

# *Driving Innovation,* **Empowering Partnerships**



## **Annual Report 2024**

**AGM – 13 March 2025**

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





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**Published by:**  
Singaporean-German Chamber of Industry and Commerce

**Address:** 25 International Business Park,  
#03-105 German Centre, Singapore 609916

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Green House Design + Communications  
www.greenhousedc.com

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MDDI (P) 054/01/2025

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# Foreword



2024 has been a special year for the Singaporean-German Chamber of Industry and Commerce (SGC), as we celebrated our 20<sup>th</sup> Anniversary. Over the past two decades, the SGC has served as a fundamental platform for dialogues, collaborations, and mutual growth for the businesses within the Singaporean-German business community. Our milestone anniversary theme, ‘Building Bridges & Creating Opportunities,’ reflects our commitment to fostering partnerships that drive mutual success. It is therefore with great pride that we present you this Annual Report, highlighting our accomplishments over the past year.

In March, we were honoured to host Deputy Prime Minister, Mr Heng Swee Keat at our special anniversary lunch, where we presented the ‘Building Bridges and Creating Opportunities’ Award to recognise outstanding contributions to Singapore-Germany business relations. And for our 20<sup>th</sup> Annual General Meeting (AGM), we could welcome in a truly bilateral manner, German Parliamentary State Secretary Stefan Wenzel and Singapore Permanent Secretary Dr Beh Swan Gin. In May, during our 20<sup>th</sup> Anniversary Gala and Ball, Minister for Trade and Industry, Mr Gan Kim Yong highlighted the chamber’s pivotal role as a cornerstone of bilateral ties over the past two decades, reinforcing the importance of our shared accomplishments.

2024 also brought great new developments to fostering partnerships. The opening of the Germany Trade & Invest (GTAI) ASEAN Hub and the Baden-Württemberg Representative Office at the SGC’s premises reinforced our position as a gateway for partnerships in Southeast Asia. Additionally, our inaugural German Week showcased German innovation and industry excellence, connecting members and guests across various sectors to initiate new opportunities and partnerships.

The year was also defined by impactful initiatives that united people and ideas. Our Women in Business Forum driven by our SGC Women in Business Committee was a remarkable success, featuring inspiring speakers who shared enriching perspectives on gender equality and leadership. We furthermore welcomed in multiple German delegations to Singapore, including those focused on Optics & Photonics and Training & Higher Education, as well as from Saxony-Anhalt, Baden Württemberg and Hamburg, further strengthening regional ties and mutual goals. Additionally, our Hydrogen Delegation to Germany and our Singapore Pavilion at the IFA in Berlin were successful trade promotion activities from Singapore to Germany.

Looking ahead, 2025 marks a momentous occasion as Singapore and Germany celebrate 60 years of bilateral diplomatic relations. Our 2025 theme, “Driving Innovation, Empowering Partnerships”, embodies our continued pursuit of bold ideas and collaborative growth.

All the activities and the results we achieved over the last 20 years would not have been possible without the great dedication and excellent know-how of the entire SGC Board, Advisory Council, SGC Committees and the support of our SGC members. In addition, our thanks go to our Gold members and partners, amongst others the German Chamber of Commerce and Industry (DIHK), the German Federal Ministry for Economic Affairs and Climate Action (BMWK), the German Embassy in Singapore, the Singapore Embassy in Germany, the Singapore Economic Development Board (EDB) and Enterprise Singapore (ESG). We would like to express our continued appreciation for the SGC staff for their tireless dedication and professionalism in driving our initiatives forward.

Together, let us continue building bridges, creating opportunities, and driving innovation to ensure a prosperous future for the Singaporean-German business community!



# SGC Board Members 2024

(As of 31<sup>st</sup> December 2024)



**Ms Shirley Qi**  
President

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



**Mr Jens Rübberdt**  
Vice President

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



**Mr Holger Lindner**  
Vice President

Chief Executive Officer  
Global Product  
Service Division,  
TÜV SÜD AG



**Dr Burkhard Ziegenhorn**  
Honorary Secretary

Managing Director,  
Corporate Bank  
(ASEAN & ANZ)  
Deutsche Bank AG,  
Singapore Branch



**Dr Claus Trenner**  
Honorary Treasurer

Partner, Attorney-at-Law  
Luther LLP



**Ms Eileen Chua**  
Board Member

Managing Director,  
Singapore  
SAP Asia Pte Ltd



**Ms Sojung Lee**  
Board Member

President, APAC  
TeamViewer  
Singapore Pte Ltd



**Ms Andrea Lorenz**  
Board Member

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

*(Until 30 September 2024)*



**Ms Kew Hui Chin**  
Board Member

Managing Director &  
President Chemicals Asia  
HELM Asia Pte Ltd



**Dr Thai-Lai Pham**  
Board Member

President &  
Chief Executive Officer,  
Siemens ASEAN



**Dr Tim Philippi**  
Board Member

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



**Mr Sam Chee Wah**  
Board Member

Deputy Director,  
Hock Seng Hoe Metal  
Company Pte Ltd

Sustainability is a matter of attitude: sometimes what starts small seems much bigger than you think.

Anyone who sets high climate protection targets, as we do, has to start with them in everyday life. As part of our climate program, our ecological thinking and actions are spreading more and more throughout the company. The greater energy efficiency and the expansion of renewable energy that we are implementing not only improve our climate rating - but ultimately the world's climate. **we-pioneer-motion.com**

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## SGC Advisory Council 2024

(As of 31<sup>st</sup> December 2024)



**Dr Norbert Riedel**  
Former Ambassador

Federal Republic  
of Germany to Singapore  
(Until July 2024)



**Dr Bettina Fanghänel**  
Ambassador

Federal Republic of  
Germany to Singapore  
(From August 2024)



**Mr Alexander C Melchers**  
General Manager & Director

C Melchers GmbH & Co KG  
Singapore Branch



**Mr Manohar Khiatani**  
Senior Executive  
Director

CapitaLand Limited



**Mr Tom Wolf**  
Chairman

Meta Wolf Pte Ltd



**Mr Joerg Kalisch**  
Managing Director

Dexteritas Pte Ltd



**Mr Mak Swee Wah**  
Director

SATS Ltd



**Dr Armin Wiesler**

Regional Managing Director and  
Head of Animal Health (ASEAN, Korea,  
Australia & New Zealand)

Boehringer Ingelheim  
Singapore Pte Ltd

(Until 30 September 2024)



**Mr Douglas Foo**

Immediate Past  
President

Singapore Manufacturing  
Federation (SMF)



**Mr Tan Kai Ping**

Executive Vice President,  
Operations, and Chief  
Operations Officer

Singapore Airlines Limited

## SGC Board

### Activities and Works

The Board of the Singaporean-German Chamber of Industry and Commerce (SGC) is elected annually and plays an important role in the decisions taken for and by the chamber. It comprises members from a vast range of experiences, industry backgrounds, and opinions. The following Board Meetings took place in 2024:

- 20 February
- 26 March
- 14 May
- 18 June
- 5 September
- 17 October
- 6 December

## SGC Advisory Council

### Activities and Works

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

- 18 June
- 6 December



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# SGC in Numbers

## Membership



558

Members

>350

Companies

>130

Chamber Events

62%

C-level Executives

>1,400

Number of Attendees at Member Events

## DEinternational

674

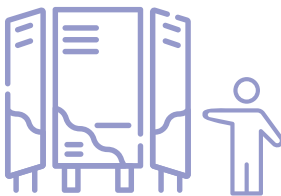
Number of Participants in Business & Events Activities

16

No. of Business Conferences, Events, Symposiums and Trade Fairs

16

No. of Exhibitors



103

Business Matchings

4

Market Studies

312.25m<sup>2</sup>

Space acquired

66

Participating Companies in Trade Delegations

10

Delegations

27

Trade Policy Events, Assessments and Publications

## German Export Finance



>600

Meetings and advisory activities

18

Export Finance related events with Competence Centre as a speaker

>40

Projects in Southeast Asia and Bangladesh where support was rendered

5

Export Credit Agency conference and workshops in Vietnam, Bangladesh and Singapore

## Committees

33

Committee activities, including meetings, forums and/or other committee-initiated activities



721

Participants

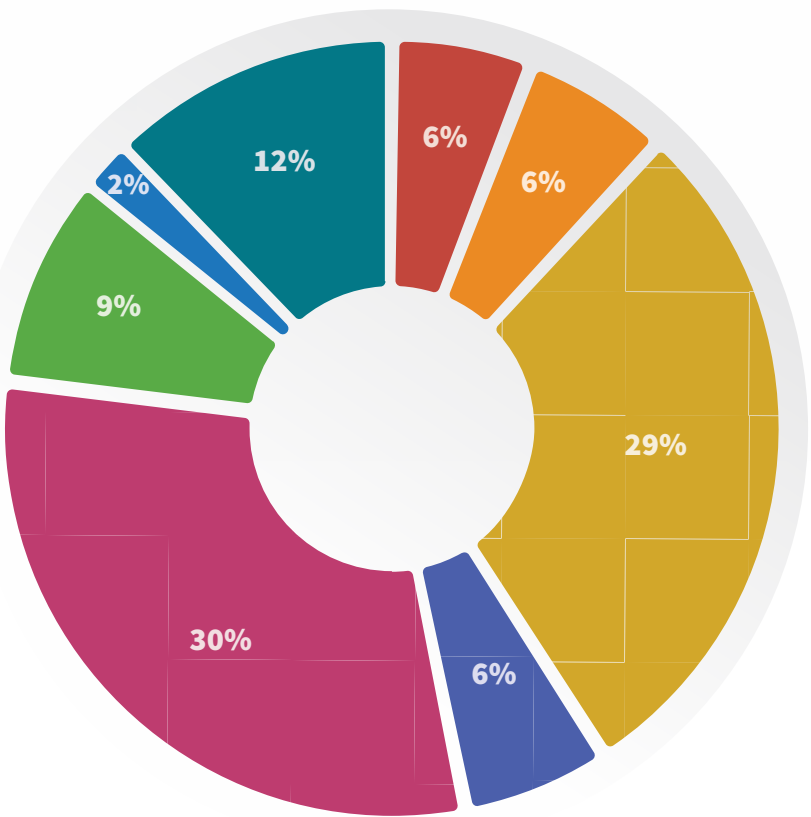
16

Committee events with invited speakers

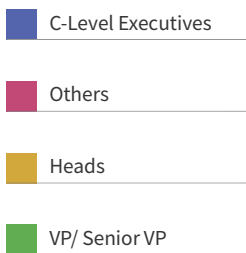
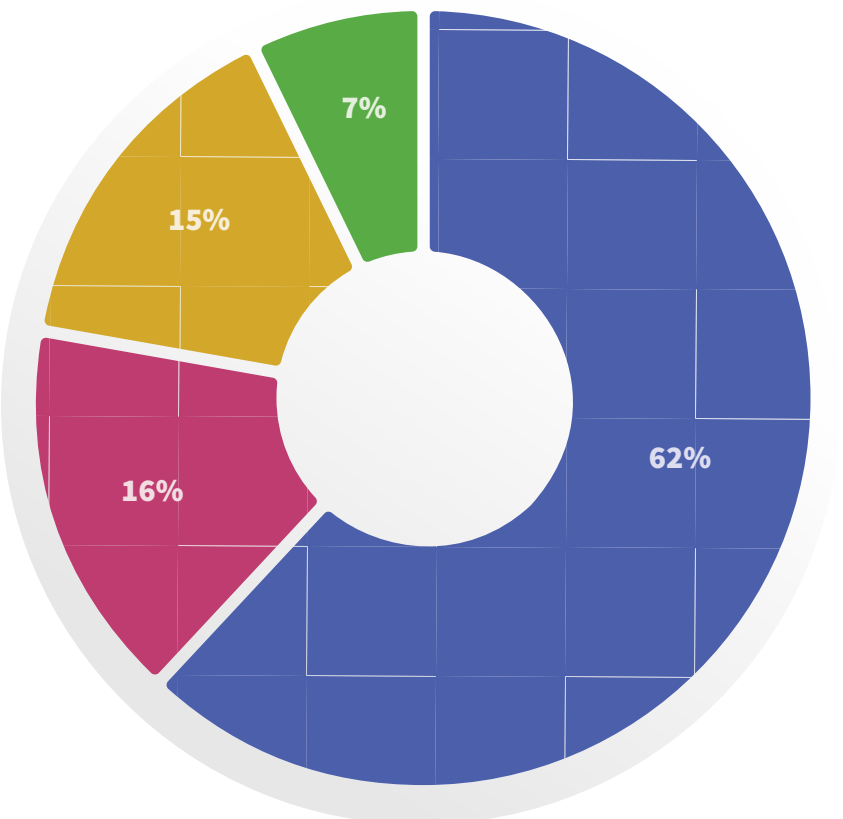
31

Speakers

## Membership by Industry



## Job Title







## We **Enable** Sustainable Material Handling

Jungheinrich leads in sustainable material handling through electrification and automation. As a family-owned business, we take a long-term approach to sustainability. Since 2001, we've grown to more than 150 employees in Singapore, serving 1,600+ customers with more than 6,000 machines.

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At Jungheinrich

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Our electric forklift powered by lithium-ion battery emits on average up to **52% less CO<sub>2</sub>e** than one powered by a diesel engine.

Jungheinrich Singapore and Malaysia joins hands with Animal Projects & Environmental Education (APE) Malaysia to plant a tree for every electric forklift sold, contributing to the reforestation of Sabah. To date, we have donated a total of 243 trees to APE Malaysia.

Find out more: <https://bit.ly/TEWTSG>

Connect with Us:





# SGC Highlights

Let's take a look at some of the standout moments that defined the 20<sup>th</sup> Anniversary of the Singaporean-German Chamber of Industry and Commerce. From high-level dialogues and business delegations to industry forums and special celebrations, this remarkable year was marked by impactful engagements that strengthened partnerships and created new opportunities.





# SGC Dialogue: Panel Discussion with DIHK Delegates, and Launch of SGC's 20<sup>th</sup> Anniversary Logo

16 JANUARY 2024

The SGC commenced the new year by celebrating our 20-year milestone and welcoming a business delegation headed by Dr Martin Wansleben, then-CEO of the German Chamber of Commerce and Industry (DIHK), including Mrs Kirsten Schoder-Steinmueller, Vice-President of DIHK and CEO of Schoder GmbH, Julia Braune, CEO of Germany Trade & Invest (GTAI), and Dr Kristina Heußner, Ministerial Councillor/ Director of Foreign Trade Promotion at the Federal Ministry for Economic Affairs and Climate Action. They were accompanied by the presidents and CEOs from regional German Chambers of Commerce and Industry (IHKs).



Speaking to members during the SGC Dialogue's Q&A session were (From left) Dr Martin Wansleben, then-CEO of the German Chamber of Commerce and Industry (DIHK), Ms Shirley Qi, SGC President and event moderator, and Mrs Kirsten-Schoder Steinmueller, Vice-President of DIHK and CEO of Schoder GmbH.



(From Left) Mr Kok Ping Soon, Chief Executive Officer of the Singapore Business Federation (SBF) with Dr Martin Wansleben, then-Chief Executive Officer of DIHK.



In conjunction with this momentous visit, the chamber organised its first SGC Dialogue for the year with an exciting panel discussion on "Germany's economic landscape and business relations with ASEAN and Asia/Pacific", and also unveiled the SGC's 20<sup>th</sup> Anniversary logo. Reflecting on two decades of collaboration and growth, we would like to extend our sincere gratitude to all participants for joining our 20<sup>th</sup> Anniversary celebration.



# SGC 20<sup>th</sup> Anniversary Special Lunch Dialogue

with **Mr Heng Swee Keat**, Deputy Prime Minister and Coordinating Minister of Economic Policies

22 MARCH 2024

On the occasion of the SGC’s 20<sup>th</sup> Anniversary, the chamber hosted a special lunch dialogue with Guest of Honour, Mr Heng Swee Keat, Deputy Prime Minister and Coordinating Minister of Economic Policies.




Mr Heng Swee Keat, Deputy Prime Minister and Coordinating Minister for Economic Policies (seated in centre), at the SGC 20<sup>th</sup> Anniversary Special Lunch Dialogue with chamber members. The fireside chat was moderated by Ms Shirley Qi, President of the SGC.

DPM Heng addressed close to 130 guests from the business community in Singapore on the changing global trade dynamics. He cited innovation and technology as important business trends in the current globalisation era, and also shared his appreciation of German businesses in Singapore, especially having created close to 45,000 job opportunities, transfer of technological knowledge and collaborations on innovation.


Following the insightful fireside chat, DPM Heng presented the “Building Bridges – Creating Opportunities: SGC 20<sup>th</sup> Anniversary Awards to honour SGC member companies for their outstanding business achievements, and SGC Corporate Gold members for their longstanding support of 15 years to the chamber.

## Multinational Corporation Category (MNC)

 **Winner**  
Evonik (SEA) Pte Ltd


Runners-up  
Deutsche Bank AG, Singapore Branch, and SAP Asia Pte Ltd

## Small and Medium-sized Enterprise Category (SME)

 **Winner**  
ZwickRoell Singapore

Runners-up  
avodaq Pte Ltd, and Paulaner Bräuhaus Singapore

## SGC Loyalty Awards

 avodaq Pte Ltd, Landesbank Baden-Württemberg (LBBW), Siemens Pte Ltd, and TÜV SÜD Asia Pacific





The elected SGC Board members for 2024/2025 (Seen in the photo from left) Dr Thai-Lai Pham from Siemens Pte Ltd, Mr Sam Chee Wah from Hock Seng Hoe Metal Co. Pte Ltd, Mr Holger Lindner from TÜV SÜD Group, Ms Sojung Lee from TeamViewer Singapore Pte Ltd, Ms Eileen Chua from SAP Asia Pte Ltd, Ms Shirley Qi, from Evonik (SEA) Pte Ltd, Ms Kew Hui Chin from HELM Asia Pte Ltd, Ms Andrea Lorenz from Richard Wolf Singapore Pte Ltd, Mr Jens Rübberdt from Landesbank Baden-Wuerttemberg (LBBW), Dr Claus Trenner, from Luther LLP, and Dr Tim Philippi, Executive Director, SGC. Board member not in the photo: Dr Burkhard Ziegenhorn, from Deutsche Bank AG, Singapore Branch.

## SGC 20<sup>th</sup> Anniversary Annual General Meeting

26 MARCH 2024

The SGC's Annual General Meeting took place with much aplomb, being the 20<sup>th</sup> Anniversary of the chamber! The AGM commemorated 20 years of fostering bilateral trade relations between Singapore and Germany. The event brought together members and stakeholders to reflect on two decades of milestones, and impactful contributions to the business community.

We would like to extend our congratulations to the newly elected SGC Board for 2024/2025!





# German Week — Celebrating 20 Years of Success!

6–10 MAY 2024

The inaugural German Week from May 6 to 10 was a resounding success! The event showcased numerous participating companies and drew more than 600 visitors to a variety of open house events, displaying the extensive capabilities of German businesses across various industries. The open houses were hosted by new and established members from the German business community, emphasising the significant impact of German innovation and collaboration in Singapore.

Dr Norbert Riedel, then-German Ambassador to Singapore, remarked, “German Week stands as a remarkable testimony to the capabilities of German companies and a testament of strong mutual growth and partnership between our nations.”

“The overwhelming response to the German Week sent a strong signal to continue fostering dialogue and partnership between Singapore and the German business,” noted Dr Tim Philippi.







The SGC was delighted to welcome Mr Gan Kim Yong, Minister for Trade and Industry as the Guest of Honour for the 20th Anniversary Gala and Ball.

## SGC 20<sup>th</sup> Anniversary Gala and Ball

11 MAY 2024

The SGC's 20<sup>th</sup> Anniversary Gala and Ball at the iconic Raffles Hotel was not just a celebration but a reflective journey of two decades of fostering bilateral trade and business relations. The evening was filled with dance, live music, and heartfelt contributions to our charity auction supporting the Children's Cancer Foundation Singapore.

The SGC was delighted to welcome Minister for Trade and Industry, Mr Gan Kim Yong as the Guest of Honour for the Gala. In his concluding statement, Mr Gan encouraged German businesses to leverage existing and upcoming initiatives to advance business interests. He added, "We look forward to working with the SGC to support German businesses in seizing growth opportunities in Singapore and the region, and to continue deepening the economic partnership between Germany and Singapore."

Said Ms Shirley Qi, President of the SGC, "Looking back at SGC's two-decade journey, we are very proud of how far we have come, and today, we celebrate our chamber's achievements in laying the foundation for immeasurable successful ventures and partnerships, and continuously facilitating invaluable business connections."





# German Business Delegation on Optics and Photonics

26 – 30 MAY 2024

The SGC had the pleasure of hosting a dynamic group of 11 German companies from the Optics and Photonics industry to Singapore for the Market Entry Programme (MEP) funded by the Federal Ministry for Economic Affairs and Climate Action (BMWK).

We kicked off the insightful week with a comprehensive country briefing by the SGC, German Embassy, BMWK, Roedl & Partner and UOB on topics like the economic,

political, legal and financial landscape of Singapore. The delegation also had the chance to visit A\*STAR’s Institute of Microelectronics, and the Edmund Optics factory to firsthand experience the state-of-the-art technologies used. The delegation also visited LUX Photonics Consortium, learning about developing a strong Optics and Photonics ecosystem in Singapore, and collaborating with research institutes to translate cutting-edge technologies into diverse applications.



Country Briefing in the German Centre by SGC.



Site visit to Edmund Optics.



Business symposium at Paradox Hotel.



Business Matching between Gigahertz Optik GmbH and SICK Singapore.

Over the week, the delegates participated in over 70 insightful B2B meetings facilitated and organised by the SGC, supported by LUX Photonics Consortium, Singapore Precision Engineering and Technology Association, Singapore Semiconductor Industry Association (SSIA). The business matchings facilitated meaningful discussions and laid the foundation for future collaborations. Delegates expressed their satisfaction and appreciation for the valuable connections made.

With potential for growth in the Optics and Photonics sectors both in Singapore and Germany, we are delighted to have hosted these remarkable delegates and are excited for new opportunities in this sector in Singapore.







*"Empowering Women, Inspiring Change! The SGC Women in Business Forum last September brought together a packed audience and visionary speakers. Seen in this photo are (from left: Dr Bettina Fanghänel, German Ambassador, Dr Tim Philippi, Executive Director, SGC, with the WiB Committee Co-chairs; Ms Tanja Jesemann (Paulaner Bräuhaus Singapore), Ms Silvia Imran (TÜV SÜD), and Ms Barbara Kinle (KPMG), and panellists; Ms Elise Becker, Vice President on Leave, Ms Bee Kheng Tay, President ASEAN, Cisco, Ms Ulrike Wieduwilt (Country Manager, Russel Reynolds), Mr Holger Lindner (CEO Product Service Division, TÜV SÜD), Ms Olga Petrenko (Regional CFO, Allianz SE Reinsurance Branch Asia Pacific), and Mr Paul Jesemann, CTO, Ncs Telco+ Singtel Group.*



We would like to extend a special thank you to our speakers, panellists, as well as the SGC Women in Business (WiB) Committee Chairpersons — Ms Tanja Jesemann (Paulaner Bräuhaus Singapore), Ms Silvia Imran (TÜV SÜD), and Ms Barbara Kinle (KPMG) for making the forum a successful one! We would also like to thank Andaz Singapore for providing an exceptional venue and support.

# SGC Women in Business Forum: Women Empowerment Reality Check

2 SEPTEMBER 2024

The SGC Women in Business (WiB) Forum last September was a resounding success, drawing a packed audience eager to explore the realities of women's empowerment in the business world! The keynote speakers shared their inspirational perspectives; Ms Tay Bee Kheng recounted her remarkable journey as Cisco's first female ASEAN President and encouraged women to seize opportunities without self-doubt. Ms Elise Becker, Vice President currently on a sabbatical, encouraged attendees to make bold career choices, even if there are short-term setbacks. A panel discussion and lively Q&A session that followed emphasised the importance of achieving gender equity before equality, among other crucial takeaways.





# 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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## Membership, Events & Communications



Meet the SGC's Membership, Events and Communications department: [From Left] Ms Lakshmi Swarnam, Head of Membership, Ms Komal Johal, Senior Consultant, and Ms Cynthia Anne Victor, Senior Consultant.

**The Membership, Events & Communications department actively organises a variety of events throughout the year, namely business luncheons (SGC Dialogues), breakfast briefings, B2B networking events, site visits, amongst others. These events are interactive platforms for key opinion leaders and members to exchange insights on trending topics that drive businesses today. Additionally, the department provides members with relevant business information through its publications, such as the Annual Report, Membership Directory, and the Day of German Unity Special (Business Magazine).**



# Dialogues & Engagements

## SGC Dialogue

on Germany’s Engagement in the Indo-Pacific – Stocktaking after Four Years of Policy Guidelines

30 AUGUST 2024

The SGC was pleased to host an exclusive dialogue with the newly appointed German Ambassador to Singapore, Dr Bettina Fanghänel.

Dr Fanghänel provided a comprehensive overview of four years of active engagement since the adoption of Germany’s policy guidelines for the Indo-Pacific. She highlighted the growing importance of the region, emphasising Germany’s interests in open markets, sustainable supply chains, and regional stability. With a view to the forthcoming Strategic Partnership between Germany and Singapore, she encouraged German companies to provide input.



At the SGC Dialogue on Germany’s Engagement in the Indo-Pacific, new German Ambassador Dr Bettina Fanghänel discussed various aspects of Germany’s policy and its implications for businesses in the region with chamber members.

## Meet the Chamber

5 MARCH 2024

The SGC was delighted to host the annual Meet the Chamber event – which was a wonderful opportunity for us to thank our valued Board and Advisory Council members, Committee Chairpersons, Gold members and advertisers who have graciously supported our chamber in the past year.

It was also our honour to welcome guest speaker, Ms Gabriele Katzmarek, Chairperson of the ASEAN Parliamentary Group of the German Bundestag. Based on the topic, ‘Strengthening Economic Cooperation in a Multilateral World Order’, Ms Katzmarek emphasised the importance of collaboration between nations for a resilient and sustainable future.



During the annual Meet the Chamber event, Ms Gabriele Katzmarek, Chairperson of the ASEAN Parliamentary Group of the German Bundestag, emphasised the importance of collaboration between nations for a resilient and sustainable future.

## Singapore Budget Talk 2024

27 FEBRUARY 2024

The Singaporean-German Chamber of Industry and Commerce, together with the Belgium Luxembourg Chamber of Commerce (BLCC Singapore) and SwissCham Singapore had the pleasure of hosting the Singapore Budget Talk in February 2024.

Delivering the breakdown and insights of the Singapore Budget 2024 Statement were the presenters from Luther LLP; Mr David Martiny, Partner, Attorney-at-Law and Tax Advisor, and Dr Maximilian Kressner, Partner, Attorney-at-Law.



At the Singapore Budget Talk 2024 were (from left) Dr Tim Philippi, Executive Director, SGC, Ms Julie Raneda, Chair, SwissCham Singapore, Mr David Martiny, Partner and Ms Birgitta von Dresky, Partner at Luther LLP, Ms Isabel Alvarez Fernandez, President, BLCC Singapore, and Dr Maximilian Kressner, Partner, Attorney-at-Law, Luther LLP.

## SGC Dialogue

Strategy of the State of Saxony-Anhalt for Market Entry to Southeast Asia

3 SEPTEMBER 2024

The SGC was pleased to host an engaging dialogue with guest speakers, Mr Sven Schulze, Minister for Economic Affairs, Tourism, Agriculture and Forestry of the Federal State of Saxony-Anhalt, and Dr Robert Franke, Managing Director of the Investment and Marketing Corporation Saxony-Anhalt. They were in Singapore on a ministerial delegation trip, which was part of a broader effort to establish economic ties between Saxony-Anhalt and Southeast Asia.



(From left) Mr Sven Schulze, Minister for Economic Affairs, Tourism, Agriculture and Forestry of the Federal State of Saxony-Anhalt, with Ms Shirley Qi, President, SGC, and Dr Robert Franke, Managing Director of the Investment and Marketing Corporation Saxony-Anhalt at the SGC Dialogue.



# SGC Dialogue and Panel Discussion

Industry Updates and What We Can Look Forward To

29 NOVEMBER 2024

What an incredible way to conclude the year with the SGC Dialogue and Panel Discussion! We had the privilege of hearing from industry experts across the Automotive, MedTech, Digital, and Electronics & Engineering sectors on industry trends, challenges, and opportunities shaping the global business landscape.



The final SGC Dialogue for the year featured a special Panel Discussion with our moderator, Ms Shirley Qi, President, SGC (centre), and distinguished panellists (from left); Mr Dharmesh Arora, CEO Asia/Pacific, Schaeffler (Singapore), Mr Jack Goh, Managing Director, SICK Product Center Asia, Mr Maximilian Englisch, Managing Director, Waldner Group, and Ms Eileen Chua, Managing Director, Singapore, SAP Asia.

# SGC Dialogue

with **Dr Shilpak Ambule**, High Commissioner of India to Singapore

10 OCTOBER 2024

It was our great pleasure to welcome Dr Shilpak Ambule, High Commissioner of India to Singapore, as a guest speaker at our SGC Dialogue. Dr Ambule shared his valuable perspectives on India's economic landscape and highlighted the positive relations between India, Germany and Singapore. The discussion aligned well with the upcoming 18th Asia-Pacific Conference of German Business (APK) in New Delhi.



Dr Shilpak Ambule, High Commissioner of India to Singapore (centre), spoke about India's economic landscape and the positive relations between India, Germany and Singapore during the SGC Dialogue. He stands with (from left) Ms Shirley Qi, President, SGC, Mr Jens Rübbert, Vice-President, SGC, Dr Bettina Fanghanel, German Ambassador to Singapore, and Mr Tom Wolf, SGC Advisory Council member.

# Thursdays with the SGC Webinars

## Asia Economic Outlook 2024

14 MARCH 2024

As part of the Thursdays with the SGC webinar series, the SGC was delighted to welcome Dr Charlie Lay (Left image; on left), Director and Senior Economist at Commerzbank, as a speaker on the topic of the Asian Economic Outlook 2024. Based on the question, "Is the global economy resilient and unstoppable?", his presentation focussed on the economic developments of the US and China as well as the global spillover effect in Asia; particularly the ASEAN region.

Dr Lay emphasised diversification as one of the most impactful economic trends. Especially in the post-pandemic period and the current geopolitical conflicts, the global diversification of supply chains shows the importance of ASEAN as an emerging region alongside and as a counterpart to China. Striving for independency, diversifying supply chains, and increasing productivity are the objectives of the current economic situation.



## E-Invoicing in Europe and Southeast Asia

22 AUGUST 2024

The SGC was very pleased to host the webinar on 'E-Invoicing in Europe and Southeast Asia'. Our speakers from Deloitte Tax Consulting; Mr Andreas Kirsch, Director, German Desk, International Tax, and Siew Yong Ong, Director, SEA Tax Technology Consulting, spoke to members about the increasing adoption of E-Invoicing to implement modern tax compliance.

In addition, Andreas and Siew Yong provided a comprehensive overview of digital tax administrative practices across the Southeast Asian landscape. E-Invoicing is an emerging tool that is positively gaining traction, with E-Invoicing models in Germany and Singapore highlighted as exemplary practices. Overall, governments across the globe are transitioning towards E-Invoicing as it streamlines processes for both taxpayers and authorities, enhances transparency and security.





# Risk of Double Taxation for German Expats

29 AUGUST 2024



The SGC was delighted to host its webinar on the topic ‘Risk of Double Taxation for German Expatriates’ with more than 40 participants in attendance! Our speakers, Mr Jens Goldstein from EY GmbH & Co. KG and Mr Philipp Borchert from EY Corporate Advisors provided an in-depth analysis of a circular issued by the Federal German Ministry of Finance in December 2023. The circular has brought additional uncertainty for both German expatriates and their employers.

The speakers elaborated on the shifting criteria for determining tax residency, and they also discussed the more complex criteria surrounding the definition of an economic employer, which could lead to increased documentation requirements.

The webinar concluded with a call to action for German expatriates working abroad to closely review their tax situations with their tax advisors to mitigate potential risks, including preparing for appeals or enhancing documentation processes.



# Mastering Transfer Pricing in Singapore

19 SEPTEMBER 2024

The SGC was delighted to welcome Ms Priya Selvanathan, Head of International Tax & Transfer Pricing ASEAN at Roedel & Partner Singapore, to speak at our webinar on ‘Mastering Transfer Pricing in Singapore’. Ms Selvanathan gave an overview on the latest developments of Singapore’s transfer pricing regulations and documentation requirements to ensure compliance and fair business transactions.

As the operating environment becomes increasingly complex, it is crucial for international companies to stay informed of the changes and their implications. The webinar allowed our participants to gain first-hand insights into the best strategies for a robust transfer pricing strategy, and common pitfalls to look out for under the new regulations. Ms Selvanathan also elaborated on preparing and maintaining comprehensive transfer pricing documentation keeping in mind the guidelines from the Inland Revenue Authority of Singapore (IRAS).

# ‘Are You Confident of Your Financial Future?’

17 OCTOBER 2024



In October, the SGC hosted a webinar on the topic, ‘Are You Confident of your Financial Future?’. Our speaker, Mrs Monika Sturm, Director of ValeoAsia, offered SGC members valuable insights into developing a financial strategy for their retirement planning. Mrs Sturm emphasised the importance of starting financial planning as early as possible, as the value of money diminishes due to inflation. An important financial planning tool introduced to our members for financial security was the effective use of Exchange Traded Funds (ETFs), a passive fund that trades at the stock exchange and is highly diversified. In the discussion with chamber members, Mrs Sturm highlighted common pitfalls in retirement planning such as asset clustering and underestimating the effects of inflation rates on our personal finances.

# Augmented Leadership – How AI Can Make You a Better Boss

21 NOVEMBER 2024

It was an interesting discussion during the engaging webinar on Augmented Leadership with guest speaker, Mr Mark Cosgrove, Managing Director APAC at PROAKTIV Management Asia Ltd. Mr Cosgrove shared practical insights with participants on how AI can transform leadership practices, from streamlining communication and boosting productivity, to simplifying tasks like employee feedback and breaking down language barriers. The large turnout of participants and lively discussions served as an excellent indicator for just how relevant this topic is for many of our members.





# B2B Networking

## Midsummer B2B

27 JUNE 2024

It was a great and fun-filled B2B Networking event hosted by the SGC and German Centre Singapore. With perfect weather complementing the rooftop venue, the event saw 120 attendees coming together to enjoy an evening of meaningful exchange, along with some delectable German food and refreshing beer by Brotzeit. A special thank you to Montigo Resort, DHL Global Forwarding (Singapore) Pte Ltd, and Conrad Orchard Singapore, for their invaluable support in making our event an exciting one.

The evening was not only a celebration of business connections but also a heartfelt farewell to Dominique Herold, Managing Director of the German Centre Singapore. We thank her for a trustful collaboration in keeping the Singaporean-German community connected with our B2B events over the years.



## Christmas B2B

5 DECEMBER 2024

It was a fantastic evening of holiday cheer and meaningful connections with over 200 guests at the Christmas B2B networking event, jointly organised by the Singaporean-German Chamber of Industry and Commerce and the German Centre Singapore! The delicious traditional German Christmas buffet and Glühwein, along with games and exciting prizes certainly added extra sparkles and the festive spirit to this event.

We would like to extend our heartfelt thanks to our sponsors – UOB Bank, Emirates, W Singapore Sentosa Cove, TUI Blue, BVB Sports, Conrad Centennial Singapore, Kärcher, and Rittersport – for making this event a wonderful and memorable occasion.

We look forward to seeing you at our future B2B events, which bring forth valuable business relationships and collaborations.





# Business Matching Services



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

**We connect you with your potential business partners in Singapore**

 PartnerForTradePromotion



## Explore opportunities and assess your market potential

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



## Leverage the SGC network

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



## Here's how we do it

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

# SGC Committees

## Industry-driven Events and Activities



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

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

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

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



# SGC Committees 2024

(As of 31<sup>st</sup> December 2024)

## Automotive



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

## Banking



**Martin Wehling**  
General Manager  
Managing Director  
DZ Bank AG



**Christoph Winnat**  
Chief Representative  
ASEAN and South Asia Financial Institutions  
Helaba Landesbank Hessen-Thüringen  
Singapore Representative Office

## Chemical Industries



**Lars Nordblom**  
Managing Director,  
Wacker Chemicals  
(South Asia) Pte Ltd



**Bernhard Hackl**  
C-Suite Consultant



**Dr Markus Waechter**  
Managing Director, German  
Institute of Science and  
Technology, TUM Asia Pte Ltd

## Healthcare & Life Sciences



**Maximilian Englisch**  
Vice President of Global Sales  
Waldner SE & Co. KG



**Dr Karin Markgraf**  
Head of Regulatory  
Affairs Asia Pacific,  
Merck Group



**Eckart Jensen**  
Chief Executive Officer,  
HR Act Pte Ltd

## Innovation Circle International (ICI)



**Martin Schweiger**  
Owner,  
Schweiger & Partners Singapore

## Mittelstand & Regional Markets



**Sam Chee Wah**  
Deputy Director  
Hock Seng Hoe Metal  
Company Pte Ltd



**Friedhelm Best**  
Founder & Interim Manager,  
BEST-inter APAC Pte Ltd



**Joerg Kalisch**  
Managing Director  
Dexteritas Pte Ltd



**Harald Schmid**  
Chief Executive Officer  
Daimler Truck South  
East Asia Pte Ltd

## Sustainability



**Joachim Ihrcke**  
Senior Advisor  
Leistritz SEA Pte Ltd



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



**Janine Wanner**  
Project Manager,  
Executive Assistant to MD,  
German Centre for Industry  
and Trade Pte Ltd



**Samantha Oehlke**  
Attorney-at-Law (Germany)  
Registered Foreign Lawyer  
(Singapore), Luther LLP

## Women in Business



**Silvia Imran**  
Vice President Strategic Account  
Management & Sales Excellence  
for the region ASMEA  
TÜV SÜD Asia Pacific Pte Ltd



**Tanja Jesemann**  
General Manager,  
Paulaner Bräuhaus Singapore



**Barbara Kinle**  
Senior Manager,  
Global Mobility Services,  
KPMG Advisory LLP



# About the SGC Committees

## Automotive

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

## Banking

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

## Chemical Industries

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

## Digitalisation & Innovation

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

## Healthcare & Life Sciences

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

## Human Resources

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

## Innovation Circle International (ICI)

The Innovation Circle International (ICI) is a global digital working group initiated by the AHK Singapore in cooperation with the AHKs in Greater China, Hong Kong, Israel, USA-Chicago, USA-San Francisco and Korea to foster exchange on the important topic of innovation across borders among our valuable member companies.

One of the most notable features of the ICI is its inclusive approach. All its meetings are conducted online, enabling individuals from any corner of the globe to participate.

## Mittelstand & Regional Markets

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

## Regional Logistics

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

## Sustainability

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

## Women in Business

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

## Young Professionals Network (YPN)

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

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



# SGC Committee Events Overview - 2024

January 26 <sup>th</sup>	Site Visit to Evonik Asia Research Hub
February 21 <sup>st</sup>	SGC Committee Chairpersons Meeting
March 4 <sup>th</sup>	SGC Regional Logistics Meeting at the Lufthansa Cargo Office
April 11 <sup>th</sup>	ICI Virtual Event on Pricing Strategies
April 23 <sup>rd</sup>	Panel Discussion on the Value of Healthcare Data
May 13 <sup>th</sup>	SGC Chemical Industries Committee Meeting
May 29 <sup>th</sup>	Share and Talk Session with State Secretary Stefan Schnorr, BMDV
June 6 <sup>th</sup>	Exploring Business Opportunities in Australia
June 7 <sup>th</sup>	BIOTRONIK Asia Pacific Pte Ltd Site Tour
June 10 <sup>th</sup>	Compliance in Companies
June 11 <sup>th</sup>	Women in Business Committee in Full Swing - Kick-off Meeting
August 14 <sup>th</sup>	Tripartite Guidelines on Flexible Work Arrangement Requests
August 22 <sup>nd</sup>	Driving Renewal: Navigating the Organisational Politics of Breakthrough Innovation
August 28 <sup>th</sup>	Site Visit to the Growy Vertical Farm
September 2 <sup>nd</sup>	SGC Women in Business Forum: Women Empowerment Reality Check
September 18 <sup>th</sup>	Delegation Visit by the German Federal Parliament's Finance Committee
September 19 <sup>th</sup>	Opportunities in the Environmental Industry
September 24 <sup>th</sup>	Site Visit to the Port of Tanjung Pelepas (PTP)
October 2 <sup>nd</sup>	Recent Developments in the Environmental Landscape – Singapore: What Employers Need to Know to Stay Compliant
October 16 <sup>th</sup>	Empower Your Talents and Spread the Word: SGC YPN's First Feierabend Event
October 24 <sup>th</sup>	Life in a Drop – Addressing Blood Plasma Uniqueness and Supply Challenges
November 14 <sup>th</sup>	Reality Check: 'Food Tech Innovation'
November 21 <sup>st</sup>	Trend Forecasting through Backcasting
December 4 <sup>th</sup>	Current Business Landscape and Impact on the Logistics Sector
December 16 <sup>th</sup>	SGC Automotive Committee Meeting



## SGC Committee Chairpersons Meeting

21 FEBRUARY 2024

At the first SGC Committee Chair meeting for the year, chairpersons gathered to review past accomplishments and discuss strategic plans for the year 2024. Each committee presented a comprehensive account of their past activities, along with positive stories and assessments on areas for improvement. An important segment of the meeting was SGC’s unveiling of its overarching plans for 2024, with a special focus on the chamber’s 20<sup>th</sup> Anniversary celebrations. Looking ahead, the SGC is poised for a dynamic collaboration with the committees.



# SGC Banking Committee

## Delegation Visit by the German Federal Parliament's Finance Committee

18 SEPTEMBER 2024

Last September, the SGC welcomed a delegation from the German Federal Parliament's Finance Committee. The visit included a session focused on the financial markets with our Banking Committee at DZ BANK AG. The delegation also visited the SGC on September 20th for an economic briefing and a presentation by the Germany Trade & Invest (GTAI)'s ASEAN Hub. Together with the delegation, the SGC discussed Singapore's role as a financial hub, focusing on opportunities in digital finance and sustainable investment.



# SGC Human Resources Committee



## Tripartite Guidelines on Flexible Work Arrangement Requests

14 AUGUST 2024

The Committee hosted an insightful session on the Tripartite Guidelines for Flexible Work Arrangement Requests and Workplace Fairness Legislation, with Mr Jason Chan and Ms Pauline Chong from the Tripartite Alliance for Fair and Progressive Employment Practices (TAFEP) providing our members with a detailed overview of flexible working arrangements (FWAs) and how these mandatory guidelines, effective from 1 December 2024, will promote fairer and more progressive workplaces in Singapore.

# SGC Chemical Industries Committee



## SGC Chemical Industries Committee Meeting

13 MAY 2024

The SGC Chemical Industries Committee convened for a fruitful session, featuring insightful discussions and valuable idea exchanges. In addition, the committee agreed to develop a position paper to highlight the strengths of German-Singapore business ties. This paper will seek to identify areas for improvement, leveraging the collective wisdom of industry leaders to provide valuable insights to policymakers.

## Recent Developments in Singapore's Workplace Landscape: What Employers Need to Know to Stay Compliant

2 OCTOBER 2024

The SGC was pleased to host the Chemical Industries Committee meeting, with Dr Maximilian Kressner from Luther LLP as a guest speaker. Dr Kressner elaborated on the new employment regulations in Singapore, such as the updated retirement and re-employment ages, the Tripartite Guidelines for Flexible Work Arrangements, and the Workplace Fairness Legislation (WFL).





# SGC Healthcare & Life Sciences Committee



## Site Visit to the Evonik Asia Research Hub

26 JANUARY 2024

It was a unique experience during the site visit to the Evonik Asia Research Hub, where participants were treated to an immersive experience, gaining priceless insights into Evonik's operations within the research hub and the extensive applications of its products. Evonik provided attendees with first-hand information on its contributions across various sectors, including pharmaceuticals, cosmetics, beauty, and the food industry.



## The Value of Healthcare Data

23 APRIL 2024

In collaboration with French Chamber of Commerce in Singapore (FCCS), the event at Elementum Biopolis, this session on the Value of Healthcare Data delved into the critical significance of healthcare data and its potential applications. Guest speakers Mr Arnaud Bauer, Mr Rajiv Rana, and Dr Suhina Singh provided insights on harnessing healthcare data's transformative potential and the importance of maintaining ethical compliance.

## BIOTRONIK Asia Pacific Pte Ltd Site Tour

7 JUNE 2024

The SGC Healthcare & Life Sciences Committee organised an exciting site visit to BIOTRONIK Asia Pacific Pte Ltd last week, where participants were treated to an immersive tour of BIOTRONIK'S cutting-edge facilities. Mr Peter Horan, Managing Director of BIOTRONIK, provided an overview of BIOTRONIK'S journey and its flagship product, the heart pacemaker. Singapore emerged as a pivotal competence centre and global distribution hub for BIOTRONIK, featuring a full-function site housing various operations from research and development to sales and marketing.



## 'Life in a Drop – Addressing Blood Plasma Uniqueness and Supply Challenges'

by the **SGC Healthcare & Life Sciences Committee** and **French Chamber of Commerce Singapore**

24 OCTOBER 2024

It was a lively discussion at this cross-chamber committee event on the topic 'Life in a Drop – Addressing Blood Plasma Uniqueness and Supply Challenges'. The event was moderated by Mr Maximilian Englisch (WALDNER Group & SGC Healthcare Committee Co-chairperson). Mr Bruce Wee Diong Lim (IPOPI), Ms Svenja Barckhausen (Blood Plasma Strategy Expert) and Mr Phillip Hammer-Purgstall (INOSOLVE Group) were invited as panellists.

The event highlighted blood plasma's essential role in healthcare, as IgG immunoglobulins are vital for treating rare diseases and immune deficiencies. Global efforts to boost plasma donations are necessary to secure drug supply. Varying GMP standards worldwide limit plasma fractionation, impacting availability. Asia relies on plasma-derived medicine imports, with the USA as the primary exporter and a key supplier.





# SGC Regional Logistics Committee

## Regional Logistics Meeting at the Lufthansa Cargo Office

4 MARCH 2024

The SGC Regional Logistics Committee convened at the Lufthansa Cargo office, discussing updates on company activities, emphasising a forward-looking perspective for the business outlook in 2024. Dr Tim Philippi, Executive Director of the SGC, showcased the chamber’s key highlights and activities for the year. The post-meeting networking session facilitated meaningful connections and camaraderie among attendees.



## Compliance in Companies

10 JUNE 2024

At this meeting, the SGC Regional Logistics Committee discussed compliance and due diligence in logistics, with guest speaker Mr Roman Luth of Special Commodity Logistics Pte Ltd emphasising their crucial role in risk mitigation, operational efficiency, and the importance of legal adherence and thorough due diligence, especially in third-party relationships.



## Site Visit to the Port of Tanjung Pelepas

24 SEPTEMBER 2024

The SGC Regional Logistics Committee visited the Port of Tanjung Pelepas (PTP) in Johor, Malaysia, marking the chamber’s first SGC Committee activity outside of Singapore, where they toured one of the region’s busiest and most modern ports, with an annual capacity of 13 million twenty-foot equivalent units (TEUs), including real-time operations at the command center and a visit to the Free Trade Zones, where SGC member Equalbase supports the Volkswagen Group’s regional logistics hub serving 21 countries.

## Current Business Landscape and Impact on the Logistics Sector

4 DECEMBER 2024

At the last SGC Regional Logistics Committee meeting for the year, the Co-chairpersons shared updates on the current business landscape and impact of political changes on the logistics sector with participants. This was followed by an engaging presentation by Mr Jochen Siebert, Managing Director at JPW Asia Consulting, on the Automotive market in China. The presentation sparked a lively discussion, with members diving deeper into its implications for the logistics industry.





# SGC Women in Business (WiB) Committee



## Women in Business Committee in Full Swing – Kick-off Meeting

11 JUNE 2024

The SGC Women in Business Committee’s Kick-off meeting showcased personal and empowering stories of female leaders from diverse walks of life. Committee Chairpersons, Ms Barbara Kinle (KPMG), Ms Tanja Jesemann (Paulaner Brauhaus (S) Pte Ltd), and Ms Silvia Imran (TÜV SÜD AG), highlighted their mission, vision, and commitment for the committee at the full-house event hosted at the German Centre. His Excellency, Mr Peter Guschelbauer, the Ambassador of the Republic of Austria to Singapore, expressed his support of progressive gender equality and female leadership, while Ms Shirley Qi, SGC President, reflected on her inspiring personal success story.

## Reality Check: ‘Food Tech Innovation’

14 NOVEMBER 2024

It was certainly an enriching morning at the ‘Reality Check: Food Tech Innovation’ event, hosted by the SGC Women in Business Committee. Held at Paulaner Bräuhaus Singapore, our generous host and sponsor, attendees learned how technologies like AI and machine learning can drive advancements in the food industry and increase production efficiency. In a panel discussion, the speakers highlighted the critical role of food technology in ensuring Singapore’s future food security and enhancing food quality.





# SGC Young Professionals Network (YPN)

## Opportunities in the Environmental Industry

19 SEPTEMBER 2024



The SGC’s first YPN event for the year, based on the topic of “Opportunities in the Environmental Industry,” attracted a vibrant group of over 50 young professionals eager to navigate this crucial sector. This event was jointly organised by the SGC YPN Committee and SGC Sustainability Committee, and The Matcha Initiative. A special thank you to our speakers; Mr Remi Cesaro, Founder and Director of Zero Waste City, Mr Jakob Lambsdorff, CEO of ALBA Singapore, and moderator Ms Lakshmi Kripa Meiyappan for their critical points and engaging dialogue on the importance of ‘cross-learning’ between industries and borders to develop innovative strategies for a sustainable future.



## SGC YPN’s First Feierabend Event

16 OCTOBER 2024

The first SGC Young Professionals Network (YPN) Feierabend saw an attendance of over 30 attendees, all making meaningful connections and sharing overwhelmingly positive feedback. A huge thanks to everyone who attended and contributed to the success of this event.



The YPN Feierabend series is all about fostering connections and empowering young talents to grow within the community. Interested in joining us at future Feierabend gatherings? Simply scan this QR Code to fill out an e-form, and you will be added to our YPN WhatsApp community, where you will receive updates on upcoming YPN events.

# SGC Digitalisation & Innovation Committee



## Share and Talk Session with State Secretary Stefan Schnorr, BMDV

29 MAY 2024

At this interesting exchange session, pertinent topics including digitalisation, digital ID, cybersecurity, and data protection were thoroughly discussed by State Secretary Stefan Schnorr from the German Federal Ministry of Digital and Transport, along with members of the chamber. In an insightful dialogue, State Secretary Schnorr highlighted the reciprocal learning opportunities between Germany and Singapore in the realm of digital transformation. Ms Evelyn Stier, former Co-Chair of the Digitalisation & Innovation Committee, provided a comprehensive overview of Singapore’s digital journey, with emphasis on the successful implementation of the Smart Nation initiative.



## Site Visit to the Growy Vertical Farm

28 AUGUST 2024

It was an interesting and enriching time when the SGC Digitalisation & Innovation Committee and SGC members visited Growy Singapore Pte Ltd! Ms Kerstin Koehler, CEO APAC of Growy Singapore, showcased how her company is revolutionising urban agriculture with cutting-edge technology. Since its inception in 2020, Growy has become a leader in agri-tech, using hydroponic systems and advanced technology to maximise food production in Singapore’s limited spaces. Their innovative approach - using nutrient-rich water and smart sensors - optimises plant health and meticulously monitors conditions within a contained environment. As Singapore leaps forward to the ‘30 by 30’, meaning producing 30% of the nutritional needs by 2030, Growy is truly setting new standards in urban farming with its high-tech solutions.



# SGC Innovation Circle International (ICI)

## ICI Virtual Event on Pricing Strategies

11 APRIL 2024

The SGC Innovation Circle International (ICI) Committee wrapped up an insightful meeting with Mr Mark Chussil, CEO, and founder of Advanced Competitive Strategies, Inc. Mr Chussil shed light on the pivotal role of pricing simulations in guiding effective decision-making for businesses. He elaborated on the critical nature of a pricing strategy, emphasising that many businesses face challenges and failures directly tied to their pricing approaches. Hence, it is crucial for companies to invest time and thoughtful consideration in determining the optimal pricing for their products and services.



Mr Chussil also urged business professionals not to play it safe in the competitive arena but to conquer. The session concluded with a vibrant discussion among participants, and we extend our gratitude to Mr Chussil for sharing his knowledge in such an engaging manner.

## Driving Renewal: Navigating the Organisational Politics of Breakthrough Innovation

22 AUGUST 2024

During the webinar on Navigating the Organisational Politics of Breakthrough Innovation, Mr Bruce Vojak, Founder and Managing Director of Breakthrough Innovation Advisors, spoke to members about the importance of strategically managing organisational politics. He also shared actionable strategies to cultivate a thriving culture of innovation. We would like to thank Bruce Vojak for sharing his thoughts with the participants.



## Trend Forecasting through Backcasting

21 NOVEMBER 2024



The SGC Innovation Circle International (ICI) Committee hosted a very interesting webinar with Mr Sven Gábor Jánoszy, a futurist and the Founder, Chairman, and CEO of 2b AHEAD ThinkTank, Europe's largest independent Future Institute. Mr Jánoszy explained the six steps for creating the ideal futuristic picture, which forms a backcasting approach to strategic planning. Unlike traditional forecasting, which predicts future trends based on current data, backcasting begins with a clear vision of a preferred future and works backward to identify the necessary actions, indicators, and decisions required to achieve that vision. This approach is particularly valuable for addressing complex challenges where current trends may not lead to the desired outcomes.

# SGC Mittelstand+Regional Markets Committee



## Exploring Business Opportunities in Australia

6 JUNE 2024

This session on Business Opportunities in Australia was attended by a diverse audience of chamber members and featured key speakers from the German-Australian Chamber of Industry and Commerce (AHK Australien): Mr Markus Walde, Executive Director; Mr Max Schnarr, Deputy Executive Director & Head of Operations and Corporate Development, and Mr Steven Zabeti, Partner & Director at Accru Felters. Mr Friedhelm Best, HIMA General Manager and Co-chairperson of the SGC Mittelstand+Regional Markets Committee, offered a firsthand account of Australia's investment appeal, citing HIMA's successful ventures in the country. His testimonial further highlighted Australia's attributes as a suitable country for investment. The SGC expresses its gratitude to the speakers for their invaluable contributions at the talk.



Membership,  
Events and Communications



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

We forge meaningful connections and ignite opportunities for success!

 PartnerForConnections



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

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



 [SGC.Membership@sgc.org.sg](mailto:SGC.Membership@sgc.org.sg)  
Subject in Mail: "I'm Interested in an SGC Membership"  [www.sgc.org.sg](http://www.sgc.org.sg)

DEinternational/  
Trade Promotion



Meet the SGC's DEinternational/Trade Promotion team [From Left] Mr Sofhian Suratman, Manager, Fairs&More, Ms Sophia Steffen, Senior Consultant and ASEAN Representative of the State of Hessen, S'pore Representative of the Frankfurt Rhein Main Region, Mr Kelvin Foh, Consultant, Ms Marie Waltl, Consultant, Mr Kai Neuber, Head of Competence Centre for Trade Policy (Asia/ASEAN) and ASEAN Representative of the State of Baden-Württemberg, Ms Bernadette Schreimel, Senior Consultant, Ms Dlyal Harris, Deputy Head, and Mr Eirik Behnke, Head of DEinternational/Trade Promotion.

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

DEinternational serves clients in their business needs, for example, searching for business partners, organising business missions and business trips, facilitating the search for new staff and providing market analysis, and monitoring bilateral and regional trade policy developments as well as providing advisory services on Free Trade Agreements (FTAs). DEinternational has successfully executed projects in various industries, such as Energy Efficiency, Optics & Photonics, Training and Higher Education, FinTech, and many more.





## Biotech Delegation from NRW

22–26 APRIL 2024

Organised by Bio.NRW and NRW.Global Business GmbH, the SGC supported the curation of an insightful agenda for the delegation. The SGC arranged a comprehensive country briefing offering a deep dive into Singapore's vibrant business landscape.

The delegation hosted a booth at the Asia Bio Partnering Forum, where they engaged key stakeholders and explored biotech sector collaborations. Additionally, the SGC co-organised the NRW Biotech Business Forum, featuring keynote speeches on the extensive and innovative biotech ecosystem, as well as opportunities in Singapore.

## German Business Delegation on Training and Higher Education

1–2 JULY 2024



The SGC welcomed nine German companies to Singapore as part of the Market Entry Programme (MEP) on Training and Higher Education, funded by the Federal Ministry for Economic Affairs and Climate Action (BMWK). The programme began with a country briefing from the SGC, German Embassy, GTAI, and a session by EY on the ASEAN private education investment landscape. This was followed by a session with TÜV SÜD on their technical education programmes and local funding opportunities for collaborations. The DEinternational team also arranged 21 individual B2B meetings, connecting delegates with stakeholders and providing key market entry insights.

At the Business Symposium, delegates presented innovative solutions to about 60 representatives from the local education ecosystem. The German delegates gave compelling pitches, sparking interest during the networking sessions.



## Dataport Delegation

Pre-Delegation  
15–19 APRIL 2024

Final Delegation  
8–13 SEPTEMBER 2024



The SGC successfully organised eight meetings during Dataport's Pre-Delegation trip across the week of 15 - 19 April. The delegates met the Ministry of Digital Development and Information, German Embassy Singapore, Infocomm Media Development Authority (IMDA), Smart Nation Digital Government Office, GovTech, Lufthansa Innovation Hub, ST Engineering Singapore and Mastercard. Dataport had fruitful exchanges with the agencies and companies, experiencing and learning Singapore's strategies towards digitalisation.

The final delegation from 8-13 September was led by State Secretary Mr Jan Poerksen, Head of Senate Chancellery of Free and Hanseatic City of Hamburg. We kick-started the delegation trip with a comprehensive country briefing

by the German Embassy and the SGC. Thereafter, Dezan Shira & Associates gave further insights into Singapore's governance and administrative structure, and digitalisation strategies and the function of the Smart Nation and Digital Government Office.

During a networking dinner, Dataport invited meeting partners to reignite ideas, deepen business relations and explore further collaborations. Later in the week, the delegation visited the URA Gallery to explore Singapore's smart city initiatives and learn more about Singapore's transformation from the early 1960s to present. Afterwards, the delegation visited the Punggol Digital District hosted by JTC to learn more about future developments for Singapore.



# Ministerial and Economic Delegation from Saxony-Anhalt

2-4 SEPTEMBER 2024

The SGC was pleased to welcome a German Delegation from Saxony-Anhalt led by Mr Sven Schulze, Minister of Economy, Tourism, Agriculture and Forestry, on the topic of Market Entry in South-East Asia and the deepening of economic relations.

During this three-day programme, the delegation attended a country briefing on Singapore's political, economic and legal landscapes, and visited German companies that achieved significant growth in Singapore as well as institutions with exemplary progress in their respective fields. On the first day,

Mr Schulze was welcomed by Grace Fu, Minister for Sustainability and the Environment and Minister-in-charge of Trade Relations at the Ministry of Trade and Industry, Singapore, where the parties discussed bilateral investment opportunities and possibilities on strengthening economic cooperation in the semiconductor industry and other technologies.

Also part of the programme was the SGC Dialogue where both Mr Schulze and Dr Robert Franke, Managing Director of the Investment and Marketing Corporation Saxony-Anhalt, presented on Saxony-Anhalt as a dynamic hub for growth and innovation.



# Visit by the First Mayor of Hamburg to Singapore

25-28 SEPTEMBER 2024

Dr Peter Tschentscher, First Mayor of Hamburg, visited Singapore accompanied by a distinguished delegation of political, business, and academic leaders from the Hanseatic City. The SGC had the honour of supporting this delegation by providing a comprehensive country briefing on Singapore's political and economic landscape, in collaboration with the German Embassy Singapore and Germany Trade & Invest (GTAI).

The reception brought together key stakeholders from both cities and further strengthened the strong ties between Hamburg and Singapore, paving the way for promising new opportunities. Important collaboration agreements were reached in key areas such as maritime decarbonisation, digitalisation, cybersecurity, and the promotion of innovation and internationalisation in transportation, logistics, and academic partnerships.

We look forward to continuing our close cooperation with our valued partners to further deepen bilateral relations and foster new initiatives between Singapore and Hamburg.



# Business Mission on Energy Efficiency (Hydrogen) to Germany

20-25 OCTOBER 2024

The SGC led nine Singaporean companies and institutions to Hamburg and North-Rhine Westphalia, exploring Germany’s (green) hydrogen innovations along the value chain. Funded by the Federal Ministry for Economic Affairs and Climate Action (BMWK) under the German Energy Solutions Initiative, the delegation attended the Hydrogen Technology Expo Europe, and also engaged with key stakeholders on advancements and challenges in the hydrogen sector.

The trip showcased practical hydrogen applications, including 2G Energy AG’s combined heat and power systems (CHP), a hydrogen refueling station at the Hydrogen Application Centre in Herten, and Klimakommune Saerbeck, which demonstrated sustainable energy and hydrogen production through wind and solar power at a former ammunition depot. Mabanaft shared their mission to build a clean hydrogen supply chain and insights into its innovative project New Energy Gate.

Meanwhile, Quest One highlighted its innovative electrolyzer production and electrolysis stacks, aiming to reduce 1% of global greenhouse gas emissions by 2050. Insights into salt caverns as storage options especially in the north of Germany, were given by Storengy Deutschland. At Chemiepark Marl, Evonik explained the role of hydrogen in chemical production alongside an impressive overview of the site, which is three times the size of Monaco.

A roundtable hosted by NRW.Global Business allowed for insightful discussions on current industry developments in Germany and Singapore.



# Berlin Goes Singapore: Fintech. AI. Blockchain.

4-8 NOVEMBER 2024

The SGC was delighted to host a delegation from Berlin on the topic of FinTech, AI and Blockchain funded by Germany Trade & Invest and in collaboration with Berlin Partner für Wirtschaft und Technologie GmbH. State Secretary Michael Biel from the Senate Department for Economic Affairs, Energy and Public Enterprises also joined the delegation to the Singapore FinTech Festival where participants gained insights into emerging trends, connected with industry leaders, and addressed challenges in digital payments, blockchain, AI, cybersecurity, and regtech.

Throughout the five-day programme, the delegation had the chance to participate in a ‘Berlin goes Singapore’ Networking Event, which was attended by over 100

guests. The event included a business matchmaking session facilitated by A\*STAR Collaborative Commerce Marketplace (ACCM). A big thank you to our speakers, Dr Robert Hermann, Ambassador Dr Bettina Fanghänel, State Secretary Michael Biel, Lim Li-Wei and State Secretary Heiko Thoms.

Additional highlights of the programme included a country briefing on Singapore’s economic and FinTech landscape, along with various site visits offering our delegation firsthand insights into business operations across Singapore.







# Empowering your Business

The State of Hessen is a premier investment destination in Europe. Our region offers you a strategic location in Germany, first-class infrastructure and highly skilled talent. Join our empowering ecosystem and use our region as a launchpad to boost your business!

[invest-in-hessen.com](https://invest-in-hessen.com)



## Representative Office of the State of Hessen, Singapore

### Welcoming Frankfurt Rhein-Main to Singapore

15–16 APRIL 2024

In April 2024, we had the pleasure of welcoming Mr Eric Menges, CEO Frankfurt RheinMain GmbH International Marketing of the Region (FRM) to Singapore on the special occasion of inaugurating the representation of FRM in Singapore.

In alignment with our ongoing representation of Hessen Trade & Invest GmbH, we are honoured to further fortify our commitment by extending the representation of the Federal State of Hessen in Singapore and the broader ASEAN region through FRM. We invite companies in Singapore and ASEAN to explore the numerous opportunities and strategic advantages that await you in this economic powerhouse.

During this visit, we met with various strategic partners during one-on-one meetings in Singapore to officially introduce FRM and discuss further collaboration.



Sabine Florian, Deputy General Manager, Dr. Julia Busch, then Representative for Hessen in ASEAN and Eirik Behnke, Head of DEInternational welcome Mr Eric Menges, CEO of FRM to Singapore.

### Strengthening Partnerships: SGC in Hessen

9 JULY 2024



The SGC team catching up with their partners from Hessen Trade and Invest: Eirik Behnke and Sophia Steffen meeting Dr. Rainer Waldschmidt, CEO, Dr. David Eckensberger, Head of department International Affairs, and Heike Müller-Sedlaczek, Director Foreign Trade.

On the occasion of the Consultation Days Hessen 2024, Eirik Behnke, Head of Trade Promotion, and Sophia Steffen, Senior Consultant Trade Promotion, travelled to Frankfurt am Main. Thanks to the IHK Frankfurt am Main, it turned out to be a fantastic event with 380 attendees and representatives from 50 chambers worldwide.

It was a pleasure meeting with Hessen companies interested to learn more about market entry in Singapore and reconnecting with our esteemed partners at Hessen Trade & Invest GmbH (HTAI) and FrankfurtRheinMain GmbH International Marketing of the Region (FRM).

For companies in Singapore and the ASEAN region considering their expansion into Germany, we are excited to share insights on why Frankfurt and Hessen are the ideal destination for your business ventures in Germany and Europe.



# Hessen at Singapore FinTech Festival 2024

5-8 NOVEMBER 2024

As the home of Europe’s financial hub, there was no doubt that the federal state of Hessen had to be part of the world’s largest FinTech trade fair!

At the Hessen Trade & Invest (HTAI) booth in the German Pavilion, Dr David Eckensberger, Head of Department International Affairs, connected with companies exploring the wealth of opportunities Hessen offers. We were also very pleased to meet our Ambassador to Singapore, Dr. Bettina Fanghänel, who took the opportunity to visit the Hessen booth.

During the week, there were insightful and productive discussions between HTAI and valued AHK-partners to further strengthen the dynamic ties between Hessen and Singapore.

For more information about Hessen, please contact:



**Ms Sophia Steffen**  
 ASEAN Representative of the  
 State of Hessen, SGC

# Trade Fairs



Singapore Pavilion with participating companies from Rain Design Pte Ltd, TGI Technology Pte Ltd and RMVHG Pte Ltd.

# Channel Summit EMEA 2024

13-15 MAY 2024

After three years, the SGC was pleased to be back again at Channel Summit EMEA 2024 was held in Monaco last year. The SGC supported six innovative exhibitors across 56sqm of exhibition space. The Singapore pavilion was organised by the SGC and supported by Enterprise Singapore. In total, the exhibitors held 177 successful meetings, with S\$266,350 confirmed sales and S\$189,250 of sales under negotiation during the three-day event. It was an excellent platform for the companies to showcase their innovative products across the EMEA’s region, collaborate with potential distribution channels while at the same time, drive traffic towards the European and German markets.



At the Singapore Pavilion in Monaco is Mr Sofhian Suratman, Manager, Fairs&More, SGC (centre), with the organising team from Channel Summit EMEA (from left) Ms Shuza Noirot, Sales Director and Ms Gail Fernandes, Events & Project Support.



At the SFF 2024 was Dr David Eckensberger, Head of Department International Affairs, Hessen. He stands with Ms Sophia Steffen, Representative for Hessen in ASEAN (left image), and Dr Bettina Fanghänel, German Ambassador to Singapore (right image).



Singapore Pavilion with participating companies from Square District and Skinarma Pte Ltd.



Singapore Pavilion with participating company Uniq Creation Pte Ltd.



# 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.**

## IFA 2024

6-10 SEPTEMBER 2024

The SGC successfully organised the Singapore Pavilion at IFA 2024 in Berlin, with the support of Enterprise Singapore. Five Singaporean companies displayed their innovative products in the Health & Fitness and iZone halls. The Singapore Pavilion covered 129sqm of exhibition space, which is a 56% increase in size over the past year in 2024. 68 contacts were made, S\$36,400 confirmed sales with S\$83,000 sales under negotiation and S\$322,400 sales expected over the next 12 months. IFA plays a strategic platform for Singapore-based SMEs to successfully penetrate in the European consumer electronic market.



Singapore Pavilion with participating company Ms Chan Yee Pheng, Senior Manager of OSIM International Pte Ltd.



Singapore Pavilion with Mr Jens Klubescheidt, Senior Business Development Manager, Western and Central Europe, Enterprise Singapore with Mr Sofhian Suratman, Manager, Trade Fairs.



Singapore Pavilion with participating company Mr. G-Jay Yong, Managing Director of MyFirst Tech Asia Pte Ltd.



Singapore Pavilion with participating company Mr. Andy Wong, Group Managing Director of Uniq Creation Pte Ltd.



# Trade Fairs



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

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These services include:

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



**Press relations**

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

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

## Representative Office of the State of Baden-Württemberg, Singapore

### Opening of the Baden-Württemberg Singapore Office for ASEAN

**29 FEBRUARY 2024**

The SGC was proud to announce its appointment to represent the state of Baden-Württemberg, Germany, in Singapore last year, further underscoring a mutual commitment to fostering innovation, sustainability, economic growth and education between Singapore, ASEAN, and Baden-Württemberg. The appointment took place during a German political delegation trip in February 2024, headed by Dr Florian Stegmann, Minister of State and Head of the State Chancellery of the state of Baden-Württemberg. This move is aligned seamlessly with the shared objectives outlined in the Germany-Singapore Framework for Sustainability and Innovation, further strengthening the ties between the two nations.



ASEAN handshake performed by (from left to right) Kai Neuber, ASEAN Representative for the State of Baden-Württemberg, Ms Theresa Schopper, Minister for Education, Youth & Sports, Baden-Württemberg, Mr Lee Chuan Teck, Executive Chairman of Enterprise Singapore, Dr Florian Stegmann, Minister of State and Head of the State Chancellery of Baden-Württemberg, Dr Norbert Riedel, then Ambassador of Germany to Singapore and Ms Shirley Qi, President of SGC.

### BW Representation: Building Co-operation

**11-14 JUNE 2024**

In June 2024, Kai Neuber, ASEAN Representative for the State of Baden-Württemberg, visited key stakeholders in Baden-Württemberg to promote business collaboration and cooperation in academia and research and development with the ASEAN region. Meetings were held with Baden-Württemberg International, the IHK Stuttgart, e-mobil BW, BIOPRO Baden-Württemberg, VDMA Baden-Württemberg and the Ministry of Science, Research and Arts. These discussions were characterised by a strong spirit of collaboration and a shared commitment to enhancing ties with ASEAN.

The highlight of the visit was a meeting between Dr Florian Stegmann, State Minister and Head of the State Chancellery, with Dr Tim Philippi, Executive



At this fruitful meeting was (from left) Dr Florian Stegmann, Minister of State and Head of the State Chancellery of Baden-Württemberg, Dr Tim Philippi, Executive Director, SGC, Dr Winfried Kretschmann, Minister-President of the State of Baden-Württemberg, and Kai Neuber, ASEAN Representative for the State of Baden-Württemberg (SGC).

Director, SGC, and Kai Neuber at the Villa Reitzenstein. This engagement underscores the dedication of Baden-Württemberg to strengthening its connections with ASEAN and fostering long-term partnerships."





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## BW Goes SWITCH

**27–31 OCTOBER 2024**



*Welcoming the start-ups from Baden-Württemberg and Baden-Württemberg International (BW\_i) in Singapore on the evening before the beginning of the SWITCH.*

During the Singapore Week of Innovation and Technology (SWITCH), the SGC hosted a delegation of startups from Baden-Württemberg. Organised by Baden-Württemberg International (BW\_i) and the Startup BW initiative, the delegation showcased cutting-edge solutions, including:

- AI-driven automation platforms for marketing and sales
- Cell-cultured milk
- AI applications for biomedicine and digital pathology

- Automated tools for validating and certifying AI models
- Comprehensive platforms for B2B event management
- Smart badges for digitalising workflows
- Personalised T-cell-based cancer therapies

This engagement highlights the synergies between Baden-Württemberg and Singapore in fostering innovation and collaboration in key industries.



*Mr Kai Neuber delivered a presentation at the Global Connect Conference, on opportunities Singapore offers for Baden-Württemberg businesses aiming to expand into Southeast Asia.*

## Global Connect in Stuttgart

**20 NOVEMBER 2024**

At Global Connect Conference on 20 November 2024, Kai Neuber delivered a presentation on Singapore's innovation ecosystem, showcasing its vibrant landscape and the numerous opportunities it offers for Baden-Württemberg businesses aiming to expand into Southeast Asia.

For more information about Baden-Württemberg, please contact:



**Mr Kai Neuber**

ASEAN Representative of the State of Baden-Württemberg, SGC



# SGC at Thought Leadership Sessions

## VDMA ASEAN DAY

### The Future of European Mechanical Engineering in ASEAN: Trends, Strategies and Perspectives

11 MARCH 2024

The VDMA invited its members to explore trends, strategies and perspectives in mechanical engineering in Southeast Asia at the ASEAN Day at the VDMA in Frankfurt. Dr Tim Philippi, Executive Director of the SGC (seen on the second left in photo), was a speaker at this event along with



other foreign German chamber representatives. A key takeaway was that against the backdrop of geopolitical and economic tensions, Southeast Asia is becoming the focus of companies pursuing a de-risking and diversification strategy.

## PANEL DISCUSSION ON DISTRIBUTION AND SALES IN ASEAN

### ASEAN Insights Conference in Munich

18 SEPTEMBER 2024

It was an enriching panel discussion on Successful Sales and Distribution in ASEAN at IHK für München und Oberbayern, shedding light into how companies can succeed in the diverse and dynamic region. Amid the economic challenges, many businesses are turning to ASEAN for fresh opportunities to establish or expand their



The panel discussion on Distribution and Sales in ASEAN was moderated by Dr Tim Philippi, Executive Director of the SGC (left), and included speakers, Mr Bertrand Dauphant, President & CEO, Asia-Pacific, ARRI Asia Pte Ltd, Ms Liz Fendt, Head of Global Sales and Marketing, TÜV SÜD, and Dr Claus Trenner, Attorney-at-Law, Partner, Luther LLP.

presence. Nevertheless, it is important for businesses to have a deep understanding of local markets and tailored sales strategies for success. Dr Tim Philippi, Executive Director of the SGC, moderated the panel discussion with speakers, Dr Claus Trenner (Luther Law Firm), Mr Bertrand Dauphant (ARRI), and Ms Liz Fendt (TÜV SÜD).

## 18<sup>th</sup> Asia-Pacific Conference of German Business (APK) in New Delhi, India

24 – 26 OCTOBER 2024

The 18<sup>th</sup> Asia-Pacific Conference of German Business (APK) in New Delhi was an excellent platform for participants to exchange ideas, and further strengthen economic ties between Germany and the Asia-Pacific region. Key topics included reshaping globalisation and supply chain diversification, the importance of free trade agreements, sustainable finance, and focused discussions on specific markets and countries.



During the AHK Business Lunch ASEAN session, panellists who discussed outlooks on Malaysia, Singapore and Thailand were (from left) Mr Jan Nöther, CEO, Malaysian-German Chamber of Commerce and Industry, Mr Wolfgang Weber, CEO of ZVEI e.V., Ms Nicole Bastian, Handelsblatt (moderator), Mr Roland Wein, CEO, German-Thai Chamber of Commerce, and Dr Tim Philippi, Executive Director, SGC.

# Events Supported by SGC



The official opening of the Germany Trade and Invest (GTAI) Hub in Singapore was celebrated on 26 March 2024 with a ribbon-cutting ceremony. Seen in the picture are: (From left) Mr Alexander Hirschle, Director of the GTAI Hub, Singapore, Ms Shirley Qi, SGC President, Mr Stefan Wenzel, Parliamentary State Secretary to the Federal Minister of Economic Affairs and Climate Action (BMWK), Ms Julia Braune, Chief Executive Officer of the GTAI, Dr Beh Swan Gin, Permanent Secretary (Development) to the Ministry of Trade and Industry (MTI), Dr Norbert Riedel, then-German Ambassador to Singapore, and Dr Tim Philippi, Executive Director, SGC.

## Official Opening of the GTAI Hub in Singapore

26 MARCH 2024

On March 26, the SGC proudly celebrated the opening of the new Germany Trade and Invest (GTAI) Hub in Singapore. The event was attended by key figures from the business community in Singapore. Alongside with the German Embassy and the German Chambers of Commerce Abroad (AHKs), the third pillar of the German foreign trade promotion is now represented in Singapore.

The SGC was honoured to support the official opening of the GTAI Hub in Singapore.

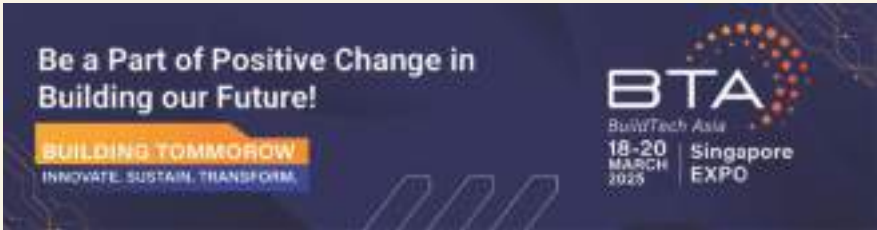
## Singapore Armed Forces (SAF) Day Combined Rededication Ceremony

The SGC was honoured to be recognised as a supporter of the SAF Day Combined Rededication Ceremony on 1st July 2024 (East Zone). Organised by the Singapore Manufacturing Federation (SMF), the SAF Day was an occasion to celebrate and honour SAF servicemen and women who dedicate their lives to serving and protecting Singapore. Mr Kelvin Foh (in picture) from the SGC's DEinternational and Trade Promotion department, represented the SGC and received a Token of Appreciation from the Guest of Honour, Dr Ng Eng Hen, Minister for Defence, Singapore.





# More Events Supported by SGC



# Central Tasks & Special Projects



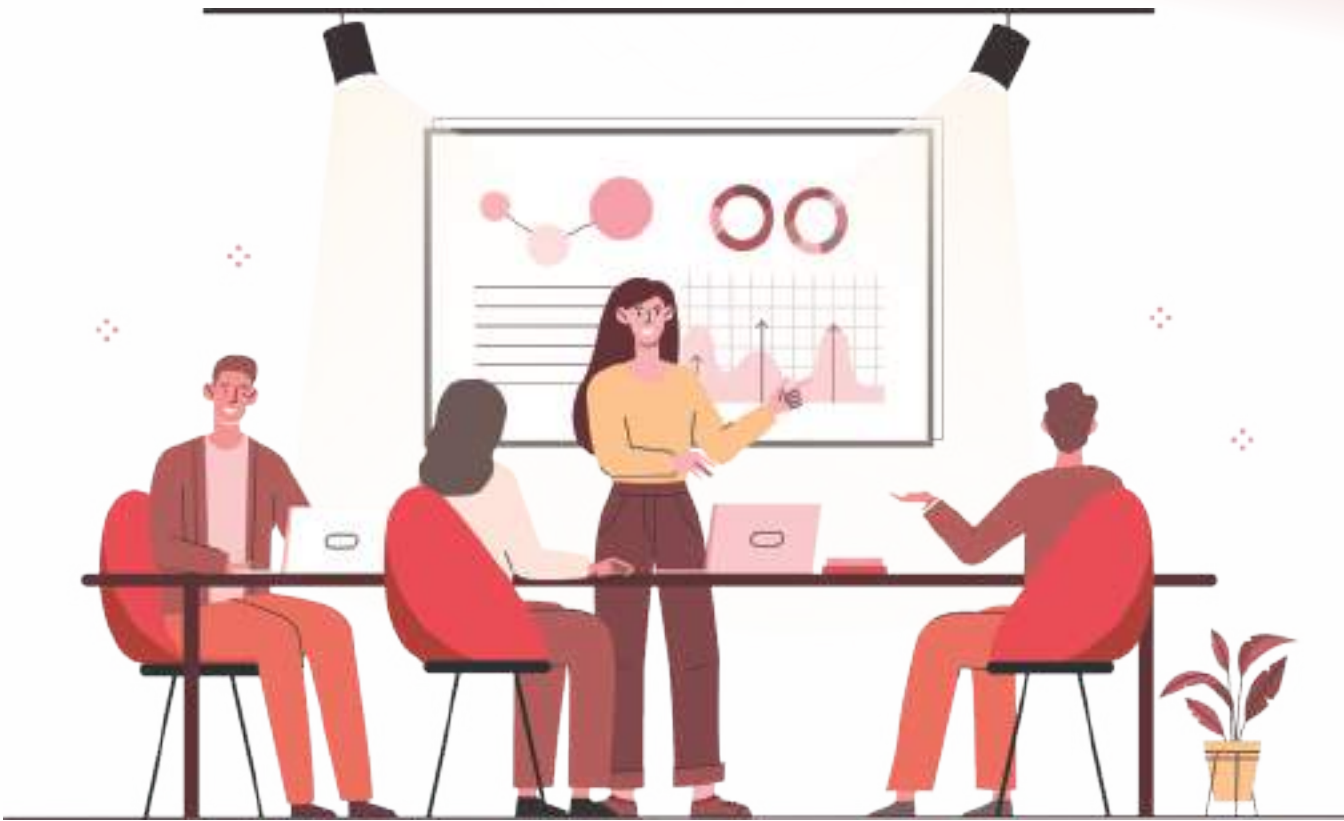
Meet the team behind SGC's Central Tasks & Special Projects [From left] Ms Alexandra Lutz, Divisional Head, SGC Competence Centre for German Export Finance, Ms Anne Wong, Executive Assistant, Office Management & Administration, Ms Sabine Florian, Deputy General Manager & Head of Central Tasks & Special Projects, Ms Nadja Henrich, Consultant, Social Media and Communication, Mr Valdemar Llenos, Manager, Recruitment/Training/Outreach, and Ms Sabine Gebele-Pham, Legal Consultant (In-house).

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



# Office in Office

## Supporting Business Expansion into Singapore and Beyond



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

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

If you are a German company looking to develop your market potential and expand your business in Asia, we welcome you to send an email to



**Ms Sabine Florian**  
Deputy General Manager, and Head of Central Tasks & Special Projects  
[sabine.florian@sgc.org.sg](mailto:sabine.florian@sgc.org.sg)

# HR Services

## Empowering Companies to Find the Right Talent

In today’s volatile and fast-paced job market, finding qualified employees can be a challenging task for businesses. To assist companies with their recruiting needs in Singapore, the Singaporean-German Chamber of Industry and Commerce (SGC) offers tailored Human Resource (HR) services – as a certified Employment Agency – to help companies secure the right talent to drive their growth and success in Singapore and the region.

### Identifying Candidates

Given the unique operations of every business, the SGC HR team consults closely with client companies to understand their specific hiring needs and to create a compelling job advertisement with a detailed profile of the position. The advertisement is strategically published across relevant recruitment portals to maximise reach and visibility among potential candidates.

### Shortlisting Candidates

According to the client’s specific requirements, our HR team screens all incoming applications and creates a shortlist of candidates to be considered for the interview process.

### Interview Process

Upon confirmation of shortlisted candidates, the HR team coordinates the interview schedules and arranges in-person or online interviews. SGC’s meeting facilities are available to conduct interviews in a professional and sophisticated environment.

With its expertise and tailored approach, SGC’s HR Services ensure a seamless hiring experience so that companies can focus on their core business operations. By partnering with SGC, businesses can enjoy any support needed in order to attract the desired talent.

For more information on our HR Services, please contact



**Mr Valdemar Llenos**  
Manager, Recruitment/Training/Outreach  
[valdemar.llenos@sgc.org.sg](mailto:valdemar.llenos@sgc.org.sg)





# SGC Academy

## Driving Innovation Towards Becoming an Industry 4.0 Leader

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

This programme covers the essential components of Industry 4.0, provides insights into the basic principles, explores pathways for innovative business models and

provides a deep understanding of system topology and process chains. Through a mix of theory and practical application, participants will gain knowledge in specific Industry 4.0 applications ranging from manual to fully automated production environments.

In addition, emphasis is placed on ensuring data security throughout the implementation process. In addition, participants will gain valuable insights into emerging trends and future working methods within the digital landscape.

## Celebrating Upskilling Achievements: The AHK Industry 4.0 Specialist Training Programme

Organised by SGC in collaboration with the Bosch Rexroth Regional Training Centre

Trainees demonstrated their proficiency across various modules encompassing foundational theories of Industry 4.0, cutting-edge supply chain management models, technology integration, and principles of design thinking. They also had the opportunity to translate their knowledge into tangible projects to elevate their companies' performance.

Our heartfelt congratulations goes to the dedicated trainees, and our trainers from BRRTC, NTUC LearningHub, SICK Product Center Asia, and HR ACT Pte Ltd.

January Cohort  
**22 JANUARY-2 FEBRUARY 2024**



April Cohort  
**15-25 APRIL 2024**



June Cohort  
**3-12 JUNE 2024**



November Cohort  
**25 NOVEMBER-6 DECEMBER 2024**





# Nurturing and Empowering Organisations with Sustainable Workplace Practices

The National Workplace Learning Framework offers a pathway for organisations to develop a sustainable, enterprise-wide workplace learning ecosystem, which forms the bedrock of a learning organisation. SGC plays an active role in the National Centre of Excellence (NACE) led by the Nanyang Polytechnic (NYP) Award Committee tasked with evaluating corporate efforts in Workplace Learning. SGC also supports the assessment of companies undergoing the Workplace Learning Framework certification process, given the chamber’s connection to Germany’s extensive Workplace Learning tradition.

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

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

## Experiential Trip on Workplace Learning to Germany

3–8 NOVEMBER 2024



In November, an inspiring experiential trip on workplace learning to Germany was made possible through the collaborative efforts of NACE, led by NYP, and the SGC. This unique journey allowed delegates to delve into Germany’s renowned vocational training systems and uncover effective strategies for enhancing workplace learning.

Visits to leading German companies offered firsthand insights into innovative methods and trends, demonstrating how vocational training can drive employee retention and foster human resources development. Such cross-border initiatives reflect the commitment of both NACE and SGC to advance learning and development practices in Singapore.



A joyous delegation from Singapore celebrates the completion of their experiential trip to Germany in November 2024. This delegation trip was organised under the leadership of the National Centre of Excellence for Workplace Learning (NACE, led by NYP), to gain valuable insights into exemplary workplace learning practices.



## The National Workplace Learning Conference

22 NOVEMBER 2024

At the National Workplace Learning Conference 2024, 11 organisations were recognised with the National Workplace Learning Certification Award for cultivating strong workplace learning cultures. The awards were presented by Ms Gan Siow Huang, Minister of State for Education.

Hosted by the National Centre of Excellence (NACE, led by NYP) and supported by SkillsFuture Singapore, the conference aimed to strengthen partnerships and encourage businesses to adopt the National Workplace Learning Framework.

NACE, in partnership with the SGC, leads the certification process based on the framework. By fostering cross-border partnerships and promoting workforce development, the SGC plays a vital role in advancing sustainable business success.



In recognition of their achievements in transforming organisational practices, 11 organisations received the National Workplace Learning Certification Award by NACE, led by NYP, in partnership with the SGC.



# Competence Centre for German Export Finance

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

Finance in Southeast Asia and Bangladesh. For more information, please reach out to:



**Ms Alexandra Lutz**  
Divisional Head, Competence Centre for German Export Finance, SGC  
[alexandra.lutz@sgc.org.sg](mailto:alexandra.lutz@sgc.org.sg)

## Export Financing Opportunities in Bangladesh

17 APRIL 2024

This event, under the theme “Doing Business with Germany with Support from the Federal Government of Germany,” provided an invaluable platform for dialogue and learning. Alexandra Lutz, Head of Competence Centre for German Export Finance at SGC, and Philipp Merten (Commerzbank AG Singapore Branch) offered an in-depth insight into export credit guarantees, in particular buyer credit cover, complemented by a compelling and very interesting



An insightful seminar on Export Financing in Bangladesh - organised by the German Embassy in Dhaka, in collaboration with GTAI and SGC

case study featuring Ijee Tan (ING Bank N.V., Singapore Branch), Anil Maheshwari (Beximco Textiles Division), and Sascha Händler (Textima Export Import GmbH).

A special note of thanks to Ambassador H.E. Achim Tröster and Jan Janowski for hosting this enriching event.

## German Business Delegation on Renewable Energy to Indonesia

2-5 SEPTEMBER 2024

In September 2024, the Federal Ministry for Economic Affairs and Climate Action (BMWK), The German-Indonesian Chamber of Industry and Commerce (EKONID / AHK Indonesien), and the Renewables Academy AG (RENAC) led a German business delegation to Indonesia. The initiative aimed to strengthen partnerships in renewable energy, focusing on Jakarta and Indonesia’s new capital, Ibu Kota Nusantara (IKN) in East Kalimantan.

Eleven German companies specialising in energy infrastructure, storage, and smart grids participated, aligning with IKN’s goal to source 80% of its electricity



The German business delegation to Indonesia was organised strengthen partnerships in renewable energy, focusing on Jakarta and Indonesia’s new capital, Ibu Kota Nusantara (IKN) in East Kalimantan.

from renewable energy by 2045. ECA financing can accompany Indonesia’s Energy Transition. Explaining how it works was the part of the presentation of Alexandra Lutz, Divisional Head of the Competence Centre for German Export Finance.

## How Can European Export Agencies Support Businesses in Vietnam?

30 SEPTEMBER 2024

Atradius Dutch State Business, Euler Hermes and ERV Swiss Export Risk Insurance organised a joint event in Ho Chi Minh City. During a very insightful afternoon, the three Export Credit Agencies (ECAs) presented how they can support European companies exporting to Vietnam. But it was even more important to show how Vietnamese companies and projects can benefit from buying Dutch, German or Swiss suppliers. And Vietnamese buyers can benefit from advantages such as longer payment terms, lower interest rates and total financing costs.

In front of an audience of approximately 120 visitors, Thomas Baum held the opening speech, representatives of the embassies gave their view on the opportunities to work together. Mackenzie Masaki provided an overview of ECA financing and gave a short introduction how export



The insightful event with Export Credit Agencies (ECAs) highlighted support for European exports to Vietnam, and showcased opportunities for Vietnamese companies to benefit from partnerships with Dutch, German, and Swiss suppliers.

credit agencies work, and in a panel discussion Alexandra Lutz, Schmidberger Klaus and Stephan Naber shared their views on the opportunities for international trade.

Two interesting case studies, from GE and ING on a combined cycle power plant, and from GELEX Group, Enercon and LBBW on a wind farm, gave a clear picture on the opportunities advantages and possibilities there are for European and Vietnamese companies to work together.

## VDMA Southeast Asia Summit in Singapore

29 NOVEMBER 2024

At the VDMA Southeast Asia Summit in Singapore last November, the main topic was on the future positioning of European engineering in the Southeast Asian region. Together with GTAI Hub ASEAN, GTAI Vietnam and Alexandra Lutz from the SGC’s Competence Centre for German Export Finance, the focus was on the current economic landscape and prospects in ASEAN in general and Vietnam in particular.



Alexandra Lutz (seen on the right) from the SGC’s Competence Centre for German Export Finance speaking to attendees at the VDMA summit event.



# Competence Centre for Trade Policy (Asia/ASEAN)

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

The competence centre also provides corporate advisory services for companies that seek to build a

strategy on trade policy and leverage specific trade agreements. These services include building tariff optimisation strategies and FTA mappings, trade policy risk assessments (EU GSP compliance) and in-house FTA trainings.

For more information, please contact:



**Mr Kai Neuber**  
Head of Competence Centre for Trade Policy (Asia/ASEAN), SGC  
kai.neuber@sgc.org.sg

## Webinar: Results of the SGC Business Sentiment Survey

15 MAY 2024

The SGC hosted a webinar to present the findings of its 2024 Business Sentiment Survey, presented by Kai Neuber, Head of Centre of Competence for Trade Policy (Asia/ASEAN) at the SGC. The survey captured insights from 73 member companies spanning diverse sectors, with a strong representation from micro, small, and medium enterprises.

The webinar highlighted cautious optimism among members regarding the business outlook for 2024, though positivity was tempered compared to the previous year.

ASEAN was identified as the region with the highest growth potential, followed by India, while confidence in China’s growth prospects continued to decline. Staffing plans reflected this sentiment, with most companies opting to maintain current levels, while a smaller proportion anticipated expansion.

A significant focus of the discussion was on new regulatory frameworks, including the German Corporate Due Diligence Obligations in Supply Chains Act (LkSG) and the EU’s Carbon Border Adjustment Mechanism (CBAM). While many member companies were not directly impacted, a “trickle-down effect” was evident, with smaller firms indirectly affected through their business relationships with larger enterprises. Key challenges cited included supply chain complexity, insufficient regulatory knowledge among suppliers, and increased administrative burdens.

The webinar highlighted the SGC’s commitment to helping members navigate emerging challenges and understand the evolving business and regulatory landscape in Singapore and ASEAN.



Scan the QR Code to read the full survey results!



## VDMA Webinar: Southeast Asia for Intermediates – Singapore

17 OCTOBER 2024

Last October, the SGC participated in a webinar organised by the VDMA titled ‘South East Asia for Intermediates: Singapore’. The event brought together industry leaders to discuss opportunities and strategies for companies operating in the region.

Representing the SGC, Kai Neuber delivered a presentation on the effective utilisation of Free Trade Agreements (FTAs) in Southeast Asia. The session focused on guiding companies to optimise tariff payments by leveraging various regional FTAs based on their sourcing strategies. The presentation emphasised practical approaches to navigate complex trade frameworks and maximise cost efficiencies.

Other speakers included representatives from the Singapore Economic Development Board (EDB), Enterprise Singapore, and SICK, who shared valuable insights on Singapore’s role as a regional hub and strategies for business success in the ASEAN market. This collaborative effort highlighted the dynamic opportunities available to companies operating in Southeast Asia and underscored the importance of strategic partnerships.



## Lessons in Excellence: Germany and Singapore’s Shared Path for Global Competitiveness

1 AUGUST 2024

In 2024, the SGC initiated the preparation of a comprehensive report to commemorate two decades of collaboration between Singapore and Germany. The report, focused on six critical economic location factors, highlighted areas where Singapore and Germany excel and opportunities for mutual learning.

Key topics included digitalisation, reducing bureaucracy, and foreign direct investment for Singapore, while Germany’s focus areas were smart manufacturing, energy efficiency, and vocational training. Insights were drawn from expert interviews across various sectors and a survey of SGC member companies, which ranked priorities for fostering economic growth and global competitiveness over the next decade.

The final report was unveiled during a special members’ event in mid-January 2025, reflecting on the longstanding partnership and shared commitment to innovation and sustainability between Singapore and Germany.



# Finance & Corporate Affairs



Meet the SGC's Finance & Corporate Affairs department [From Left] Ms Pauline Lee, Senior Accounts Executive, Ms Chong Lee Na, Accounts Executive, Ms Irene Tan, Head of Finance & Corporate Affairs, and Mr Patrick Yeo, Administration Assistant.

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

## Finance & Corporate Affairs

### Finance Reporting

SGC's financial cycle follows the calendar year, from January to December. Annual budget planning occurs each August. We are required to report actual performance and forecasts quarterly to both DIHK and the Board. Year-end financial reports are audited in January and submitted to the relevant authorities one month after the Annual General Meeting (AGM). Additionally, the DIHK Annual Report will be submitted to DIHK/BMWK by March.

The budget for the fiscal year 2025 was submitted to DIHK in September 2024. Quarterly results and forecast meetings are held regularly to review the Chamber's financial status, considering various ongoing projects and services offered.

We conduct regular financial checks to ensure sound financial management, including monthly, quarterly, and annual financial reporting. Periodic financial statements are also submitted to DIHK for verification and guidance, ensuring effective checks and balances. Furthermore, we actively participate in finance meetings hosted by DIHK to stay informed about financial policies and updates.

In November 2024, the Chamber underwent an interim audit for the accounting period from January to September 2024. The final audit for the financial year ending 31 December 2024, is scheduled for February 2025.

The Agreed-Upon-Procedure for certifying the DIHK Annual Report for the year ending 31 December 2024, will be performed by the Chamber's auditors and submitted to DIHK in March 2025.

The Goods and Services Tax (GST) for Q4 2024 will be submitted to the Inland Revenue Authority of Singapore (IRAS) in January 2025. Employee employment income tax filings will be submitted to IRAS by February 2025, while the company's corporate tax return for the year 2024 will be filed by March 2025.

SGC has migrated its accounting and payroll systems (Sage 300 and Sage Easy Pay) to a cloud-based server for



enhanced security. Enhancements to Sage 300, such as the ability to generate bank files for upload, have been successfully implemented. The system is also being prepared for the implementation of E-Invoicing in 2025.

No significant changes have occurred in other accounting practices or regulations compared to previous reports.

### Corporate Affairs

To mitigate foreign exchange risk, the Chamber enters into forward foreign exchange contracts with a bank to lock in stable exchange rates for Euro funding.

The Chamber's insurance coverage was renewed in December 2024, including essential policies for Medical, Hospitalisation, Personal Accident, Travel, Office, and Association Liabilities. The insurers remain unchanged, with AIA, MSIG, and AIG providing coverage for Medical, Hospitalization, Personal Accident, Travel, and Office insurance, while Allianz Insurance covers Association Liabilities.

In line with good governance practices, the Chamber evaluates the appointment of auditors every three years. For the financial year 2025 and beyond, it is proposed that the Chamber engage Astute Practice Public Accounting Corporation as its auditors.

The Finance & Corporate Affairs section is responsible for a broad range of administrative duties, including overseeing office and director's insurance, conducting risk management assessments, ensuring compliance with office and financial reporting, performing cost coverage analyses, and handling various finance-related administrative tasks.



# SGC in the Media

## News Coverage on the Opening of Baden-Württemberg’s Representative Office at the SGC in Singapore

The Singaporean-German Chamber of Industry and Commerce (SGC) now represents Baden-Württemberg, Germany, in Singapore, supporting companies expanding between the region and ASEAN. This collaboration, unveiled during a visit by Dr. Florian Stegmann, focuses on innovation, sustainability, economic growth, and vocational education under the Germany-Singapore Framework for Sustainability and Innovation.

**SGC to back local, ASEAN companies expanding into Baden-Württemberg**  
Singapore Business Review, 29 February 2024

<https://sbr.com.sg/markets-investing/news/sgc-back-local-asean-companies-expanding-baden-wurttemberg>

Also featured in:  
**ARD German Radio**

## News Coverage on SGC 20<sup>th</sup> Anniversary Lunch Dialogue

**DPM Heng calls for digital economy agreement between EU and ASEAN**  
CNA Digital News, 22 March 2024

<https://www.youtube.com/watch?v=Bv9TzhwrYMo>

Deputy Prime Minister of Singapore, Mr Heng Swee Keat was the Guest of Honour at the SGC 20<sup>th</sup> Anniversary Lunch Dialogue. In his speech, he stated that a digital economy agreement between the EU and ASEAN would give European firms confidence to do business in this region, and that Singapore can be a gateway to the markets here.

## Day of German Unity Coverage

**UOB’s FDI Advisory in Full Swing with Johor-Singapore SEZ**  
The Edge Malaysia, 2 July 2024

<https://www.businesstimes.com.sg/international/building-bridges-creating-opportunities>

[Excerpt] Regarding the promotion of the Johor-Singapore Special Economic Zone (SEZ), the United Overseas Bank (UOB) facilitated a roundtable discussion between a Johor delegation led by Dato’ Onn Hafiz Ghazi, the Johor Menteri Besar, and representatives from large corporations and various business organisations. These included the Singapore Business Federation, Singapore Manufacturing Federation, Singaporean-German Chamber of Industry and Commerce, China Enterprises Association (Singapore), the Korean Chamber of Commerce in Singapore and the Japan External Trade Organisation.

**Building Bridges & Creating Opportunities**  
The Business Times, 3 October 2024

<https://www.businesstimes.com.sg/international/building-bridges-creating-opportunities>

[Excerpt] As the SGC continues its mission to act as a bridge between Germany and Singapore amid the fast-changing global economy, Dr Tim Philippi (Executive Director of the SGC), hopes to see an expansion in bilateral trade, with both countries leveraging each other’s strengths and working together on sustainable economic development objectives.

## Interview with Dr Tim Philippi on the Economic Location Singapore

**Singapur – Ein attraktiver Markt mit hohem Potenzial**  
Wirtschaft in Mainfranken, September 2024

(trans) Singapore – An attractive market with great potential

The Singaporean-German Chamber of Industry and Commerce (SGC) was founded in 2004. For two decades, it has focused on fostering bilateral trade relations and investments between Germany and Singapore. With more than 550 member companies from diverse industries, the SGC has made significant contributions to strengthening this collaboration.

Also featured in:  
**Außenwirtschaftsportal Bayern**

## Germany Trade & Invest

**Wirtschaftsförderung: Südostasien im Fokus / Germany Trade & Invest eröffnet Hub-Standort in Singapur**  
Volksfreund, 2024

(trans) Trade Promotion: Southeast Asia under focus / Germany Trade & Invest (GTAI) opens hub location in Singapore

With the aim of minimising risks, a growing number of German companies are seeking greater diversification of sales and procurement markets, as well as production sites. Southeast Asia is increasingly coming into focus, particularly in the context of relocations out of China or as part of China-plus-x strategies, which involve establishing additional locations in one or more other countries in the region.

Also featured in:  
**Wallstreet online**

## Singapore’s Global Success and Strategic Role in ASEAN

**Singapur - Eine Erfolgsstory**  
IHK Magdeburg International, 2024

(trans) Singapore – A Success Story

Singapore, also known as the Lion City, has transformed over time from a port city into a global economic hub. The republic has created favourable conditions for trade and industry, becoming one of the world’s most modern metropolises with a focus on efficiency, economic performance, and transparency.



# Communication Platforms

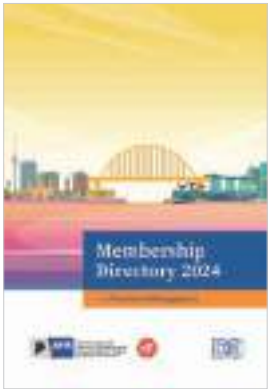
## Our Print Publications



### SGC Annual Report

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

[#PartnerInSingapore](#)



### SGC Membership Directory

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

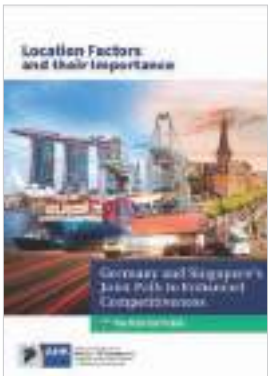
[#PartnerForBusiness](#)



### Day of German Unity Special

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

[#PartnerForSustainability](#)



### Special Publications

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

[#PartnerForTrade](#)

# Communication Platforms

## Our Online Platforms

### Newsletters

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

### Weekly English Newsletters

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

### AHK Aktuell

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



### SGC Website

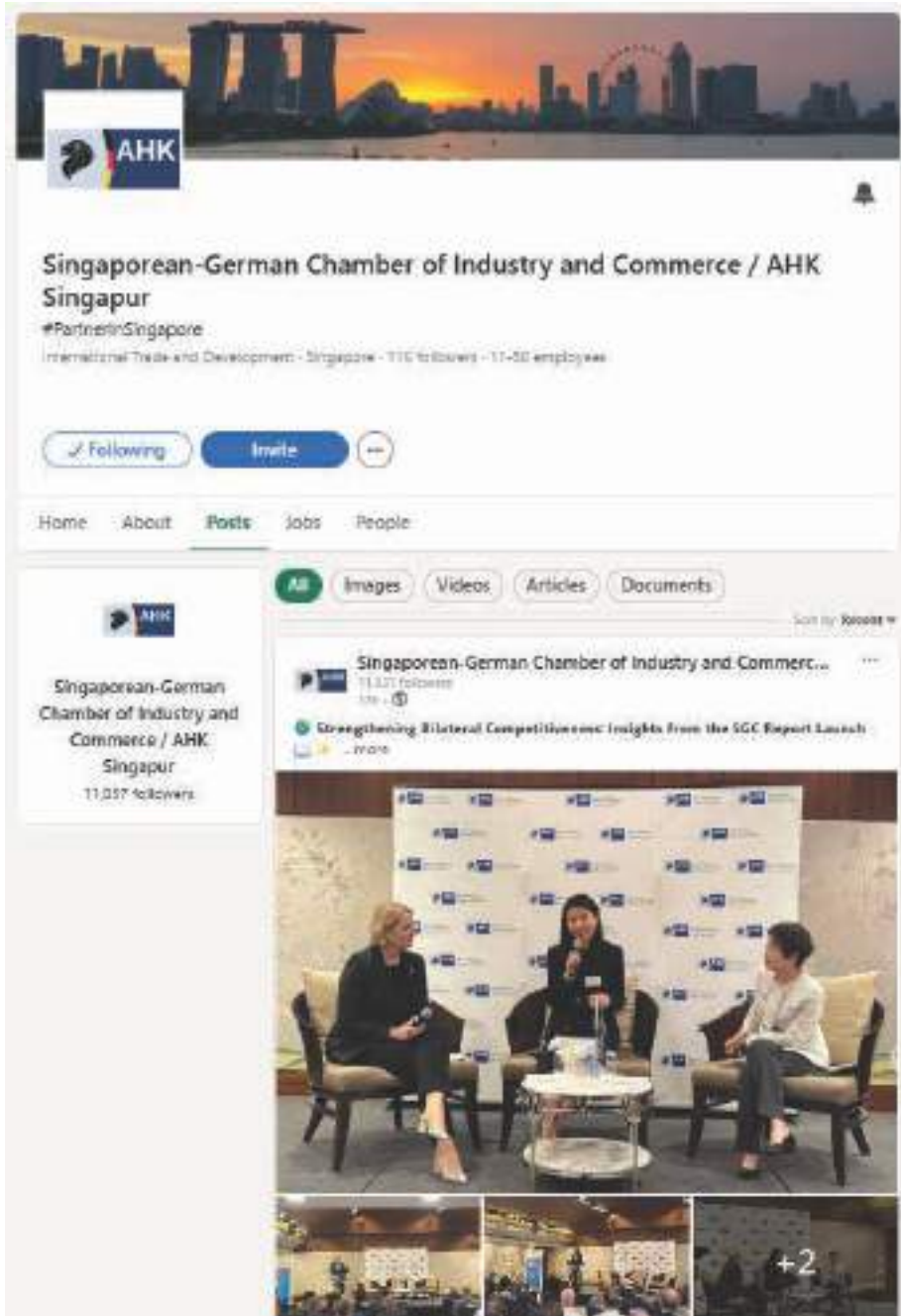
The SGC website provides a wealth of information for our members about events and services, and for those looking for up-to-date information on activities from the Chamber, along with relevant business resources.





Social Media: LinkedIn

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



SGC App



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

The SGC Privilege Card



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



Events, Activities and Speaker Engagements in 2024

DATE	EVENT	SPEAKERS
15 – 17 Jan	DIHK Delegation	Delegation
16 Jan	SGC Dialogue with DIHK and Launch of the SGC 20 <sup>th</sup> Anniversary Logo	Dr Martin Wansleben, Chief Executive, DIHK, and Mrs Kirsten Schoder-Steinmueller, Vice-President of DIHK and CEO of Schoder GmbH
26 Jan	Site Visit to Evonik Asia Research Hub, by SGC Healthcare & Life Sciences Committee	
20 Feb	SGC Board Meeting	
21 Feb	SGC Committee Chairpersons Meeting	
27 Feb	Singapore Budget 2024 Talk - Cross-chamber - SwissCham, BLCC, SGC & Luther LLP	Dr Maximillian Kressner and Mr David Martiny, Luther LLP
29 Feb	Baden-Württemberg Delegation + Opening of Rep Office (evening event)	Delegation
4 Mar	SGC Regional Logistics Committee Meeting at the Lufthansa Cargo Office	
4 Mar	Presentation by SGC Competence Centre for German Export Finance, at Delegation “Bahntechnik” to Vietnam	
5 Mar	SNEF TAC Engagement	
5 Mar	Meet the Chamber	Ms Gabriele Katzmarek (SPD), Chairperson of the ASEAN Parliamentary Group of the German Bundestag
7 Mar	MOE Event - Learning Journey	
8 Mar	Singapore Budget Symposium by the Singapore Business Federation (SBF)	
11 Mar	ASEAN Tag im VDMA	
13 Mar	SNEF Dialogue with Minister of Manpower	
14 Mar	SGC Banking Committee Meeting	
14 Mar	Asia Economic Outlook 2024	Dr Charlie Lay, Regional Economist/FX Strategist, Commerzbank AG
14 – 15 Mar	OAV Länderausschüsse	
22 Mar	SGC Dialogue with DPM Mr Heng Swee Keat and Presentation of Building Bridges – Creating Opportunities: SGC 20 <sup>th</sup> Anniversary Awards	Mr Heng Swee Keat, Deputy Prime Minister and Coordinating Minister for Economic Policies
26 Mar	Annual General Meeting (AGM)	
26 Mar	SGC Lunch and Official Opening of GTAI Office	Mr Stefan Wenzel, Parliamentary State Secretary to the Federal Minister for Economic Affairs and Climate Action of Germany, and Dr Beh Swan Gin, Permanent Secretary (Development), Ministry of Trade and Industry
26 Mar	SGC Board Meeting	
27 Mar	Webinar "Smart solutions to decarbonize shipping - with a special focus on retrofits"	
9 Apr	Workshop “Supporting Exports from Germany – Export Credit Guarantees of the Federal Republic of Germany”, Banking Committee	
11 Apr	Innovation Circle International (ICI) Webinar on Pricing Strategies	Mr Mark Chussil, CEO, and founder of Advanced Competitive Strategies, Inc.
12 – 15 Apr	Toy Fair	
12 – 19 Apr	Dataport Pre-Delegation	Delegation
15 – 25 Apr	AHK Industry 4.0 Special Training Programme - April Cohort	
15 – 16 Apr	Launch of FRM Representation (Mr Eric Menges comes to Singapore, CEO FRM)	Delegation

- Central Tasks, HR & Special Projects
- Membership
- Committee Events
- Official Meetings
- Events by other organisations
- DEinternational, Trade Fairs, SGC Competence Centre for Trade Policy (Asia/ASEAN)
- SGC Competence Centre for German Export Finance

DATE	EVENT	SPEAKERS
17 Apr	Export Financing Opportunities in Bangladesh	
17 Apr	NRW - ASEAN Conference	
22 Apr	DIHK/ AHK Diversification Forum at Hannover Fair	
23 Apr	Panel Discussion on the Value of Healthcare Data, jointly organised by SGC Healthcare & Life Sciences Committee and the French Chamber of Commerce Singapore	
24 Apr	ASEAN Forum @ Hannover Fair	
22 – 26 Apr	Bio.NRW Delegation	Delegation
25 Apr	SGC M2M Networking Event	
8 May	Webinar on Export Credit Guarantees with GTAI	
9 May	Supply Chain Resilience in a Shifting Global Landscape	
6 – 10 May	German Week	
11 May	SGC 20 <sup>th</sup> Anniversary Gala and Ball	
13 May	SGC Chemical Industries Committee Meeting	
13 – 15 May	Channel Summit EMEA in Monaco	
14 May	SGC Board Meeting	
14 May	Webinar with IHK Mittlerer Niederrhein	
15 May	Webinar on the SGC Business Sentiment Survey	
21 May	Unlocking Business Insights at Norqain	Alexander Melchers
23 May	Asparagus Dinner for SGC Gold Members	
27 – 30 May	German Business Delegation on Optics and Photonics	Delegation
28 May	Symposium - German Business Delegation on Optics and Photonics	Various Speakers
28 May	Export Financing Opportunities workshop in Vietnam	
29 May	Share and Talk Session with State Secretary Stefan Schnorr, BMDV, by the SGC Digitalisation & Innovation Committee	Various Speakers
3 – 12 Jun	AHK Industry 4.0 Special Training Programme - June Cohort	
4 Jun	SGC Automotive Committee Meeting	
6 Jun	Exploring Business Opportunities in Australia, by the SGC Regional Markets + Mittelstand Committee	AHK Australia
7 Jun	Site Visit to Biotronik Asia Pacific Pte Ltd, by SGC Healthcare & Life Sciences Committee	
10 Jun	Compliance in Companies, by SGC Regional Logistics Committee	
11 Jun	SGC Women in Business (WiB) Committee in Full Swing – Kick-off Meeting	
18 Jun	SGC Board Meeting	
18 Jun	SGC Advisory Council Meeting	
18 Jun	SGC Banking Committee Meeting	
19 – 21 Jun	Clean Enviro Expo	
27 Jun	B2B Midsummer Networking Event - Jointly organised with German Centre Singapore	
30 Jun – 2 Jul	German Business Delegation on Training and Higher education	Delegation
1 Jul	Singapore Armed Forces (SAF) Day Combined Rededication Ceremony	
2 Jul	Symposium - German Business Delegation on Training and Higher Education	
9 Jul	Außenwirtschaftstag Hessen	



DATE	EVENT	SPEAKERS	
14 Aug	Tripartite Guidelines on Flexible Work Arrangement Requests, by the SGC Human Resources Committee		
15 Aug	Webinar “Supporting Exports from Germany – Export Credit Guarantees of the Federal Republic of Germany”, Banking Committee		
15 Aug	Women in Business Networking Lunch		
22 Aug	Innovation Circle International (ICI) Webinar on Driving Renewal: Navigating the Organisational Politics of Breakthrough Innovation		
22 Aug	Thursdays with the SGC Webinar: E-Invoicing in Europe and Southeast Asia	Ms Siew Yong Ong, Director, Tax Technology Consulting, Deloitte SEA, and Mr Andreas Kirsch, Tax Director, German Desk, Deloitte Singapore	
28 Aug	Site Visit to the Growy Vertical Farm, by the SGC Digitalisation & Innovation Committee		
29 Aug	Thursdays with the SGC Webinar: Risks of Double Taxation for German Expats	Mr Jens Goldstein, EY GmbH & Co. KG, and Mr Philipp Borchert, EY Corporate Advisors	
30 Aug	SGC Dialogue on Germany’s Engagement in the Indo-Pacific	Dr Bettina Fanghänel, German Ambassador	
2 Sep	SGC Women in Business Forum: Women Empowerment Reality Check		
2 – 4 Sep	Saxony-Anhalt Minister Delegation		
2 – 5 Sep	Presentations by SGC Competence Centre for German Export Finance, at German Business Delegation to Indonesia		
3 Sep	SGC Dialogue with Saxony-Anhalt Minister Delegation	Mr Sven Schulze, Minister for Economic Affairs, Tourism, Agriculture and Forests of the federal state of Saxony Anhalt  Dr Robert Franke, Managing Director, Investment and Marketing Corporation Saxony-Anhalt (IMG)	
5 Sep	SGC Board Meeting		
6 – 10 Sep	IFA Berlin		
9 – 13 Sep	Dataport Delegation	Delegation	
10 Sep	Dataport Evening Networking Event	Delegation	
10 Sep	SGC Regional Logistics Committee Meeting		
18 Sep	ASEAN Insights, Munich		
18 Sep	Seminar: Wirtschaftstag: Doing Business in ASEAN, IHK Magdeburg		
18 Sep	Delegation Visit by the German Federal Parliament’s Finance Committee, hosted by the SGC Banking Committee		
19 Sep	Opportunities in the Environmental Industry, by SGC Young Professionals Network (YPN) Committee	Mr Remi Cesaro, Mr Jakob Lambsdorff, Mr Lakshmi Meiyappan	
19 Sep	Thursdays with the SGC Webinar: Mastering Transfer Pricing	Ms Priya Selvanathan, Head of International Tax & Transfer Pricing - APAC at Rodl & Partner Singapore	
24 Sep	Site visit to the Port of Tanjung Pelepas by SGC Regional Logistics Committee		
25 – 28 Sep	Delegation from Hamburg with First Mayor, Peter Tschentscher		
26 Sep	Evening Reception - with Delegation from Hamburg and First Mayor, Peter Tschentscher		
30 Sep	Export Credit Agencies (ECA) Seminar on Supporting European Companies Exporting to Vietnam		
2 Oct	Recent Developments in Singapore’s Workplace Landscape, by the SGC Chemical Industries Committee		
10 Oct	SGC Dialogue on India’s Economic Landscape and Opportunities for German Businesses	Dr Shilpak Ambule, Indian High Commissioner to Singapore	
13 – 14 Oct	Baden-Württemberg Visit to Malaysia and Thailand		

DATE	EVENT	SPEAKERS	
14 – 16 Oct	ITAP 2024		
16 Oct	SGC YPN’s First Feierabend Event		
17 Oct	SGC Board Meeting		
17 Oct	Thursdays with the SGC Webinar: Are you confident in your financial future?	Ms Monika Sturm, Director, ValeoAsia Pte Ltd	
17 Oct	VDMA Webinar on South East Asia: "Free Trade in the region and with Europe - How the mechanical engineering sector can benefit"		
20 – 25 Oct	Delegation on Energy Efficiency (Hydrogen) to Germany		
24 – 26 Oct	Asia-Pacific Conference of German Business 2024/ASEAN Panel		
24 Oct	Life in a Drop – Addressing Blood Plasma Uniqueness and Supply Challenges, by SGC Healthcare & Life Sciences Committee Meeting - joint event with French Chamber of Commerce Singapore		
27 – 31 Oct	Baden-Württemberg Delegation @ SWITCH		
30 Oct	Panelist at “Powering the green transformation in SEA – a forum on decarbonisation enablers		
3 – 8 Nov	Experiential Trip on Workplace Learning to Germany		
4 – 6 Nov	Presentations by SGC Competence Centre for German Export Finance, at German Business Delegation to Indonesia		
4 – 8 Nov	Berlin @ Singapore Fintech Festival; ISW Project with GTAI		
5 Nov	Berlin goes Singapore: Fintech. AI. Blockchain. Networking Event; ISW Project with GTAI		
6 – 8 Nov	Hessen @ Singapore FinTech Festival		
14 Nov	Reality Check: Food Tech Innovation Talk, by the SGC Women in Business (WiB) Committee		
18 – 19 Nov	Presentations by SGC Competence Centre for German Export Finance, at German Business Delegation to Malaysia		
19 – 20 Nov	GobalConnect Stuttgart/ IBT Baden-Württemberg		
21 Nov	Thursdays with the SGC Webinar: Augmented Leadership – How AI Can Make You a Better Boss	Mr Mark Cosgrove, Managing Director APAC, PROAKTIV Management Singapore	
21 Nov	Innovation Circle International (ICI) Webinar: Trend Forecasting through Backcasting	Mr Sven Gabor Janszky, Founder and Head, 2b AHEAD ThinkTank GmbH	
22 Nov	The National Workplace Learning Conference		
25 Nov – 6 Dec	AHK Industry 4.0 Special Training Programme - November Cohort		
28 Nov	YPN Feierabend		
29 Nov	9th VDMA Summit Southeast Asia: Southeast Asia – Updates and Trends		
29 Nov	SCC Lunch Dialogue and Panel Discussion		
2 Dec	Energy Business Conference 2024 in Indonesia - Paving the Path to Decarbonisation		
4 Dec	Current Business Landscape and Impact on the Logistics Sector, by the SGC Regional Logistics Committee		
5 Dec	B2B Christmas Networking - Jointly organised with German Centre Singapore		
6 Dec	SGC Board Meeting		
6 Dec	SGC Advisory Council Meeting		
10 Dec	SGC Banking Committee Meeting		
10 Dec	VDMA Southeast Asia Meeting, Construction – Equipment and Plant Engineering		
16 Dec	SGC Automotive Committee Meeting		





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