SINGAPORE: A SUSTAINABLE CITY BLUEPRINT

How the city-state’s cleantech strategies are creating urban solutions for the 21st century
Emerging Markets and the Future of Logistics

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“Singapore is investing heavily in research and innovation, and in building up strong research centres and a talent base”

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Givaudan, one of the world’s largest flavours and fragrances houses by revenue, recently laid the foundations for a new fragrance creative centre and compounding site in Singapore.

The Swiss firm’s state-of-the-art regional fragrance facility will house high-value activities such as creative collaboration, fragrance development, consumer testing and fragrance compounding.

Givaudan will also open a branch of its renowned perfumery school in Singapore, the first in Asia, where the region’s future perfumier talents will hone their craft.

At S$100 million, this is Givaudan’s largest investment in fragrances in Asia thus far, and will create 100 new jobs.

The investment is part of Givaudan’s strategy to further expand its presence and understanding of consumers in Asia, and puts the company closer to its growing regional customer base.

“Singapore is part of our growth story in developing markets,” said Gilles Andrier, Chief Executive Officer, Givaudan.

“When [this facility] opens in 2014, it will set a new industry benchmark in Asia with its state-of-the-art technologies, top-of-the-line analytical facilities and capabilities for sensory testing.”

Thien Kwee Eng, Assistant Managing Director, Singapore Economic Development Board, said that Givaudan’s investment was well aligned with Singapore’s vision to be the leading location for top consumer businesses to innovate and grow their global brands.

“We look forward to flavours and fragrance houses like Givaudan leveraging our capabilities in consumer insights and personal care and food and nutrition scientific research to innovate unique solutions for their customers,” she said.
**INDUSTRY FOCUS**

China-based aerospace company Haite Group is investing S$95.3 million in a new aviation training centre in Singapore.

Located in Changi Business Park, Haite’s new 7,000-square-metre facility will cater to pilots and cabin crew flying on Boeing and Airbus planes in China and the Pacific region. While it will initially include two flight simulators, the company plans to add another four to five.

Haite intends to expand its business in Singapore to include aviation repair and maintenance, aviation research and development and aviation manufacturing.

“The prospects for the aviation training market in the Asia-Pacific region are very bright over the next decade. During this period, 2,500 aircraft will be delivered in this region and 44,000 pilots will be needed to support the growth of the aircraft fleet,” said Li Biao, Chairman of Haite Group.

Haite Group to invest S$95.3 million in new facility

*Simulator training centre is first Singapore investment for China-based aerospace company*

**Haite ground-breaking ceremony in Singapore. This sets the record as the first major investment by a Chinese player in Singapore’s aviation industry***

**Singapore hosts Unilever summit**

Unilever, one of the world’s leading consumer product goods company, recently staged its ‘Partner to Win Supplier Summit 2013’ in Singapore.

Over 350 representatives from Unilever’s partner suppliers attended in what was the largest supplier meeting ever held in Singapore.

Singapore Economic Development Board Chairman, Leo Yip, said he was delighted that Singapore had been chosen to stage the summit, the first time that it had been held outside London.

“Asia continues to offer companies strong growth opportunities, both as an attractive end-market and a prime investment location,” he said.

“But to capture these opportunities, companies need to build supply chain capacity in Asia, deepen supply chain relationships and undertake innovation. As a global-Asia hub, Singapore is well positioned to support companies and suppliers in these efforts.”

These sentiments were echoed by Marc Engel, Chief Procurement Officer for Unilever.

“We see Singapore as a global hub and a gateway to some of our fastest growing businesses, such as Thailand, Vietnam and Philippines,” he said.

“We are also investing in emerging markets such as Myanmar, where we need our partners to grow with us after recently announcing a €500 million ($839 million) programme of investment there.”

Asia, along with Africa and Eastern Europe, is Unilever’s fastest growing region and accounts for more than 40 per cent of its annual revenue.

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Consumer product giant Unilever recently opened its newest global leadership development centre, Four Acres Singapore.

The S$80m complex is the company’s first such facility outside the UK, and represents Unilever’s single largest investment in leadership development globally thus far.

Four Acres Singapore will be the training hub for some 900 senior management staff per year, drawn from Unilever offices around the world.

The company will offer courses that tap the insights and expertise of the city-state’s leading academic institutions, including INSEAD Singapore and the Singapore Management University.

Unilever hopes that Four Acres Singapore will help it achieve its 2020 goal of doubling the size of its business while halving its environmental footprint and increasing its positive social impact.

“Singapore sits at the nexus of the developed and emerging world,” said Paul Polman, Chief Executive Officer at Unilever.

“It’s a leading hub for leadership and innovation, and a gateway to the rapidly growing Asian economies. When our future leaders come here, whichever part of the world they come from, we know they will gain exposure to new insights and perspectives.”

Singapore Economic Development Board (EDB) Chairman, Leo Yip, said Four Acres Singapore was testament to the success of Singapore’s ‘Home for Talent’ strategy for companies to access, develop and deploy talent.

“We proudly welcome Unilever as our strategic partner in talent development, and pioneering tenant at Nepal Hill,” he said.

In recognition of Unilever’s contribution to Singapore, Prime Minister Lee Hsien Loong conferred the prestigious Distinguished Partners in Progress (DPIP) award on the company at the opening ceremony.
Aggreko, the world’s largest temporary power generation company and supplier of temperature control equipment, recently opened a new facility to house its Asia Pacific regional headquarters in Singapore.

Aggreko has invested S$20 million in the new facility, which includes features such as energy-efficient and sensor-based lighting, more efficient air-conditioning systems to minimise energy waste and ‘smart’ sanitary ware.

The company’s Singapore office is currently responsible for its operations in Vietnam, Malaysia, Thailand, the Philippines, Indonesia, Japan and South Korea. It hopes that the new facility will aid its expansion in Asia.

Aggreko also plans to set up a Centre of Excellence for Temperature Control Rental Solutions, which it will use to train its Asia-based staff.

“Since we established our office in Singapore more than 20 years ago, the country has continued to be a strategic gateway for us to expand our operations and tap into long-term growth opportunities in the region,” said Debajit Das, President, Aggreko Asia Pacific (APAC).

“Asia Pacific is a key region for us, and we look forward to expanding our temporary solutions to customers in need of a reliable rental partner.”

Goh Chee Kiong, Executive Director, Cleantech at Singapore Economic Development Board, said that with Asia as the largest market in the world for power, Singapore offered an ideal home for global power companies to grow their business in the region and develop future-ready solutions with partners.

“Aggreko’s expansion affirms the value that Singapore offers to the power equipment industry in terms of talent, capabilities and regional connectivity,” he said.

Aggreko ground-breaking for new APAC HQ in Singapore. From right to left Mr Kuah Boon Kiam, Ms Vivien Tan, Mr Prabhakar Kesavan, Mr Goh Chee Kiong, Ms Judith Slater and Mr Debajit Das
Tokyo-based information technology and networking company NEC has established a Global Safety Division (GSD) in Singapore. The new division is the Global Strategic Headquarters for NEC’s Public Safety Business.

The GSD will focus on growing and developing the company’s expertise in public safety. It will devise global business strategy, develop new technologies and solutions and provide training and technical support for the company’s subsidiaries and partners worldwide.

NEC aims to optimise its global development, sales and marketing efforts with the establishment of the new division. Members of the new division will be based in Singapore, Tokyo and other major cities around the world.

“Singapore is a trusted hub for Asia’s mission critical data and ICT infrastructure, and this makes us an ideal location for companies to develop new security-related products and services,” said Jayson Goh, Executive Director of InfoComms and Media, Singapore Economic Development Board (EDB).

“I am happy that NEC has chosen to orchestrate the international growth of their Global Safety Division from Singapore. This is a strong validation of Singapore’s status as a global-Asia hub for Asian companies seeking to penetrate international markets.”

Lenovo to launch global analytics hub

Leading personal technology company Lenovo recently announced plans to launch a global analytics hub in Singapore as part of its ongoing big data initiative.

The new facility will perform data analytics to support various functions across Lenovo worldwide, including marketing intelligence and social media.

The analytics hub will leverage the growing amount of online and offline data in order to perform in-depth data analytics, and gather insights that will support various functions across and within Lenovo Worldwide such as customer service and product development.

The establishment of this new facility is part of Lenovo’s expansion in Singapore, following the successful launch of its Digital and Social Centre of Excellence (DSCoE) in 2011.

Lenovo has been present in Singapore since 2005 and the city-state serves as a global hub for some company functions, and a regional base for its Asia Pacific and ASEAN operations.

“Singapore recognises the economic value of data, and is committed to building strong IT infrastructure and investing in the necessary competencies to unlock the value of data through analytics,” said Jayson Goh, Executive Director of InfoComms and Media, Singapore Economic Development Board (EDB).

“With our strong industry domain expertise such as finance and SCM, as well as our multi-disciplinary research capabilities and pool of global talent, we are confident that Lenovo will be able to grow and develop in Singapore a core team for its Big Data initiatives.”

NEC launches new global headquarters for public safety business

IT giant’s new division to devise strategies and develop solutions for the company worldwide
Solar energy research teams awarded S$12m in grants

Research solutions will boost clean energy industry growth

Singapore’s Energy Innovation Programme Office (EIPO) recently awarded almost S$12 million worth of research grants to five research teams under the inter-agency’s Energy Innovation Research Programme (EIRP).

The EIRP, which succeeds the Clean Energy Research Programme (CERP) that ended in 2012, is dedicated to driving the growth of the clean energy industry in Singapore.

Jointly led by Singapore’s Economic Development Board (EDB) and Energy Market Authority, it supports commercially relevant research and development through its own competitive project funding mechanism.

This is EIPO’s first of four grant calls to date. Research teams were asked to find innovative solutions to reduce costs and recycle materials for solar energy systems.

Areas the awarded teams will explore include ways to increase the cost efficiencies of manufacturing solar panels, as well as implementing novel design and test methodologies for PV materials, wafer cells, modules and systems.

A first-of-its-kind project driven by the Solar Energy Research Institute of Singapore (SERIS) will look at solar systems and their performance in different climatic conditions, with implications for the operational efficiency of solar farms globally.

SERIS will collaborate with the Australian National University and Tokyo’s National Institute of Advanced Industrial Science and Technology on the project.

“The declining costs of solar energy generation have led to the increasing adoption of solar energy in Singapore and around the world, said EDB Managing Director Yeoh Keat Chuan, who is also the Co-Executive Director of EIPO.

“The funding will provide support for the clean energy industry in Singapore to strengthen its entire value chain comprising research, innovation and commercialisation of new solutions for global markets,” he added.

“These would, in turn, create more good jobs and career options for Singaporeans.”
Urban development poses a challenge for governments worldwide with issues such as overcrowding and pollution. We look at how Singapore is fostering strong bonds between industry and government partners to create a sustainable, liveable city.
More people around the world are moving into cities. This mega-trend is set to continue. Today, half of the world’s population lives in cities. By 2050, this will rise to 70 per cent*. Cities have become magnets for talent, hotbeds of innovation and drivers of economic growth. But they have also produced challenges such as overcrowding, transport congestion and pollution.

To meet the increasingly complex challenges of urbanisation, cities across the world need to adopt an integrated approach to urban solutions. It is at the systems level that sustainable and comprehensive urban solutions are developed and implemented. Urban planners also need to think long-term and strategically as short-term quick fixes are unlikely to stand the test of time as cities continue to grow. It is in this context that government and corporate partnerships hold enormous potential for generating innovative and sustainable urban solutions.

**Singapore and sustainability**

Singapore offers an interesting example of the development and implementation of such urban solutions. Sustainability was at the heart of Singapore’s national development agenda long before it became a buzzword. As a small city-state, Singapore has had to develop its own solutions to address constraints such as a lack of land and natural resources.

For example, Singapore is overcoming its water supply challenge through holistic water management policies and subsidy-free pricing for water, and by harnessing technology to diversify its water sources. By 2060, Singapore expects to be fully self-sufficient in water supply, with 55 per cent of its water needs...
being met by recycled water and 25 per cent from seawater desalination. In its Sustainable Singapore Blueprint, launched in 2009, Singapore set the ambitious target for 80 per cent of all its buildings to be certified as green buildings by 2030. Singapore has also committed to improve its energy intensity by 35 per cent by 2030.

**Power of government-corporate partnerships**

Partnerships between the government and companies have played a key role in Singapore’s sustainability agenda. To foster such partnerships, Singapore has positioned itself as a ‘Living Laboratory’ by availing its national urban infrastructure to companies, both local and foreign, to develop, test and commercialise innovative solutions. This allows the government to harness the best technologies and solutions introduced by the companies. Companies benefit from using Singapore as a reference market to develop and sharpen their solutions before scaling up to markets in Asia and the rest of the world.

This approach has enabled Singapore to build up key strengths in its water management solutions, among other areas. As an example, IBM established its Research Collaboratory for Smarter Cities in Singapore to develop advanced data analytics-based solutions, in partnership with government agencies responsible for water, energy and transport systems. Sensor networks are currently in place to gather data for scientific analysis to derive better understanding of consumer trends and behaviour. This knowledge will help cities better shape future policies for the sustainable management of these urban systems.

To support these partnerships with companies, Singapore has also focused on building capability at the systems level, beyond just individual technologies. One systems-level capability that Singapore has developed is urban planning, which is especially critical for a land-scarce country. Leveraging this capability, EDF and Veolia from France set up a joint Sustainable Cities Centre of Excellence in Singapore to develop complex modelling capabilities for the design and planning of eco-towns in Singapore and beyond. Another example is Panasonic which is using Punggol Eco-Town in Singapore to test and commercialise its Total Energy Solution. This involves the system integration of several clean energy components such as solar systems, lithium-ion batteries, home energy management systems and energy-efficient air conditioning.

Governments can also play a key role in building up a research and innovation base to support the development of urban solutions. Singapore is investing heavily in research and innovation, and in building up strong research centres and a talent base. Between 2011 and 2012 the Singapore government announced more than S$800 million of new public sector R&D funding to address energy, water, green buildings and land scarcity issues. Along with the R&D investments, the government is committed to grooming research talent in urban sustainability through postgraduate scholarships and specialised courses. Singapore is also
catalysing innovation through national challenge programmes, one example of which involves Siemens Water. Siemens won an international desalination challenge in 2009 to develop a revolutionary technology to halve the cost of seawater desalination, and has since developed electrodeionisation technology in its global water R&D centre in Singapore. This is now being piloted with PUB, Singapore’s national water agency, before it is taken to global markets.

A strong industry ecosystem is also valuable in the development of urban solutions. Companies find it beneficial to be able to collaborate with other players in the value chain, or adjacent industries, to produce new technologies and solutions. The water industry in Singapore reflects this value. Today, there are more than 100 water companies involved in activities spanning R&D, engineering and manufacturing to regional headquarters. Governments can play a role in developing and enabling the growth of such industry ecosystems.

Singapore is now exporting its urban solutions expertise overseas through the development of eco-cities and urban infrastructure. One example is Tianjin Eco-city, which is a major government-to-government project to demonstrate sustainable urban solutions. Singapore also recently established a commercially driven enterprise, Singbridge, dedicated to developing eco-cities in Asia, one landmark project being Sino-Singapore Guangzhou Knowledge City. Singapore has also become a choice training hub for city mayors from Asia wishing to better understand how to implement and develop sustainable solutions for their cities.

The way forward
The imperative to develop intelligent and sustainable urban solutions is greater than before. Fostering broad and deep partnerships between governments, whether national or municipal, and companies is an important approach. Leveraging the complementary strengths of governments and companies, this has been an approach that has worked well for Singapore.

* Source: Population Resource Bureau
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Singapore Business News is a monthly publication that updates readers on the latest industry trends in Asia from a uniquely Singaporean perspective. Highlights include Singaporean business stories and special opinion pieces on opportunities in Asia, how global companies are leveraging Singapore to tap into pan-Asian growth opportunities and how Asian enterprises are globalising via Singapore. Singapore Business News also provides case studies on how Singapore partners businesses to deliver future-ready solutions.

Singapore Business News is a publication of the Singapore Economic Development Board.

Singapore: Future Ready articulates the nation’s aspirations to be a partner for global businesses as they develop their ideas for tomorrow’s solutions. Singapore does so by recognising the value of long-term partnerships, adopting a forward-looking approach, taking on challenges with a can-do spirit.

ABOUT EDB

The Singapore Economic Development Board (EDB) is the lead government agency for planning and executing strategies to enhance Singapore’s position as a global business centre. EDB dreams, designs and delivers solutions that create value for investors and companies in Singapore. Our mission is to create for Singapore, sustainable economic growth with vibrant business and good job opportunities.

EDB’s ‘Host to Home’ strategy articulates how we are positioning Singapore for the future. It is about extending Singapore’s value proposition to businesses not just to help them improve their bottom line, but also to help them grow their top line through establishing and deepening strategic activities in Singapore to drive their business, innovation and talent objectives in Asia and globally.

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