

Lifestyle

Factsheet 2009

Singapore ~ An Asian Launch-pad for Lifestyle Businesses

At a Glance

Singapore - rated by Mercer Human Resources Consulting as Asia's top quality of life - has its fingers on the pulse of global lifestyle demands. Its cosmopolitan population is a trendsetter and barometer for global lifestyle needs. Coupled with having the best business environment ranking in the world by EIU Forecast, Singapore is a natural launch pad and international hub for lifestyle businesses looking for global success.

Centrally located in a region of growing affluence seeking quality lifestyle goods and services, Singapore offers many business opportunities to lifestyle ventures.

Growing numbers of middle class and High Net-worth individuals (HNIs) seeking quality lifestyle goods and services have unearthed a wealth of business opportunities in the region.

Key Figures:

- Singapore has one of the highest growth rates of HNIs in Asia Pacific¹.
- The number of HNIs in Asia Pacific grew by 8.7% in 2007, to 2.8 million, exceeding global HNI population gains of 6.0%².
- 27.8% of the world's HNI population (who hold 23.3% of global HNI wealth) call Asia Pacific home³.
- Singapore has an outreach of 2.8 million HNIs with a total wealth of US\$9.5 trillion in financial assets within a 7-hour flight radius⁴.
- China will become the 3rd largest consumer market in the world by 2025. It is projected that China's middle class will increase from 43% of the population today to 76% by 2025⁵.
- India's middle class population will grow from 50 million to 583 million in the next two decades. The country is also projected to become the 5th largest consumer market in the world by 2025. It has the world's 12th largest consumer market today⁶.

¹ Merrill Lynch Asia Pacific Wealth Report 2008

² Merrill Lynch Asia Pacific Wealth Report 2008

³ Merrill Lynch Asia Pacific Wealth Report 2008

⁴ Merrill Lynch Asia Pacific Wealth Report 2008

⁵ McKinsey Global Institute 2008

⁶ McKinsey Global Institute 2008

Already a strong base for international and Asian headquarters, EDB welcomes lifestyle businesses to tap on the strong infrastructure to manage and drive their operations. As a microcosm of Asia, Singapore provides opportunities for businesses to develop and refine their lifestyle concepts and products in the city-state before they are rolled out to regional markets. EDB thus welcomes companies offering lifestyle businesses to test their new products and services in Singapore's cosmopolitan city-state.

Singapore has developed a comprehensive roadmap to address the needs of lifestyle businesses. This includes attracting and grooming talent via specialty schools, infrastructure developments and attracting a range of lifestyle businesses as partners and suppliers. Some of the lifestyle sectors the EDB is actively looking at developing include the visual and performing arts industry and the sports industry.

Leading Industry Players (Visual Arts)

In the arts space, a range of local and international galleries are already based in Singapore. In 2008, there were three (major) art events - **Singapore Biennale**, **Showcase Singapore** and **ARTSingapore** - which featured cutting-edge work and functioned as the marketplace for galleries and collectors to interact.

The 2008 edition of the Singapore Biennale featured about 140 artworks by over 60 artists and art collectives from over 36 countries and regions including Singapore. The Biennale acts as a key enabler of exchange and collaborations for the global arts community.

International auction houses also see the potential of locating their auctions and other operations in Singapore:

- The two largest auction houses in the world, **Christie's and Sotheby's**, have their Centre of Competence for Southeast Asian Art in Singapore. Activities conducted from

Singapore include sourcing and valuation of the art works. This affirms Singapore's strengths as a hub for Southeast Asian art and anchors important capabilities here.

- **Spink**, the world's leading auctioneer of coins, stamps, medals and banknotes has offices in London, Singapore, New York and Dallas. Spink coordinates their Asian activities from Singapore and has been holding auctions in Singapore since 2002.

In addition to international auctioneers, regional auction houses specialising in Asian art also hold regular auctions in Singapore, tapping on the increasingly affluent Asian region. These include:

- **Borobudur** which specialises in Southeast Asian art, Chinese and Korean contemporary art, watches and jewellery.
- **Larasati Auctioneers** which specialises in Southeast Asian, Chinese, Korean and Indian art.
- **Masterpiece Auction House** which specialises in Southeast Asian art, especially emerging Indonesian artists and Chinese contemporary art.

Other international galleries such as **Opera Gallery**, **Osage Gallery** and **Art Seasons**, with branches in London, New York, Zurich, Jakarta, Beijing and Seoul have chosen Singapore to tap into the international client base.

Singapore Freeport

The largest Freeport in the world dedicated to the storage of high-value art works will be operational in Singapore by January 2010. Clients are granted round-the-clock access to ship, store, display and transact their art works with special tax facilitation. The existence of such a facility will ensure art buyers and collectors a peace of mind when they make their purchases in Singapore.

Meridian Art Partners

This New York-based art investment firm has chosen Singapore as one of its bases to raise funds from affluent Asian investors and house a large part of its Asian art collection here. The fund is touted to be the first of its kind worldwide that focuses on contemporary art from emerging markets and is focused on established artists from emerging markets such as Indonesia, Philippines and Vietnam amongst others.

Leading Industry Players (Performing Arts)

IMG Artists

IMG Artists Asia in Singapore is the regional headquarters of IMG Artists, a leading global arts management company with offices in New York, London, Paris, Lucca and Kuala Lumpur. In Asia, IMG Artists is the leading tour organiser and presenter of orchestras, soloists and theatrical productions. The company also works with the corporate sector to develop arts events and other cultural investment opportunities and provides consulting services to corporate, government and philanthropic clients around the world who are developing new performing arts centres or restructuring existing arts organisations. IMG Artists is also the organiser of the critically acclaimed multi-arts lifestyle event - Singapore Sun Festival - which is the only Asian chapter of the Sun Festival brand owned by the company.

State Automation

Established in Australia, State Automation specialises in the design and manufacture of advanced lighting and stage automation systems for professional theatre, television and other entertainment applications. Its clients include Sydney Opera House, Grand Hall de La Villette, the Esplanade and Singapore River Lighting Enhancement Project. In Nov 2008, it set up its first Asia office in Singapore to spearhead business development, service maintenance and project management in the region.

Lunchbox Theatrical Productions

Lunchbox Theatrical Productions is one of Australasia's leading producers of live entertainment specialising in musicals, concerts and boutique theatrical products. Founded by James Cundall, Lunchbox has produced and presented numerous spectacular shows, including *Alegria*, *The Imperial Ice Stars* and *The Women in Black*. Its Singapore office brings popular artistes, musicals and shows to Singapore such as *Elaine Paige*, *We Will Rock You*, *Chitty Chitty Bang Bang*, *Cats* and *Swan Lake on Ice*.

Leading Industry Players (Sports Businesses)

Global Brands Group

The group builds and commercialises leading sports and lifestyle brands, trademarks, copyrights and other types of intellectual properties through manufacturing, distribution and retail license agreements. It is also the international brand management and licensing agency for world renowned brands such as Federation de Internationale de Football Association (FIFA), International Basketball Federation (FIBA), the PGA Tour, and Warner Bros Consumer Products. In order to maximise revenue potential by creating manufacturing, retail and promotional partnerships in the emerging markets of Asia, the company relocated its worldwide corporate headquarters from Hong Kong to Singapore in 2005. Global Brands Group and FIFA announced the official opening of the world's first FIFA Official Store at Singapore Changi Airport in Jan 2008.

MP & Silva

A leading international sports agency that owns, manages and distributes sports programmes, MP & Silva established their Middle East and Asia headquarters in Singapore in 2007. The Singapore office is responsible for managing and marketing the event and media rights owned by its parent company in Ireland (Media Partners & Silva). This includes the world's 2nd most lucrative professional football leagues, which is the top division of the Italian Football League ("Serie A"). MP & Silva will also produce content for distribution in the region and is setting up an events consulting arm.

The Asian Tour

The company is the official regional sanctioning body for professional golf in Asia and the organiser of the only recognised pan-Asian professional golf tour. The company's headquarters in Singapore sanctions, conducts technical administration, develops and promotes professional golf tournaments in the region for the Asian Tour. Cost effectiveness, accessibility and Singapore's reputation as a good golf destination all year round are factors that attracted the company to house its headquarters here.

World Sport Group

Headquartered in Singapore since 2002, World Sport Group is an international sports marketing, rights and sponsorship agency.

Barclays Singapore Open, AFC Champion League, Asian Cup Championship and the FIFA World Cup 2006 Asian qualifiers are some mega-events the group has developed related commercial rights for. It also created the Asian PGA Golf Tour in 1994.

Life Fitness

A division of the Fortune 500 Brunswick Corporation, Life Fitness is one of the world's top fitness equipment and solutions provider. Singapore is home to Life Fitness's Asian Design Centre, which is the company's only other significant R&D centre outside of the United States. The Centre is developing products customised for the Asian markets and will be responsible for developing the software for the next generation of Life Fitness equipments. Versions of this software are being test-bedded locally and refined to cater to its Asian audience.

Football Media Services

Football Media Services' is headquartered in Singapore. It is a joint venture between Swiss-based international sports marketing agency Infront Sports & Media, and the Japanese advertising company Dentsu. The company has been appointed by FIFA to act as its exclusive sales representative in key Asian territories for the distribution of all television, radio, broadband internet and mobile broadcasting rights to the 2010 and 2014 FIFA World Cups™ and all other FIFA Events held between 2007 and 2014.

Converse

The company, a sports and lifestyle footwear & apparel company is an affiliate of Nike Inc and is one of the growth engines of the group. Converse has chosen Singapore to consolidate its global Converse trading operations & RHQ activities in 2009. The company will undertake key profit centre responsibilities in line with the global trading activities, establish and maintain corporate function, global planning, logistics & supply chain management, global account sales management and group finance teams in Singapore. This will position Converse to capture substantial growth in the Asia Pacific market and drive its business expansion into the region.

Nike

Nike's operation in Singapore was established since 1990 but has continued to expand, with the SEA HQ being setup in 1999. The HQ oversees 6 countries in the region and functions

as the regional liaison office for material sourcing. It also serves as the regional distribution center for 8 regional countries including Pakistan, Vietnam, and Sri Lanka. In addition, a Nike Flagship Store was setup in 2008. The store will be the largest concept store in SEA and offers exclusive products and services, such as the new Nike iD (Design & Customisation) Studio.

About 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 and grow the Singapore economy. We dream, design and deliver solutions that create value for investors and companies in Singapore. In so doing, we generate economic opportunities and jobs for the people of Singapore; and help shape Singapore's economic future.

'Host to Home' articulates how EDB is sharpening its economic development strategies to position Singapore for the future. It is about extending Singapore's value proposition to businesses not just in helping them improve their bottom line, but also in helping them grow their top line. EDB plans to build on existing strengths and add new layers of capabilities to enable Singapore to become a 'Home for Business', a 'Home for Innovation' and a 'Home for Talent'.

For more information on EDB, please visit www.sedb.com

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