conducive environment for smaller and mid-sized German companies looking to penetrate the Southeast Asian and Asian markets. Over the years, a substantial number of 'Mittelstand' firms have prospered in Singapore and the surrounding region. This committee serves as a platform for these Mittelstand companies to exchange their market expertise. For Regional Markets, based on a business-friendly environment, Singapore has evolved into a pivotal commercial epicenter within the Asia Pacific region, serving as a link for numerous German and international enterprises. Singapore does not only act as a gateway to Asia but also facilitates the operations of various multinational corporations.

REGIONAL LOGISTICS

In Singapore, the logistics industry serves as the lifeblood of the society because it propels the engine of commerce. With its central position as the premier logistics hub in Asia, Singapore wields a profound influence not only in the region but also on a global scale. The government has unveiled an ambitious "Green Plan" and a series of "Smart City" initiatives aimed at reshaping the city into a more sustainable, environmentally friendly metropolis by 2030, with logistics at the forefront of this transformation. The Regional Logistics Committee provides a platform for its members to engage in discussions and exchange experiences on matters of common interest.

SUSTAINABILITY

For a long time, humanity has harnessed the Earth's resources with wanton abandon. However, today, societies and businesses are awakening to the truth that these resources are limited, forcing us to rectify our actions and embrace sustainable practices to secure our future. SGC, with a commitment to fostering change, aims to facilitate the convergence of companies from the regions, enabling them to collaborate, share knowledge, assess emerging trends, and create new avenues for sustainable business development.

WOMEN IN BUSINESS

The 'Women in Business' Committee was inaugurated in 2022 as a tribute to International Women's Day. Its primary aim is to foster gender equality within the business world, amplify the visibility of women in the business profession, and establish a platform for SGC members to engage in meaningful dialogues.

YOUNG PROFESSIONALS NETWORK (YPN)

The Young Professionals Network (YPN) of the Singaporean-German Chamber of Industry and Commerce (SGC) serves as a platform that unites young professionals from diverse industries. Through targeted discussions, focused talks, and engaging networking events, it offers numerous opportunities for business collaborations and facilitating the exchange of business-related information.

With the YPN program, participants gain access to resources aimed at enhancing their leadership skills and establishing professional connections. If you're eager to become part of this influential network, we invite you to explore our offerings on our website at <https://www.sgc.org.sg/membership/young-professionals-network> or contact us via email at YPN@sgc.org.sg. Join us in shaping your future as a young professional within the SGC YPN community.

SGC Committee Heads 2023

(As of 31st December 2023)

AUTOMOTIVE



Mr Vijay Ratnaparkhe

Regional President & Managing Director
Robert Bosch (SEA) Pte Ltd

BANKING



Mr Martin Wehling

General Manager,
Managing Director,
DZ Bank AG



Mr Christoph Winnat

Chief Representative ASEAN and
South Asia Financial Institutions,
Helaba Landesbank
Hessen-Thüringen Singapore

CHEMICAL INDUSTRIES



Dr Bernhard Hackl

Chief Operating Officer
APC Group of Companies
Hongkong-Singapore



Dr Bjoern Jackisch

Corporate Vice President,
Regional Head of Operations / Supply
Chain Adhesive Technologies, APAC
Henkel Singapore Pte Ltd

DIGITALISATION & INNOVATION



Dr Markus Waechter

Managing Director,
German Institute of Science
and Technology,
TUM Asia Pte Ltd



Ms Evelyn Stier

Global Head of IT Business
Consulting & Digitalisation,
Siemens

HEALTHCARE & LIFE SCIENCES



Mr Maximilian Englisch

Vice President Sales
Waldner Pte Ltd



Dr Armin Wiesler

Regional Managing Director and
Head of Animal Health
Regional Operating Unit ASEAN,
Korea, Australia & New Zealand
(ROPU ASKAN) Boehringer Ingelheim
Animal Health Singapore Pte Ltd

HUMAN RESOURCES & INCLUSION



Mr Eckart Jensen

CEO
HR Act Pte Ltd



Mr Bernd Starke

Director,
Deutsche Bank AG,
Singapore Branch

INNOVATION CIRCLE INTERNATIONAL (ICI)



Mr Martin Schweiger

Owner,
Schweiger & Partners Singapore

REGIONAL LOGISTICS



Mr Joerg Kalisch

Managing Director,
Dexteritas Pte Ltd



Mr Florian Pfaff

Vice President Asia Pacific,
Lufthansa Cargo AG

WOMEN IN BUSINESS



Ms Dominique Herold

Managing Director,
German Centre for Industry
and Trade Pte Ltd



Ms Alexandra S Gradehand

Partner, Risk Transformation,
Ernst & Young Singapore



Ms Barbara Kinle

Senior Manager,
Global Mobility Services,
KPMG Singapore

MITTELSTAND & REGIONAL MARKETS



Mr Sam Chee Wah

Deputy Director,
Hock Seng Hoe Metal
Company Pte Ltd



Mr Friedhelm Best

Vice President
Asia Pacific Region,
HIMA Asia Pacific Pte Ltd

SUSTAINABILITY



Mr Joachim Ihrcke

Leitritz SEA Pte Ltd



Mr Jakob Lambsdorff

Chief Executive Officer,
Alba W&H Smart City Pte Ltd

YOUNG PROFESSIONALS NETWORK (YPN)



Ms Sabrina Winter

Senior Director, Regional Sales Southeast
Asia & Pacific, Lufthansa Group



Mr Alexander Ziehe

Director of Business Development, Asia Pacific
Viessmann Singapore Pte Ltd

SGC HR Committee on Sustainable Human Resources

17 JANUARY 2023

The SGC Human Resources & Inclusion Committee held a talk on Sustainable Human Resources in January this year. During the talk, Mr Eckart Jensen, the Committee’s Co-Chair, introduced a brand-new sustainable framework and concrete action steps in human resources by aligning the United Nations Development Goals with ISO Standards. Mr Jensen stated that a company could achieve 5 per cent more profit by reducing administrative work in HR to the bare minimum. Moreover, a human-centred organisation is achieved by incorporating this sustainable framework, thereby improving value creation, sustainable development and workforce productivity.



The SGC Human Resources & Inclusion Committee focused on the topic of Sustainable Human Resources and introduced a brand-new sustainable framework and concrete action steps in human resources by aligning the United Nations Development Goals with ISO Standards.

SGC Committee Chairpersons Meeting

2 FEBRUARY 2023



The SGC Committee Chairpersons meeting discussed future committee activities for 2023, including two committee-initiated forums.

SGC welcomed our Committee Chairpersons to assess past committee activities last year, and to discuss upcoming committee activities and topics in 2023. During the meeting, chairpersons of the committees reviewed the agreed committee framework and shared responsibilities from 2022. Participants also discussed future committee activities for 2023. Among the top priorities of activities proposed were the hosting of two committee-initiated forums.

The SGC would like to express our appreciation towards chairs of the committees for 2022, for their dedicated work and active support, namely Mr Martin Hayes, Mr Martin Wehling, Mr Christoph Winnat, Dr Bernhard Hackl, Dr Björn Jackisch, Dr Markus Waechter, Ms Evelyn Stier,

Mr Eckart E. Jensen, Mr Bernd Starke, Mr Martin Schweiger, Dr Armin Wiesler, Mr Maximilian Englisch, Mr Sam Chee Wah, Mr Friedhelm Best, Mr J. Florian Pfaff, Mr Joerg Kalisch, Mr Joachim Ihrcke, Mr Jakob Lambsdorff, Ms Dominique Herold, Ms Barbara Kinle, and Ms Alexandra Gradehand.

A big thank you to Ms Sabrina Winter for participating in this meeting as the Chairperson of the Young Professionals Network (YPN), which is now integrated into the committees. Likewise, thanks to Steffen Hessel for representing the Automotive Committee in this gathering. Last but not the least, our thanks and appreciation to Mr Christoph Hallier for providing information on the joint declaration of intent between Germany and Singapore, and to our Board Member, Ms Andrea Lorenz for being a presenter and representing the SGC committees.

Cross Chamber Networking for the Healthcare Sector

9 FEBRUARY 2023



The Cross Chamber Healthcare Networking Event was indeed a fun-filled evening of networking, thanks to Boehringer Ingelheim, and was attended by over 170 participants.

The Cross Chamber Networking Event for the Healthcare Sector was a great and successful event with over 170 participants! Our special thanks to Dr Armin Wiesler, Co-chairperson of the SGC Healthcare & Life Sciences Committee for his solid support and to Boehringer Ingelheim for sponsoring the event. Held on February 9th at the Hard Rock Cafe Singapore, everyone had a fun and filled evening of getting to know one another. Who knows a partnership and collaborations resulting from the networking would come to fruition! We would like to congratulate the American Chamber (AmCham), British Chamber (BritCham), French Chamber (FCC) and the SGC for jointly organising and carrying out this event with excellence. This is the second collaboration amongst the four chambers and there will be more cooperation expected in the future.

Visit by German Federal Ministry for Digital and Transport (BMDV)

22 MARCH 2023



Representatives of the BMDV shared information and listened to SGC members' feedback and concerns on topics such as E-mobility and E-mobility infrastructure, autonomous driving, digitalisation in the rail industry, connectivity and security technology.

It was a great pleasure for the SGC to host the visit of the Federal Ministry for Digital and Transport/ Bundesministerium für Digitales und Verkehr (BMDV) to Singapore for a lively and insightful discussion between BMDV representatives, the SGC Automotive Committee, and other SGC members. We had the honour of welcoming the following guests from Germany:

- **Mr Oliver Luksic**
Parliamentarian State Secretary to the BMDV
- **Mr Richard Damm**
President of the Kraftfahrt Bundesamt
(German Federal Motor Transport Authority)
- **Mr Guido Zielke**
Director General, BMDV
- **Mr Sebastian Peer**
Wirtschaftsbund Oberösterreich GmbH

The guests shared information and listened to members' feedback and concerns on topics such as E-mobility and E-mobility infrastructure, autonomous driving, digitalisation in the rail industry, connectivity and security technology. Among the participants were Mr Christoph Hallier from the German Embassy and representatives from BMW Group, Bosch, Equalithon, HIMA, Paul Hildebrandt GmbH, Phoenix Contact (SEA), Siemens, and TÜV SÜD. A huge thank you to Bosch for providing the venue for this gathering and the delicious refreshments!



At the SGC's Women in Business Committee kick-off meeting, participants shared their expectations and ideas and discussed the main purpose and goal of this committee.

SGC Women in Business Kick-off Meeting

25 APRIL 2023

What a great Kick-off meeting of the SGC's Women in Business Committee! It was indeed a pleasure to meet and listen to the commentaries of over 30 female business professionals, who are motivated to work together towards a gender equal business environment. All participants shared individual expectations and ideas and discussed the main purpose and goal of this committee. A special thank you to German Ambassador, Dr Norbert Riedel for showing his support with his inspiring remarks. Our thanks and appreciation also goes to the Co-chairs of the SGC Women in Business Committee, Ms Dominique Herold, (German Centre Singapore), Ms Barbara Kinle (KPMG Singapore), and Ms Alexandra Gradehand (EY Singapore) for leading this committee to empower women in the business world.



The SGC Regional Logistics Committee during their visit to the Port of Singapore Authority (PSA) to gain insights on PSA's efforts to innovate port operations.

Site Visit to the Port of Singapore Authority (PSA)

5 MAY 2023

The SGC Regional Logistics Committee was happy to visit the Port of Singapore Authority (PSA) on 5th May 2023. During the visit, the PSA representatives informed members about the state-of-the-art technology being used by the port to make processes more efficient. According to PSA, it invests and partners in the different important port cities of the world. This helps PSA in improving its connectivity and keep its business relevant to the world as well. Members of the committee learnt during the tour at the innovation centre that when operations of the PSA have completely moved in 2040 to the Tuas Port that operations will all be human-less. Robotics and digitalisation applications will be showcased in this port making it one of the most advanced in the world. The committee would like to thank PSA for hosting the site visit.



Site Visit to Changi Airport

7 JUNE 2023

It was a very exciting visit to the Singapore Changi Airport! The visit was led by the SGC Regional Logistics Committee, and included Changi Airport Group (CAG) providing attendees an overview of the wide array of its business interest and services. CAG not only operates an airport but also invests in other airports worldwide. It also provides commercial spaces to retail operators, amongst others. Furthermore, CAG gave participants an overview of the ecosystem that runs within the airport. These are the close collaborations of border police, ground handling, airlines, cargo, and logistics to make Changi Airport the world-class airport that it is renowned for.

As a global hub, Changi Airport is one of the most well-connected airports in the world, linking to over 130 destinations. Participants of the site visit also learned



about the Changi Air Cargo Hub's operations. When Terminal 5 becomes operational, Changi Airport is estimated to work-out up to 5.4 million tonnes from its current 3 million tonnes of handling capacity and up to 130 million passengers. Furthermore, the CAG aims to have zero carbon growth by 2030 and will also go all-out in achieving a Net Zero carbon emission by 2050.



The speakers elaborated on 'Demystifying ChatGPT' on how SMEs can already leverage generative AI through prompt engineering, while also addressing common challenges faced by organisations.

'Demystifying ChatGPT: How Can Enterprises Leverage Generative AI?'

22 JUNE 2023

Exciting insights on demystifying ChatGPT and leveraging generative AI were shared at the SGC Digitalisation and Innovation Committee's talk at the German Centre. The event kicked off with an introduction by the committee's Co-chairperson, Dr Markus Waechter. Providing fascinating insights on generative AI and ChatGPT were distinguished speakers, Dr Kan Min-Yen from National University of Singapore, Mr Marcus Tee from Microsoft, Mr Madhur Mayank Sharma from SAP, and Mr Alexander Polevoy from T-Systems International.

The session concluded with a panel discussion, expertly moderated by Ms Evelyn Stier, Co-chairperson of the committee. The experts shared valuable insights on how SMEs can already leverage generative AI through prompt engineering, while also addressing common challenges such as the speed of development and digital ethics. This committee event marks just the first step in our exciting journey towards exploring the immense potential of AI technology. There's still so much more to discover and learn!

Decarbonising Jurong Island: Pioneering Sustainability in Industry

28 AUGUST 2023

In a significant collaboration, the SGC Chemical Industries and Sustainability Committees hosted a webinar centred on the 'Decarbonisation of Jurong Island'. This virtual event marked an essential step forward in envisioning a sustainable and eco-friendly future for the industrial landscape. Industry leaders and SGC members, Siemens and Evonik, took the virtual stage as guest speakers, sharing their insights into the innovative strides they have made in the journey to decarbonise Jurong Island.

Siemens was represented by Prof Stefan Niessen, Mr Max Pfeifer, and Mr Ronnie Gan. Their presentations illuminated a transformative path toward turning Jurong Island into a sustainable park. Central to their vision is the pursuit of Net Zero carbon emissions from the outset, made feasible through the integration of cutting-edge digital energy twin technology within the planning process.

Mr Kevin Kennedy from Evonik articulated a compelling narrative of their company's ongoing endeavours to curb carbon emissions while simultaneously safeguarding natural resources. Among the strategies employed by Evonik are innovations such as Carbon Capture, a process that reclaims carbon dioxide as a byproduct from Steam Methane Reformers. Another standout initiative involves utilising seawater for primary cooling, a design choice that significantly diminishes the need for freshwater consumption. Anchored by a firm commitment, Evonik has set a target of reducing CO2 emissions by 25% by the year 2030, amounting to S\$100 million in annual savings.

The webinar garnered substantial attention, drawing an audience of 80 participants. This resounding success would not have been possible without the supporting partners, including the Association of Process Industry (ASPRI), Enterprise Singapore (ESG), Singapore Business Federation (SBF), Singapore Chemical Industry Council Limited (SCIC), Singapore Economic Development Board (EDB), Sustainable Energy Association of Singapore (SEAS), Singapore Manufacturing Federation (SMF), and Singapore Precision Engineering & Technology Association (SPETA). The SGC extends its heartfelt gratitude to all of them.



'Decarbonisation of Jurong Island' was a crucial topic for members who were interested in pursuing sustainability goals. The webinar marked an essential step forward in envisioning a sustainable and eco-friendly future for the industrial landscape.



During the SGC Human Resources and Inclusion Committee meeting on AI in HR, participants learnt how generative AI had the potential to change HR and workplace dynamics, such as automating and accelerating recruitment, and instilling data-driven decision-making.

Power of Generative AI in Human Resources

14 NOVEMBER 2023

Generative Artificial Intelligence (AI) is transforming Human Resources management by streamlining processes and improving decision-making. This was widely discussed during the SGC Human Resources and Inclusion Committee meeting. Guest speakers, Mr Eckart Jensen, Chairperson of the Human Resources and Inclusion Committee, and Mr Gunnar Jaschik, Founder & Managing Director of True11 Pte Ltd, enlightened participants on how generative AI will change HR and workplace dynamics, such as automating and accelerating recruitment, and instilling data-driven decision-making. However, it is also important to address challenges such as data privacy and algorithm bias. The SGC extends its thanks and appreciation to the guest speakers and participants!



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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, and monitoring bilateral and regional trade policy developments as well as providing advisory services on Free Trade Agreements (FTAs). DEinternational has successfully executed projects in various industries, such as energy efficiency, photonics and electronics, Industry 4.0, cybersecurity, start-ups and many more.



Delegates at a meeting with GuocoLand at GuocoTower, where they got to know more about mixed-use land developments for live-work-play properties.

Berlin Smart Living & Health Delegation

13 - 15 MARCH 2023

The SGC was pleased to have been able to organise the first successful delegation for the year 2023 by the Smart Living & Health Center e.V. Over 3 days, delegates learnt more about the real-estate, smart living and eldercare landscape in Singapore, through a welcome briefing, networking lunch, various meetings and site visits with local and German companies, organised by the SGC. Our delegates met with companies and organisations like Drees & Sommer, GuocoLand, Housing & Development Board (HDB), and GymTonic at Rivervale Community Club, to learn about the impact of technology on the industry, particularly in the realm of smart buildings, mixed-use developments in Singapore, low-intensity strength training programme for elderly citizens in the neighbourhood and home ownership in Singapore. This in-depth experience inspired our delegates to bring back some ideas and best practices to Germany.



Delegates at the HDB Hub to visit model homes for the elderly and to learn more about public housing in Singapore.

German Trade Mission for 'Energy Efficiency in the Industry & Photovoltaic-Technology' and Symposium

22 - 25 MAY 2023



Seen here at the business symposium on energy efficient solutions for the industry, the German company representatives and expert speakers from Germany and Singapore, along with the team from the SGC.



Roundtable session between the delegates and members of AutomationSG as part of the German trade mission to Singapore.

In May, the SGC had the pleasure to host a delegation through the German Energy Solutions initiative under the auspices of the Federal Ministry of Economic Affairs and Climate Action (BMWK).

During their visit, the seven participating companies from Germany joined a country briefing to get to know Singapore as a business location, but also delved into the intricacies of energy efficiency in Singapore, embarking on insightful visits to the Solar Energy Research Institute of Singapore (SERIS) and the EcoLabs - Centre of Innovation

for Energy. Engaging discussions with local industry players, including AutomationSG, provided further valuable insights into the Singaporean energy landscape.

A business symposium organised by the SGC in the course of the delegation visit brought together over 70 energy professionals from Germany and Singapore, fostering a dynamic exchange. The event featured presentations by the participating companies on areas such as grid regulation, power management, power electronics, renewable energy, and energy storage. Attendees gained further valuable insights into Singapore's emission profile from the Sustainable Energy Association of Singapore (SEAS) and explored the potential of building-integrated photovoltaics and the critical role of energy efficiency, presented by renowned German research institutes.

Facilitated by the SGC, over 45 individual business matchings provided a platform for the German participants to showcase their cutting-edge solutions. These matchings connected the delegates with stakeholders and potential partners in Singapore, fostering not only knowledge exchange but also creating fresh avenues for the participants to establish and expand their presence in Singapore.

NRW Startup Delegation and Pitch Event

30 OCTOBER - 3 NOVEMBER 2023



NRW Startup Delegation at the SWITCH Trade Fair.

The SGC organised a delegation for a dynamic group of 9 startups and companies from North Rhine-Westphalia (NRW) to Singapore. The week kicked off with a day full of insights and learning, with a comprehensive country briefing on the political and economic landscape, a business clinic conducted by Ernst & Young and a pitching workshop hosted by UPSTART, on crafting a compelling value proposition tailored for the Southeast Asian audience.

As part of the delegation trip, we also organised an NRW Pitch Night, where the delegates showcased their solutions and technologies proudly made in NRW,



Delegates practicing their pitches during the pitching workshop organised by UPSTART and the SGC.

impressing an audience of over 70 attendees. During the Pitch Night, we were privileged to have had an inspiring talk by our guest speaker Kevin Neo, Manager, Startup Development from ACE.SG.

The rest of the week was all about immersing in the bustling atmosphere of the SWITCH trade fair. The startups delved into discussions, attended enriching conferences, and even embarked on off-site lab crawls. We were honoured to support NRW on the SWITCH Global Stage, where they presented a myriad of business opportunities in the region. Dr. Tim Philippi, Executive Director of the SGC, spoke alongside a distinguished line-up of speakers who all shared invaluable insights to showcase NRW on an international platform.

The week concluded on an enlightening note with a visit to German Accelerator. Here, startups gained insights into scaling strategies in Singapore and explored the myriad of learning opportunities available for their growth journey. The delegation not only celebrates the thriving startup ecosystem in NRW but also highlights the strong collaborative spirit between NRW and Singapore.

Our appreciation goes out to NRW.Global Business GmbH and IHK zu Dortmund for the partnership and strong support in making this visit a resounding success!

GNTB Evening Reception

2 NOVEMBER 2023

In November, the German National Tourist Board (GNTB) hosted an evening reception, sharing recent insights about tourism in Germany with local partners, such as travel agencies, tourism-related media and airlines. The event, attended by over 50 guests, celebrated Germany's cultural richness, reinforcing ties in Singapore.

Julia Grundmann, Director International Markets, SME & Tourism Industry Relations at GNTB presented interesting insights, such as Germany's focus of climate-friendly and barrier-free travel, its variety of UNESCO heritage sites and folk festivals, or the UEFA EURO host cities in 2024. Moreover, guests had the chance to experience German nature virtually through VR glasses and taking a drone flight over Germany's beautiful landscapes.



SGC is happy to be a strong partner for the German National Tourist Board (GNTB) in Singapore.

Sabine Florian, Deputy General Manager SGC, highlighted ASEAN's significance for Germany, focusing on tourism and excellent bilateral relations. Despite global tourism challenges due to the impact of COVID 19, Southeast Asian tourism to Germany is rebounding, ranking second in European preferences for Singaporeans.



Site Visit to the Bosch Rexroth Regional Training Centre.

In November, the SGC had the pleasure to host a delegation through the Market Entry Programme under the Federal Ministry of Economic Affairs and Climate Action (BMWK) and on the topic of Industry 4.0 - Advanced Manufacturing and Robotics.

Through the country briefing by SGC and the German Embassy Singapore, the 7 participating companies were given insights to the economic, political and legal landscape in Singapore. The site visits to the Bosch Rexroth Regional Training Centre and Singapore Polytechnic facilitated experiential learning and discussion with key local industry players and provided valuable understanding of the Industry 4.0 ecosystem in Singapore.

The SGC also organised a business symposium that served as a platform for exchange and collaboration for more than 100 stakeholders from the German and Singaporean

Industry 4.0 - Advanced Manufacturing and Robotics

27 - 30 NOVEMBER 2023

Industry 4.0 ecosystem. The 7 participating companies also showcased their innovative solutions which sparked interests and conversations between the local companies. The conference also highlighted the importance for collaboration with Industry 4.0 and how Singapore is positioning itself as a smart manufacturing hub with keynote speeches from AutomationSG, Singapore Precision Engineering and Technology Association (SPETA) and SGTech.

A total of 50 business matching were also facilitated by the SGC during the delegation week. It is a platform for the German companies to have individual business meetings with local stakeholders, showcasing their innovative solutions to potential customers. This created opportunities for the delegates to establish and expand their network and presence in Singapore.



The delegation after receiving a Country Briefing by SGC, the German Embassy Singapore and law firm Rödl & Partner.

Business Delegation from the German State of Rhineland-Palatinate to Singapore and Malaysia

3 - 5 DECEMBER 2023

The business delegation from the German federal state of Rhineland-Palatinate visited Singapore in early December. The participating companies represented a diverse mix of industries and services, ranging from life sciences, pharma, engineering, recycling, welding, IT/OT, specialty chemicals and football marketing.

The delegation received a country briefing by Christoph Hallier, German Embassy Singapore, Dr. Paul Weingarten, Rödl & Partner, and Dr. Tim Philippi, SGC, informing the delegates about the political, business and legal landscape in Singapore. A visit to the Jurong Island Gallery provided the delegation with further insights and impressions on the scope and comprehensive nature of industrial and land planning in Singapore.

During an intense one-day business matching marathon, the delegates had individual meetings with more than 30 Singaporean companies and associations to learn about the market environment and to evaluate business opportunities and cooperation potential with their Singaporean counterparts.

Last but not least, the Rhineland-Palatinate delegation attended a networking dinner with key stakeholders and enablers of Singapore's business ecosystem during which the delegates received further insights and made valuable connections.

Trade Fairs



Pacific International Lines Pte Ltd (PIL)

Asia Fruit Logistica 2023, Hong Kong

6 - 8 SEPTEMBER 2023

The SGC was happy to be at the Asia Fruit Logistica 2023 (AFL) this year in Hong Kong. The SGC acquired 19 companies from both Singapore and Malaysia occupying 650 sqm of exhibition space. The companies focused on transport and logistics especially on sea freight and cold chain technology. With more than 13,000 trade visitors from over 70 different countries and regions and over 700 exhibitors from 43 countries and regions this year's edition surpassed pre-pandemic participation and marks the biggest edition yet.



DHL Global Forwarding (Asia Pacific) Pte Ltd



Mediterranean Shipping Co. (Switzerland) Asia Regional Office Pte Ltd



CMA CGM Asia Shipping Pte Ltd

IFA 2023, Berlin

1 - 5 SEPTEMBER 2023



Singapore Pavilion with Mr. Lee Chong Hock, Ambassador of Singapore to Germany with Ms. Dlyal Harris, SGC Deputy Head Trade Promotion

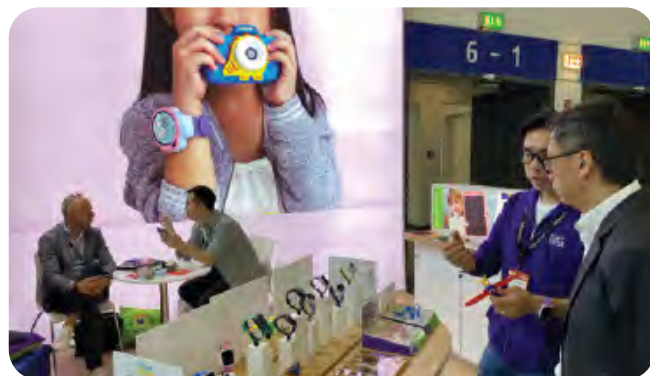
After three years, the SGC was back again at IFA 2023 in Berlin. The SGC supported 11 Exhibitors across more than 300 sqm. The Exhibitors showcased various electronic consumer products such as audio & smart home solutions, as well products in the area of health & fitness at the Singapore Pavilion. During IFA, it was a great opportunity for participants to expand their distribution channel network in Germany, exchange ideas and explore collaboration opportunities. The Singapore Pavilion was supported by Enterprise Singapore. We were honoured by a visit of the Singaporean Ambassador to Germany, Mr. Lee Chong Hock, who took time off his busy schedule to see the Singapore Pavilion at the event and actively engage with the exhibitors.



Singapore Pavilion with Mr. Jens Klubescheidt, Senior Business Development Manager, Western and Central Europe, Enterprise Singapore with Ms. Dlyal Harris, SGC Deputy Head Trade Promotion



Singapore Pavilion with Mr. Lee Chong Hock, Ambassador of Singapore to Germany and Mr. Casey Lim Global Sales of TGU Technology Pte Ltd



Singapore Pavilion with Mr. Lee Chong Hock, Ambassador of Singapore to Germany and Mr. G-Jay Yong, Director of myFirst Tech Asia Pte Ltd



Dr Tim Philippi, Executive Director, SGC, with Ms Dlyal Harris, SGC Deputy Head Trade Promotion, and Mr Sofhian Suratman, Manager, Fairs&More

ITAP 2023, Singapore

18 - 20 OCTOBER 2023



Electro Mobility Pavilion with Dr Tim Philippi, Executive Director SGC and Mr Nigel Yong, Group Communications Manager of Volkswagen Group Singapore Pte Ltd

This year the SGC was back at the Industrial Transformation Asia-Pacific 2023, one of the most important trade events in the advanced manufacturing sector in Singapore. With 6 participating companies across 84 sqm, the focus was on electric vehicles and the electric mobility ecosystem. One of the highlights was Volkswagen's showcase of its latest EV on the trade floor at the Electro Mobility Pavilion. ITAP presented an opportunity for the SGC and the participating companies to connect with key industry players and present new, innovative solutions for power management as well as to explore the new developments within Industry 4.0. The event allowed us to connect with our partners and members as well as gaining insights in what currently moves the ecosystem.



Rohde Schwarz team with Dr Tim Philippi, Executive Director, SGC, and Ms Dlyal Harris, SGC Deputy Head Trade Promotion



SGC and Hessen Trade & Invest with Dr. Julia Busch, Senior Consultant DEInternational/Trade Promotion ASEAN Representative of the State of Hessen

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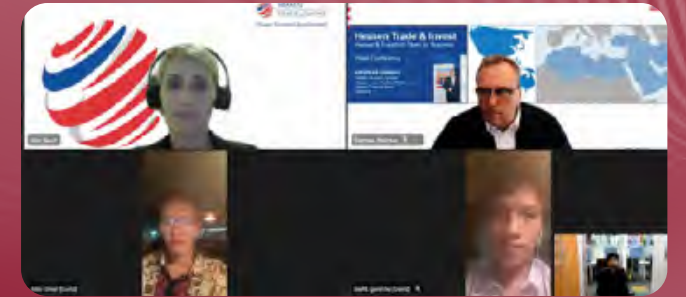
Hessen at Virtual Global Investment Conference 2023

14 - 15 MARCH 2023

For the second time, the representation of Hessen Trade & Invest in Singapore and ASEAN participated in the Global Investment Convention, GIC – a regional virtual conference organised by Crescendo Worldwide.



Virtual HTAI booth and part of the keynote speech at the virtual Global Investment Convention



Mr Damrau and Ms Busch participating in a virtual meeting with potential investors

For two days Mr Andreas Damrau, Director Investor Services at HTAI and Dr Julia Busch, Hessen ASEAN, were participating in individual investment talks with close to 10 interested potential investors from Vietnam, India, Indonesia and more. The interested companies were operating in different industries such as Tourism, mining, e-mobility and financial services, for which Hessen provides excellent opportunities through its many experts and networks as well as its strategic position at the heart of Europe.

Additionally, Dr Julia Busch delivered a keynote speech about Investment Opportunities in Hessen, where she highlighted why the Federal state is the place to be for ASEAN companies expanding to the EU.



Hessen at ABIS 2023, Indonesia

31 AUGUST - 5 SEPTEMBER 2023

Showing various moments of Dr. Rainer Waldschmidt's visit to Singapore and Indonesia; being at Dinner with SGC members and stakeholders in Singapore, meeting with EKONID and participating at the ABIS.

One highlight of the Hessen activities this year was the visit of Dr. Rainer Waldschmidt, CEO of Hessen Trade and Invest (HTAI) to the Hessen Representative Office for ASEAN at the AHK Singapore and the ASEAN Business and Investment Summit (ABIS) in Indonesia.

In Singapore, Dr. Waldschmidt engaged with important stakeholders and Hessen companies operating in the region, taking the pulse of their current market opportunities and challenges. These dialogues are pivotal to better understand the Singaporean and ASEAN market and immense potential and dynamic of the region. The visit continued with a country briefing at the German Embassy Singapore with the SGC to gain crucial political and economic insights.

Alongside Dr. Julia Busch, the Hessen Representative ASEAN at the SGC, Dr. Waldschmidt continued his journey to Indonesia, where both visited the EKONID (AHK Indonesien) for a comprehensive country briefing. The pinnacle of the trip was the two-day participation at the ABIS, where they had the privilege of listening to distinguished speakers and experts from both politics and economics, among them Ministers of several ASEAN countries and regional CEOs of global players and thought leaders. Their discussions centered around the importance of ASEAN opportunities in one of the world's most dynamic markets, and the reshaping of the global order.



Dr. David Eckensberger, Head of the International Affairs department at HTAI at the Singaporean Fintech Festival

Hessen at Singapore Fintech Festival 2023

15 - 17 NOVEMBER 2023

In November 2023, Hessen Trade and Invest GmbH (HTAI) and FrankfurtRheinMain GmbH (FRM) collaboratively showcased their region at the Singaporean Fintech Festival (SFF) 2023 within the esteemed German Pavilion.

Dr. David Eckensberger, Head of the International Affairs department at HTAI, and Dr. Julia Busch, Hessen Representative ASEAN, engaged in meaningful discussions with numerous company representatives mentioning their expansion considerations and plans to Germany and particularly Frankfurt as the country's financial hub. The two Hessen representatives also received a multitude of visitors expressing keen interest in the business opportunities and services offered by HTAI and FRM.

This strategic participation underscored our commitment to fostering international partnerships and promoting Hessen as an important financial hub for Fintech companies and an attractive destination for global business.



Hessen both at the German Pavilion, representing HTAI and FRM at the Singaporean Fintech Festival

Competence Centre for Trade Policy

There was a personnel change at the SGC's Trade Policy Competence Centre, as Kai Neuber took over from Annika Huck in August 2023. He joined the DEinternational team as Senior Consultant and in charge of the Trade Policy Competence Centre (Asia/ASEAN).

The Competence Centre for Trade Policy incorporated at the SGC provides trade policy expertise for the Asia-Pacific region since May 2017. The Competence Centre is tasked by the German Association of Chamber of Commerce and Industry (DIHK) and the Federal Ministry for Economic Affairs and Energy (BMWK) to monitor and provide public information about trade policy developments and assist companies to leverage FTAs. To do so, the Competence Centre, now headed by Kai Neuber, organises roadshows, outreach events and webinars on trade policy and compiles newsletters and publications.



Group photo after roundtable discussion on the German Due Diligence Law between SGC members and the delegation led by BAFA president Torsten Safarik.

The competence centre also provides corporate advisory services for companies that seek to build a strategy on trade policy and leverage specific trade agreements. These services include building tariff optimisation strategies and FTA mappings, trade policy risk assessments (EU GSP compliance) and in-house FTA trainings.

'Enabling Businesses and Fostering Partnerships between the EU and the Indo-Pacific' - Launch of SGC's publication on Free Trade Agreement

28 MARCH 2023



(From Left) Dr. Tim Philippi, Executive Director, SGC, presenting the chamber's latest publication to special guest, Dr. Andreas Nicolin, Deputy Director General, Federal Ministry for Economic Affairs and Climate Action (BMWK), Germany, during the AGM in 2023.

In March this year, the SGC launched 'Enabling Businesses and Fostering Partnerships between the EU and the Indo-Pacific', a trade policy publication that highlights the importance of Free Trade Agreements (FTA) to stay ahead in business and pursue sustainable growth. As the global economy continues to face profound challenges, the publication also found interesting opportunities regarding digitalisation, sustainability and supply chain diversification.

During the SGC's Annual General Meeting (AGM) on 28 March 2023, a copy of this publication was presented to special guest, Dr. Andreas Nicolin, Deputy Director General, Federal Ministry for Economic Affairs and Climate Action (BMWK), Germany.



Ms Annika Huck and Dr Tim Philippi presenting the findings of the SGC report on trade barriers in India during a webinar.



Thursdays with the SGC Webinar: Barriers and Opportunities of Future Trade Relations with India

27 JULY 2023

During part of the ‘Thursday with the SGC’ webinar series, Annika Huck, former Divisional Head of our SGC Trade Policy Competence Centre, provided an overview on our chamber’s newly published study titled “Trade Policy Country Report: India”, which focuses on barriers and opportunities of trade relations between the EU and India.

The major takeaway from the webinar was that many tariff and non-tariff trade barriers still hinder easy market access to India and hence it is crucial to agree on a FTA between the EU and India.

The detailed study with the results from the empirical survey can be purchased via our summary report on the SGC’s website.

Launch of SGC Position Paper ‘Why German Businesses Support an EU-ASEAN FTA’

27 SEPTEMBER 2023



The SGC was very pleased to launch its Position Paper, ‘Why German Businesses Support an EU-ASEAN FTA’ in September 2023. According to a survey in June 2023 with 169 member companies (from German Chambers across the ASEAN region), more than half of the respondents viewed an EU-ASEAN FTA as a very important driver for business and economic growth.

The position paper was handed over to Dr Vivian Balakrishnan, Minister of Foreign Affairs of Singapore. In his positive response and appreciation for the initiative that SGC has taken to raise awareness regarding the potential benefits of an EU-ASEAN FTA for companies from both regions, he also stressed the importance of a regional FTA between ASEAN and EU and stated that Singapore is generally supportive of the idea.

Regional FTAs hold the possibility of harmonising trade relations and promoting economic integration between member countries by facilitating i) enhanced market access for businesses, ii) the diversification of supply chains, and iii) the increased flow of investments. Therefore, this Position Paper reiterates the pressing need to resume negotiations of a region-to-region EU-ASEAN FTA.



(From left) Dr Vivian Balakrishnan, Minister of Foreign Affairs of Singapore, with Ms Shirley Qi, President of SGC during the handover of the position paper.

Events & Activities Supported by SGC



GSBF Connect: Sustainable Manufacturing & Supply Chain Opportunities in SEA

17 APRIL 2023

The SGC was pleased to be a partner at the first hybrid Germany Singapore Business Forum (GSBF) - Connect at Hannover Messe Conference in Germany. The event was organised by Enterprise Singapore and Singapore Economic Development Board (EDB), in cooperation with the Asia-Pacific Committee of German Business (APA) and OAV - German Asia-Pacific Business Association. The overarching theme for this event was 'Sustainable Manufacturing and Supply Chains'. Dr Tim Philippi, Executive Director of the SGC, moderated the panel discussion on Sustainable Manufacturing and Supply Chain Opportunities.

Asia Bio Partnering Forum

26 - 27 APRIL 2023

The SGC was honoured to be a Supporting Partner of the inaugural Asia Bio Partnering Forum by the EBD Group. The event was held in Singapore and brought together biotech and pharma leaders from around the world with hundreds of emerging innovators across the Asia Pacific region to advance dealmaking in Asia.



AiSP Cloud Security Summit

14 AUGUST 2023

The SGC was pleased to be a Supporting Organisation of the AiSP Cloud Security Summit! organised by the Association of Information Security Professionals (AiSP). This is a key event in the tech industry calendar, featuring keynote addresses, innovative solutions, engaging panel discussions, and enriching workshops. The summit revolved around the theme 'Simplifying Cloud for a Safer Future', promising insightful discussions on enhancing cloud.



Falling Walls Lab

23 AUGUST 2023

The SGC was very happy to be a Supporting Partner of the Falling Walls Lab event in 2023! Students, researchers, and early career professionals of all disciplines were invited by Falling Walls Lab Singapore and SGInnovate to showcase their most innovative ideas in 3 minutes each – covering ground-breaking research, business models, and initiatives from all disciplines. Following a pitch competition, selected participants won a chance to participate in the global Falling Walls Lab Finale in Berlin, Germany in November 2023 and a ticket to the Falling Walls Conference.

Singapore International Energy Week (SIEW)

23 - 27 OCTOBER 2023

The SGC was pleased to support the Singapore International Energy Week (SIEW) 2023, organised by the Energy Market Authority of Singapore (EMA). SIEW is an annual platform for energy professionals, policy makers and commentators to discuss and share best practices and solutions within the global energy space. SIEW's theme for 2023 was 'Energy Transition Towards a Net Zero World'.



Asia Clean Energy Summit (ACES)

24 - 26 OCTOBER 2023

The SGC was thrilled to support the Asia Clean Energy Summit 2023 Conference and Exhibition, part of the Singapore International Energy Week. Themed "Clean Energy for a Clean World", the ACES 2023 was organised to advocate for a sustainable future as experts and innovators gather to discuss cutting-edge clean energy solutions.



16th edition of the Asian Downstream Summit (ADS)

25 - 26 OCTOBER 2023

The SGC was pleased to support the 16th edition of the Asian Downstream Summit (ADS) 2023, part of the Singapore International Energy Week (SIEW) and organised by the World Refining Association and Asian Downstream Insights. The ADS was a multi-track conference alongside the Asian Refining Technology Conference, discussing key topics like cybersecurity, sustainable financing, and green initiatives.



Office in Office



Low risk market entry with our Office in Office solution

The Office in Office Service provides companies the necessary support to make the first steps in Singapore and the region. With a designated SGC employee representing your business interests and the entire AHK network and infrastructure at your hand, we make it easy for you to expand your business activities into Southeast Asia.

Get your business started with the SGC

 **PartnerForBusiness**

Central Tasks, HR and Special Projects

At the SGC, the Central Tasks, HR and Special Projects department is responsible for multiple functions of the chamber's operations, including talent recruitment, marketing, quality management, Competency Centre for German Export Finance, Office in Office services, as well as a host of activities in the field of vocational education and training (SGC Academy). In addition, the team organises industry-driven events to gain maximum traction from industry partners and relevant government representatives on the work of the chamber.



Developing and managing your account

The Office in Office solution provides you with an employee who is exclusively assigned for your business activities. Our SGC employee coordinates your marketing activities, reaches out to potential clients, and partners and establishes, maintains and expands your customer base.



Point of contact for your business

You have a reliable partner at your side to understand market trends and dynamics, who is located in the ASEAN time zone and speaks local languages to better reach out to your business partners.



Problem solving and troubleshooting

Your Office in Office manager will be ready to support you – reliably and fast.



Ms Sabine Florian, Deputy General Manager, SGC, presents the topic of Dual Vocational Education and Training as a fundamental aspect of German business culture.

Dual Vocational Education and Training

Sinem Özerdem

Senior Consultant/Skills Expert Vocational Training, SGC

To meet the demand of its member companies for trained professionals, particularly in the field of transport and logistics as well as foreign trade, SGC prepares to reintroduce a Dual Vocational Training Programme (“Kaufmännische Berufsausbildung”) in Singapore, supported and funded by the Federal Ministry for Economic Affairs and Climate Action (BMWK) and the German Chamber of Commerce and Industry (DIHK).

According to the results of our survey on Dual Vocational Education and Training (DVET), there is significant interest in the implementation of DVET in Singapore. Dual Vocational Education and Training offers companies the opportunity to train their own young professionals and provides young people with an entry into professional life. The dual training programme consists of 60 to 70 percent training in the company and 30 to 40 percent in a specialised vocational school. In contrast to purely school-based training, Dual Training offers the opportunity to directly put into practice what has been learned in class and be part of the team in the company.

In the first phase, we will be offering the following dual vocational training programmes:

- Transport and Logistics Management Specialists,
- Wholesale and Foreign Trade Management Specialists.

For more information, please contact Ms Sinem Özerdem, Senior Consultant/Skills Expert Vocational Training at sinem.oezerdem@sgc.org.sg.



The Chambers offer specific services for dual vocational education and training in 45 countries.

Dual Vocational Training: An Alternative for Students, Companies and Parents

An Interview with Dr Tim Philippi, Executive Director, SGC, and Mr Alexander Melchers, General Manager & Managing Director, C Melchers GmbH & Co., Singapore Branch

Dr Philippi, why does the AHK want to offer dual commercial training in Singapore?

TP: The German dual vocational training system is known and recognised worldwide. It is a tried and tested model characterised by the acquisition of practical skills and academic knowledge. Abroad, the AHKs organise dual vocational training programmes - often together with local German schools. This often involves the training of skilled workers in technical professions. In Singapore, however, we see a particular need in the fields of logistics and foreign trade. To meet this need, AHK Singapore would like to offer dual commercial training (“kaufmännische Berufsausbildung”).

Mr Melchers, why is dual vocational training important to you as an entrepreneur?

AM: Melchers & Co. is a wholesale and foreign trade company and we often do not find qualified employees with commercial skills. In international trade, a sound knowledge of how to deal with contracts, ship waybills, how to properly prepare quotations and an understanding of international logistics, Incoterms and accounting principles is essential. As a member of the German community and a father of four children at GESS, I believe it is important to be able to offer the children alternative educational pathways. As Vice President of the Singapore Employers Federation (SNEF), I know that Singapore is looking for successful and practical models and concepts for vocational training.

Can you explain further why you personally promote the dual vocational training system with the AHK? What do you expect from your involvement?

AM: The dual system focuses on training the skills that companies and industries need. Universities teach concepts and as a company we see that university graduates do not always have the necessary practical skills. In vocational training, on the other hand, the training content is largely determined by companies and industry sectors; vocational training is carried out in cooperation with the AHK and the vocational school.

A question for both of you: in your opinion, what are the advantages for young people who decide to do a commercial apprenticeship here and who is the apprenticeship suitable for?

TP: This dual training programme is an alternative for school leavers who are looking for a combination of academic learning and practical application in a company. The



Dr Tim Philippi
Executive Director, SGC



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

apprenticeship gives young people an insight into companies, their structures and industry sectors, as the trainees pass through many areas within the company.

Vocational training therefore helps to explore career opportunities. Those who opt for further training after a dual vocational training programme have the opportunity to pursue a career with a degree in business administration in addition to a traditional degree. Vocational training in Singapore has the advantage that trainees not only receive a globally recognised qualification that is equivalent to a vocational training qualification in Germany, but also gain experience abroad.

AM: To answer your question about who the dual vocational training programme is suitable for: In the first phase, the vocational training programme will be offered to German-speaking applicants. In the medium term, we will also offer the programme to English-speaking applicants in order to establish the vocational training in Singapore in the long term and to promote diversification. Furthermore, applicants must have at least a school-leaving certificate equivalent to the secondary school leaving certificate in Germany.

Last question for you Dr Philippi, what is the current status of the project and when can we expect to see dual vocational training in Singapore?

TP: We are currently in the project phase in dialogue with the GESS in order to be able to offer commercial vocational training in the dual system. We are also conducting a survey of Chamber members to find out how many companies would like to take part. Anyone interested can still take part in the survey using the QR code in this issue.

If you would like to find out more about the new offer, please contact our Skills Expert for Vocational Training, Ms Sinem Özerdem (sinem.oezerdem@sgc.org.sg). However, there is still a lot of work to be done, as we also need to complete the accreditation and registration process for training in Singapore. Our aim is to start vocational training as soon as possible.

Interview Source: IMPULSE, Dec 2023 - Mar 2024 issue, Page 15



Please scan this QR Code for more details!



Participants of the Industry 4.0 Specialist Training Programme that took place in July 2023.



SGC Academy

Shaping the Future as an 'Industry 4.0 Specialist'

The 10-day AHK Certificate Programme in Industry 4.0, in collaboration with our esteemed partners Bosch Rexroth Training Centre, NTUC Learning Hub, SICK Product Centre Asia, and HRAct (Industry Practitioner), has provided participants with a comprehensive understanding of key concepts and practical applications in the rapidly evolving landscape of modern industry.

This programme covers the essential components of Industry 4.0, provides insights into the basic principles, explores pathways for innovative business models and provides a deep understanding of system topology and process chains. Through a mix of theory and practical application, participants will gain knowledge in specific Industry 4.0 applications ranging from manual to fully automated production environments. In addition, emphasis is placed on ensuring data security throughout the implementation process. In addition, participants will gain valuable insights into emerging trends and future working methods within the digital landscape.



Speakers of the webinar on acquiring new skillsets for the future workforce were (from Left; Mr Julian Siegler, In-charge of Training at Bosch Rexroth Regional Training Centre (BRRTC), and Mr Peter Peh, Head of the Central Functions in Bosch Rexroth Pte Ltd, and Centre Director at BRRTC.

'Preparing A Future-Ready Workforce by becoming an Industry 4.0 Specialist' Webinar

28 FEBRUARY 2023

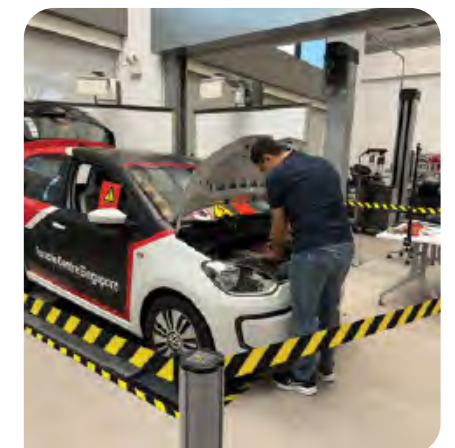
"Transforming skills and mindset of workforce is the way ahead for the future". This was the key message advised by Mr Peter Peh, Head of the Central Functions in Bosch Rexroth Pte Ltd, Centre Director of Bosch Rexroth Regional Training Centre (BRRTC) and Mr Julian Siegler, In-charge of Training at BRRTC. Preparing a future ready workforce can be done by becoming an Industry 4.0 Specialist because acquiring new skills-set could be the engine for productivity in your company. Moreover, Singapore has embraced the reality that advanced technology is the tool to moving the economy forward. Attendees were invited by the speakers to enrol their staff for the Industry 4.0 Specialist Training programme.

Skilled High Voltage Automotive Electrician – Geprüfte Elektrofachkraft Fahrzeugtechnik (IHK)

13 - 24 NOVEMBER 2023



Seen here are participants who attended and successfully passed the "Skilled High Voltage Automotive Electrician" training and examination.



The training and examination for the "Skilled High Voltage Automotive Electrician" typically involve specific knowledge of electrical systems in vehicles, including batteries, electric motors, control units, wiring systems, and safety aspects related to electrical systems in vehicles. These professionals play a crucial role in the automotive industry.

We are proud to announce the successful completion of the DIHK Higher Vocational Education Certification in collaboration with **Porsche Aftersales Vocational Education (PAVE)**. The training took place in Singapore with a total of 11 participants, all of whom passed the examination successfully.

Building a Sustainable Learning Culture in Singapore



The 10 National Workplace Learning Certification Award Recipients with Minister Maliki at the National Workplace Learning Certification Award Ceremony on 25 October 2023.

The **National Workplace Learning Framework** offers a pathway for organisations to develop a sustainable, enterprise-wide workplace learning ecosystem, which forms the bedrock of a learning organisation.

SGC plays an active role in the National Centre of Excellence (NACE) led by the Nanyang Polytechnic (NYP) Award Committee tasked with evaluating corporate efforts in Workplace Learning. SGC also supports the assessment of companies undergoing the Workplace Learning Framework certification process, given the chamber's connection to Germany's extensive Workplace Learning tradition.

In aiding companies in the retention and cultivation of competencies through workplace learning to bolster business growth and strategies:

- Annual Study Tour to Germany for Industry Leaders, jointly organised by SGC and IHK Exportakademie Stuttgart.
- Yearly Assessment and Review processes culminating in Certification.
- Recognition through an Award Presentation at the National Workplace Learning Conference.



A delegation from Singapore, under the leadership of the National Centre of Excellence for Workplace Learning (NACE, led by NYP), embarks on visits to local companies in Stuttgart in April 2023 to gain valuable insights into workplace learning practices.

NACE Led by NYP X SGC

Workplace Learning Champion Series: Leadership as Catalyst to Optimise Performance

15 AUGUST 2023



The Leadership Community-of-Practice (CoP) Talk on Workplace Learning was organised as an interactive platform for Singapore-based and international participants to engage and share effective workplace learning approaches with one another.

The Leadership Community-of-Practice (CoP) Talk on Workplace Learning, jointly organised by the Singaporean-German Chamber of Industry and Commerce (SGC) and the National Centre of Excellence for Workplace Learning (NACE), led by Nanyang Polytechnic (NYP), concluded successfully in August 2023 with many attendees taking away enriching insights on workplace learning for employees and organisational excellence.

In her speech, Ms Sabine Florian, Deputy General Manager of the SGC, spoke about the ingrained culture of workplace learning in Germany. She emphasised that both industries and educators prioritise a continuous provision of training opportunities to staff, not only for the advancement of the company, but also for the holistic wellbeing of the employees. The distinguished Guest of Honour for the event was His Excellency Dr Norbert Riedel, the German Ambassador to Singapore. In his address, Ambassador Riedel urged NYP NACE as well as the entire Singaporean community to steadfastly pursue workplace learning, citing the resounding success of this approach in Germany. He expressed his appreciation for Singapore's proactive engagement in this endeavour and wholeheartedly commended the event organisers for their exceptional efforts.

This sentiment was further underscored by notable SGC member companies, namely SICK Product Centre Asia and Bosch Rexroth. Mr Jack Goh, Managing Director of SICK, articulated his company's approach to workplace learning, emphasising the significance of transparent information and dissemination across the entire organisation. To this end, SICK embraces the acronym KPI, signifying "Keep Personnel Informed."

Similarly, Mr Julian Siegler, Technical Specialist, Master Trainer, at the Bosch Rexroth Regional Training Centre, expounded upon his company's comprehensive training regimens accessible to all employees. At Bosch Rexroth, a constant array of training opportunities is available, illustrating a steadfast commitment to empowering the workforce.

The overall takeaway from these insights is that the empowerment of the labour force not only enhances the proficiency and skill set of employees but also contributes significantly to the overall prosperity and growth of the company.

Competence Centre for German Export Finance

Alexandra Lutz, Divisional Head, Competence Centre for German Export Finance, SGC

The Competence Centre for German Export Finance within the Singaporean-German Chamber of Industry and Commerce (SGC) provides advisory services on Export Credit Guarantees for the German Federal Government. The focus is on providing information, advise and support to German exporters, local importers and financing banks on German Export Finance in Southeast Asia and Bangladesh.

In July 2023, Alexandra Lutz took over the responsibility from Markus Leichum who provided support since October 2019. The Competence Centre works closely together with Euler Hermes, the German insurance agency and Export Credit Agency (ECA) providing services on behalf of the German Federal Government.

Benefits for Importers

Importers who purchase products and services “Made in Germany” and using a German Export Credit Agency (ECA) covered loan benefit significantly from backing by the Federal Government of Germany’s and its excellent credit rating. The advantages are competitive interest rates and low financing costs, longer loan tenors as well as reduced initial costs with fixed downpayment. This makes ECA-supported financing a viable alternative to local loans or bond financing.

Benefits for Exporters

Export credit guarantees protect exporters against bad debt losses stemming from commercial or political risks and often are a prerequisite that makes funding of a transaction possible. Export credit guarantee support is especially valuable when exporting to emerging economies and developing countries, opening difficult-to-access markets. With an export credit guarantee, whether at the production stage or during export and collection of payment, exporters’ risk of losses can be covered.



GTR Asia 2023

5 - 6 SEPTEMBER 2023

The Export Credit Agencies (ECA) Financing in Asia session at GTR Asia 2023 was an insightful debate about latest trends and developments in the ECA world. Mrs Alexandra Lutz, the new Divisional Head at SGC’s Competence Centre for German Export Finance and the other panelists discussed a range of themes, from greater collaboration and the role of new ECAs in plugging gaps, capacity building, strategic imports and their geopolitical consequences, accusations of ‘backsliding’ on ESG commitments post-Ukraine, changes in provisions (include shorter-term financing as well as traditional ECA products) as well as whether we are seeing clear divisions between OECD ECAs and those of the global south.

We thank the organisers of GTR Asia 2023 for this great opportunity.



Panelists at the GTR Asia 2023 (From Left) Mr Jean-Vincent Vauray, Treasury & Financing, Siemens Healthineers; Mr Fabrizio Ceccarelli, Head of Southeast Asia & the Pacific, Sace; Mr Markus Leichum, Director, Regional Coverage, ASEAN, Infrastructure & Renewables, Deutsche Bank; Mrs Alexandra Lutz, Divisional Head, Competence Center of German Export Finance, Singaporean-German Chamber of Industry & Commerce (SGC); and Mr Matthias Schemuth, Partner, DLA Piper.

Advantages of Doing Business with Support of European Export Credit Agencies (ECA Conference)

8 NOVEMBER 2023

Together with Guido Minnaert and Stephan Naber from Atradius Dutch State Business, Jørgen Bollesen from Export and Investment Fund of Denmark and Klaus Schmidberger from SERV Swiss Export Risk Insurance, Alexandra Lutz, our Divisional Head of Competence Center of German Export Finance hosted the conference on “Advantages of doing business with support of European Export Credit Agencies” in Manila in November 2023.

Together with about 150 participants - especially many Philippine companies – the discussions focused on advantages, opportunities and benefits of working with Export Credit Agencies.

Insightful experiences and perspectives on trade partnership have been shared by Bryan U. Villanueva from San Miguel Aerocity, Inc. (SMAI), Oskar Henkelman from Boskalis and Markus Leichum from Deutsche Bank.



Involved in the ECA Conference were (From Left) Mr Kent Marjun Primor, Schweizer Eidgenossenschaft, Head of Economic and Trade Advisory, Mr Oskar Henkelmann, Boskalis, Mr Klaus Schmidberger, SERV, Dr. Dvid Klebs, Deutsche Botschaft, Economic Counsellor, Mrs Alexandra Lutz, SGC Divisional Head of Competence Center of German Export Finance, Mr Franz-Michael Skjold Mellbin, Amassador Daenemark, Mr Nicolas Bruehl, Schweizer Eidgenossenschaft, Amassador, Mr Jørgen Bollesen, Co-Head of Origination Asia & Pacific at EKF Denmark’s Export Credit Agency, Ms Marielle Geraedts, Ambassador to the Philippines, Mr Guido Minnaert, Marketing Communications Manager at Atradius Dutch State Business, and Mr Stephan Naber, Head of SME Underwriting & Business development at Atradius Dutch State Business.

The Dutch Ambassador Marielle Geraedts, the Danish Ambassador Franz-Michael Skjold Mellbin, the Swiss Ambassador Nicolas Brühl and the German Economic Counsellor Dr Davis Klebs provided insights about the economic partnerships with the Philippines.

Thanks to all organisers, speakers and the German-Philippine Chamber of Commerce and Industry for the outstanding planning and execution of this successful event.

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.

Office in Office Supporting Business Expansion into Singapore and Beyond

At the Singaporean-German Chamber of Industry and Commerce (SGC), our dedicated Office in Office Managers are here to guide German companies through every step of their journey in Singapore. From marketing and business development to market analysis and client visits, our expert managers provide tailored assistance to ensure a seamless transition into the Southeast Asian market.

Singapore is an ideal launchpad for businesses looking to tap into the dynamic opportunities of the region. The Office in Office service has assisted many companies in experiencing accelerated growth and enhanced success in Singapore and neighbouring countries. Through Office in Office, the SGC can provide support to companies from various industries and service sectors.

If you are a German company looking to develop your market potential and expand your business in Asia, we welcome you to send an email to Ms Sabine Florian, Deputy General Manager, and Head of Central Tasks, HR and Special Projects at sabine.florian@sgc.org.sg.

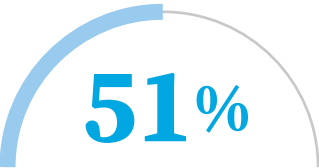


German Businesses in Singapore Optimistic about Economic Outlook Albeit Higher Costs and Difficulties in Recruiting Talent

The global economic landscape remains influenced by inflation and geopolitical challenges. However, Business Sentiment Survey findings by the Singaporean-German Chamber of Industry and Commerce (SGC) indicate that most SGC member companies are optimistic about the economic outlook. Also, members saw great market potential mainly within Southeast Asia, followed by India and Greater China, viewed as attractive markets with high growth potential.

The survey was conducted in February 2023 to gather data from the member companies of the chamber, comprising German and Singaporean companies.

★ KEY FINDINGS



Majority of the companies have a positive economic outlook and see great potential within Southeast Asia. Furthermore, India and Greater China too are recognised as attractive markets with high growth potential.

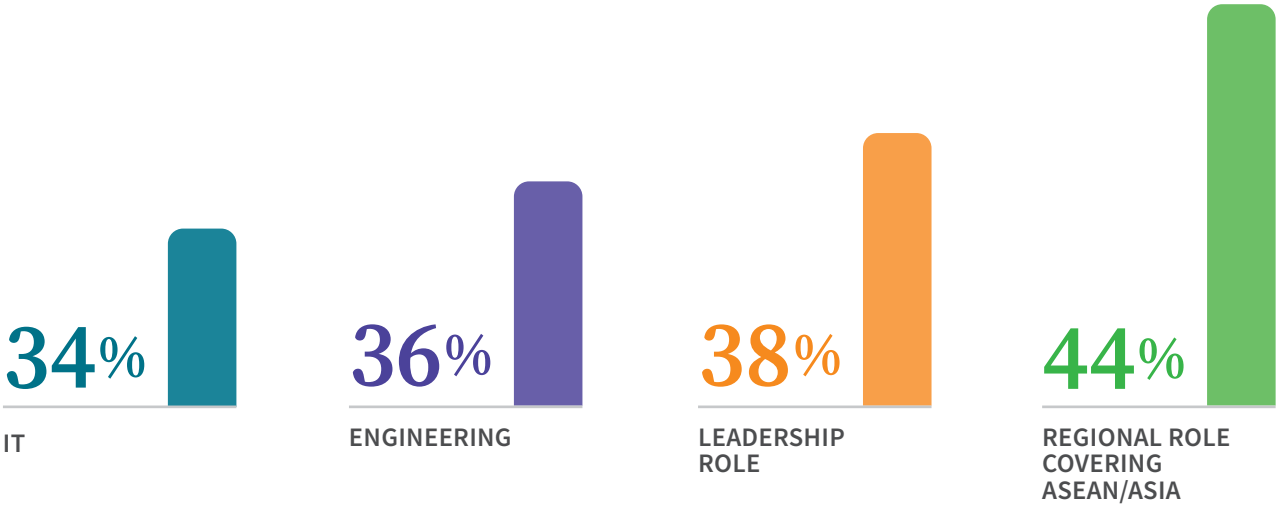


A large group of companies would like to increase their number of employees in Singapore; however, it is hard for them to find staff for certain business functions.

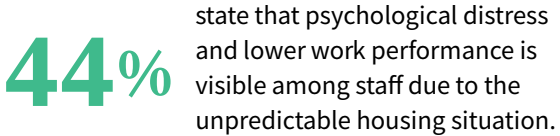
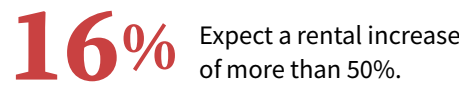
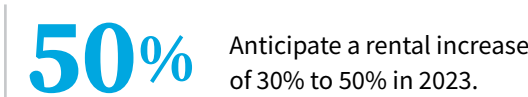


The most important factor for increased business costs is rising salaries. Other important factors are inflation, travel expenses, rental for business spaces and housing allowances for employees.

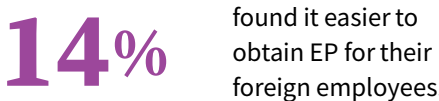
🔍 ROLES FOR WHICH COMPANIES ARE RARELY/ UNABLE TO FIND QUALIFIED EMPLOYEES FOR



🏠 HOUSING RENTAL COSTS



📄 CHALLENGES IN ATTAINING AN EMPLOYMENT PASS



🌐 RELOCATION OF CERTAIN BUSINESS FUNCTIONS



of the companies can imagine relocating certain business functions out of Singapore to other countries namely Malaysia, Vietnam and Thailand.



Please scan the QR Code to view the survey report.

Finance & Corporate Affairs

The Finance department at the SGC deals with the financial, accounting and corporate affairs activities of the chamber. These include financial reporting and compliance submission, payroll and staff benefits and corporate affair management such as compliance and regulatory issues in the legal area, internal communications with human resources, external communications with stakeholders and annual reporting. The department also covers office administration matters such as office and director's insurance, risk management assessment, contract management, cost analysis and other essential administrative affairs.

Finance and Corporate Affairs



Financial Reporting

SGC has gradually returned to pre-COVID activities and most of our activities and services have resumed but not all services have fully recovered. Hence, our financial position has improved as compared to last year, but some services are still under development. Some of the operating costs that are not contract-based and are based on demand and supply have increased.

SGC's financial cycle follows the calendar year from January to December; we have our annual budget planning in August every year. In addition, we are required to report actual performance and forecast every quarterly to DIHK and to the Board, as well as our year-end annual reporting in January for the local authority and in March to DIHK Germany.

The budget for the Year 2024 was submitted to DIHK in September 2023. Quarterly results and forecast meetings will be held to deliberate on the finances of the Chamber, given the various projects and services offered.

We regularly check our financial position (Monthly, Quarterly and Yearly reporting) to ensure that finances are well managed. In addition, periodic financial statements are also sent to the DIHK for their verification and advice - providing some financial checks and balances. We also attend finance meetings conducted by DIHK from time to time to keep ourselves updated and informed about any financial or policy changes.

The Chamber had an interim audit in November 2023 for the accounting period from January to September 2023. The final audit for the financial year ending 31 December 2023 was conducted in February 2024.

The Agreed-Upon-Procedure for certification of the DIHK Annual statement as of 31 December 2023 will be certified by the Chamber's Auditors and will be submitted in March 2024.

The Goods and Services Tax for the fourth quarter will be submitted to IRAS in January 2024.

The company's corporate tax and employee employment income tax for the Year 2023 will be submitted to the authority by February 2024 and March 2024 respectively.

SGC accounting and payroll systems (Sage 300 and Sage Easy Pay) have been moved to a cloud-based server instead of an in-house server for security reasons. There had been some enhancement works done to the Sage 300 accounting system such as GST recharge mechanism, GST on Imports of Low-Value Goods and GST rates changes were implemented by IRAS in the Year 2023. SGC is also getting the system ready for the implementation of corporate "PayNow" in the Year 2024.

Other accounts booking and regulations remain unchanged from the previous reports.

Corporate Affairs

For the Euro income that the Chamber receives, the Chamber will enter a Forward Forex contract with a bank to secure a stable exchange rate, hence avoiding Forex exchange risk.

All essential insurance coverage such as Medical, Hospitalisation, Personal, Accident, Travel, Office and Association Liabilities insurance was renewed in Dec 2023.

Our insurer for Medical, Hospitalisation, Personal, Accident, Travel, and Office insurance remains unchanged, and they are with AIA, MSIG and AIG and the Association Liabilities insurance is with Chubb Insurance.

The current auditor is Ms. Lo Hock Ling & Co., and we have a three-year contract term with them from the Year 2022-2024.

The department also covers an extensive range of responsibilities related to office administration, such as Office and Director's Insurance, risk management assessment, office and financial-related reporting compliance, cost coverage analysis and other essential finance-related administrative work.

SGC in the Media

News Coverage on SGC’s Business Sentiment Survey on Economic Outlook

Staff of German firms in S’pore stressed over rising rents: Survey

The Straits Times, 18 March 2023

“This survey shows clearly that the current economic challenges remain. Nevertheless, our members here in Singapore in general have an optimistic outlook. This should be a commitment to preserve and build on Singapore’s proven location qualities for businesses: Predictability, openness to foreign talent, the secure legal environment, freedom from corruption and reliability”.

Mr Jens Ruebbert, former SGC President

News Coverage on SGC’s Position Paper on why German Businesses need an EU-ASEAN Free Trade Agreement

ASEAN and EU ‘one step closer’ to regional free trade agreement: Vivian Balakrishnan

The Business Times, 28 September 2023

“Singapore serves as an important gateway for German businesses looking to access the whole South-east Asian market.”

Ms Shirley Qi, SGC President, in her opening address at the SGC Dialogue with Dr Vivian Balakrishnan, Minister for Foreign Affairs, Singapore, 27 Sep 2023

“Much of what has been accomplished under the banner of German-Singapore relations, actually, in my view, is the template for what can be done to enhance the EU-ASEAN relations. FTAs are a key mechanism by which our partners can engage our region.”

Dr Vivian Balakrishnan, Minister for Foreign Affairs, Singapore

“Harmonising trade rules and procedures with a region-to-region FTA will not only enhance efficiency, expand market access, and reduce major trade barriers for companies in EU and ASEAN, it could also support further economic integration within the ASEAN Economic Community.”

Dr Tim Philippi, Executive Director, SGC

Also featured in:

Singaporean-German Chamber seeks speedy conclusion of EU-ASEAN free trade deal

The Straits Times, 28 September 2023

German businesses call for EU-ASEAN free trade agreement

CNA Digital News, 27 September 2023

Singaporean-German Chamber of Industry and Commerce urges the resumption of negotiations: ASEAN and the EU are one step closer to a free trade agreement)

Lianhe Zaobao, 28 September 2023 News

Despite setbacks, EU-ASEAN free trade deal can still be realised: analysts

The Business Times, 16 October 2023

Day of German Unity Coverage

A conduit for cross-border business opportunities

The Business Times, 3 October 2023

[Excerpt from The Business Times] As the world sees the gradual reopening of borders and the revival of foreign investments, the Singaporean-German Chamber of Industry and Commerce (SGC) is focused on aiding German companies access the Singapore market, while also supporting local businesses seeking to enter Germany and Europe.

News Coverage on the German-Singaporean Bilateral Forum on Sustainability and Innovation

Singapore and Germany collaborate to create hydrogen fuel cell technology ecosystem (Translate.)

Lianhe Zaobao, 10 October 2023

[Excerpt] The Singapore-German Chamber of Industry and Commerce (SGC) and the Hydrogen and Fuel Cell Association of Singapore (HFCAS) signed a memorandum of understanding on Monday (October 9) at the German-Singaporean Bilateral Forum on Sustainability and Innovation, to promote cooperation and exchanges between enterprises of the two countries in hydrogen energy and fuel cell technology.

The MOU will further cooperate with the Germany-Singapore Framework for Sustainable Development and Innovation (FSI) and create opportunities for the development of market intelligence and commercial projects in both countries. In 2024, SGC will organise a hydrogen energy business delegation from Singapore to visit Germany.

News Coverage on SGC President, Ms Shirley Qi

Shirley Qi, President of the Singaporean-German Chamber, travelled to three countries and stayed true to herself (Translate.)

Lianhe Zaobao, 3 December 2023

[Excerpt] Shirley Qi, Regional President, Evonik South East Asia, Australia & New Zealand Region, has been based in Singapore for nearly three years. In March 2023, she was elected President of the Singaporean-German Chamber of Industry and Commerce, becoming the first female president since the chamber’s establishment in 2004.

News Coverage on Asian-Pacific Forum Bayern

Asia meets Bavaria: diversification is the order of the day! (Translate.)

Asia Bridge, 4 May 2023

[Excerpt] Dr Tim Philippi from AHK Singapore and Dr Roland Wein from AHK Thailand share their perspectives on the Singaporean and Thai markets. They elaborate on why these markets are viable alternatives to China, emphasise the sectors in which German companies are most active in the region, and discuss the prospects of entering the market.

News Coverage on Price Increases in Singapore and Its Impact on the Attractiveness of Singapore as a Business Hub

Extreme price increases are endangering the favorite location of the German economy (Translate.)

Handelsblatt, 2 May 2023

[Excerpt] The article reflects on the rising rental costs in Singapore which might threatening the attractiveness of the city-state. The rising costs are causing concern among expatriates and companies, which could lead to higher salary demands from expats and thus possibly resulting in fewer expatriate assignments and an increase in local recruitment or companies considering relocating some of their operations outside Singapore.

News Coverage on De-Risking from China

Asia means more than China (Translate.)

Port of Hamburg Magazine, February 2023 issue

“Over 2,000 German companies are active in Singapore. This global finance centre is also an important production site – more than 20 percent of GDP is generated by the manufacturing sector. Like many other international companies, they use the city-state primarily as a regional base for expanding in other SE Asian markets.”

Dr Tim Philippi, Executive Director, SGC

Communication Platforms



SGC App

The SGC App was developed with the intention of digitalising the chamber's products and services thus keeping with the times when everything is electronically delivered. With the SGC App, members can access the details of other members of the chamber - names, addresses and contact numbers with just a login and a few swipes to the left and right on your smart mobile devices. What's more, you can just display your SGC Privilege card on your mobile device at selected merchant outlets where you can enjoy discounted services.

The SGC Privilege Card

With the digital SGC Privilege Card, members can enjoy exclusive benefits provided specially by our SGC Merchants. Members can access the Privilege Card by logging in to the SGC App and navigating to 'Benefits & Offers'.



Our Print Publications



SGC Annual Report

The Annual Report is a summary of all SGC activities for the past year and is distributed to a wide range of business professionals: members, partners and businesses in both Singapore and Germany, as well as officials and delegations visiting both countries.

#PartnerInSingapore



SGC Membership Directory

The Membership Directory is an annual publication containing contact details of all members and their businesses. The directory is published and distributed to the members of the SGC in the middle of the year.

#PartnerForBusiness



Day of German Unity Special

The Day of German Unity Special is a themed issue with editorials that highlight companies that have developed long-term sustainable solutions and practices for their business, their consumers, and the society. This publication is launched at the annual 'Day of German Unity' reception, which SGC usually co-hosts with the German Embassy.

#PartnerForSustainability



Special Publications

From time to time, the SGC launches special publications on trending business topics. For instance, the position paper on 'Why German Businesses Support an EU-ASEAN FTA' was launched during the SGC Dialogue with Dr Vivian Balakrishnan, Minister of State for Sustainability and the Environment, on 27 September 2023. An EU-ASEAN FTA would be a beacon of opportunity for both regions, and the position paper serves as a catalyst to resume discussions and dialogues among policymakers, business chambers, and key stakeholders in the EU, in ASEAN and between the two blocs.

#PartnerForTrade

Our Online Platforms

Newsletters

The SGC produces different e-newsletters with each having a unique focus and addresses specific target groups.



Weekly English Newsletters
The weekly English newsletter gives the latest updates from the Chamber about both events of the SGC as well as a wide range of activities from supporting partner organisations.

AHK Aktuell
The 'AHK Aktuell' article is an informative article on current trade and economic policy issues in Singapore. The article addresses German readers and is mostly written in German.

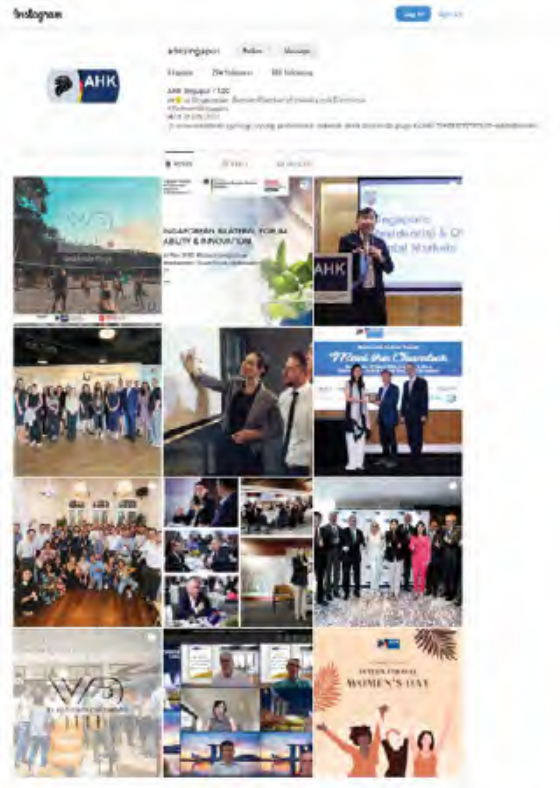
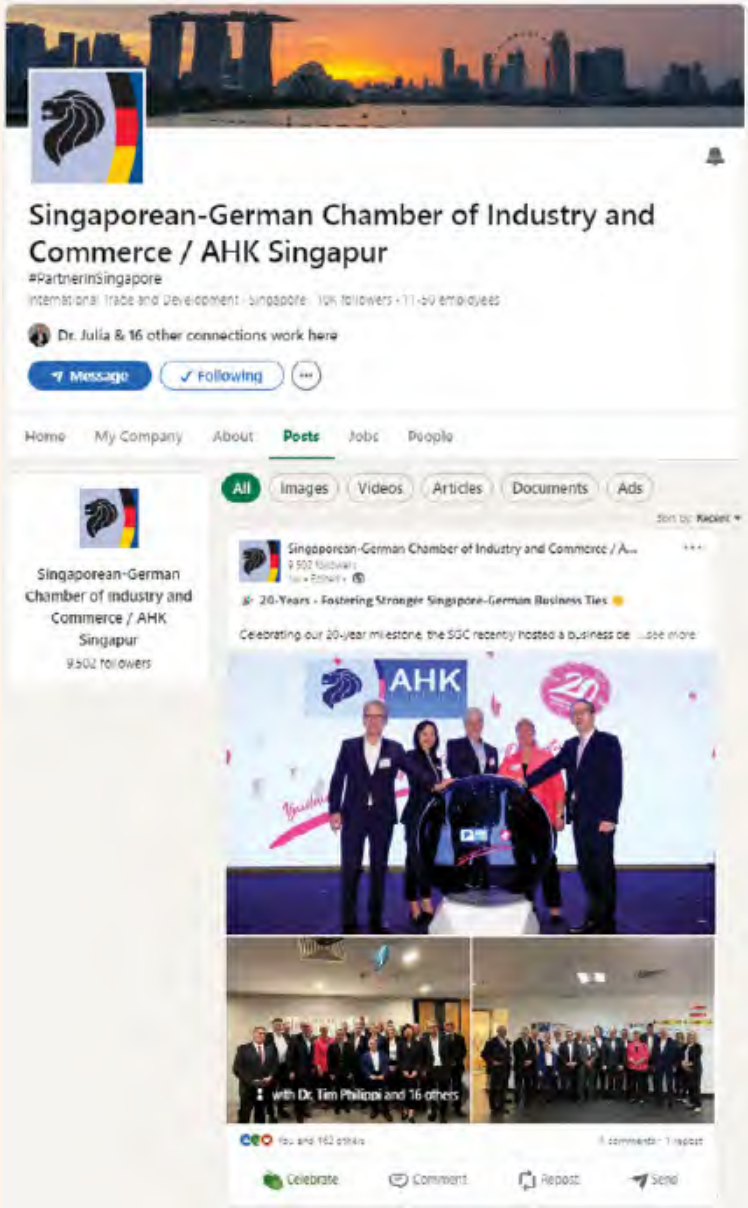
SGC Website

The SGC website provides a wealth of information for our members about events and services, and for those looking for up-to-date information on activities from the Chamber, along with relevant business resources.



Social Media: LinkedIn and Instagram

The SGC is also well connected with members and business partners via social media, sharing content concerning German and Singaporean business companies such as selected upcoming and past events, and linking followers to interesting news. The SGC aims for an even greater outreach with professionals and individuals and invites all SGC members to follow the Chamber on LinkedIn and Instagram!



Events, Activities and Participation in 2023

Date	Event	Speakers	
12 Jan	Chemical Industries Committee meeting		
12 Jan	Sustainability Committee - Chemical Recycling Course		
17 Jan	HR Challenges 2023 and Sustainable Human Resources	Mr Eckart Jensen, Co-chair, SGC HR + Inclusion Committee and CEO of HR ACT Pte Ltd	
2 Feb	Committee Chairmen meeting		
9 Feb	7th Board Meeting		
7 Feb	Regional Logistics Committee - Sustainability on the Road	Mr Harald Schmid, CEO of Daimler Commercial Vehicles SEA	
8 Feb	Healthcare & Life Sciences Committee - Interchamber Networking		
13 Feb	Indonesian Chamber of Commerce and Industry Visit to Singapore (KADIN)		
13 Feb	VIP Small Group Roundtable Dialogue cum Dinner Networking for the Menteri Besar (Chief Minister) of Johor YAB Datuk Onn Hafiz Ghazi		
14 Feb	Digitalisation & Innovation Committee - Vision of an All Electric Society, by Mr Alexander Kehler, Phoenix Contact GmbH & Co. KG		
21 Feb	Meet-the-CEO Business Luncheon - 'Digital for Sustainability – The Time for Asia is now!'	Mr Paul Marriott, President, SAP Asia Pacific Japan	
22 Feb – 24 Feb	AHK Regional Meeting Bangkok		
23 or 24 Feb	Thursdays with the SGC Webinar: Singapore Budget 2023	Mr Choo Eng Chuan, Partner, EY Singapore	
25 Feb	2023 German Ball		
28 Feb	Industry 4.0 Specialist Training	Mr Julian Siegler, Trainer I4.0, Bosch Rexroth	
1 Mar	Consultation Day Thuringia		
1–3 Mar	Inter-Airport South East Asia 2023		
7 Mar	Global Bridges Study Trip		
7 Mar	Interaction with Georg Schaeffler and Regional Business Leaders		
9 Mar	Thursdays with the SGC Webinar: Asia Outlook 2023	Mr Charlie Lay, Senior Economist, Commerzbank	
9 Mar	Innovation Circle International - Market Response Testing	Mr Stephan Frigge and Mr Alexander Kehler, Phoenix Contact GmbH & Co. KG	
13 – 15 Mar	Berlin Smart Living & Health Delegation	Delegation	
14 Mar	Unternehmerreise Metallverband Bremen/ Niedersachsen (Briefing)	Delegation	
14 – 15 Mar	Hessen @ Global Investment Conference	Various speakers	
16 Mar	Banking Committee Meeting 1Q		
22 Mar	Visit by German Ministry for Digital and Transport (BMDV) to Singapore		
24 Mar	100. Liebesmahl OAV - Hamburg		
28 Mar	Annual General Meeting 2023	Dr Andreas Nicolin (BMWk) attended as Guest-of-Honour	
28 Mar	Lunch Dialogue on MOM's COS 2023 Announcements and Economic Outlook in Singapore	Dr Koh Poh Koon, Senior Minister of State, Ministry of Manpower & Ministry of Sustainability and the Environment	
28 Mar	Industry 4.0 Webinar by German Centre	Various speakers	
4 Apr	Young Professionals Network Event		

- SGC official meetings
- Membership
- SGC supported events
- Events by other organisations
- DEinternational, Trade Fairs, SGC Competence Centre for Trade Policy
- Events in Germany
- Committee Events
- SGC Competence Centre for German Export Finance
- Other Events

Date	Event	Speakers	
5 Apr	Meet-the-Chamber	Dr Norbert Riedel, German Ambassador to Singapore, attended as Guest-of-Honour	
10 – 15 April	Dataport first pre-delegation	Delegation	
6 or 13 April	Webinar Singapore by IHK Nuremberg		
18 Apr	ASEAN Forum @ Hannover Fair		
17 Apr	German Singapore Business Forum (GSBF) @Hannover Fair		
20 Apr	Consultation Day NRW / ASEAN Summit		
24 Apr	Chemical Industries Committee meeting	"Dr Thawatchai (Noom), Maneerung, Tuev Sued PS Div Global Sustainability Expert ASEAN Sustainability Hub, Mr Joachim Ihrcke, Co-chair, SGC Sustainability Committee"	
25 Apr	Women in Business Kick-off "Share and Talk" Meeting	Dr Norbert Riedel, German Ambassador to Singapore, attended as Guest-of-Honour	
26 Apr	Corporate Venture Building organised by EDB, Ming Labs (in cooperation with SGC Digitalisation & Innovation Committee)		
27 Apr	SGC Dialogue Business Luncheon - 'Where is the Singapore Residential and Commercial Property Rental Market Heading?'	Mr Nicholas Mak, Chief Research Officer, MOGUL.sg	
28 Apr	2nd Board Meeting		
28 Apr	Webinar Singapore Bayern International		
2 May	Automotive Committee meeting		
3 May	Webinar Singapore by AHK Frankfurt		
3 May	Webinar Singapore by AHK Nuernberg		
5 May	Regional Logistics Committee meeting		
8 – 11 May	AHK World Conference		
12 May	Consultation Day Lower Saxony by IHK Hannover		
15 – 17 May	Channel Summit EMEA		
16 May	ASEAN Insights		
18 May	B2B Spring Festival		
22 – 25 May	German Trade Mission for 'Energy Efficiency in the Industry & Photovoltaic-Technology'	Delegation	
23 May	ExCredAsia 2023 for a ECA Financing panel	Mr Markus Leichum, former Divisional Head, Competence Centre for German Export Finance, with various speakers	
23 May	German Trade Mission for 'Energy Efficiency in the Industry & Photovoltaic-Technology' Business Symposium	Various speakers	
24 May	Asparagus Dinner for Members	Membership	
25 May	Innovation Circle International (ICI) Meeting - Workplace of the Future		
26 May	SGC Automotive Committee Meeting 2023		
30 May	Damenwahl meets SGC Women in Business		
30 May	Digitalisation & Innovation Committee meeting		
1 Jun	1st Advisory Council Meeting		
6/7 Jun	Visit of State Secretary Schnorr, BMDV		
7 Jun	Changi Airport Site visit led by Regional Logistics Committee		
13 Jun	Webinar with VDMA "SEA for beginners"		
13 Jun	Banking committee meeting 2Q		
20 Jun	Healthcare & Life Sciences Committee Meeting		
21 Jun	SGC Breakfast Briefing - 'European Businesses in China: Shall I Stay or Shall I go?'	Mr Jörg Wuttke, President Emeritus of the European Chamber of Commerce in China	
22 Jun	Digitalisation & Innovation Committee meeting		
28 Jun	Breakfast Roundtable	Dr Moritz Kraemer, LBBW	
3 – 4 Jul	Market Entry Programme for 'Pharma- and Biotechnology' Delegation	Delegation	
4 Jul	Market Entry Programme for 'Pharma- and Biotechnology' Business Symposium	Various speakers	
6 – 8 Jul	Aquarealm Symposium	Various speakers	

Date	Event	Speakers	
10 Jul	3rd Board Meeting		
13 Jul	YPN - Sip 'n Paint		
26 Jul	Consultation Day Bavaria by IHK Nuremberg		
27 Jul	Thursdays with the SGC Webinar: Barriers and Opportunities of Future Trade Relations with India	Annika Huck, Former Divisional Head for Trade Policies (Asia/ASEAN), SGC Trade Policy Competence Centre	
2 – 4 Aug	G3M: DIHK Global Membership Managers Meeting		
15 or 16 Aug	ASEAN Webinar Series for NRW Companies 2023: Singapore and Malaysia		
15 Aug	Workplace Learning for Employees - Best Leadership Practices for Organisational Excellence, jointly organised by the SGC, National Centre of Excellence for Workplace Learning (NACE), and led by Nanyang Polytechnic (NYP)	Various speakers. Dr Norbert Riedel, German Ambassador to Singapore, attended as Guest-of-Honour	
16 Aug	SGC Breakfast Briefing: MOM's Complementarity Assessment Framework (COMPASS)	Speaker: Dr Maximilian Kressner, Senior Associate, Attorney-at-Law, Luther LLP	
23 Aug	SGC Dialogue on China Strategy	Dr Norbert Riedel, German Ambassador to Singapore	
24 Aug	Innovation Circle International (ICI)	Annika Huck, Divisional Head for Trade Policies (Asia/ASEAN), SGC Trade Policy Competence Centre	
25 Aug	Digitalisation & Innovation Committee meeting		
28 Aug	SGC Chemical Industries & SGC Sustainability Committees - Webinar - Decarbonisation of Jurong Island	Prof Stefan Niessen, Max Pfeifer, Ronnie Gan - Siemens, Mr Edward Kennedy - Evonik	
29 Aug	Regional Logistics Committee meeting		
29 Aug	4th Board Meeting		
31 Aug – 1 Sept	Visit by Dr. Waldschmidt, HTAI, before flying to Jakarta		
30 Aug	Thursdays with the SGC Webinar: 'Manoeuvring BEPS 2.0 Pillar 2 for German businesses in Singapore'	Mr Ruprecht von Uckermann, Mr Ying Quan Teo Dody and Ms Jillian Lim, Ernst & Young Singapore Pte Ltd	
1 – 5 Sep	ASEAN Business and Investment Summit (ABIS) 2023		
1 – 5 Sep	IFA 2023 Berlin, Singapore Pavilion		
6 Sep	GTR Asia 2023	Ms Alexandra Lutz, Divisional Head, Competence Centre for German Export Finance, with various speakers	
8 Sep	HR + Inclusion Committee meeting		
6 – 8 Sep	Asia Fruit Logistica		
14 Sep	B2B: Oktoberfest		
12 Sep	Meeting Dr. Waldschmidt, HTAI and Mr Peter Ong, Enterprise SG in Frankfurt		
19 Sep	Export Financing Conference Indonesia	Ms Alexandra Lutz, Divisional Head, Competence Centre for German Export Finance, with various speakers	
21 Sep	Asia-NRW Trade Promotion Consultation Day		
21 Sep	Banking Committee meeting 3Q		
27 Sep	SGC Dialogue on Germany-Singapore Relations, and Launch of “Why German Businesses Support an EU-ASEAN FTA” Position Paper	Dr Vivian Balakrishnan, Minister for Foreign Affairs, Singapore	
27 Sep	Swiss Club - Oktoberfest		
4 Oct	Day of German Unity Event		
9 Oct	German-Singaporean Bilateral Forum on Sustainability and Innovation	Various speakers	
3 Oct	National Workplace Learning Award Evaluation		
11 Oct	M2M Meeting		
14 Oct	SGC Consulting Day at Chamber Hamburg		
17 Oct	TeamViewer Networking Event		
18 - 20 Oct	Industrial Transformation Asia-Pacific (ITAP), Electro Mobility Pavilion by SGC		
23 Oct	2023 Meeting SGC Automotive Committee Meeting and LTA		

Date	Event	Speakers	
25 Oct	National Workplace Learning Award Ceremony		
30 Oct – 3 Nov	NRW Startup Delegation		
31 Oct – 2 Nov	Singapore Week of Innovation & Technology (SWITCH)		
31 Oct	NRW Startup Delegation Pitch Event		
31 Oct	Fireside Chat on ‘Mobility Trends’	Mr Christopher Tan, Senior Transport Correspondent, The Straits Times	
30 Oct	5th Board Meeting		
2 Nov	German National Tourist Board Visit in Singapore (30 Oct - 3 Nov), Evening Reception "Germany - The travel destination"		
2 Nov	EuroCham Sustainability Awards		
2 Nov	ICI Committee meeting		
8 Nov	Advantages of Doing Business with Support of European Export Credit Agencies (ECA Conference)	Ms Alexandra Lutz, Divisional Head, Competence Centre for German Export Finance, with various speakers	
8 Nov	Export Credit Agency Conference - The Philippines: Advantages of doing business with support of European Export Credit Agencies	Ms Alexandra Lutz, Divisional Head, Competence Centre for German Export Finance, with various speakers	
14 Nov	HR Committee meeting		
15 Nov	DIHK General Assembly in Berlin		
15 – 17 Nov	Hessen @ Singapore Fintech Festival		
15 – 17 Nov	Singapore Fintech Festival		
17 Nov	VDMA Event		
20 Nov	Internationaler Beratungstag (International Consultation Day) by IHK Stuttgart		
21 Nov	Visit by BAFA and event on supply chain law with selected members - Mr Thorsten Safarik		
21 Nov	2nd Advisory Council Meeting Plus Board Members		
22 Nov	Foreign Trade Promotion Day Hessen, IHK Frankfurt		
22 – 25 Nov	Baden-Württemberg Delegation - 'THE LÄND meets Singapore – Clean Tech Edition' and Evening Reception		
23 Nov	SGC Dialogue - 'Economic and Political Trends in Baden-Wuerttemberg and the Importance of the ASEAN Market'	Dr Florian Stegmann, State Minister and Head of the State Chancellery, Baden-Württemberg	
23 Nov	IHK Trade & Connect by IHK Munich and Oberbayern		
29 Nov	Digitalisation & Innovation Committee meeting		
27 – 30 Nov	Market Entry Programme for ‘Industry 4.0 - Advanced Manufacturing and Robotics’ Delegation	Delegation	
28 Nov	Market Entry Programme for ‘Industry 4.0 - Advanced Manufacturing and Robotics’ Business Symposium	Various Speakers	
4 - 6 Dec	Business Delegation from the German State of Rhineland-Palatinate to Singapore and Malaysia	Delegation	
5 Dec	Networking Dinner with the German Delegation from Rhineland-Palatinate	Delegation	
5-6 Dec	HTAI virtual investor conference		
7 Dec	Thursdays with the SGC Webinar: Capital Gains Taxation	Mr Loh Eng Kiat, Sports Business Tax Leader, Deloitte Consulting	
7 Dec	6th Board Meeting & 3rd Advisory Council Meeting		
7 Dec	Christmas B2B		
8 Dec	Chemical Industries Committee meeting		
8 Dec	Regional Logistics Committee meeting		
8 Dec	SGC YPN Beach Event		
10 – 15 Dec	Dataport second pre-delegation	Delegation	
12 Dec	Banking Committee meeting 4Q		
13 Dec	2024 HoD Strategy Meeting		
15 Dec	Staff Outing		

SGC GOLD MEMBERSHIP

- ▶ Sign up to five (5) persons per company as SGC member
- ▶ Have your company logo featured on/in:
Outgoing Emails
SGC Business Cards
The premium banner on all the pages of the SGC official website
SGC's Events (pull-up banners, official event backdrop, flyers, etc.)
Weekly Event Bulletins & Newsletter
Publications (Printed/Online Copies)
- ▶ Mass-mailing to SGC members free of charge (2 times per year)
- ▶ Special Gold Member Display at the SGC Office for your company brochures or publications
- ▶ Exclusive Gold section in the SGC Members Directory
- ▶ Exclusive Advertisement and Corporate Profile in SGC Business Magazine



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