Forging Ties for a

Resilient Future



Day of German Unity Special 2023/2024

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On the Cover

For our Day of German Unity magazine this year, our theme is 'Forging Ties for a Resilient Future'. This is especially timely as we navigate the future of a post-pandemic world. The Day of German Unity is a reminder of the importance of collaboration between nations during unprecedented times. Forging strong bilateral ties between Singapore and Germany remains critical in navigating an evolving business landscape.

Embracing the spirit of resilience, the chamber has remained steadfast in its commitment to support its members with a vibrant ecosystem of enriching events and activities, which offer collaborative opportunities. On this note, we trust that this publication will be a delight to read.

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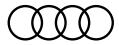
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FOREWORD

BY MS SHIRLEY QI

DR TIM PHILIPPI

SGC President

SGC Executive Director

As we stand amidst an everchanging business landscape characterised by interconnectivity, diversification and innovation, we are continuously reminded of the SGC's role in fostering international collaborations and partnerships for our members and clients. Hence, for this year's Day of German Unity, we chose the theme "Forging Ties for a Resilient Future". The theme reinforces that building stronger ties is paramount for a brighter and successful future.

Serving as a platform that brings matters of our business community to the forefront of discussions, the chamber has led highly interactive events such as our SGC dialogues, Meet-the-CEO series, webinars, and committee meetings. We were pleased to have the presence of government officials, like Dr Koh Poh Koon, Senior Minister of State, Ministry of Manpower, industry experts, like Mr Paul Marriott, CEO and President, SAP Asia Pacific Japan, and key opinion leaders, like Mr Joerg Wuttke, President Emeritus of EuroCham China, who delved deeper into topics such as rising costs and manpower challenges, sustainability, and economic risks and opportunities with our members.

In this regard, the chamber's events and initiatives pave the way for further collaboration at both the industry and government levels thereby further strengthening the bilateral business relations between Singapore and Germany. The number of successful partnerships achieved through our initiatives are testament to our efforts.

Additionally, the SGC conducts regular business sentiment surveys with member companies. This year, the objective was to seek feedback on the global economic landscape influenced by inflation, geopolitical challenges, rising costs and the competitiveness of Singapore as a business location.

Amongst the inbound German business delegations this year, the chamber hosted for the first time, companies from the Pharma & Biotechnology sector under the market entry programme funded by the German Federal Ministry for Economic Affairs and Climate Action (BMWK). It was an enriching time of discussions, business matchings, and a successful symposium that opened doors for collaborative opportunities between Singaporean and German companies. The chamber also welcomed delegations from other dynamic sectors such as Civil Security and Energy Efficiency, and is currently preparing for visitors from Industry 4.0 and Robotics.

The chamber also established collaborations with prominent educational institutions to promote skills development and best employment practices in the workforce as well as introducing vocational training courses to Singapore. Overall, through our activities, SGC has established a thriving community of likeminded professionals who partake in collaborative prospects and progress.

Moving forward, we will carry on to nurture bilateral and regional relationships for our members and clients to support their progress. We invite all our members and partners to continue to build a more interconnected, prosperous, and resilient future for all.

In conclusion, we would like to thank our Corporate Gold members and all members for their support and actively participating in our activities. We would also like to extend our appreciation to the German Chamber of Commerce and Industry (DIHK), the German Federal Ministry for Economic Affairs and Climate Action (BMWK), the German Embassy in Singapore and the Singapore Embassy in Germany for their support and cooperation. Last but not least, we would like to thank the SGC Board, and staff for their commitment and excellent work.

CONTENTS

Messages

Ms Shirley Qi, President, and Dr Tim Philippi Executive Director, Singaporean-German Chamber of Industry and Commerce (SGC)

Dr Robert Habeck, Vice Chancellor and Federal Minister for Economic Affairs and Climate Action

Mr Gan Kim Yong, Minister for Trade and Industry, Republic of Singapore

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

H E Mr Lee Chong Hock, Ambassador of the Republic of Singapore to the Federal Republic of Germany

Dr Volker Treier, Chief Executive of Foreign Trade and Member of The Executive Board, German Chamber of Commerce and Industry (DIHK)

SGC Events and Activities

SGC Highlights Dialogues, Breakfast Briefings and Webinars

Networking Events

DEinternational and Trade Promotion

SGC Committees

Education and Training

SGC Competence Centre for Trade Policy

SGC Competence Centre for German Export Finance

SGC Business Sentiment Survey 2023

Editorials

Collaboration: Key to Building Resilient **Health Systems**

Striving for a Sustainable and Resilient Food System

Catalysing the Transition Towards Sustainability

Hessen

03

30

Hessen & Frankfurt: Your Business Hub

in Europe

Germany Singapore Business Forum Connect

Prof Dr Axel Stepken, Co-Chair of the Germany Singapore Business Forum Connect, Chairman of the Asia-Pacific Business Association

Mr Peter Ong, Co-Chair of the Germany Singapore Business Forum Connect, Chairman of Enterprise Singapore

Business Partners

Singapore Business Federation (SBF)

Singapore Industrial Automation Association (SIAA)

Singapore Manufacturing Federation (SMF)

European Chamber of Commerce (Singapore)

Singapore Economic Development Board

Enterprise Singapore

50

51





















SGC Members' **Corporate Profiles**

Audi Singapore Pte Ltd avodaq Pte Ltd Boehringer Ingelheim Singapore Pte Ltd Brotzeit Pte Ltd BMW Asia Pte Ltd CapitaLand Investment Limited C. Melchers GmbH & Co Deutsche Telekom Global Business Solutions Singapore Pte. Ltd. Daimler Commercial Vehicles Southeast Asia Deutsche Bank AG, Singapore Branch Evonik (SEA) Pte Ltd German Centre for Industry and Trade Pte Ltd Helaba Landesbank-Hessen-Thueringen ifm Electronic Pte Ltd Landesbank Baden-Württemberg (LBBW) Luther LLP Mercedes-Benz Singapore Pte. Ltd. Meta Wolf Pte Ltd Phoenix Contact Southeast Asia Raffles Hotel Singapore SAP Asia Pte Ltd Schaeffler (Singapore) Pte Ltd SICK Product Centre Asia Pte Ltd Siemens Pte Ltd TÜV SÜD AG

HIMA ASIA PACIFIC Pte Ltd

WITRON Singapore Pte Ltd

Education, Culture & Community Partners

Asia-Europe Foundation **GESS International School** 60 German-Speaking Catholic Community St. Elizabeth 104 German-Speaking Protestant Congregation 64 105 German Association - Deutsches Haus 65 Konrad-Adenauer Stiftung 106 66 Goethe-Institut Singapore 106 67 The German Academic Exchange Service (DAAD) 107 68 Technical University of Munich Asia (TUM Asia) 107 70 **Business Information** 76 The Embassy of the Federal Republic of 108 78 Germany in Singapore 80 The Embassy of the Republic of Singapore in Germany

82

Germany at a Glance 84 Singapore at a Glance 86

About SGC

88

90

92

95

96

98

100

101

SGC Advisory Council Members for 2023/2024

SGC Board Members for 2023/2024

SGC Staff



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MESSAGE

BY DR ROBERT HABECK

Vice Chancellor and Federal Minister for Economic Affairs and Climate Action

Reliable ties provide stability in times of change. If you can trust one another, you can also trust your common strengths. The future does not simply happen – it is something we can shape! For the Republic of Singapore and the Federal Republic of Germany, this is nothing new as our countries share long-standing relations. This is also reflected by the forward-looking motto of this year's Day of German Unity Special, which is 'Forging Ties for a Resilient Future'!

Given the current challenges we are facing, resilient alliances are more important than ever: The pandemic and the energy crisis brought about by Russia's illegal war of aggression against Ukraine have shown how vulnerable our economies are. Strategic diversification – which means reducing dependencies – brings greater economic security. The joint efforts undertaken by Singapore and Germany to build a sustainable economic partnership are thus of fundamental importance for both our countries.

In this context, I would like to expressly welcome the free trade agreement between Singapore and the EU which entered into force in 2019. Free trade agreements like this one help companies make their supply chains more resilient. They provide the reliable legal framework companies need to engage in trade. The tangible results of this Agreement are obvious: bilateral trade between our countries was around 11.4 billion euros in 2021 and – according to preliminary figures – reached even 14.7 billion euros in 2022. This makes Singapore one of our most important trading partners in the region.

We want to further build on this momentum! Last year, my Ministry and the Singaporean Ministry of Trade and Industry signed the 'Framework for Sustainability and Innovation' in Singapore. This inter-ministerial agreement provides the basis for intensified dialogue so we can unlock even greater potential for cooperation.

Esteemed staff, members and partners of the Singaporean-German Chamber of Commerce and Industry: none of this would have been possible were it not for your continued commitment to strengthen the business relations between Singapore and Germany. Thank you very much for your support – I wish you the best of success in your future work.



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MESSAGE

BY MR GAN KIM YONG

Minister for Trade and Industry Republic of Singapore

After more than three years of grappling with COVID-19, life has returned to normal, with Singapore lifting all COVID-19 measures. Throughout this pandemic, both Singaporean and German businesses have shown tremendous adaptability and resilience in the face of challenges.

In particular, we have continued taking concrete steps to advance our bilateral relations. Notably, Singapore was glad to host German Chancellor Olaf Scholz and Vice-Chancellor and Minister for Economic Affairs and Climate Action Robert Habeck during their visit to Singapore last year for the 17th Asia-Pacific Conference for German Business (APK). The 17th APK – the first in-person edition of the event in four years – saw a strong turnout of German companies, reflecting sustained interest in Southeast Asia. As a regional business hub and interlocuter, Singapore is well-placed to support this interest.

Another milestone was reached when we signed the Germany-Singapore Framework for Sustainability and Innovation (FSI) in November 2022. The FSI is a structured framework for bilateral economic engagement between both sides, and will help to deepen our economic links in forward-looking areas such as advanced manufacturing, mobility, and green technologies. It will also provide opportunities for German companies to use Singapore as a launchpad to expand into Southeast Asia.

Singapore and Germany share a longstanding and growing economic relationship, underpinned by the 2019 European Union-Singapore Free Trade Agreement (EUSFTA). Germany is Singapore's largest goods trading partner within the EU, while Singapore is Germany's third largest goods trading partner within Southeast Asia. Over 2,200 German companies have anchored their operations in Singapore to access trade opportunities in the region. Looking ahead, I am confident that both sides will continue to find opportunities to forge closer ties for a resilient future for many years to come.

I would like to thank the Singaporean-German Chamber of Industry and Commerce (SGC) for tirelessly championing and facilitating exchanges between Singaporean and German companies. The SGC plays a pivotal role in supporting economic relations between Singapore and Germany, not least through their commendable organisation of the 17th APK. Additionally, I would like to extend my heartiest congratulations to the SGC ahead of its 20th anniversary in 2024.



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MESSAGE

BY DR NORBERT RIEDEL

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

We live in an interconnected world characterised by rapid change, where no country can thrive in isolation. Climate change, cybersecurity threats, global health crises are some of the major challenges that arise and transcend geopolitical boundaries. Undoubtedly, forging strong multilateral ties has become a cornerstone for us to build a resilient future.

Amidst this dynamic environment, what can Germany and Singapore do to continue to thrive in the post-pandemic era? The political leaders of our nations have taken the lead to spearheading cooperation in our mutual interests while leveraging each other's strengths. In that regard, the Joint Declaration "Partners for a Resilient and Sustainable Future" endorsed by Chancellor Olaf Scholz and Prime Minister Lee Hsien Loong in November 2022 sets out a wide-ranging area of promising cooperation, such as sustainability, green economy, digitalisation, innovation and cybersecurity.

Strengthening bilateral collaboration will bring our two regions – EU and ASEAN – closer together. As Chancellor Scholz underlined during last year's 17th Asia-Pacific Conference of German Business (APK) in Singapore, the Asia-Pacific region encompasses far more than just China. His call for diversifying Germany's economic ties with Asia-Pacific automatically brings Southeast Asia into the focus. Put simply, diversification does not imply "decoupling" from China but a crucial mean to remain resilient in this multipolar and crisis-prone world.

Indeed, international affairs such as greater power rivalry, supply chain disruptions, wars and climate change challenge us. Nevertheless, if we play our part to strengthen multifaceted partnership in our respective arenas, we can surely enhance our resilience in the face of rapidly changing global landscape.

Today, there are around 2,200 German firms based in Singapore, including some leading multinational companies. Undisputedly, German businesses have contributed significantly to boosting Singapore's economy over the years through investments, technology transfers, upskilling, and the creation of new jobs – and they continue to do so. I would like to call upon more like-minded partners in Singapore and Germany to embark on our shared journey towards building a resilient and sustainable future together.

Lastly, my heartfelt appreciation to the Chamber for their unwavering commitment in fostering robust economic relations, collaborative initiatives, investment and cultural exchanges between Germany and Singapore. I look forward to another eventful and fruitful year ahead.





MESSAGE

BY MR LEE CHONG HOCK

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

2022 was a watershed year that raised Germany-Singapore relations to new heights. We welcomed Federal Chancellor Olaf Scholz to Singapore for the 17th Asia-Pacific Conference on German Business in November. In December, Prime Minister Lee Hsien Loong visited Kiel, Germany to witness, alongside Chancellor Scholz, the launch of two Invincible-class Republic of Singapore Navy submarines.

The landmark Germany-Singapore Joint Declaration, "Partnership for a Resilient and Sustainable Future" has given renewed impetus to our relationship, especially in new and emerging areas like digitalisation, clean energy and innovation. In addition, the Framework for Sustainability and Innovation will help governments and companies harness opportunities in the future economy.

These developments are testament to the strength of our cooperation, which has continued to grow despite concerns over geopolitical rivalry, technological bifurcation and climate change. Equally important is the support of the business community. We appreciate the integral role played by the Singaporean-German Chamber of Industry and Commerce as well as the contributions of over 2,200 German companies here in fostering excellent ties between our two countries. With looming economic uncertainties ahead, it is even more crucial for small, open trading economies like Singapore and export-oriented ones like Germany to work hand in hand to weather stormy seas.

Singapore will continue to be a premier hub that international businesses can trust and rely on. We will accelerate our digital and energy transformation to foster an ecosystem centred on Industry 4.0 and the green economy. Drawing on the lessons of the COVID-19 pandemic, we are boosting our connectivity and supply chain resilience. Finally, we will continue to attract talent and upskill our workforce to stay ahead of the game.

As the gateway to our region, Singapore will continue to strive for deeper regional integration and uphold the open, inclusive and ASEAN-centric regional architecture. This includes promoting ambitious and forward-looking Free Trade Agreements (FTAs), as well as frameworks for digital cooperation. The entry into force of the EU-Singapore FTA in 2019 and the recently signed EU-Singapore Digital Partnership can serve as pathfinders in this regard.

Germany and Singapore are natural partners. We both support the open, rules-based multilateral trading system and a global order governed by international norms and the rule of law. With your support, I am confident that our ties will continue to grow. We look forward to working closely with the Singaporean-German Chamber of Industry and Commerce and its members on this exciting journey



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MESSAGE

BY DR VOLKER TREIER

Chief Executive of Foreign Trade and Member of the Executive Board, German Chamber of Commerce and Industry (DIHK)

The Asia-Pacific (APAC) region is one of the most dynamic markets in the world and is set to generate half of the global economic growth over the next ten years. This was a conclusion derived from the 17th Asia-Pacific Conference for German Businesses (APK) 2022, which was held in Singapore. Looking ahead, German businesses are determined to build resilience by entering new collaborations within APAC.

The DIHK Economic Survey published in Summer 2023 concluded that the German economy remains stagnated in lieu of the current global economy. Several factors such as inflation, increasing costs for energy and raw materials, shortage of skilled workers and high labour costs have been cited by companies for the sluggish growth. One way to tackle this hurdle is for Germany to increasingly pursue business interests and collaborations beyond her shores to increase global trade and investments.

Against this backdrop, an EU-ASEAN Free Trade Agreement (FTA) could potentially create more favourable conditions for companies, boosting the economies in Europe, Germany, ASEAN and Singapore. By enhancing market accesses and eliminating tariff and non-tariff barriers, companies could diversify their supply chains and serve more customers.

Therefore, it is highly fitting that the Singaporean-Chamber of Industry and Commerce (SGC) is championing 'Forging Ties for a Resilient Future' as part of their commitment to support both German and Singaporean companies in maintaining their agility, competitiveness, and resilience. The annual theme underscores the excellent partnership between Singapore and Germany and at the same time highlights the importance of collaboration while navigating the challenges and opportunities that lie ahead.

Close co-operation is one key to economic progress and the results achieved by Singapore and Germany are testament to the strength of our bilateral ties and the resilience of our economies. Our trade volume has steadily increased over the years, fostering job creation, technological transfer, and knowledge exchange.

The Singaporean-German Chamber of Industry and Commerce is part of our worldwide network of 150 offices across 93 countries. The chamber plays an important role to enhance the business ties between Singapore and Germany: to serve as the one-stop platform for businesses from both countries, to advise and to inform German and Singaporean companies on investment and market opportunities in Singapore and Germany, to actively support companies with the chamber's professional services, to carry out advocacy and business research activities.

Hence, I would like to convey my gratitude and appreciation to the SGC Board, members and the SGC staff, who have been working tirelessly to keep members engaged on many projects, activities, and webinars. These all help to strengthen the bilateral trade and investment relations between Germany and Singapore. I am optimistic that future economic engagements and partnerships will continue to grow and prosper.



SGC EVENTS AND ACTIVITIES











SGC HIGHLIGHTS



The Singaporean-German Chamber of Industry and Commerce (SGC) team stands with Dr Roland Busch, Asia-Pacific Committee (APA) Chair and President and CEO of Siemens AG (Front row, second from Right), Dr Robert Habeck, Asia-Pacific Committee (APA) Co-Chair, Vice-Chancellor of Germany and Federal Minister for Economic Affairs and Climate Action (Front row, third from Right). Also in this picture are Mr Jens Rübbert, SGC President (Fifth from Right), and Dr Tim Philippi, Executive Director, SGC (Second row, first from Right).

17th Asia-Pacific Conference of German Business (APK) in Singapore, 13 - 14 November 2022

The Asia-Pacific Conference of German Business (APK) in November 2022 brought together high-ranking officials from the Singapore and German governments as well as industry bigwigs from businesses in the APAC region and Germany. Assembling at this event were APK co-chairs; Germany Federal Minister for Economic Affairs and Climate Action (BMWK) and Vice-Chancellor, Dr Robert Habeck and Asia-Pacific Committee (APA) Chairman and Siemens CEO, Dr Roland Busch, German Federal Chancellor, Mr Olaf Scholz, Deputy Prime Minister of Singapore, Mr Lawrence Wong, and many other representatives.

For the first time ever since APK's inception, both Mr Scholz and Mr Wong provided their keynote addresses as German Chancellor and Deputy Prime Minister of Singapore respectively and shared their visions for stronger and deeper relations between Singapore and Germany. Another noteworthy occasion was the signing of the Germany-Singapore Framework for Sustainability and Innovation (FSI) at the evening reception of the APK Conference to deepen the bilateral economic relations. The interministerial agreement was signed by Dr Habeck and Singapore's Minister-in-charge of Trade Relations, Mr S Iswaran.

The Singaporean-German Chamber of Industry and Commerce (SGC) is very happy and proud to have been the local host of the APK 2022, and to have worked with the BMWK and APA to make it a huge success!



(Top) Mr Olaf Scholz, Federal Chancellor of Germany and Mr Lawrence Wong, Deputy Prime Minister and Minister for Finance, Singapore (Bottom), provided their keynote addresses on strengthening businesses and deepening bilateral relations between Germany and Singapore.



SGC Dialogue with Mr James Crabtree, Executive Director of the Institute of International Strategic Studies in Singapore, 9 December 2022

Our final SGC Dialogue for 2022 was indeed an enlightening event. Mr James Crabtree, Executive Director, International Institute for Strategic Studies (IISS-Asia), presented his views on the effect of US-China tensions on the global economy and, in particular, the supply chains between the two superpowers and Europe. He also spoke about the US's prospective economic interests in ASEAN and its role in easing tensions between the US and China.

During the Q&A session, Mr Crabtree provided a background of the US and China relations, as well as likely challenges governments and businesses can expect. Additional insights on the subject matter were discussed with the event moderator, Ms Shirley Qi, Vice-President, SGC and President, Southeast Asia, Australia & New Zealand, Evonik. The SGC extends its thanks and appreciation to Mr Crabtree for sharing his interesting perspectives with us.



Mr James Crabtree, Executive Director, International Institute for Strategic Studies (IISS-Asia), presented his views on the effect of US-China tensions on the global economy and also elaborated on the challenges governments and businesses can expect.



 $Mr\ Paul\ Marriott, President\ of\ SAP\ Asia\ Pacific\ Japan\ with\ Mr\ Jens\ Ruebbert,\ then\ SGC\ President\ and\ moderator\ of\ the\ Meet-the-CEO\ session.$

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. Our thanks and appreciation goes out to Mr Marriott and SAP for the insightful and inspiring session!

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.











Jointly organised by the German Association and the SGC, the German Ball celebrated 200 years of friendship between Germans and Singaporeans. Around 250 guests enjoyed an evening filled with food, drinks, music, dance and conversations.



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 Friedhelm 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.

SGC Annual General Meeting 2023 (AGM) & Dialogue with Dr Koh Poh Koon, Senior Minister of State, Ministry of Manpower, Singapore, 28 March 2023

The SGC's Annual General Meeting was held on March 28th 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!

Following the SGC's AGM 2023, we hosted a Lunch and 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.



(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.

Hannover Messe 2023

GSBF Connect: Sustainable Manufacturing & Supply Chain Opportunities in SEA, 17 April 2023

The inaugural hybrid GSBF Connect at Hannover Messe this year took a deep dive into 'Sustainable Manufacturing and Supply Chains Opportunities in Singapore and Southeast Asia'. GSBF Co-Chairs, Mr Peter Ong, Chairman of Enterprise Singapore, and Prof Dr -Ing Axel Stepken, Chairman of the German Asia-Pacific Business Association (OAV) and former Chairman of the Board of Management, TÜV SÜD AG welcomed attendees with a Fireside Chat.

Dr Tim Philippi, Executive Director, SGC, was very pleased to moderate a discussion on the title topic with panellists, Dr Gunther Kegel, CEO, Pepperl + Fuchs, Dr Maren Schweizer, CEO, Schweizer World Group, Mr Kelvin Wee, CEO, Patec, and Dr Benjamin Schönfuß, Initiatives Specialist, Advanced Manufacturing and Value Chains, World Economic Forum. Afterwhich, Mr Raimund Klein, Founder and CEO, International Centre for Industrial Transformation (INCIT), gave a concluding presentation on 'Demystifying Sustainability to Reach Net-Zero'.



and Southeast Asia' during the GSBF Connect at Hannover Messe 2023.

European Businesses in China: SGC Breakfast Briefing with Mr Joerg Wuttke, President Emeritus of EuroCham China, 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!



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.

German Trade Mission for 'Pharma and Biotechnology' and 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 2 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.



The German Delegation on Pharma- and Biotechnologies at the business symposium

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 Sector.

DIALOGUES, BREAKFAST BRIEFINGS AND WEBINARS



Mr Jens Hildebrandt (seen on left), Chief Representative of the Delegation of German Industry & Commerce Beijing, spoke about the opportunities and risks faced by German businesses within the Chinese market. The event was moderated by Mr Jens Ruebbert, former SGC President.

SGC Dialogue with Mr Jens Hildebrandt from the Delegation of German Industry & Commerce in Beijing, 18 November 2022

It was an engaging session at the SGC Dialogue with Mr Jens Hildebrandt, Chief Representative of the Delegation of German Industry & Commerce Beijing. More than 60 SGC members participated in this event where Mr Hildebrandt spoke about the opportunities and risks faced by German businesses within the Chinese market. He also shared his professional experiences of working under China's Zero-COVID strategy and managing

economic complications brought about by geopolitical tensions. On the other hand, China regards Germany as a reliable and trustworthy partner with high-quality products and services, while Germany views China as an important trade counterpart.

During the Q&A segment, Mr Hildebrandt provided valuable advice on navigating upcoming policies following the recent 20th National Congress of the Communist Party of China (CCP) so that both countries can work closely on mutual grounds to stabilise economic ties and strengthen bilateral relations. The SGC extends its thanks and appreciation to Mr Hildebrandt for the enriching session.

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!

SGC Breakfast Briefing: Complementarity Assessment Framework (COMPASS), by Dr Maximillian 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)



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.

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 Maximillian Kressner for taking his time to join us and share some important insights. Thank you to our members who attended this event and engaged with Dr Kressner.

Thursdays with the SGC Webinar: 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 Mrs Alexandra Lutz, Divisional Head, Competence Centre for German Export Finance, SGC (Bottom Left).



At the SGC Dialogue, Dr Norbert Riedel, German Ambassador to Singapore, outlined that the China Strategy aims at improving Germany's relations with China, strengthening Germany and the EU, and enhancing international cooperation. Moderating the Dialogue with Dr Riedel was Ms Shirley Qi, SGC President.

SGC Dialogue on Germany's China Strategy by Dr Norbert Riedel, German Ambassador to Singapore, 23 August 2023

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.

NETWORKING EVENTS

SGC Meet the Chamber, 5 April 2023

The SGC was very pleased to host its annual 'Meet-the-Chamber' event last Wednesday 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.



B2B Spring Festival, 18 May 2023

The B2B Spring Festival 2023 was indeed an exciting evening and a resounding success! Proudly hosted by the Singaporean-German Chamber of Industry and a (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.

We look forward to many more fruitful networking opportunities and exciting events coming up later this year!

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 at our future events.





SGC Young Professionals Networking (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 Networking Event, 13 July 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!



DEINTERNATIONAL AND TRADE PROMOTION



Seen here at the business symposium focusing on Civil Security Technologies & Services is the German delegation, along with the team from the SGC. The event was opened by Dr Tim Philippi (Right) Executive Director of the SGC.

German Trade Mission for 'Civil Security Technologies&Cybersecurity' and Symposium, 28 November - 1 December 2022

The German business delegation for Civil Security Technologies & Cybersecurity was organised as part of the German Market Entry Programme and on behalf of the Federal Ministry of Economic Affairs and Climate Action (BMWK).

During the delegation week, seven participating companies from the German security sector gained market insights, presented their solutions to an expert audience and met potential business partners. Together with SGC's acquisition partner SBS - systems for business solutions, local partners including the Association of Information Security Professionals (AiSP) and the Association of Certified Security Agencies (ACSA), as well as government agencies such as the Home Team Science and Technology Agency (HTX), the delegation was a great success. Shortage of manpower in the security sector and trends such as the rise in cybercrime were key topics of the delegation.

The SGC organised over 35 individual business meetings to explore potential synergies for collaboration and to spark a discussion on common challenges and future requirements for the industry.

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 realestate, 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 learnt how public housing complexes are built during a meeting at the Housing & Development Board (HDB), where the delegates also visited the Community Care Apartment exhibition – a limited-time showcase at the HDB Hub for new apartments which will be specially built for assisted senior living.



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

German Trade Mission for 'Energy Efficiency in the Industry & Photovoltaic-Technology' and Symposium, 22 - 25 May 2023

In May, the SGC had the great pleasure of hosting a delegation as part of the German Energy Solutions initiative by the Federal Ministry of Economic Affairs and Climate Action (BMWK). The delegation covered solutions in the areas of grid regulation, power management, power electronics, as well as renewable energy and

energy storage. The participants joined a market briefing, visited the Solar Energy Research Institute of Singapore (SERIS), as well as the EcoLabs - Centre of Innovation for Energy, engaging in fruitful discussions with important local players and stakeholders.

A total of over 45 individual business matchings were organised, with further connections having been made through a roundtable session and during a business symposium. This offered a great opportunity for the presentation of the innovative solutions from the German companies and was further enhanced with keynote speeches by energy researchers from Germany.

Activities by the Hessen Trade & Invest (HTAI) Representative Office for ASEAN 2023 till present

In March, Mr Andreas Damrau, Director of Investor Services of Hessen Trade and Invest (HTAI) and Dr Julia Busch, SGC Representative of the State of Hessen, attended the virtual Global Investment Conference by Crescendo Worldwide for the second time. Together we provided some insights on Hessen's landscape to potential investors in Asia and the South East Asian Region. It was a successful conference and we were delighted to participate in 10 virtual business meetings with potential investors from various sectors such as e-mobility, batteries, tourism and hospitality as well as fintech who are interested in the State of Hessen to expand their businesses. Learning about their activities and expansion plans and giving the companies an overview of opportunities Hessen has to offer to meet their requirements and what services HTAI can provide.

In May, Dr Julia Busch, had the opportunity to visit Hessen and meet with various stakeholders in person, to discuss future collaborations and trends in Hessen. She also met with Enterprise Singapore (ESG) in Frankfurt where their Europe office is located, IHK Frankfurt, Landes Energie Agentur (LEA) to learn more about Hessen's Strategy on hydrogen and visited the TechQuartier to see the co-working spaces and how they



Hessen participarting at the Global Investment Conference with Mr Andreas Damrau and Dr Julia Busch representing the vibrant economic region Hessen in Germany

support start-ups as well as the House of Logistics and Mobility (HOLM). These visits helped Dr Julia Busch and the SGC to understand Hessen's landscape to strengthen the partnership between Hessen and Singapore, and to discuss strategies to bring FDI to Hessen.

Additionally, FrankfurtRheinMain (FRM) was visited by Dr Julia Busch to discuss and define the representation of FRM in ASEAN. The SGC is now officially representing FRM in the region since July 2023.

SGC COMMITTEE EVENTS



SGC HR Committee on Sustainable Human Resources, 17 January 2023

The SGC Human Resources & Inclusion Committee held a talk on Sustainable Human Resources on January 17th. In this event, Mr Eckart Jensen, Chairman of the HR+Inclusion Committee, 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.

SGC Committee Chairpersons Meeting, 2 February 2023

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 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.



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.





SGC was very pleased 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 representatives of the BMDV, the SGC Automotive Committee, and other SGC members.

Visit by German Federal Ministry for Digital and Transport (BMDV), 22 March 2023

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 representatives of the BMDV, 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!



During the visit to the He Port of Singapore Authority (PSA), SGC members learnt about the state-of-the-art technology being used by the port to make processes more efficient and keep the port more connected with the world.

SGC Regional Logistics Committee: 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 help make PSA more connected 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.

Changi Airport Site Visit Organised by SGC Regional Logistics Committee, 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 visit to Changi Airport was was an exciting and educational event for attendees as they learnt about the airport's business interest and services, and also its innovative ecosystem that makes Changi Airport the world-class airport that it is renowned for.

'Demystifying ChatGPT: How Can Enterprises Leverage Generative AI', by the SGC Digitalisation and Innovation Committee, 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!



Speakers at the talk on demystifying ChatGPT and leveraging generative AI enlightened SGC members on the immense potential of AI tools and how SMEs could rely on them in businesses.

EDUCATION AND TRAINING —



Getting Your Workforce Ready for the Future with i4.0 Specialist Programme, 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.

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



What is the Industry 4.0 Specialist Training Programme?

The Industry 4.0 Specialist Training programme was initiated by the SGC in collaboration with Bosch Rexroth Regional Training Centre (BRRTC) and Singapore Polytechnic in view of the rapid growth of Industry 4.0. This training course provides specialists with the necessary skills to support devising, selecting, and implementing methods and technologies for Industry 4.0 in workplace environments. The training takes 10 days, over the course of several weeks, and includes a practical project in the trainee's company where they can apply their newly learned skills on the subject areas. After completion of the course, a certificate will be jointly issued by

SGC, BRRTC and Singapore Polytechnic. Depending on their initial qualifications and experience, these specialists will be able to carry out and coordinate projects independently.



Interested to be an i4.0 Specialist? Scan the QR Code to learn more about the AHK I4.0 Specialist Training Programme.



In this fruitful Learning Trip to Germany, Singaporean delegates gained a comprehensive understanding of the best workplace learning practices from German companies and how these contributed to business growth.

SGC and Nanyang Polytechnic NACE Collaboration on a Learning Trip to Germany, 16 – 21 April 2023

The SGC, together with the National Centre of Excellence for Workplace Learning (NACE) - led by Nanyang Polytechnic – jointly collaborated on a learning trip to Stuttgart Germany. We would like to extend our gratitude to the IHK-Exportakademie (IHK-IEx) and NACE for this collaboration and for making this a successful journey for workplace learning.

It was a very fruitful journey for the 22 Singaporean delegates who gained invaluable learning experiences and connections. In this trip, the delegates learned the best workplace learning practices

from German organisations, and how they thrived despite the many global economic changes and challenges. The delegation visited companies in the automation, manufacturing and infocomm sectors. The focus areas of the workplace learning experiences

- Augmenting capability development,
- Coaching & mentoring future leaders
- Strengthening talent development
- Fostering a sustainable learning culture
- Implementing a structured Induction programme
- Identifying best practices that drive business growth

Senior Leadership Community of Practice (CoP): Workplace Learning for Employees and Organisational Excellence, 15 August 2023

Concluding successfully was the Workplace Learning Talk on the Senior Leadership Community of Practice (CoP), 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).

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 gratification at 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



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

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.

SGC COMPETENCE CENTRE FOR TRADE POLICY



(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 this year.

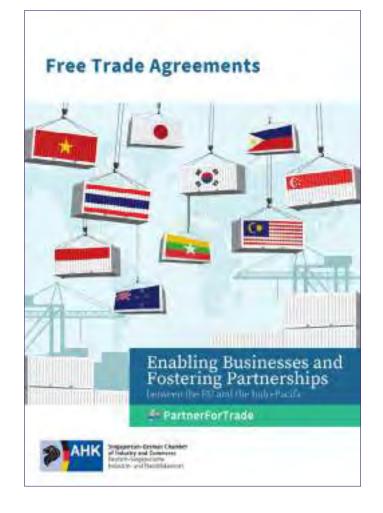
'Enabling Businesses and Fostering Partnerships between the EU and the Indo-Pacific' - Launch of SGC's Publication on Free Trade Agreement, 28 March 2023

In March this year, the SGC launched, 'Enabling Businesses and Fostering Partnerships between the EU and the Indo-Pacific', a trade 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, we also see interesting opportunities with digitalisation, sustainability and diversification.

During the SGC's Annual General Meeting 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.



Scan the QR Code to read the publication!







Thursdays with the SGC Webinar: Barriers and Opportunities of Future Trade Relations with India, 27 July 2023

During our SGC Webinar, Mrs Annika Huck, Divisional Head of our SGC Trade Policy Competence Centre, provided an overview on our chamber's new 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. We would like to thank Annika for her time in elaborating these important insights with all participants and members.

The detailed study with the results from the empirical survey can be purchased via our summary report on our website. Please click on the QR Code to read the summary report and access the order form.



Position Paper Why German Businesses support an EU-ASEAN FTA PartnerForTrade AHK Veggeneral Benner Delanter Banks, Veggeneral Committee Ban

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' this year in September during the SGC Dialogue with Dr Vivian Balakrishnan, Minister for Foreign Affairs of Singapore. According to a June 2023 survey with 169 member companies (from German Chambers across the ASEAN region), more than half of the respondents view an EU-ASEAN FTA as a very important driver for business and economic growth, and an additional 30 percent state that it is important for their company.

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.

Please scan the QR Code to read the Position Paper.



SGC COMPETENCE CENTRE FOR GERMAN EXPORT FINANCE



Seen here at the ECA Seminar are [From Left] Mr Guido Minnaert from Atradius Dutch State Business, Mr Ashish Makhija from Philips Medical Capital, Mr Stephan Naber from Atradius Dutch State Business, Mr Markus Leichum, former Divisional Head at SGC's Competence Centre for German Export Finance, Mr Alfred Fahringer from Siemens Healthineers, Mr Do Kyun Kim from ING Bank Netherlands, and Mr Leonard Anilaputra Eggert, CFA from KfW IPEX-Bank.

The Advantages of Doing Business with the Netherlands and Germany, 24 November 2022

Mr Markus Leichum, former Divisional Head at SGC's Competence Centre for German Export Finance, hosted a joint ECA (Euler Hermes/Atradius) seminar in Jakarta together with Mr Stephan Naber and Mr Guido Minnaert from Atradius Dutch State Business, focusing on the advantages and opportunities of doing business with Germany and the Netherlands. Together with around 100 participants, including

many Indonesian companies, the advantages of working with ECAs were discussed. The feedback of participants was overwhelmingly positive. What a great opportunity to strengthen the German/Dutch business relationship with our partners in Indonesia. A sincere thank you to all speakers and EKONID (AHK Indonesien) who provided great support during the planning process and the execution of this successful event.

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.



Panellists at the GTR Asia 2023 (From Left) Mr Jean-Vincent Vaury, 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 Singaporean-German Chamber of Industry & Commerce (SGC); and Mr Matthias Schemuth Partner, DLA Piper.

SGC BUSINESS SENTIMENT SURVEY 2023 →

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, the recent 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. Furthermore, they see great market potential mainly within Southeast Asia, followed by India and Greater China, which are 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.



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.

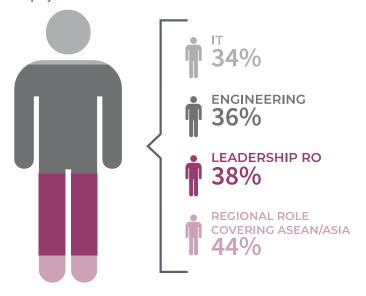


A large group of companies would like to increase their number of employees in Singapore; however, it is hard for them to find staff for certain business functions.



The most important factor for increased business costs are 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





of the respondents anticipate a rental increase in 2023 between 30% and 50%

of the respondents expect a rental increase of more than 50%

44*

of the respondents state that psychological distress and lower work performance is visible among staff due to the unpredictable housing situation



More than

37°

found it hard to obtain EP for their foreign employees.

While

14

found it easier to obtain EP for their foreign employees.

%



Relocation of Certain Business Functions 43

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.



About **DEinternational**



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

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

We help you to turn your expansion ideas into reality

*****PartnerForTradePromotion

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

Our market entry and expansion services

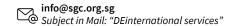
- Business Matching
- Key Account Management
- Market Research and Analysis
- Event Organisation

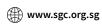
- Business Representation Service (Marketing & Sales)
- Trade Fairs
- HR Services

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









FORGING TIES FOR A RESILIENT FUTURE

As the global business landscape is changing, it is evident that collaborations and partnerships are valued aspects that contribute to the growth and resilience of businesses today.

Organisations are working hard to develop their innovative solutions to serve consumer needs, and achieve sustainability and resilience. At the same time, they are entering strategic partnerships to thrive in an environment of collaboration. This is done not only within their own teams but also by forging alliances with other organisations. These approaches have been effective in addressing complex challenges, accelerating growth plans, and enhancing a company's competitive edge.

We hope that these stories will inspire growth, teamwork, innovation, and a spirit of collaboration in the business community.

COLLABORATION: KEY TO BUILDING RESILIENT HEALTH SYSTEMS

By Dr Armin Wiesler Regional Managing Director and Head of Animal Health, ASEAN, Korea, Australia & New Zealand, Boehringer Ingelheim



Boehringer Ingelheim is a pioneering research-driven biopharmaceutical company with a rich history of innovation. From its roots as a small tartar factory in Germany in 1885, today the company has grown to become a global leader in Human Pharma and Animal Health. In 2022, we invested five billion EUR into R&D globally, focusing on research for the treatment of diseases with unmet needs.

Partnerships for Progress

While COVID-19 is in the rear-view mirror, the clear lessons it demonstrated are that innovation and collaboration are critical to tackling global challenges in public health, especially across interconnected regions of Asia Pacific. By working together across stakeholders, we can achieve groundbreaking solutions while ensuring sustainable access for those who need it most.

Mental health is a prime example where Boehringer Ingelheim is working towards targeted treatment to precisely address the underlying brain biology through therapies such as Precision Psychiatry, which can be only achieved through a comprehensive collaborative approach. We are actively engaging with researchers, clinicians, policy makers, patient groups, and, importantly, individuals with mental health conditions and their caregivers.

In Singapore, as part of our commitment to localised research, we have partnered for the treatment of fibrotic diseases since 2020 with Enleofen, a Singapore-based biotech company spun out of

National Heart Centre Singapore and Duke-NUS Medical School. Additionally, we have entered into a global licensing agreement with the Agency for Science, Technology and Research (A*STAR) in Singapore to develop a range of highly targeted cancer treatments.

The connection between human and animal health has never been clearer than it is today through the lens of the COVID-19 pandemic. At Boehringer Ingelheim, we enable collaboration by leveraging synergies with our Human Pharma and Animal Health R&D teams. We believe that when animals are healthy, humans are healthier too. Therefore, we are committed to helping governments to respond to emerging disease outbreaks such as Foot and Mouth Diseases, which pose a significant threat to smallholders' livelihoods, affecting local economies and food security. Another example is our collaborative effort to fight rabies in Southeast Asia, where more than 600 million people are at risk. Dog-mediated rabies is endemic in Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Thailand, and Vietnam. To achieve the global goal of zero human dog-mediated rabies deaths by 2030, Boehringer Ingelheim has joined forces with the health authorities, veterinarians, pet owners, and nongovernmental organisation of Global Alliance for Rabies Control (GARC) to support local dog vaccination drives, raise awareness, and supply rabies vaccines, protecting lives.





A Resolute Call to Action

When we look at the major global challenges, from infectious disease management to addressing chronic diseases, as well as creating healthier human-animal interactions, we will only be successful if we work together. We are committed to partnerships in all aspects of the value chain, from exploratory research to policy shaping, clinical trials, ensuring sustainable access, and reliable distribution agreements. It is only by working together that we can learn from each other and continue to deliver the next generation of innovative solutions in human and animal health.

By working together across stakeholders, we can achieve groundbreaking solutions while ensuring sustainable access for those who need it most.



ifm team celebrated the official opening of its new office building in Singapore

STRIVING FOR A SUSTAINABLE AND RESILIENT FOOD SYSTEM

By Mr Ching Fum Ywee Managing Director, ifm Electronic Pte Ltd At the beginning, it was passion driving the founders to make it better, to develop sensors with extraordinary quality and reliability and to provide unequalled customer service. It was with this vision and knowing that 'quality' by far exceeds the actual product that ifm started in October 1969.

After many years of intensive cooperation with our customers, we have established ourselves in the market as service-oriented sensor specialists and today we are represented by more than 7,300 employees in over 95 countries worldwide.

ifm electronic Pte. Ltd. started in 2001 and consists of 18 employees today. The team is mainly focusing on sales and marketing of all ifm products and solutions.

Even though we have grown into a bigger company, we have still maintained the virtues of the founding years. As a company that operates sustainably, we at ifm set ourselves the goal of harmonising economic, ecological and social aspects and anchoring them more firmly in our organisation. It has been clear to us for many years that our actions must be balanced in the long term. Therefore, we are committed to developing innovative solutions that promotes sustainability.

ifm Technology in Developing a Sustainable Food System

Climate change, global population growth and geopolitical development is constantly threatening the food production worldwide. The need for a sustainable global food system is increasingly urgent, especially when Singapore imports more than 90% of the food supply.

ifm had partnered with an indoor vertical farming solutions provider who offers solution for optimised growing of plants to carry out an indoor farming project. For optimum plant growth, the individual requirements such as temperature, light conditions, watering and fertilisation must be determined and met exactly. Plants can be grown with water consumption equivalent to five percent of the water consumed when growing plants conventionally. They can be produced close to the end consumer, thereby further reducing stress on the environment. Moreover, indoor farming can also be done without using pesticides, which increases the nutritional value of the product considerably.

Factors that Determine Plant Quality

The quality of every single components used in agri-production has a direct impact on the quality of the plants. For instance, a flow meter measures the flow of water to ensure selective watering of the plants. It allows to determine whether the pump

We are committed to developing innovative solutions that promotes sustainability.

is functioning as required or whether maintenance is necessary. Since the water temperature also affects growth and quality, it is continuously monitored by a temperature sensor. A level sensor also measures the water level in the tank. Recycled water is used to minimise consumption, in this case, it is required to make sure there is always enough water available to prevent the plants from drying out.

Conclusion

A highly productive, climate-resilient and resource efficient way of farming can be implemented with technology and innovation. Sustainability is a joint effort. We as ifm are also focused on contributing to efficient, economical indoor farming solutions as part of our effort in achieving a secure and sustainable agri-food system. And you?





CATALYSING THE TRANSITION TOWARDS SUSTAINABILITY

By Mr Mark Ong Corporate Marketing Director, Phoenix Contact Southeast Asia "In an increasingly interconnected and rapidly evolving world, building resilient networks and forging strong partnerships are pivotal for ensuring a secure and sustainable future."

Nurturing a Culture of Collaboration and Partnership

Traditionally, B2B businesses operated within the confines of their own silos, focusing solely on their operations. However, in the dynamic landscape of today's manufacturing industry, fostering a positive relationship between internal and external stakeholders can spark a cascade of benefits that ripple throughout the organisation and beyond.

Companies that prioritise these connections, find themselves at the forefront of innovation, adapting swiftly to changes while building a robust foundation for a sustainable future. Sustainability, in its essence, extends beyond ecological aspect to encompass social and economic dimensions.

Investing in employee development for instance, offers opportunities for skill enhancement, and promotes an inclusive





environment which results in a workplace that is not only productive but also committed to the company's long-term goals. Transparent communication within the organisation can also build trust and confidence, creating a solid foundation for sustainable growth. When stakeholders are well-informed about the company's strategic direction, operational challenges, and performance metrics, they are better equipped to make informed decisions and offer guidance that aligns with the company's mission.

The B2B manufacturing industry is intricately woven into a complex web of external stakeholders, including suppliers, distributors, customers, regulatory bodies, and local communities. Fostering positive relationships with these external partners is a key determinant of a company's ability to thrive amidst uncertainties and carve a path towards sustainability.

In the context of customer relations, understanding their evolving needs and preferences is paramount. Building a reputation for reliability, quality, and responsiveness can lead to long-term partnerships and customer loyalty. Moreover, attentive engagement with customers can uncover insights that guide product innovation and help develop solutions that align with market demands.

The End Game

At the nexus of positive relationships with both internal and external stakeholders lie the overarching goal of sustainability. This concept encompasses economic, social, and environmental dimensions, and its attainment is not only a moral imperative but also a business necessity. Fostering positive ties with stakeholders acts as a catalyst for achieving sustainability in multifaceted ways.

Economically, a company that enjoys the trust and support of investors and partners is better positioned to secure funding for innovation and expansion. Socially, a workforce that feels valued and engaged is more likely to contribute to the well-being of the company and its surrounding community. Environmentally, collaborations with suppliers and adherence to responsible practices reduce the ecological footprint, contributing to a cleaner, greener future.

The manufacturing industry currently stands at a critical juncture where success hinges on more than just profit margins. Fostering positive relationships with internal and external stakeholders is the linchpin to a sustainable future where profitability is harmoniously intertwined with the well-being of society and the planet. The path towards sustainability is paved with connections, and the leaders of our industry have a unique opportunity to lead the charge toward a brighter future for all.

HESSEN: A PERFECT BUSINESS OPPORTUNITY FOR ASIAN INVESTORS



HESSEN in 2022

GDP: 323 billion EUR

Employees: 2.7 million people Population: 6.4 million people Export: 79.5 million EUR

An International R&D Location at the Heart of Europe

The economically vibrant state of Hessen lies at the heart of Germany and Europe, at the crossroads of numerous international transportation routes. Home to the eurozone's financial center, it has evolved into one of Europe's strongest regions and is a dynamic science, innovation, and business hub.

Many international companies have located their R&D centers in Hessen. The state has become a top research and health industry location in recent years – and not just in the Greater Frankfurt area. Australian group Sonic Healthcare Ltd., which owns biovis Diagnostik MVZ GmbH, invested in Limburg/Lahn some years ago. This year, a new production facility will be opened at the Limburg site and the workforce increased in response to dynamic growth in demand for microbiome analysis services.

Other examples of successful R&D locations can be found in the automotive sector. Chinese electric car makers Geely and Chery Europe have been based in Raunheim, near Frankfurt, for more than five years now. These Chinese companies are taking a similar approach to Hyundai, Kia, Honda Motor Co., and Toyota, which started adapting Asian engineering to European customers' needs very early on.

Where Tradition Meets the Future

Hessen is a high-tech state whose prosperity depends on providing optimum conditions for the technology firms located here

Its focus has shifted in recent years in line with technological and social changes, and now includes the following sectors:

- · Life science
- ICT & internet infrastructure
- Industry 4.0 & smart manufacturing
- Green Energy
- · New mobility

Traditional and innovative technology sectors are increasingly converging – such as in the areas of resource efficiency and digitalisation – and interdisciplinary networking is becoming more common. National and international companies can use Hessen's services to make new contacts, learn about new trends, and obtain tailor-made advice on funding opportunities – free of charge and without obligation. We, the team of experts (HTAI), act as a partner for business, science, policymakers, and society at large, providing cooperative, pragmatic technology funding.

To sum up: Hessen is a great place to research and develop your products on the European and German markets.

Our Services for Your R&D Business

Our teams of experts at Hessen Trade and Invest GmbH advise Asian investors with the help of our Hessen Economic Development network. We work together closely with regional partners in northern, central, and southern Hessen, as well as with more than 130 municipalities in the state.

Not only can we help you become established here, but we'll also focus on your continuing business development in Germany and Europe. HTAI has numerous experts in almost all industrial sectors in Hessen. And it goes without saying that our services are free of charge.



Hessen Economic Development

Your First Point of Contact Dr. Julia Busch in Singapore

Senior Consultant, Trade Promotion Representative of the State of Hessen T: +65 6433 5339 E: julia.busch@sgc.org.sg

Andreas Damrau in Germany

Director Investor Services APAC & MENA T: +49 611 950 178 346 E: andreas.damrau@htai.de



Hessen is a dynamic high-tech location with a unique environment for R&D. This central German state is home to a managed knowledge network that combines forward-looking industries with leading universities, research institutes and highly skilled talent.

Become part of this vibrant ecosystem and turn your innovative ideas into tomorrow's business success!



invest-in-hessen.com













MESSAGE

BY PROF DR AXEL STEPKEN

Co-Chair of the German-Singapore Business Forum and Chairman of the Asia-Pacific Business Association

Dear Readers.

We are all experiencing the changes in political, economic, and social structures around the globe. Several major crises, political tensions and military conflicts, most notably the war in Ukraine, are creating challenges for us all.

The world is undergoing a radical transformation, and for companies around the world, these changes require a new way of looking at business models and processes, as well as evaluation and decision-making criteria. In the past, the top priority for businesses was the pursuit of solid returns and growth. Today, a new metric is increasingly taking center stage: resilience, or the ability to withstand external shocks and changing conditions.

It would be a mistake to see resilience as a synonym for separation and isolationism, a departure from global understanding. Yet collaboration is more important now than ever. Today's challenges are far too great for any single company, or even any single nation, to tackle alone.

In this current climate, the partnership between Singapore and Germany is a great asset. Over the course of some 50 years, the two countries have built a relationship that offers major benefits – and has proven to be robust and resilient. This partnership shows how true resilience is created: not by turning our backs on each other, but by reaching out and taking action on the basis of mutual trust and shared goals and values.

Singapore and Germany have been successful in building this foundation. Numerous agreements, memoranda of understanding and declarations provide a blueprint for successful bilateral relations. The most recent example is the Joint Declaration of November 14, 2022, in which both countries set out how they intend to take their partnership forward.

Both countries are determined to consistently promote the necessary developments in all important areas. Relevant goals and activities have been identified to lay the foundation for sustainable, and thus resilient, development.

The EU's Green Deal and Singapore's Green Plan 2030 are among the guardrails. After all, in this necessary transformation process, we must focus on ensuring that future generations will also be able to enjoy a high quality of life. The primary challenge is to systematically combat climate change and minimise its impacts.

It's time for all of us to translate words into action and agreements into economic and social reality – with care, foresight, and in the best interest of the citizens of both countries.

The past decades of our Singaporean-German partnership give me great confidence that we will succeed in taking this important next step.



MESSAGE

BY MR PETER ONG

Co-Chair of the Germany Singapore Business Forum (GSBF) Connect, and Chairman of Enterprise Singapore

Singapore and Germany share long-standing ties forged over many years of partnership. Germany is Singapore's largest trading partner in the European Union, with bilateral trade in goods amounting to almost S\$25 billion in 2022. More than 2,000 German companies are based in Singapore today, including companies such as Siemens that has been here for over 100 years. Furthermore, the Germany Singapore Business Forum (GSBF) Connect, a key platform for German and Singapore companies to form strategic partnerships, has been established for almost 30 years, and is a testimony to our strong ties.

Our bilateral partnership will only strengthen with the growing importance of Southeast Asia and Singapore's role as a key hub within the region. Singapore was honoured to host the Asia-Pacific Conference of German Business (APK) last year, which drew over 700 leaders in business, industry and government from Germany and across Asia. It was the first time in the 28-year history of the conference that both the Chancellor and the Vice-Chancellor of Germany attended the event, demonstrating the close bilateral ties between Singapore and Germany. We further bolstered our partnership with the signing of a new Joint Declaration "Partners for a Resilient and Sustainable Future" between our leaders last year. More recently in April this year, Enterprise Singapore (EnterpriseSG) signed a Joint Workplan with North-Rhine Westphalia (NRW) Global Business to build deeper partnerships between our companies in the areas of advanced manufacturing, renewable energy and digitalisation. Going forward, EnterpriseSG hopes to delve deeper and develop more of such region-specific collaborations.

There are opportunities for stronger partnerships between Singapore and German companies. In particular, we see growing interest among our companies to jointly pursue opportunities in supply chain resilience, sustainability and innovation, both in Germany and Singapore. German manufacturers keen to expand to Asia or to strengthen their manufacturing supply chain in the region can tap on the network of Singapore companies and support infrastructure in Singapore to access the region faster.

In the area of sustainability, Singapore company TiNDLE Foods debuted its TiNDLE line of plant-based chicken products in Germany earlier this year through EDEKA, one of the largest supermarket chains in Germany. I encourage you to visit EDEKA and savour TiNDLE's plant-based nuggets, schnitzel and tenders, and support the transition to a more sustainable food system. In the same vein, German companies can leverage our infrastructure and partner Singapore to testbed, adapt and launch sustainable solutions into the region, such as through our Sustainability Open Innovation Challenges. There is also a ready pool of Singapore solution providers in areas such as energy, waste, water, and urban farming, which are keen to support Germany's green transition.

As a Global-Asia hub for innovation, German enterprises can tap on Singapore's global innovation and startup ecosystem, partnering Singapore companies to co-develop innovative solutions and disruptive business models. For example, Continental launched its corporate innovation arm Co-pace in Singapore last year to co-develop and testbed emerging technologies with Singapore partners.

EnterpriseSG and the Singaporean-German Chamber of Industry and Commerce Singapore (SGC) are close partners in establishing connections between Singapore and German companies to pursue the opportunities available in both countries, including via platforms such as the GSBF Connect. I would like to take this opportunity to invite companies to take advantage of these opportunities and look forward to working closely with SGC to forge stronger ties between Germany and Singapore for a resilient future.

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

SINGAPORE BUSINESS FEDERATION (SBF)

Singapore Business Federation (SBF) is the apex business chamber championing the interests of the business community in Singapore and overseas, with more than 29,000 member companies, comprising key local and foreign trade associations and business chambers.

In the first half of 2023, SBF organised several activities to facilitate closer business collaboration between Singapore and Germany. A team of about 20 delegates from the Volksbank Mittelhessen, which is the fifth largest Volksbank in Germany, visited SBF on 11 January 2023 to learn how SBF assisted fintech companies when expanding overseas. Mr Stefan Schnorr, State Secretary, Federal Ministry for Digital and Transport of Germany, also visited SBF to explore bilateral cooperations in the digital space on 7 June 2023. Mr Kok Ping Soon, Chief Executive Officer of SBF, hosted Ms Shirley Qi, President of the Singapore-German Chamber of Industry and Commerce (SGC) and Ms Sabine Florian, Deputy General Manager of SGC, to discuss collaborations in areas of automation, digitisation and sustainability on 19 June 2023.





SINGAPORE INDUSTRIAL AUTOMATION ASSOCIATION (SIAA)

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

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

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





SINGAPORE MANUFACTURING FEDERATION (SMF)

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

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

SMF's services include:

- Business matching events
- · Certificates of Origin
- · Standards development
- Trade missions and exhibitions
- · Capacity and capability building through education and training
- Networking sessions
- Forums, conferences, seminars and workshops
- Dialogues with government agencies





EUROPEAN CHAMBER OF COMMERCE (SINGAPORE)

EuroCham Singapore, officially known as the European Chamber of Commerce (Singapore), champions the collective interests of the European business community, fostering trade, services, and investments between Europe, Singapore, and the broader region.

Our unique network, comprising European and local corporations based in Singapore, representatives from European National Business Groups, strategic partners, and trade associations, has built strong ties with local governmental entities.

Since our inception in 2001, the European Union Delegation to Singapore has officially endorsed us, affirming our role as a trusted bridge to local government and esteemed stakeholder organisations.

We offer our members a platform for advocacy, networking, and knowledge exchange, emphasising their priorities through 12 specialised committees and hallmark initiatives spanning areas such as Sustainability, Future Mobility, the Digital Economy, and Sustainable Travel and Tourism.

Find out more at eurocham.org.sg.





SINGAPORE ECONOMIC DEVELOPMENT BOARD

Singapore, your partner for resilient and sustainable growth in Asia

By Mr. Beng Kong Pee, Executive Vice President, International Operations, Singapore Economic Development Board

Ties between Germany and Singapore continue to strengthen as underscored by last year's Asia Pacific Conference of German Business. Held in Singapore, the conference was attended by leaders of both nations, with the signing of the "Partners for a Resilient and Sustainable future" and "Germany-Singapore Framework for Sustainability and Innovation" outlining our ambitions to increase collaboration.

On the economic front, Singapore is home to over 2,200 German companies across sectors including engineering, semiconductors, healthcare, and chemicals. Last year alone, long-standing partners such as Siemens, BASF, Evonik and newer entrants including BioNTech, and Karl Storz made strategic investments here in Singapore.

In addition to accessing growth opportunities in Asia, companies are tapping on Singapore for supply chain resilience and sustainability. Siemens, for example, plans for its new factory to serve regional demand, while DB Schenker's RedLion2 warehouse will be a zero emissions facility. Many companies also drive innovation from Singapore. These include SAP which plans to double its Singapore AI team to 400 people by 2025; and Schaeffler and Continental which have R&D labs with our universities in areas such as AI and robotics.

We welcome companies to explore opportunities in Asia, and will continue to support your growth from Singapore.





ENTERPRISE SINGAPORE

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

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

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

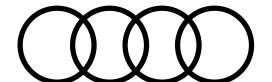
With Enterprise Singapore's global network in over 35 locations spanning many developed and emerging markets, it connects businesses with relevant Singapore companies for their business expansion.

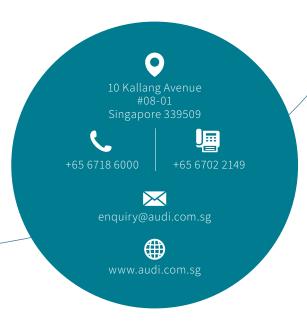
Please visit www.enterprisesg.gov.sg for more information.

Enterprise Singapore



SGC MEMBERS' CORPORATE PROFILES





AUDI SINGAPORE PTE LTD

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

The Audi Group closed the 2022 fiscal year with a record result in a year when the company continued on its path

toward becoming a leading provider of connected, fully electric premium mobility. The Audi, Bentley, Lamborghini, and Ducati brand group* delivered a total of 1,638,638 cars and 61,562 motorbikes in 2022. Despite major challenges in the logistics and supply chains, particularly in the first half of the year, deliveries this reporting year remained almost on par with 2021, thanks to a strong performance in the second half of the year. With its attractive brands, new models, innovative mobility offerings and groundbreaking services, the premium brand group is systematically pursuing its path toward becoming a provider of sustainable, individual, premium mobility.



Freedom To Be

The new electric Audi Q8 e-tron.

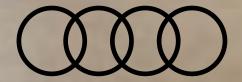


That's progress you can feel #FutureIsAnAttitude

Scan for information



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







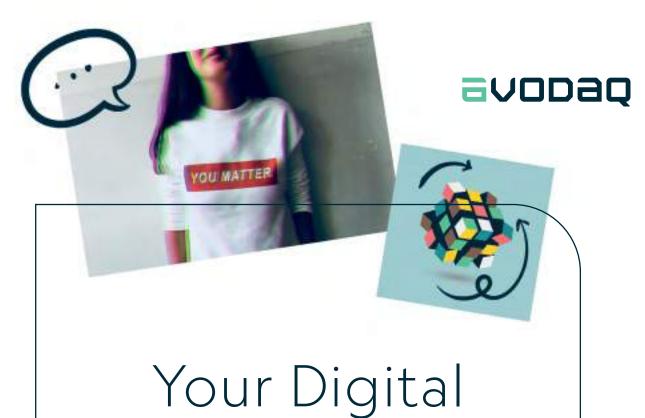
AVODAQ PTE LTD

avodaq Pte. Ltd. is a fully owned subsidiary of avodaq group, headquartered in Germany, which is a leading provider of modern IT solutions and services for multinational companies. To serve our international customers, avodaq has locations in New York, London, and Manila. With around 300 highly qualified employees, the avodaq group generated about 120 million SGD in revenue in 2022.

As a systems and technology integrator, avodaq offers valuedriven services connecting infrastructure and software solutions with employees and businesses. Establishing itself as a Digital Business Partner, a heavy emphasis is placed on maximising the return on investment (ROI) of invested solutions. avodaq understands the need to drive adoption and assimilation of solutions organisation-wide. As such, avodaq supplements offered solutions with change management and software development services, ensuring seamless adoption and integration with existing solutions.

avodaq's portfolio includes state-of-the-art IT infrastructure, data center, security, and collaboration systems. In addition, we provide sophisticated software and automation solutions, as well as dedicated healthcare applications.

We strive to deliver value and business outcomes. This is supported by our full-stack observability and customer success management teams. To our clients, we are their trusted advisor and Digital Business Partner.



Your Digital Business Partner.

We are passionate about delivering you the highest quality - in all we do!

www.avodaq.com







BOEHRINGER INGELHEIM SINGAPORE PTE LTD

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

Founded in 1885 and family-owned ever since, Boehringer Ingelheim takes a long-term, sustainable perspective. More than 53,000 employees serve over 130 markets in the two business units Human Pharma and Animal Health.

We are proud to contribute to the Singapore economy since 1997, starting from an initial office size of less than 10 staff to now employing more than 200 people – establishing the regional headquarters here.

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

Boehringer Ingelheim is also a Top Employer in Singapore for the sixth consecutive year, including across the region in ASEAN, Korea, Australia & New Zealand - with close to 2,800 employees from 24 different nationalities.

More information about Boehringer Ingelheim can be found at Boehringer Ingelheim - Value Through Innovation - https://www.boehringer-ingelheim.com.

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

Dr Armin Wiesler

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





Improving the health of humans and animals – Our goal.

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

Besides being certified at the global level, Boehringer Ingelheim has also been named as a Top Employer in Singapore for the sixth consecutive year, as well as across the region in ASEAN, Korea, Australia & New Zealand - with close to 2,800 employees from 24 different nationalities.







BROTZEIT PTE LTD

Brotzeit® - Events Done Right

Delighting diners in Singapore since 2006, Brotzeit® is a name synonymous with authentic German cuisine and hospitality. The food is hearty and delicious, the beer is cold, and the ambience is warm and welcoming. It's what the Germans call 'Gemütlichkeit'. It's not so much a place as a feeling, when everything is 'just right'.

The all-round fantastic Brotzeit® experience that has won the hearts of many loyal regulars is also available for private and corporate events.

The Perfect Setting for Events of All Sizes

If you're looking for a crowd-pleasing events venue in Singapore or have been tasked with organising a group gathering among friends, look no further than Brotzeit®.

Our original and largest outlet at VivoCity offers indoor and outdoor seating areas and a stunning view of the holiday isle of Sentosa. Our centrally located urban outlet at Raffles City Shopping Centre is a great spot to soak up the city vibes and watch the passing parade. Our smallest but still sizeable outlet at Katong in the heritage-rich east of Singapore, and our outlet at Westgate is a popular after-work hangout in Singapore's up and coming second central business district in Jurong East.

Brotzeit® can comfortably accommodate groups from 16 to 220 pax. Events can occupy a section of one of our restaurants, or even the entire restaurant. All our restaurants offer outdoor or semi-alfresco seating areas.

The Ideal Way to Feed a Crowd

For events food catering, we strongly recommend our famous sharing platters. Our signature crispy pork knuckles, premium sausages, roast and fried chicken, and schnitzels can be served in various combinations, together with sumptuous seafood, fresh salads and generous sides.

For events drinks catering, we highly recommend 3L party kegs of our premium imported German draught beers. We also serve award-winning German whiskies, wine and beer cocktails, wines, non-alcoholic beverages, and tea and coffee. An open tab or a drinks menu of selected free-flow beverages – the choice is yours.

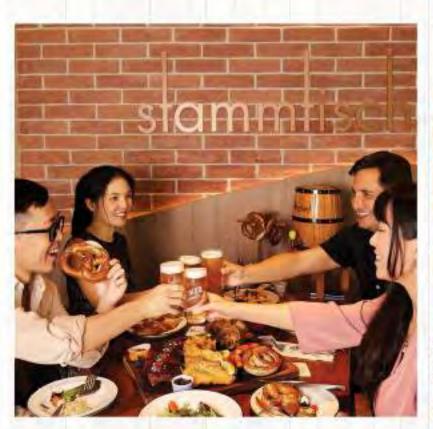
Corporate Events - Mixing Business with Pleasure

Brotzeit® is a great choice for all types of corporate events, from business lunches and team dinners to companywide D&Ds and appreciation dinners for your most valued customers and partners.





COME CELEBRATE WITH brotzeit.











Have us come to you instead! Please inquire by email.





Brotzeit.co





@Brotzeit.co @ @Brotzeit.sg



events@brotzeit.co





BMW ASIA PTE LTD

BMW Group Asia

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

The regional office has close to 190 employees, representing 25 nationalities, of which 51% are female. It is also a regional hub for strategic corporate functions like the BMW Group Treasury Centre, BMW Financial Services, BMW Human Resources and Information Management Services.

To address the growing demand for BMW in Singapore and to provide customers with additional support, BMW Group Asia announced a second dealer in May 2022. As of October 2022, Performance Motors Limited and Eurokars Auto Pte Ltd are the authorised dealers and service providers for BMW vehicles in Singapore, offering the full range from fully electric BMW i models to high-performance BMW M models.

Eurokars Habitat Pte Ltd continues to be the official dealer for MINI cars in Singapore offering the brand's entire lineup: MINI Electric, MINI 3-Door, MINI 5-Door, MINI Convertible, MINI Clubman, MINI Countryman and MINI John Cooper Works.







CAPITALAND INVESTMENT LIMITED



Main Airport Center, Frankfurt, Germany

Headquartered and listed in Singapore, CapitaLand Investment Limited (CLI) is a leading global real estate investment manager (REIM) with a strong Asia foothold. As at 30 June 2023, CLI had S\$134 billion of real estate assets under management, and S\$89 billion of real estate funds under management (FUM) held via six listed real estate investment trusts and business trusts, and more than 30 private vehicles across Asia Pacific, Europe and USA. Its diversified real estate asset classes cover retail, office, lodging, business parks, industrial, logistics and data centres.

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

As a responsible company, CLI places sustainability at the core of what it does and has committed to achieve Net Zero carbon emissions for scope 1 and 2 by 2050. CLI contributes to the environmental and social well-being of the communities where it operates, as it delivers long-term economic value to its stakeholders.





C. MELCHERS GMBH & CO

A Global Player - With Private Personality

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

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

We Help You to Develop and Expand Markets

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

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

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

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

Subsidiaries/Associate Companies

Nexus Analytics Pte Ltd Nexus Analytics Sdn Bhd TEAM Medical & Scientific Sdn Bhd Melchers Malaysia Sdn Bhd Melchers Aviation Technical Services Pte Ltd SL Park Invest Pte Ltd Fantasy Island Pvt Ltd, Sri Lanka GMT (Beijing) Ltd GMT (Shanghai) Ltd Bremont Watch Asia Ltd Norgain Asia Pte Ltd Patek Philippe Asian Distribution Pte Ltd Plover Pte Ltd Melchers Music Pte Ltd Valves & Piping Asia Pte Ltd Koehler Pharmaceuticals Asia Pte Ltd

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DEUTSCHE TELEKOM GLOBAL BUSINESS SOLUTIONS SINGAPORE PTE LTD

Deutsche Telekom Global Business Solutions is the international B2B division of Deutsche Telekom, Europe's leading telecommunications provider. We are addressing the network and connectivity requirements of globally operating companies through the design, implementation, and operation of tailored business-centric solutions and related managed services – whether it's Transport Networks (Underlay), SD-WAN (Overlay), LAN Infrastructure, Unified Communication & Collaboration, or Security (including SASE).

We help our customers build future-proof foundations for their digital transformation strategies. Through a consultative and vendor-agnostic approach we ensure that our end-to-end solutions perfectly match our customers' business needs, providing them with the flexibility and agility to grow and adjust to changes in their environment. This is backed by the most comprehensive partner ecosystem in the industry with technology vendors such as HPE Aruba, VMware, Fortinet, Cisco (including Meraki), Juniper Networks, Versa Networks, Zoom, Zscaler or Palo Alto Networks. With decades of experience, we know how to operate networks and deliver connectivity globally. And thanks to our local business units we are close to you, wherever you are.

Our expectations are high – for ourselves, our actions, and our behavior. In this context, Deutsche Telekom has been committed to sustainability and social responsibility for nearly three decades. To improve transparency for our stakeholders, we assign our corporate responsibility activities to the ESG perspectives. E for Environment, - S for Social - and G for Governance. As a founding member of the Global Compact – a voluntary initiative of the United Nations – we are meeting our social responsibility and supporting the UN's 17 sustainable development goals by pursuing numerous activities. For example, Deutsche Telekom has introduced a women's quota at management level, promotes and produces sustainable innovations, and reduces carbon emissions with its climate protection strategy.

"For already three decades we've driven digital transformation together with our customers in the Asia Pacific Region. And now, with our new Premium Internet Underlay solution, we're going one step further. It combines the benefits of the Internet with performance SLAs of traditional MPLS networks, hence addressing the demanding requirements of enterprises using multi-cloud environments."



Darren Seow Managing Director Deutsche Telekom Global Business Solutions Singapore

For more information visit business.telekom.com

DAIMLER TRUCK



DAIMLER COMMERCIAL VEHICLES SOUTH EAST ASIA PTE LTD

Daimler Truck - the Commercial Vehicle Pioneers

As a trailblazer in the global commercial vehicle industry, Daimler Truck has been revolutionising transportation for over 125 years. With an unwavering commitment towards sustainability and cutting-edge innovation, we take pride in being a driving force for progress.

Today we are one of the world's largest commercial vehicle manufacturers, employing about 100,000 people across more than 40 locations in North America, Europe, Asia and Latin America with numerous sales and service locations in most countries in the world.

At Daimler Truck, we are more than a manufacturer; we are architects of mobility solutions that transcend borders. In our global network, we develop and produce trucks and buses that are marketed under the Freightliner,

Thomas Built Buses, Western Star, Mercedes-Benz, FUSO, BharatBenz, RIZON and Setra brands.

We work for all who keep the world moving - this is our joint motivation at Daimler Truck.

From eco-conscious designs to social responsibility initiatives, we're committed to shaping a better world. Embracing automation and cutting-edge technology, we champion safety and connectivity, ensuring that every journey is secure and seamless. All this while working towards our vision: Leading Sustainable Transportation.

Daimler Truck stands at the forefront of innovation, striving to create a tomorrow where progress and sustainability coexist harmoniously. Together, we are building a resilient future, challenging boundaries and unlocking new possibilities for generations to come.



DAIMLER TRUCK



For all who keep the world moving

At Daimler Truck, we are more than a manufacturer; we are architects of mobility solutions that transcend borders. From eco-conscious designs to social responsibility initiatives, we're committed to shaping a better world. Embracing automation and cutting-edge technology, we champion safety and connectivity, ensuring that every journey is secure and seamless.

All this while working towards our vision of Leading Sustainable Transportation.

Find out more:

www.daimlertruck.com





DEUTSCHE BANK AG, SINGAPORE BRANCH

Potential made possible by your Global Hausbank. Shaping the future together with innovative solutions.

Deutsche Bank is Germany's leading bank, with a strong position in Europe and a significant presence in the Americas and Asia Pacific. It first established a presence in Singapore 1971-1972. In 1988, it established its Asia Pacific regional headquarters in Singapore. Today, Singapore is one of the bank's major operational hubs in the region. Our four business divisions are:

Corporate Bank

At the core of the division is the global transaction banking business, which is an established market leader in Europe with on the ground presence in 60 counties, including an extensive footprint in Asia Pacific. We are a leading global provider of cash management, trade finance and securities

services, delivering the full range of banking products and services for both corporates and institutions worldwide.

Investment Bank

The Investment Bank provides strategic advice to corporate and institutional clients, focusing on the bank's traditional strengths in financing, advisory, capital markets, fixed income and currencies, together with a focused equity capital markets business.

Private Bank

The Private Bank focuses on private consumers across all segments as well as business clients.

Asset Management

DWS is a market leader in Germany with a global presence and a broad product offering.



We're here to help Asia Pacific grow. Together we'll create the next 150 years.

#PositiveImpact

After 150 years of growing together with Asia Pacific, Deutsche Bank looks to the future of this region. Asia Pacific is the center of a changing global economy, an engine of innovation and wealth creation, and as important to our bank as ever. We are here to support growth and prosperity, transition and transformation, for the next 150 years as well.

Deutsche Bank

Watch the film at db.com/thenext150





EVONIK (SEA) PTE LTD

Evonik Industries AG

Evonik Industries AG is one of the world leaders in specialty chemicals. Active in more than 100 countries around the world, Evonik goes far beyond chemistry to create innovative, profitable and sustainable solutions for customers. We may not manufacture tires, medications, or animal feeds, but our products can make tires more fuel-efficient, medications more effective, and animal feeds healthier. More than 34,000 employees work together for a common purpose: We want to improve life, today and tomorrow.

Evonik in Singapore

Evonik has been active in Singapore for over 40 years. Today, it is home to our headquarters for the South East Asia, Australia and New Zealand Region, as well as extensive manufacturing and research activities.

Located in Tuas are our manufacturing facilities for Epoxy Curing Agent, Ink & Hotmelt Resin and Polyurethane Catalyst Blends, and another for catalyst recovery. The catalyst recovery center contributes to Evonik's focus on sustainability and the transition to a circular economy through activities in the field of desulfurisation catalyst rejuvenation, sulfur recovery catalysts and alumina based purification adsorbents.

Other sustainability driven activities include our DLmethionine complex on Jurong Island. The plant produces MetAMINO®, the essential amino acid DL-methionine used in animal feed, which contributes to sustainable farming. Worth an investment of over €1 billion, it will supply about 340,000 metric tons of MetAMINO® to businesses worldwide by 2024.

Also on Jurong Island is our Oil Additives plant, the largest within Evonik's global network. Its activities positions Evonik as a leading global supplier of high performance lubricant additives synthetic base fluids for the automotive and industrial lubricants.

Additionally, our presence on Jurong Island will be further strengthened by a new alkoxide plant that is expected to be completed by end 2024, Evonik's first in Southeast Asia.

Singapore is also home to our Research and Development (R&D) hub in the region including our innovation and technical service centers. Our Asia Research Hub in Singapore internationalises research to develop next generation solutions for sustainability, including in the areas of functional surfaces, additive manufacturing and tissue engineering. Since its inception in 2018, the Hub has already conceptualised and developed novel photopolymers for industrial 3D printing applications. The Hub also expanded its Life Science & Advanced Biomedical lab in 2022, where research will help to create sustainable solutions to address global health challenges in the long run.

EVONIK CENTER FOR CIRCULAR PLASTIC SOLUTIONS



EVERY CIRCLE NEEDS A CENTER

We envision a world where mineral oil can remain under the ground, where there is only plastic recycling instead of waste, and where we can then use our favorite plastic products without guilt. Big words. But they are not utopian. With the right technologies, expertise, and contacts, Evonik is turning the plastics value chain into a circle.

Evonik - Leading beyond chemistry to improve life, today and tomorrow.



Evonik in South East Asia, Australia & New Zealand



Evonik Circular Plastics







GERMAN CENTRE FOR INDUSTRY AND TRADE PTE LTD

The German Centre Singapore is a dynamic and thriving business community that serves as an ideal workspace for companies from both Germany and around the world. Conveniently located at 25 International Business Park, this commercial building is strategically positioned between the Central Business District and Tuas. More than 150 companies, industry associations and government-affiliated organisations operate their business in the German Centre. Our customers benefit from mutual exchanges within the German Centre ecosystem and participate in regular networking events and practical business-focused seminars.

The Place to Be and Grow in Southeast Asia

The German Centre Singapore provides spaces that range from co-working areas for temporary use to permanent private offices that allow expansion over time. Facilities such as meeting and conference rooms for trainings, customer meetings or business events are available on demand. Even if you are not (yet) present in Singapore, you can use the German Centre's Advanced Manufacturing Experience Centre (AMEC) to present and test your products and services in the Asian market, on-site as well as online. These spaces are flexible and can be adapted according to your needs, allowing you to

interact directly with customers, gather feedback, and finetune your offerings. Moreover, these areas can also be used to provide trainings. German Centre Singapore is also home to the Life Science Incubator, a state-of-the-art co-working lab and living showroom for medical technology.

Strong Backbone

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



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



We match. You grow.

German Centre Singapore



Office space for all demands, a Life Science coworking lab, an Advanced manufacturing cluster, six modern seminar rooms and much more: German Centre Singapore unites German companies with regional market players, bodies and institutions under its roof, well-situated in the leading international business hub in Southeast Asia.

We offer **custom-tailored solutions** for businesses at all stages of internationalization. Whether you are a startup entering the ASEAN market or a longestablished business looking to **expand your portfolio**. We love to brainstorm new ideas and put them into action together with you. Get in touch!

OVER

15,000

people in the local network

DESKS FOR

36

entrepeneurs in coworking areas

A TOTAL OF

18.000

sqm in the building

AROUND

140

businesses in the building

MEET WITH

2-100

pax in our seminar rooms



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HELABA LANDESBANK-HESSEN-THUERINGEN SINGAPORE REPRESENTATIVE OFFICE

Helaba is one of Germany's leading banks with a business volume of €211.5 billion and 6,300 employees. Its representative office in Singapore covers ASEAN and South Asia. Helaba supports German trade with the region through a wide range of products.

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

In Germany, Helaba works closely with the Sparkassen, the strong network of regional financial institutions with deep roots in their market areas, for the benefit of private and corporate customers. As the central institution for approximately 40% of all Sparkassen in Germany, Helaba provides services in the areas of wholesale lending, capital markets, trade finance and cash management.

Helaba's Singapore Representative Office therefore acts as a bridge between the Sparkassen network and the Asian markets, thanks to its in-depth understanding of the German "Mittelstand" business culture and the specific characteristics of the Asian markets.

Together with its partners, Helaba not only assists German companies in establishing a local presence and financial services for their own operations, but also provides solutions

to help customers of German companies finance their investments from Germany. For larger investments, Helaba can help by arranging export credit agency-covered financing with longer maturities and attractive pricing. For smaller investments and equipment financing solutions are offered by Helaba's partners in the region.

Helaba supports its clients, as well as the corporate clients of the German Sparkassen, in their market entry and continued growth in the ASEAN region.



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

Mr Christoph Winnat Chief Representative ASEAN, India, Korea Landesbank Hessen Thuringen (Helaba)



What moves you forward? Partnership.

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

Values with impact.





IFM ELECTRONIC PTE LTD

ifm group of companies has been operational since 1969 and is a pioneer in automation technology. ifm produces innovative sensors, systems, and controllers for industrial automation and digitisation across the globe. ifm has reached the heights of success since its inception, and the family business is now run by the second generation.

ifm has over 8,750 employees across the world and boasts an ownership of over 1,170 patents in use currently, and a 100 more due for approval. ifm is represented in over 180 counties by 1,900 sales engineers worldwide. The company prides itself on its commitment to introducing innovation in the automation industry, with comprehensive consulting in the areas such as Industry 4.0, in product, services and software. ifm's products are developed in the Lake Constance region and Siegen in Germany, and at technical centres located in the USA, Singapore, Poland, Romania, and India.

ifm continues to deliver excellent automation technology to introduce efficiency and productivity in company operations, with the goals of making customers more successful with state-of-the-art technology.

ifm electronic Pte Ltd was founded in 2001 and focus on sales & marketing of all ifm products solution in Singapore. The range of offer includes sensors, controllers, software and systems for industrial automation. There is a dedicated team consisting of Sales Engineers, Products Specialist, Customer Service support to serve all customers in Singapore.

This slogan, "ifm – close to you!", is a promise. With regards to "close to you", you can take our word whether it is direct, on site, on the phone, by chat or via email. Personal advice with passion and application of know-how comes first. Our clearly structured product range guarantees quick orientation on all devices such as PC, laptop, tablet or smartphone. We have established one of the most modern and efficient logistic centres worldwide to guarantee fast delivery of ordered products.







AUTOMATION, IT'S ORANGE.

Automation from and with passion

We believe that automation is not merely a means to an end, but should also be fun.

In addition to the best technical quality of each individual product, one thing above all is decisive for this: the passion of our colleagues for automation.

Their ambition to always develop the best possible solution for each individual challenge. To set benchmarks.

To inspire customers. Day after day.

That is automation from and with passion.

That is ifm - close to you.



ifm electronic Pte. Ltd.

3A International Business Park
#06-05 ICON@IBP
Singapore 609935
Contact | +65-65628661
Email L sales sq@ifm.com





LANDESBANK BADEN-WÜRTTEMBERG (SINGAPORE BRANCH)

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

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

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

In June, LBBW received the "TXF Industry Choice Award 2023 – Top Performing Export Finance Bank". Leading importers and exporters from all over the world have chosen us one of the best banks for export finance for the fifth time. Particularly high scores were received for LBBW's industry expertise, customer service, understanding of customers' business and speed in processing transactions. LBBW assists its export-oriented corporate customers with their international activities through an extensive international network of 17 locations in 16 countries.

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

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



"Being among the world's leading banks in export finance for the fifth time and confirming our top position with second place is extremely gratifying. The award reflects the great appreciation of our customers and is the best motivation for us to continue to give our full commitment to our customers and at the same time to continuously improve our performance."

Mr Jens Ruebbert Managing Director & Regional Head Asia/Pacific at LBBW





Highest standards. Beyond all borders.

The world is more connected than ever and without specialist help to lead the way, your business could get left behind. LBBW is your trusted partner in all facets of global trade. Coming from Baden-Württemberg, Germany, we are highly recognised and awarded around the world in areas of sustainability and excellence, and we are ready to take your business

to the next level. With 17 locations in 16 countries, your nearest branch is just around the corner.

Your contacts in Singapore:

Phone: +65 6562-9217

Email: LBBWSingapore@LBBW.com



Luther.



LUTHER LLP

Luther in Singapore

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

Luther in Asia

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

Hits the mark. Luther.

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

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

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

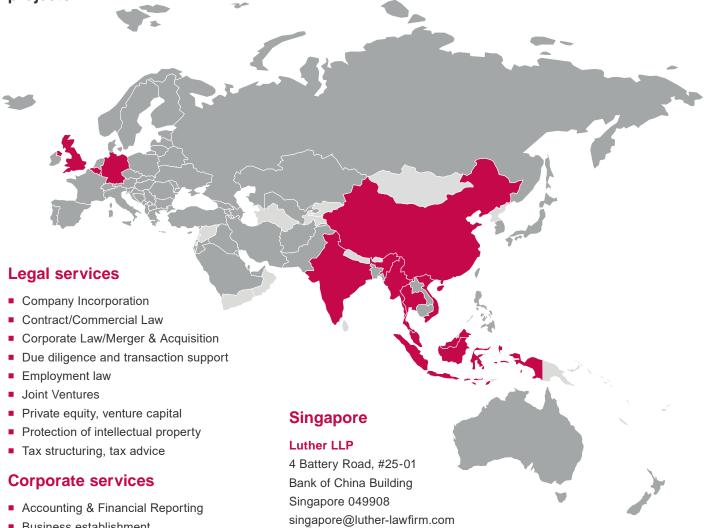
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"Luther is a founding member of unyer (www.unyer.com), a global organisation of leading professional services firms that cooperate exclusively with each other."

Luther.

Luther and local partner offices in important European and Asian markets

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

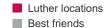


- Business establishment
- Cash, fund & payment administration
- Company Secretarial Services
- Dissolution, deregistration
- Human resources & payroll administration
- Immigration and work permit matters
- Individual and corporate tax compliance

Luther Corporate Services Pte Ltd

25 International Business Park #02-78/79 German Centre Singapore 609916 singapore@luther-services.com

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MERCEDES-BENZ SINGAPORE PTE LTD

Singapore has been home to Mercedes-Benz for over 30 years, serving as a regional hub for Mercedes-Benz Group AG. The company is a leading producer of luxury cars and vans worldwide while Mercedes-Benz Financial Services offers a comprehensive range of services, including financing, leasing, fleet management and insurance as well as innovative mobility services.

A Fully Electric Future of Mobility

Mercedes-Benz is committed to a fully electric future of mobility. A core element of our sustainable business strategy is Ambition 2039, with which we already set course for in 2019, for a holistic approach to climate protection and air pollution control. The ambition is to make our entire fleet of new vehicles carbon-neutral along the entire value chain and over the vehicles' entire life cycle by 2039 – from technical development to raw materials extraction, production, service life and recycling.

By 2030, we aim to cut CO_2 emissions per passenger car by at least 50% as compared to 2020 levels and transition to allelectric vehicles wherever market conditions allow. Already, Mercedes-Benz offers a wide range of battery-electric vehicles from the compact EQA to the spacious EQS SUV, with all new vehicle architectures set to be exclusively electric from 2025

By 2026, we will have invested more than 60 billion euros on the transformation to achieve a fully electric and software-driven mobility. Despite this accelerated change, the company remains committed to profitable and resilient growth. The company's long history in mobility, spanning more than 130 years, reinforces its expertise in producing desirable vehicles. It embraces sustainable production to minimise its carbon footprint throughout the product life cycle.

In Singapore, we proudly align our operations with Singapore's Green Plan 2030, supporting sustainable development wholeheartedly. Our commitment contributes to the growth of Electric Vehicles (EVs), infrastructure, and the nation's goal to have all vehicles running on cleaner energy by 2040.

Embracing Singapore's EV future, Mercedes-Benz leads the automotive industry's transformation with relentless innovation, shaping a software-driven, zero-emissions future, positioning itself as the world's premier luxury car brand. At Mercedes-Benz, luxury and sustainability naturally converge, embodying our dedication to a greener tomorrow.

EQS SUV

WE INVENTED THE CAR. NOW WE HAVE INNOVATED DRIVING.

The EQS SUV is a true masterpiece in the field of electric SUVs. It combines high performance with efficiency. Thanks to intelligent driving assistance, personalised navigation and charging features, you can enjoy convenient and powerful driving with an electric range of up to 610 km (WLTP).

This is electric excellence that pushes the limits.





EQS 450 4MATIC SUV AMG Line - Energy consumption: 20.5 kWh/100 km; VES band: A1.



Mercedes-Benz Singapore Customer Care Center: 1800 329 7540 · cs.sgp@cac.mercedes-benz.com
Cycle & Carriage (Authorised Dealer) - Showroom Enquiries: 6298 1818.
Mercedes-Benz Center, 301 Alexandra Road, Singapore 159968. Mon - Sat: 8:30 am - 7pm, Sun & PH: 10 am - 6 pm.





META WOLF PTE LTD

Meta Wolf AG is an international company specialised in building and technology. Headquartered in Germany and listed in Frankfurt Stock Exchange, we are committed to the digital transformation of building materials online & offline trading and transforming it into a web3-based e-commerce platform. Forthis purpose, we are assembling an international team of specialists from different areas. Our goal of business is to create a decentralised ecosystem to empower everyone on the planet to live better.

One of our fine tradition is to learn from the past, to learn from the great minds. In the 18th century, Adam Smith discovered the invisible hand by the 'wealth of nations', and the spirit is based on 'The Theory of Moral Sentiments', which still influences the world today. Walter Gropius founded the Bauhaus movement in the 20th century, and the Bauhaus spirit is about form follows function, a sustainable solution of design – which is also an invisible hand, and still influences the world today. Now in the 21st century, technology and

digital transformation is the invisible hand influencing the world, but it requires a spirit to back it up – which is the fourway test from Rotarian, and may influence the world until 2100 or even longer.

Our mission is to empower everyone on the planet to live better!

We are committed to promoting the healthy development of the industry with our customers and partners through our leading products and technology capabilities, so that people can work and live better. We believe that people are the key to the development of technology. We firmly believe that people, especially our next generations are the purpose of technology development. By engaging in the best new technologies, Meta Wolf will continue to contribute to the progress of human civilisation and foster the nurture the next generation, for a sustainable future.



Net Zero Now

Join us in our net zero journey and grow your solar business with our German engineered solar products and smart energy system.

German Brand · German Standard



TOPCon Bifacial Solar Panel

Conversion Efficiency
22% - 23%

Power Output **430W - 575W**

Power Warranty
30 Years

www.metawolf-solar.com





PHOENIX CONTACT SOUTHEAST ASIA

Phoenix Contact Worldwide

As a market leader in industrial automation, Phoenix Contact helps businesses of all sizes and industries to run their system operations reliably. For 100 years, Phoenix Contact has been working with customers and partners to develop innovative products and solutions that build a future worth living in.

Phoenix Contact in Southeast Asia

In addition to the remarkable centennial milestone, Phoenix Contact Southeast Asia (SEA) also has an important reason to celebrate – its 25th anniversary. Over the last quartercentury, Phoenix Contact SEA has grown into a prominent player in the region, catering to the burgeoning demand for sustainable industrial solutions. With the recently launched Application Centre in Singapore, Phoenix Contact SEA is taking automation to a new level, enabling the realisation of innovative machine building solutions through consultative knowledge sharing.

Pioneering a Sustainable Future

With the increasing global focus on sustainability, the company has taken concrete steps toward becoming more environmentally responsible. By integrating sustainable practices into its manufacturing processes, Phoenix Contact has minimised its ecological footprint while delivering superior products and solutions to its customers.

As an innovative family business, Phoenix Contact's purpose is to empower a future worth living for everyone. In line with our purpose, Phoenix Contact is committed to act responsibly today so that we leave a better world for future generations.

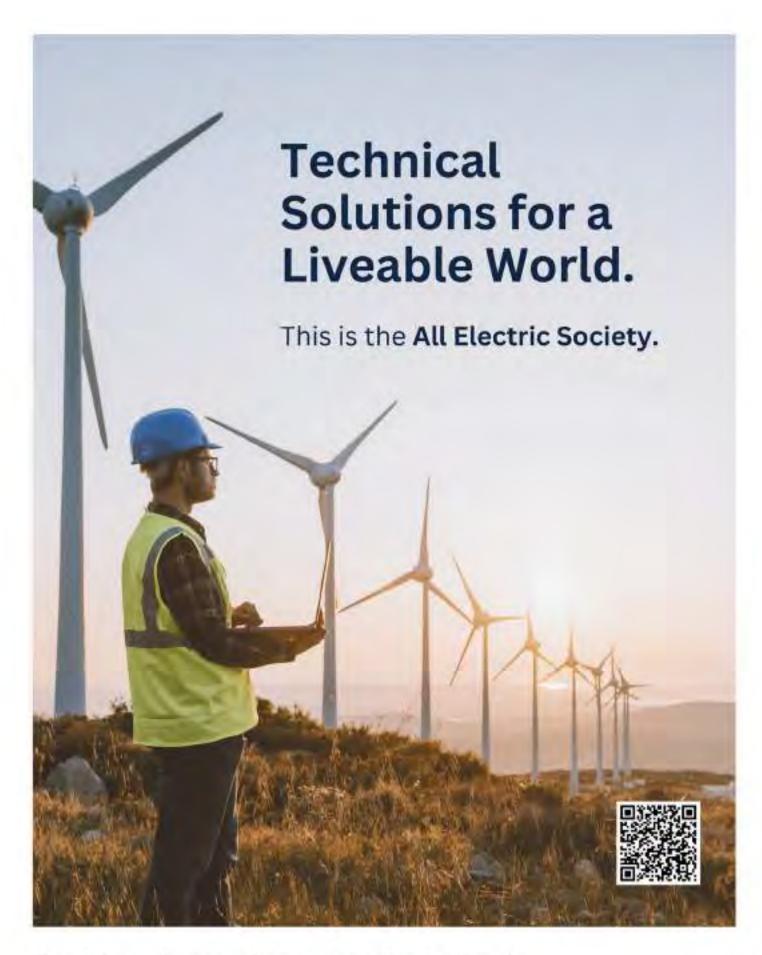
For more information, visit *phoe.co/100Years*



"We have built the foundation upon which we can now continue our path into the future. Together with our customers and business partners, we will drive forward solutions for the energy revolution that are the basis for a sustainable world."

Mr Frank Stührenberg CEO Phoenix Contact GmbH & Co. KG





Phoenix Contact is empowering customers and society through innovative products, solutions, and services to actively shape the transformation towards a sustainable industrial society.







RAFFLES HOTEL SINGAPORE

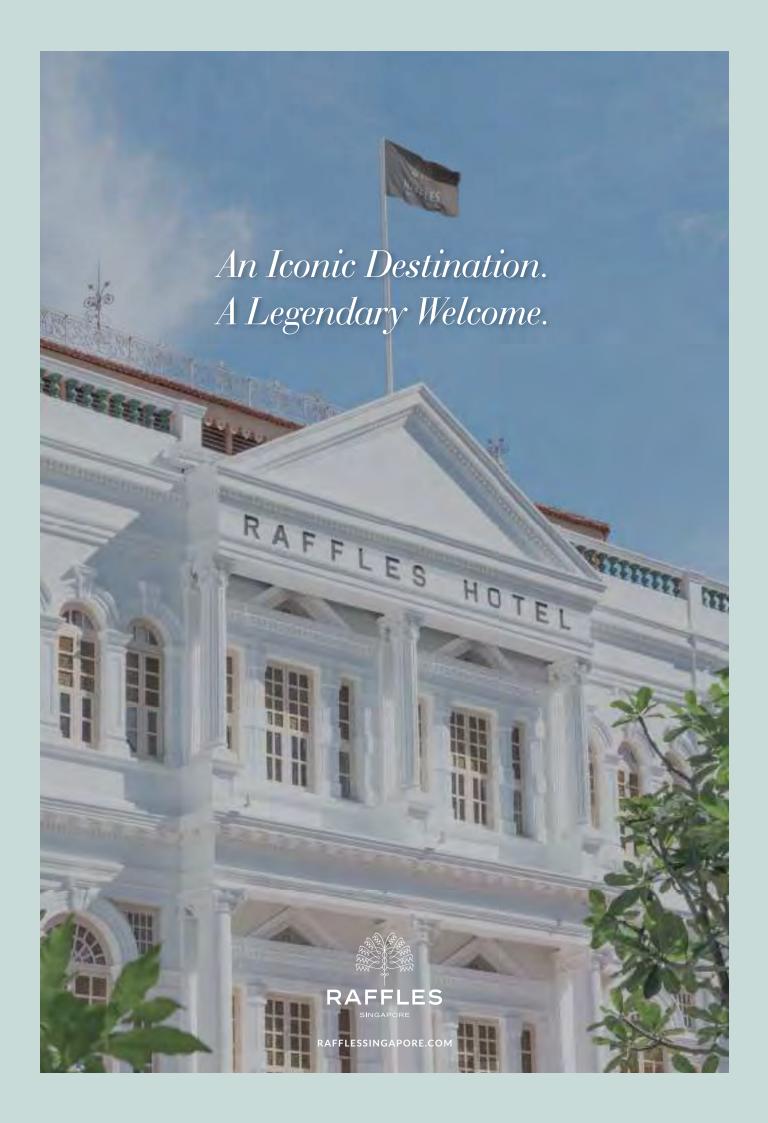
Raffles Hotel Singapore is one of the few remaining great 19th century hotels in the world, perfectly preserved both inside and out, giving it an intoxicating blend of luxury, history and classic colonial design. Its distinctive architecture, legendary heritage and iconic service continue to enthrall visitors where suites, social spaces, restaurants and bars have been specially curated for discerning travellers. No visit to Singapore is complete without a stay here, where the grand historic hotel exudes old-world grandeur infused with the unique charm of the city state.

Guests can experience the modern comfort and amenities presented within 115 luxuriously spacious suites complemented by our legendary 24-hour Raffles Butler Service and a heritage tour of the property by our Resident Historian. 10 restaurants and bars present both local

favourites, fine dining and collaborations with internationally renowned chefs and curated classics such as the iconic Singapore Sling experience and signature Raffles Afternoon Tea amidst the colonial charm of the historic Grand Lobby.

A rooftop swimming pool and state-of-the-art fitness centre provide a respite from the hustle and bustle of the city while the Raffles Spa is a holistic sanctuary offering pampering spa experiences and renewed well-being. Guests are also invited to visit the Raffles Boutique to shop for gourmet gifts and heritage-inspired souvenirs and the Raffles Arcade showcasing an elegant mix of new-to-market, and world-renowned international brands, collectively creating a one-of-a-kind retail experience that goes beyond traditional brick and mortar shopping.









SAP ASIA PTE LTD

SAP's strategy is to help every business run as an intelligent, sustainable enterprise. As a market leader in enterprise application software, we help companies of all sizes and in all industries run at their best: SAP customers generate 87% of total global commerce. Our machine learning, Internet of Things (IoT), and advanced analytics technologies help turn customers' businesses into intelligent enterprises.

SAP helps give people and organisations deep business insight and fosters collaboration that helps them stay ahead of their competition. We simplify technology for companies

so they can consume our software the way they want – without disruption. Our end-to-end suite of applications and services enables business and public customers across 25 industries globally to operate profitably, adapt continuously, and make a difference.

With a global network of customers, partners, employees, and thought leaders, SAP helps the world run better and improve people's lives.



SCHAEFFLER



SCHAEFFLER (SINGAPORE) PTE LTD

The Schaeffler Group has been driving forward groundbreaking inventions and developments in the field of motion technology for over 75 years. With innovative technologies, products, and services for electric mobility, CO₂-efficient drives, chassis solutions, Industry 4.0, digitalisation, and renewable energies, the company is a reliable partner for making motion more efficient, intelligent, and sustainable - over the entire life cycle. The motion technology company manufactures high-precision components and systems for drive train and chassis applications as well as rolling and plain bearing solutions for a large number of industrial applications. The Schaeffler Group generated sales of EUR 15.8 billion in 2022. With around 84,000 employees, the Schaeffler Group is one of the world's largest family-owned companies. With more than 1,250 patent applications in 2022, Schaeffler is Germany's fourth most innovative company according to the DPMA (German Patent and Trademark Office).

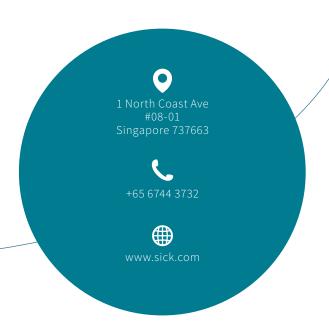
"As a motion technology company with a strong global presence, we understand that close collaborations and partnerships are pivotal towards forging a prosperous future."

Mr Dharmesh Arora

Chief Executive Officer, Asia Pacific Schaeffler Singapore







SICK PRODUCT CENTER ASIA PTE LTD

SICK is one of the world's leading solutions providers for sensor-based applications in the industrial sector. Founded in 1946 by Dr.-Ing. e. h. Erwin Sick, the company with headquarters in Waldkirch im Breisgau near Freiburg ranks among the technological market leaders. With more than 50 subsidiaries and equity investments as well as numerous agencies, SICK maintains a presence around the globe. SICK has almost 12,000 employees worldwide and generated a group revenue of around EUR 2.2 billion in the 2022 fiscal year.

In 2009, SICK AG established SICK Product Center Asia Pte Ltd as Regional Product Center in Singapore with the aiming to cement the foothold in the flourishing Asian Market. This Regional Product Center comprising R&D Center in Singapore and manufacturing plant in Malaysia, is a strategic decision to locally research and development in Singapore and manufacture advance sensors in Malaysia by optimising SICK's regional value proposition in Asia.

Singapore, globally acclaimed for engineering talent and top-tier education institutes, was an organic choice for

SICK R&D center in Asia. This dynamic city-state provides a conducive environment for business growth, enabling SICK to drive Asian sales and extend global product distribution. Additionally, Product Management Team based in Singapore plays an essential role in the success of Regional Product Center by gathering industry-specific knowledge from across Asia Pacific region and back into R&D center. This ensures that SICK sensor designs are finely tuned to meet the highest standard of quality and reliability base on the evolving needs of customers.

Looking towards the future, SICK Regional Product Center in Singapore will continue expanding footprint in Asia by imbuing the products with SICK corporate values, "Independence, Innovation, Leadership" and aspiration of offering more than just a product, but a piece of company's philosophy to customers. By continually investing in talent and technology, SICK is committed to provide intelligent sensor solution for industrial automation.





SIEMENS PTE LTD

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

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

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

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

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

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

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

SIEMENS

Transform the Everyday for Singapore

Siemens is committed to transform the backbone of our economies – industry, infrastructure, transport and healthcare – through technology with purpose. That's why we're combining the real and the digital worlds to transform how we live, how we work and how we move.

siemens.com.sg

Years of Siemens in Singapore 1908 – 2023







TÜV SÜD AG

TÜV SÜD is a trusted provider of safety, security and sustainability solutions, specialising in testing, inspection, auditing, certification and training services. Spanning the entire business lifecycle from planning and design to operation and decommissioning, TÜV SÜD's services support a wide range of industries; adding value to governments, businesses and consumers worldwide. By adopting a sustainable strategy, TÜV SÜD firmly believes that technology should better people's lives. All around the world, TÜV SÜD's teams of experts work alongside customers to anticipate and capitalise on technological developments while guiding

them in fulfilling their commitments to employees, customers, and the environment.

Today, TÜV SÜD is represented by more than 26,000 employees located across 1,000+ locations. In ASEAN, the company has a presence across Singapore, Indonesia, Malaysia, Philippines, Thailand and Vietnam. In Singapore, TÜV SÜD is represented by TÜV SÜD PSB and the Digital Service Centre of Excellence. It is located at 15 International Business Park (IBP), with an integrated office and lab facility spanning over 18,900 square metres.

Add value. Inspire trust.



Inspiring trust for a safer and more sustainable future

As businesses adapt to the global environment, TÜV SÜD continues to work alongside and add value to our customers through our safety, security, and sustainability solutions, staying true to our purpose of protecting people, the environment, and assets from technology-related risks. Our commitment to inspire trust in technology, enable progress by managing technology-related risks and facilitate change is embodied in our claim, "Add value. Inspire trust." We remain committed to supporting businesses in their journey to emerge stronger and be well-positioned for long-term growth in a post-pandemic world. Going beyond regulatory compliance, we inspire trust in a physical and digital world to create a safer and more sustainable future.







HIMA ASIA PACIFIC PTE LTD

HIMA Asia Pacific

The HIMA Asia Pacific office in Singapore is the regional headquarters for local operations in South Korea, Taiwan, Singapore, Malaysia, and Australia. Since the early 1990s, HIMA has worked with leading companies throughout Asia Pacific, helping them to operate their plants safely and profitably.

Together with our partner network in several Asia Pacific countries and local offices in 7 locations, we deliver the highest level of services – wherever your business or project is located. HIMA has been involved in providing safety-related automation solutions for conglomerates including Malaysia LNG (MLNG), Singapore LNG (SLNG) and INPEX. One of HIMA's most significant ongoing assignments in the Asia Pacific is Ichthys LNG, the massive Australian LNG project operated by INPEX.

For more than 30 years, HIMA has been expanding its activities in the Asia Pacific region. With APAC being a core market, HIMA is committed to establishing a strong partnership with APAC companies and further supporting them with safety systems.

Over the years, HIMA has revolutionised the rail industry. Globally, nearly 1,000 commercial-off the-shelf (COTS) rail applications have been installed and put in operation by HIMA and rail operators. More than 55 HIMA partners in over 30 countries have realised safe rail applications by integrating COTS safety controllers. HIMA Asia Pacific also serves as a hub for industries including Oil & Gas, Chemicals & Petrochemicals, Energy and Rail in the region.

Our customers include some of the industry's biggest global players, including BASF, ExxonMobil, Lanxess, Shell, and. With the recently launched Customer Solutions Center in Singapore, HIMA is taking the partnership with customers and



the creation of new solutions to a new level, enabling support for customers with state-of-the-art smart safety solutions for their industrial plants. As part of the Customer Solutions Center, the HIMA Academy combines functional safety and security courses as well as product training.

The HIMA Group is the world's leading independent provider of smart safety solutions for industrial applications.

With more than 50,000 installed TÜV-certified safety systems worldwide, HIMA qualifies as the technology leader in this sector. HIMA Asia Pacific office in Singapore is the regional headquarters for the local operations in South Korea, Taiwan, Singapore, Malaysia, and Australia. Since the early 1990s, HIMA has worked with leading companies throughout Asia Pacific, helping them to operate their plants safely and profitably.







+65 8687 3340



nfo@witron.com



www.witron.com

WITRON SINGAPORE PTE LTD

For over half a century, WITRON has been developing highly dynamic, innovative logistics and order picking systems for Retail Supply Chains, delivering sustainable competitive advantages to its clients.

Our approach, rooted in the "Down-to-Earth" culture, forms the bedrock of our credibility and commitment, traits for which WITRON is renowned.

WI prioritise exceeding expectations, trust, speed, responsibility, credibility, and passion, forming our unique company philosophy reflected in our architectural designs. With 2,000+ successful projects across sectors, WITRON is a global innovation leader.

WI help our customers gain critical logistic advantages from the initial system design phase to execution and ongoing service. Only through the end-to-end process of design, realisation, and the service of a system, it is possible to take overall system and functional responsibility.

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

Since its foundation in 1971, WITRON has experienced uninterrupted growth, never resorting to layoffs or reduced working hours due to a lack of project opportunities.

For many years, top retailers across Europe and North America have entrusted WITRON's solutions for the efficient and cost-effective operation of their distribution centers. Our 80% customer repeat rate, including clients who have implemented two or more logistics systems with us, highlights their satisfaction with WITRON.



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





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

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

EDUCATION, CULTURE & COMMUNITY PARTNERS



ASIA-EUROPE FOUNDATION (ASEF)

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31 Heng Mui Keng Terrace Singapore 119595

Tel: +65 6874 9700 **Email:** info@asef.org

Website: www.asef.org

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ASEF promotes understanding, strengthens relationships and facilitates cooperation among the people, institutions and organisations of Asia and Europe. ASEF enhances dialogue, enables exchanges and encourages collaboration across the thematic areas of culture, education, governance & economy, media, public health and sustainable development.

Founded in 1997, ASEF is an intergovernmental not-for-profit organisation located in Singapore. It is the only permanent institution of the Asia-Europe Meeting (ASEM).

Together with over 150 partner organisations, ASEF has conducted more than 250 projects, mainly conferences, seminars and workshops. Over 40,000 Asians and Europeans have participated in its activities, and a much wider audience is reached through its networks, web-portals, publications, exhibitions and lectures.

After 25 years as the leading institution nurturing people-to-people ties between Asia and Europe, ASEF is consolidating its position in a new strategy to emerge as a key dialogue platform to address a growing need for a deeper mutual understanding and respect to strengthen the basis for continued inter-regional cooperation. Under this strategy, ASEF will emphasise cultural, intellectual and people-to-people exchanges based on a peer-to-peer collaborative environment and a multistakeholder approach for our two regions to work together for the betterment of the world. With this strategic plan, ASEF is responding to the new demands of the evolving dynamics of the relations between Asia and Europe by streamlining and adjusting, identifying new opportunities and devising innovative solutions to bring the two regions closer.

For more information, please visit www.ASEF.org.



German European School Singapore (GESS)

Address: 2 Dairy Farm Lane, Singapore 677621

Tel: +65 6461 0801 (GESS Reception),

+65 6461 0881 (Admissions)

Email: school@gess.edu.sg
Website: www.gess.edu.sg

Nurturing students aged two to 18, GESS is a not-for-profit, leading holistic international school, offering a choice between the International Baccalaureate (IB) curriculum (PYP, MYP and DP) or German curriculum. We invest every dollar back into creating the best environment for our children's limitless learning. This includes - but is not limited to providing world class facilities and infrastructure, complementing the soft- and "heart"-ware that is our personalised education and well-being support for students.

We take pride in our language programmes, not only for our students to become confident multilingual global citizens, but also opening future possibilities as well as connecting students to their cultural roots. We also count among our strengths, a BeyondClassrooms programme in collaboration with corporate partners, After School Programmes, and sports and physical education. GESS has become an education partner of choice for our student population of 1,800 from almost 70 nationalities, with more than 70 languages spoken in our school community.



German-Speaking Catholic Community St. Elizabeth

Email: gemeinde@dt-katholiken.sg
Website: www.dt-katholiken.sg

"Grüssgott" is how we typically say Good Day or God Bless in some German-speaking areas in Europe! We, the German Speaking Catholic Community of St. Elisabeth in Singapore will soon be celebrating our 40th anniversary. We feel blessed to be able to live and practice our religious believes co-existing peacefully with our Buddhist, Hindu and Muslim brothers and sisters, learning from many different cultures, ethnicities and religions while cherishing and sharing our (typically German/European) traditions. Our aim is to incorporate the "Evangelium" in a meaningful way in our daily busy lives, while offering access to the various sacraments to the interested parishioners.

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

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

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



German-Speaking Protestant Congregation

Address: 4 Angklong Lane, #01-09 Faber Garden

Singapore 579979

Tel: +65 8799 8872 (Contact: Rev. Martina Klein)

Email: evkirche.sg@gmail.com **Website:** www.evkirche.sg

FB & IG: @evkirche.sg

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

Welcome and Willkommen to our lively church family! Our congregation provides a place of worship and community for all German-speaking Protestants, regardless of denomination and is always open to everyone!

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

Every year, we offer a Confirmation class for youths, as well as Pre-Confirmation classes for children in the third grade.

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

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



German Association – Deutsches Haus

Address: 4 Battery Road, #25-01

Bank of China Building, Singapore 049908

Tel: +65 6874 9700

Email: info@german-association.org.sg **Website:** www.german-association.org.sg

Our Mission:

To form a strong community of German speakers in Singapore and to offer newcomers and long-time residents a community away from home. To maintain friendship and exchange with our host country Singapore.

Our Goal:

To promote friendship and understanding within the German-speaking community and other communities and local residents of Singapore.



President: Alexandra Lutz

Vice President: Monika Sturm

Board Members: Dr. Katrin Blüchel, Dr. Knut Unger, Katharina Dieterich, Claudia Figge-Kästner

From the Roots Until Today

The German Association - Deutsches Haus in Singapore boasts a distinguished history spanning 160 years, originating with the establishment of the 'Teutonia Club' in 1856, situated on North Bridge Road, where the Raffles Hotel is located today.

The club's burgeoning popularity prompted the construction of a new clubhouse, inaugurated in September 1900, eventually becoming the present-day Goodwood Park Hotel.

In the aftermath of World War II, the organisation underwent a name change to 'Vereinigung Deutsches Haus' in 1955. It took up residence at 12 First Avenue, a property owned by the German Government. This venue served as a connection for both social interactions and business engagements, with a notable reputation for German hospitality and integrity.

The Club House remained central to the community. However, evolving residential zoning laws necessitated the closure of the Club House in 2000.

The 'German Association - Deutsches Haus' as legal successor revitalised the concept with the 'Treffpunkt' (meeting place) in 2003 until a restructuring in April 2019. The 'German Association - Deutsches Haus' transformed into an association, evolving into a comprehensive platform catering to the needs of German-speaking expatriates in Singapore.

Our Programmes

The association offers an array of programmes, including guided tours encompassing diverse themes such as culture, nature, architecture, and urban history.

Literary engagement is fostered through book presentations at the 'Salon Singapore', featuring works by German-speaking authors.

The association also upholds traditional customs, hosting events like the 'Adventskranzbinden' (Christmas wreath-making) workshops.

Addressing the professional and intellectual needs of the community, the association conducts seminars, workshops, and a network event for professional re-orientation of traveling spouses, referred to as 'Netzwerk Neuausrichtung.'

Regular gatherings like 'DriDoMo' and 'Heels in the Sky' provide avenues for social interaction. Moreover, members gain access to discounts at a variety of restaurants, businesses and shops.

The IMPULSE Magazine

The German Association's impact extends beyond its events through the publication of IMPULSE Magazine. Issued four times annually and accessible online at https://www.impulse.org.sg, the magazine serves as an informational conduit, offering insights into cultural and social events in Singapore, tourist destinations in the region, and facilitating connectivity within the expansive German-speaking community, encompassing about 10,000 German Speakers. Recognised by the Austrian, German, and Swiss Embassies, IMPULSE holds the distinction of being complimentary for members.



Konrad-Adenauer-Stiftung

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politics.singapore@kas.de media.singapore@kas.de

Wehsite

www.kas.de/en/web/politikdialog-asien www.kas.de/en/web/rspa www.kas.de/en/web/medien-asien Konrad-Adenauer-Stiftung (KAS) is a German political foundation with three regional programmes in Singapore. Its mission is to promote international dialogue, regional integration, sustainable development, good governance, democratic processes, social market economy and exchange of information. It is named after the first Chancellor (Prime Minister) of the Federal Republic of Germany.

Regional Programme Political Dialogue Asia

We foster the dialogue and cooperation among Asian countries as well as between Europe and Asia. Main areas of activities are:

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

Media Programme Asia

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

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

Rule of Law Programme Asia

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

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



Goethe-Institut Singapur

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

German Language Courses

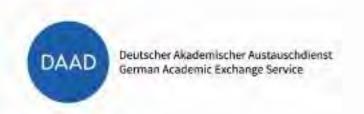
We provide German group and individual courses at all levels, focusing on real-life situations and culture. Our corporate courses build confidence for interactions with German business partners. Goethe-Certificates, recognised globally, document your language skills, and are accepted by visa-issuing offices.

Cultural Programmes

At Goethe-Institut Singapore, we're dedicated to the arts. Our diverse cultural programmes celebrate contemporary practices and encourage innovative, experimental expressions beyond the mainstream. In 2021, we launched the 136 Goethe Lab to foster collaboration and creativity among artists and cultural practitioners.

Library and DAAD

Our physical library for German learners consists of helpful learning materials for our students, including textbooks, dictionaries, magazines, and children's books. Our digital library boasts an extensive collection of over 35,000 books, magazines, newspapers, audio books, and films. As a hub for academic pursuits, the German Academic Exchange Service (DAAD) Information Centre provides valuable insights into study opportunities in Germany.



The German Academic Exchange Service

Address:

DAAD Information Centre Singapore, c/o Goethe-Institut, 136 Neil Road, Singapore, 088865

Tel: +65 6223 4226

Email: info@daad-singapore.org **Website:** www.daad-singapore.org

Facebook: www.facebook.com/daad.singapore

Instagram: @daad_singapore

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

The DAAD Information Point Singapore was established in September 2001 and is located at the Goethe Institut, Neil Road. Free and comprehensive information is provided about:

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

News and Events are continuously published on the IP's website and social media channels. For personal appointments, please write to: info@daad-singapore.org.



Technical University of Munich (TUM) Asia

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Singapore 139660 **Tel:** +65 6777 7407 **Fax:** +65 6777 7236

Email: admissions@tum-asia.edu.sg

Website: www.tum-asia.edu.sg

The Technical University of Munich (TUM) was founded in 1868 and is one of the most research-intensive and innovative universities in Europe. It is ranked top 10 in Europe in QS World Ranking 2024, Times Higher Education (THE) 2023, and Shanghai Ranking 2022, and has produced 18 Nobel Prize winners.

To bring German academic excellence beyond borders, TUM Asia was established in 2002 and is the most successful overseas campus of any German university. Apart from providing bachelor's and master's degrees conferred by TUM and jointly with renowned universities in Singapore, TUM Asia also offers executive education courses in areas like Industrie 4.0, Precision Engineering, and Railway and Logistics. To boost competencies in the manufacturing industry, the Competence Centre for Digitalisation, Technologies and Innovation (CDTI) was set up in collaboration with FESTO Singapore to provide lifelong learning courses. To date, more than 2,300 students from 35 countries have graduated from TUM Asia, establishing their footholds in various industries.

In 2010, TUMCREATE was founded as a multidisciplinary research platform to foster bilateral research exchanges between TUM and world's leading universities, local institutions, public agencies and industry partners to contribute towards the sustainable transformation of societies. It is funded by the National Research Foundation Singapore, making advances in research topics like urban mobility, food science and technology, biomedical technology and preventive healthcare, and energy.

To know more, visit https://tum-asia.edu.sg

The Embassy of the Federal Republic of Germany in Singapore

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Website: www.singapur.diplo.de

Twitter: @GermanyinSGP

FaceBook: GermanyinSingapore **Instagram:** @GermanyinSingapore

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

The Ambassador as representative of the German Federal President, briefs high-ranking visitors and takes part in official talks or negotiations. He heads a team that contributes to shaping the political, economic, science and cultural relations. It is complemented by a military attaché, the representative of the Deutsche Bundesbank and the consular section that provides citizen services and issues visa. More than 2,000 companies providing jobs for 45,000 Singaporeans, more than 5,000 learners of German and an estimated number of 8,000 German residents give an idea of the diversity of the bilateral relationship.

The importance of the Indo-Pacific region in both economic and political terms has increased markedly. The policy guidelines on the Indo-Pacific region adopted by the previous German government continue to serve as a strategic guide for the embassy's work as well as for Germany's foreign policy in the ASEAN-region. Germany's engagement is fully embedded in the EU Strategy for cooperation in the Indo-Pacific.

H E Dr Norbert Riedel

Ambassador Extraordinary & Plenipotentiary Head of Mission

Mr Christoph Hallier

Minister Counsellor

Deputy Head of Mission/ Economic Section

Mr Michael Schardt

First Secretary & Representative of the Deutsche Bundesbank Financial Section

Dr Thorsten Clausing

Counsellor (Science & Technology Section)

Mr Michael Kämmerer

Colonel (Air Force)
Defence Attaché to Singapore and the Philippines

Ms Ying Huang

First Secretary (Cultural & Press Section)

Ms Corinna Markgraf

Third Secretary (Consular Section)

Ms Belinda Harst

First Secretary (Administrative Section)

Ms Annette Sévery

Counsello

Director German Information Centre Southeast Asia

The Embassy of the Republic of Singapore in Germany

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Website: www.mfa.gov.sg/berlin

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

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

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

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

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

H E Lee Chong Hock

Ambassador

Ms Shirah Nair

Deputy Chief of Mission and Counsellor

Colonel Cheong Yunn Shaur

Defence Attaché

Ms Carmen Wong

First Secretary (Administration and Consular)

Ms Jennifer Mary Dhanaraj

Second Secretary (Political)

Mr Sean Chan

Second Secretary (Political)

Dr Dirk Lorenz-Meyer

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Accredited to the federal states: Hamburg and Schleswig-Holstein

Prof Dr h.c. Roland Berger

Honorary Consul-General in Munich

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Accredited to the federal states: Baden-Württemberg, Hesse, North Rhine-Westphalia, Rhineland-Palatinate,

and Saarland

GERMANY AT A GLANCE



GENERAL FIGURES

Total Population¹



84.4 (2022) mil

Exports²



€ 157.7(2022) bn

Imports²



€ 149.5 (2022) bn

Total Area³:



357,600 sq km

Government System4:

Federal state and parliamentary democracy



Economic Relations to Singapore

German Exports to Singapore⁵:

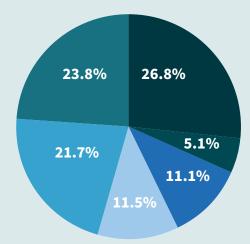
\$\$13.73 bn (2022)

German FDI in Singapore⁶

\$\$21.3 (2021) bn

- [1] https://www.destatis.de/EN/Themes/Society-Environment/Population/Current-Population/_node.html
- [2] https://www.destatis.de/DE/Themen/Wirtschaft/Konjunkturindikatoren/Lange-Reihen/Aussenhandel/Irahl01a.html
- [3] https://www.destatis.de/DE/Themen/Branchen-Unternehmen/Landwirtschaft-Forstwirtschaft-Fischerei/Flaechennutzung/_inhalt.html
- [4] https://www.tatsachen-ueber-deutschland.de/en/politics-germany/political-system
- [5] https://www.statista.com/statistics/623332/import-of-goods-to-singapore-from-germany/
- [6] https://tablebuilder.singstat.gov.sg/table/TS/M083801

Germany's Top Exports to Singapore (2022)7



Nuclear Reactors, Boilers, Machinery

Electrical Machinery and Equipment

Vehicles other than Railway

Optical, Photographic, Medical Equipment

Pharmaceutical Products

Others

Econ Indicators

GDP8 €3,876.8 bn



GDP per capita⁹ €46,264

GDP growth¹⁰

1.8 (2022)

Inflation rate¹¹

+7.9%

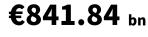
Key Industries¹²



€2,431 bn



Manufacturing Industry excl. Construction





Construction

Service sectors





€35.67 bn

MAJOR TRADING PARTNERS



CHINA





NETHERLANDS



FRANCE



POLAND



ITALY



AUSTRIA



SWITZERLAND



BELGIUM



CZECH REPUBLIC



UNITED KINGDOM



SPAIN

 $^{[8] \} https://www.destatis.de/DE/Themen/Wirtschaft/Volkswirtschaftliche-Gesamtrechnungen-Inlandsprodukt/Tabellen/inlandsprodukt-gesamtwirtschaft.html$

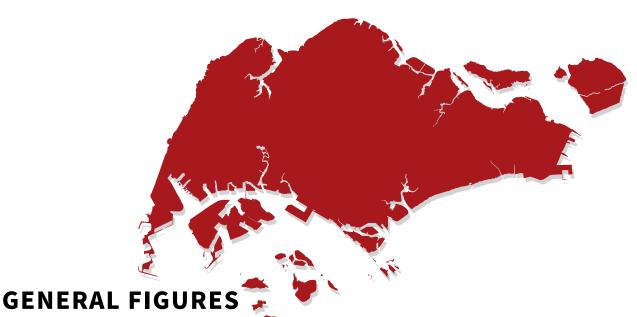
 $^{[9] \} https://www.destatis.de/DE/Themen/Wirtschaft/Volkswirtschaftliche-Gesamtrechnungen-Inlandsprodukt/Tabellen/inlandsprodukt-gesamtwirtschaft.html$

^[10] https://www.destatis.de/DE/Presse/Pressemitteilungen/2023/01/PD23_020_811.html [11] https://www.destatis.de/DE/Presse/Pressemitteilungen/2023/01/PD23_022_611.html

^[12] https://www.destatis.de/DE/Themen/Wirtschaft/Volkswirtschaftliche-Gesamtrechnungen-Inlandsprodukt/Publikationen/Downloads-Inlandsprodukt/inlandspro- ${\tt dukt-endgueltig-pdf-2180140.pdf?_blob=publicationFile}$

 $[\]hbox{[13] https://www.destatis.de/DE/Themen/Wirtschaft/Aussenhandel/Tabellen/rangfolge-handelspartner.pdf?__blob=publicationFile}$

SINGAPORE AT A GLANCE



Total Population1

5.64 (2022)

Total Area³:

734.3 sq km

Exports²



S\$710 bn

Imports²



\$\$655.4_{bn}

Government System4: Parliamentary republic



Economic Relations to Germany

Singaporean Exports to Germany⁵:

€7.02 (2022)

Singapore FDI in Germany⁶

€2.08(2021)

- $[1] \ https://www.singstat.gov.sg/-/media/files/publications/population/population2022.ashx\#: ``text=Singapore's\%20total\%20population\%20stood\%20at, in\%20the\%20atored for the property of th$ non%2Dresident%20population.
- $[2] https://www.singstat.gov.sg/modules/infographics/-/media/Files/visualising_data/infographics/trade_and_investment/singapore-international-trade.pdf$
- [3] https://beta.data.gov.sg/datasets/1587/view; https://www.singstat.gov.sg/find-data/search-by-theme/society/environment/latest-data
- [4] https://www.parliament.gov.sg/about-us/structure/system-of-government#:~:text=Branches%20of%20Government&text=The%20Legislature%20makes%20the%20 laws,is%20the%20Head%20of%20State
- [5] https://www.destatis.de/DE/Themen/Wirtschaft/Aussenhandel/Tabellen/rangfolge-handelspartner.pdf?__blob=publicationFile
- [6] https://www.bundesbank.de/resource/blob/804078/89c7b7a95fea7677a13b9e730cc3eb1d/mL/0-direktinvestitionen-data.pdf

Singapore's Top Exports to Germany⁷ Organic chemicals 12.21 Optical and other related measuring instruments 7.14% Electrical machinery and equipment and parts 48.99% 9.01% Pharmaceutical products 10.81% Nuclear reactors, boilers, machinery and mechanical appliances 11.85% Others

Econ Indicators

GDP8 \$\$643.54 bn



GDP per capita⁸

\$\$114,165mil

²⁰²²⁸ 3.6%

MAS core inflation measure9

4.1% (2022)

Key Industries¹¹



Manufacturing

\$\$131.93 bn



Wholesale & Retail

\$\$121.65 bn



Finance and Insurance

\$\$82.39 bn



Real Estate, Professional Services

\$\$68.88 bn



Other Service Industries

\$\$57.15 bn



Transport & Storage

S\$63.57 bn



Information & Communications

\$\$33.11 bn



Construction

S\$16.80 bn



Real GDP growth⁸ rate

MAJOR TRADING PARTNERS in 202210



CHINA



MALAYSIA

UNITED STATES







TAIWAN

EUROPEAN UNION

HONG KONG

[8] https://www.singstat.gov.sg/modules/infographics/-media/Files/visualising_data/infographics/Economy/singapore-economy28032023.pdf; https://tablebuilder. singstat.gov.sg/table/TS/M015721

 $^{[9] \} https://www.mas.gov.sg/monetary-policy/economics-edu-inflation/inflation/inflation-was-high-in-2022 and the state of the state$

^[10] https://www.singstat.gov.sg/modules/infographics/singapore-international-trade

^[11] https://tablebuilder.singstat.gov.sg/table/TS/M015651

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



Mr Jens Rübbert
Vice President
Managing Director,
Regional Head Asia/Pacific,
Landesbank BadenWuerttemberg (LBBW)



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



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Chief Executive Officer, Global
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TÜV SÜD Group



Ms Andrea Lorenz

Board Member

General Manager, Operations and Administration, Greater China and Southeast Asia,
Richard Wolf Singapore Pte Ltd



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President &
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Siemens ASEAN



Dr Tim Philippi

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Singaporean-German Chamber of
Industry and Commerce (SGC)



Mr Sam Chee Wah
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BOWLZCO Business Consulting LLP



Ms Sabrina Winter

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Mr Douglas Foo

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



Mr Joerg Kalisch
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Dexteritas Pte Ltd



Mr Manohar Khiatani Senior Executive Director CapitaLand Limited



Mr Alexander C Melchers
General Manager & Director

C Melchers GmbH & Co



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
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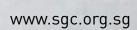
Rottbeck Spedition GmbH

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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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THANK YOU FOR THREE DECADES OF TRUST

Together with our customers, we've driven digital transformation in the Asia Pacific region for three decades. And the best thing is, we're just getting started.

Talk to us about our Premium Internet Underlay — and all things digital.

