

**ADDRESS BY MR TAN CHOON SHIAN, ASSISTANT MANAGING DIRECTOR,  
SINGAPORE ECONOMIC DEVELOPMENT BOARD AT THE OFFICIAL LAUNCH  
OF THE LITMUS GROUP'S ASIA BASE IN SINGAPORE ON TUESDAY, 12  
MAY 2009, 1830 HRS, THE RAFFLES HOTEL**

Your Excellency Doug Chester,

High Commissioner of Australia to Singapore

Mr Brad Miller,

Group Managing Partner, The LiTMUS Group, Australia

Mr Jerry Dimos,

Managing Partner, The LiTMUS Group, Singapore

Distinguished guests;

Ladies and gentlemen;

1. A very good evening. I am pleased to join you this evening to celebrate the official launch of the LiTMUS Group's Asian headquarters in Singapore. We warmly welcome the addition of the LiTMUS Group which will contribute to the vibrancy of the professional services landscape in Singapore.

### **Singapore-Australia relations**

2. Singapore and Australia enjoy a close and longstanding partnership along multiple fronts, including economic, educational, security, science and technology. The Singapore Australia FTA, concluded in 2003, helps Singapore companies to tap on opportunities in the vibrant Australian economy, and Australian businesses such as the LiTMUS Group to use Singapore as a base to expand within and beyond Asia. With the recently signed ASEAN-Australia-New Zealand FTA, companies from both Singapore and Australia can look forward to further opportunities and collaborations

### **Complexity of Asia and Aggregation of Sophisticated Demand for Professional Services Sector in Singapore**

3. Despite today's challenging economic conditions, Asia continues to present a dynamic and fresh playing field, offering tremendous opportunities. However, its diversity in political systems, culture and economic development constitute challenging new ground. Success will depend on an in-depth understanding of local conditions and regulatory

regime. Companies expanding their businesses in the region will need to develop their own strategies that are tailored to the operating context in different Asian countries. We believe these factors present themselves as opportunities for professional services firms.

4. It is from this premise that we are positioning Singapore as Asia's Brain Trust for professional services. We welcome professional services firms such as the LITMUS Group to establish themselves in Singapore. This would allow the wider business community in Singapore to benefit from their expertise and solutions. Furthermore, professional services firms can leverage Singapore's diverse talent pool, global connectivity and conducive work and play environment to create a base for thought leaders and practice leaders to develop and deliver Asian insights and global solutions.

## **Closing**

5. Once again, we are very glad that the LiTMUS Group has chosen to base your Asian headquarters in Singapore. We wish you every success and the very best in your new venture.