

SINGAPORE

INVESTMENT NEWS



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Focusing on Innovation and Investment Opportunities in Singapore

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Singapore: Destination of Choice

A look at the country's IHQ operations



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Erratum:

In the December issue of Singapore Investment News, in the Contents page, under "Page 14, Report, Global Entrepolis @ Singapore 2006: Exceeding Expectations With Outstanding Results", it was stated that a record high of S\$1.3 billion (US\$832 billion) worth of deals was struck. The correct amount should be S\$1.3 billion (US\$832 million). We apologise for the error.

ENGINEERING & ENVIRONMENTAL SERVICES

GE To Establish Global Water R & D Centre

GE Water & Process Technologies, a unit of General Electric Company, has announced plans to establish a Global Water R&D Centre comprising five Centres of Excellence at the National University of Singapore (NUS).

GE Water & Process Technologies will invest S\$130 million (US\$84.5million) over the next 10 years and employ some 100 researchers to build up a full range of R&D capabilities to provide innovative solutions to such concerns as allevi-

ating water issues related to quality, availability and the affordability of safe, usable water supplies.

Singapore was deemed the perfect fit for the company's vision. "Our decision to invest in Singapore is due to the strong commitment from the government in developing the water industry. This, coupled with easy availability of skilled manpower and the strong enforcement of intellectual property rights regulations make Singapore the ideal platform to launch

this R&D Centre," says Jeff Garwood, president and CEO, GE Water & Process Technologies.

The Centre will also leverage NUS's research infrastructure in engineering, science and medicine. "I see this initiative facilitating interaction between GE's leading scientists and our researchers and students, enhancing the vibrancy of our research environment and capabilities," says Professor Shih Choon Fong, president, NUS.

BIOMEDICAL SCIENCES

Biopolis Phase II Kicks Off

Ascendas, together with partners Agency for Science, Technology and Research (A*STAR), the Singapore Economic Development Board (EDB) and Jurong Town Corporation (JTC), recently celebrated the completion of Biopolis Phase II.

Designed and constructed over a span of 18 months, Biopolis Phase II comprises two blocks – Neuros and Immunos – and releases 37,000 sq m of high-end space to cater to biomedical R&D activities. The two blocks not only provide

high flexibility and optimisation of space for tenant's varied needs but are also well integrated with lifestyle amenities.

"Given that Biopolis Phase I is almost at full occupancy, Phase II will increase the space available for private sector research labs," says Philip Yeo, chairman, A*STAR. With the ongoing expansion of the Biomedical Science industry's R&D base, more companies are expected to undertake drug discovery and development in Singapore, he added.



Biopolis: Neuros Building

Already, several companies including A*STAR's transnational research initiatives like the Singapore Immunology Network, have committed to taking up space to set up research laboratories. Ascendas is confident of achieving up to 70 per cent occupancy soon.

"The biomedical industry is a global and highly

competitive one. Success is dependant on the ability to generate innovative products from R&D where quick market access and commercialisation of research is essential," says Lew Syn Pau, chairman, Ascendas. "In this respect, Biopolis Phase II provides biomedical companies the right environment for successful R&D to take place."



(L-R): Dato' Seri Lee Oi Hian, Chairman, Davos Life Science Pte Ltd; Ralf Lange, CEO, Davos Life Science Pte Ltd, Philip Yeo, Chairman, A*STAR; Dr Ong Chit Chung, President, Davos Life Science Pte Ltd

BIOMEDICAL SCIENCES

World's Largest R & D Centre On Tocotrienols Opens In Singapore

Davos Life Science, manufacturer of active ingredients for health supplements, cosmeceuticals, functional foods, animal health and pharmaceutical produced based on natural tocotrienols, has opened the world's largest R & D centre in Singapore dedicated to tocotrienols.

Discovered in 1995, tocotrienols, part of the Vitamin E family, is an active ingredient with the potential for the pharmaceutical market sector as a single agent or in combination with other drugs. Tocotrienols have been proven to deliver many health benefits, among them, cholesterol lowering effects.

Located at Biopolis, the state-of-the-art centre will complement and support its manufacturing plant at Tuas, which is equipped to produce more than 90 per cent of the world's supply of natural tocotrienols. A total of 100 staff will be hired for its manufacturing, marketing and R & D operations.

"Singapore is strategically located and Davos Life Science benefits from the vast tropical and botanical resources of the region," says Ralf Lange, CEO, Davos Life Science Pte Ltd.

PRECISION ENGINEERING

Sandvik South East Asia Moves To Logistics Hub

Sandvik South East Asia Pte Ltd has consolidated its various businesses here under one roof at the Airport Logistics Park of Singapore (ALPS). The company, which is the regional sales and distribution arm of Sandvik Group, has been operating in Singapore since 1969.

The state-of-the-art building, worth S\$23 million (US\$14.95 million), is designed to provide excellent working conditions as well as meet the company's corporate responsibility towards a sustainable environment. One of the building's green features is the incorporation of a high level of thermal insulation to substantially reduce the energy required to cool the building.

The building will house Sandvik's regional head office in South East Asia as well as logistics operations, namely Sandvik's Tooling distribution and Asia Pacific distribution for Sandvik Mining and Construction service parts.

The strategic location of the building is expected to shorten transit time to the airport's cargo hub and enable more efficient customer service. "Our success has been built on providing superior customer value through our products and services. We are excited to take this concept further with the enhancements that our new building will bring for the future," says Nigel Haworth, president, Sandvik South East Asia.



(L-R): S Iswaran, Minister of State for Trade and Industry and Peter Gossas, Chairman, Sandvik South East Asia and President, Sandvik Materials Technology

ENTERPRISE ECOSYSTEM PLANNING

Singapore Chosen As Site For World's Largest Biodiesel Facility

Natural Fuel, a global group of renewable energy companies headquartered in Western Australia, announced recently that they have chosen Singapore as its site for their S\$199.95 million (US\$130 million) state-of-the-art biodiesel production facility. Expected to be the largest biodiesel facility in the world, it is currently undergoing construction on Jurong Island, Singapore's petrochemical hub, and scheduled to begin production by the end of 2007.

Commenting on the decision to site their facility in Singapore, Richard

Selwood, managing director and CEO, Natural Fuel says, "Singapore, with its strategic location, excellent logistics and experience in the petrochemical industry can play a pivotal role as a regional hub for the bio-fuels industry, in the same manner it has succeeded with petrochemicals."

Built over three phases, Natural Fuel's facility will have an annual production capacity of 600,000 metric tons (700 million litres) of biodiesel upon the completion of its first phase slated for end 2007. Once the facility is fully functional, it has the potential to produce up to 1.8 million met-



(L-R): Michael Pixley, Deputy MD, Natural Fuel Limited; Richard Selwood, MD & CEO, Natural Fuel Limited; Lim Siong Guan, Chairman, EDB; Dr John Hewson, Chairman, Natural Fuel Limited; Barry Eu, Director, Natural Fuel Pte Limited (Singapore)

ric tons of biodiesel (1.9 million litres) annually.

Biodiesel is the key to fuel and environmental conservation as it is biodegradable, non-toxic and able to reduce up to 78 per cent carbon monoxide emissions while offering similar fuel economy as compared to petroleum diesel.

"Natural Fuel's new plant represents one of the largest single manufacturing investments from Australia to date. Natural Fuel's choice of Singapore validates Sin-

gapore's value proposition as a location with access to regional feedstock, comprehensive trade links and beneficial international agreements," notes Lim Siong Guan, chairman, Singapore Economic Development Board (EDB).

Leveraging Singapore's position as the world's third largest oil refinery centre and the growing awareness of the benefits of biodiesel, Natural Fuel's new facility is expected to be well-equipped to cope with increasing global demand.



ENGINEERING & ENVIRONMENTAL SERVICES

Tsinghua Tongfang Sets Up Asia Pacific R & D Centre In Singapore

Left: Lu Zhicheng, President, Tongfang Co Ltd

With an initial investment of S\$3.08 million (US\$2 million), China-listed technology company Tsinghua Tongfang will establish an Asia-Pacific R & D centre in Singapore focused on information technology and water and environment.

As Tongfang's first such facility in Asia outside of

China, the R & D centre will be running by early 2007 with about 100 researchers when fully operational. A building automation controlling system will be its initial research project.

The company, which is the science and research arm of Tsinghua University, one of China's top tertiary in-

stitutions, plans to expand its presence in Singapore to include a regional operations centre for logistics and product development within a year.

At Global Entrepolis 2006, Tsinghua Tongfang's new R & D centre was part of the S\$1.3 billion (US\$832 million) worth of

deals and projects sealed at the four-day event. "We established our Asia-Pacific R&D Center in Singapore because of its similar language and culture to what we have in China and the strong support received from the Economic Development Board," says Lu Zhicheng, president, Tongfang Co Ltd. "Singapore has many internationalized talents and technologies, as well as an internationalized market environment. All these are what we need for our internationalization strategy."

CHEMICALS

Bahar Industries Opens Specialties Facility In Singapore

Singapore's flavours and fragrances sector secured another vital partner in their manufacturing efforts in the form of Bahar Industries (S) Pte Ltd (Bahar), who recently opened their production and R & D centre for fine chemicals in Tuas.

This is the first expansion outside of India by Bahar and Singapore was chosen mainly for its world-class infrastructure and talent.

"Singapore is located at the centre of South East Asia and is a hub with developed infrastructure and skilled people," says Mohan Mehrotra, CEO, Bahar Industries Singapore.

The Singapore facility will be manufacturing *Ambrettolide*, a high-value perfumery additive for use by perfume formulators in India, China, Russia, Latin America, Africa and other countries in Asia and East

Europe. Production capacity for *Ambrettolide* is estimated to be 30 tonnes per annum in the first two years and this will contribute approximately S\$7.5 million (US\$4.88 million) to its revenue.

"The production of perfumery ingredients require a high level of technology and I feel that Singapore is best suited for this," reveals Mehrotra.



LOGISTICS & TRANSPORT

Nordam Breaks Ground On New Singapore Repair Facility

The Nordam Group, one of the largest independently held aerospace companies in the world, has begun construction of its new maintenance, repair, and overhaul (MRO) facility in Singapore. The ground-breaking cere-

mony of Nordam Singapore was held at Changi.

Nordam's latest investment of some S\$28 million (US\$18.2 million) will triple its facility size to 185,000 sq ft and create employment for 140

people. "Our new facility will allow us to accommodate the expanding volume and scope of parts we service in Singapore," says Brett Benton, vice president, Nordam, Asia Pacific. "There is obvious room to grow in the MRO market, especially as newer

engines begin to require maintenance."

Nordam has built a sturdy MRO foundation in Asia, with its Singapore facility in operation for the past 13 years. Nordam aims to make Nordam Singapore the bonding centre of excellence in Asia. "There is no denying the growth potential in Asia," says Benton. "With the continued support of Singapore's Economic Development Board (EDB) and our customer's recognition that Singapore is the MRO hub of Asia, Nordam is firmly committed to serving the Asia Pacific market out of Singapore."



Singapore: The Preferred Destination For HQ Operations

SINGAPORE IS ONE OF THE WORLD'S TOP HOTSPOTS TO CONDUCT AN ALL-ENCOMPASSING VALUE CHAIN OF ACTIVITIES – AND HEADQUARTERS RESPONSIBILITIES ARE AMONG THE TOP PRIORITIES ON THE LIST.

In the World Bank's Doing Business 2007 report released in September 2006, Singapore clinched top honours amongst 175 economies for its ease of doing business. The fact that Singapore is recognised as the most business-friendly economy in the world is also fuelled by an impressive number of diverse companies that have chosen the Republic as a springboard for their operations. Year after year, the numbers continue to grow – today, some 7,000 MNCs and 100,000 SMEs conduct a variety of businesses in Singapore. Of these companies, over 4,000 companies of varied geographies, industries and sizes have established HQ functions in Singapore.

Without doubt, Singapore is one of the most attractive HQ locations in the world, and the Singapore Economic Development Board (EDB) wants to raise this standard further. By 2010, the agency hopes to attract 500 heavyweight companies to establish HQ operations here, and judging from the figures so far, the target is very achievable. Just last year, under its HQ Programme, EDB awarded HQ status to 32 companies, bringing the total number of recipients to 415 since the initiative began in 1986.

Regardless of the size, industry or native country, EDB duly supports all kinds of companies who have demonstrated strong commitment in their level of operations in Singapore. This requisite has worked well in Singapore's favour, helping to build a unique HQ ecosystem that boasts formidable depth and diversity.

MADE TO ORDER

EDB's most recent international HQ Award ceremony, held during last year's Global Entrepolis @ Singapore event, saw 13 companies receiving IHQ Award. And, consistent with the multifaceted character of the local HQ landscape, they hail from a variety of industries,

including manufacturing, logistics management, IT and engineering services.

"To meet the different needs of companies which are from different industries and in different stages of growth, EDB is custom-fitting our services to them," says Lim Siong Guan, chairman, Singapore Economic Development Board (EDB). "As a result, we are seeing increasingly sophisticated and substantial activities located in Singapore, together with the traditional headquarters activities. Some of these activities include R&D, intellectual property management and supply-chain management. Many of the companies here today have also chosen to consolidate their corporate functions for the region in Singapore."

Indeed, it is this "custom-fitting" that has helped diversify the breadth and scope of companies with HQ activities in the city state. However, for many years, Singapore has also been home to a substantial pool of companies with HQ functions. Local company Cerebos, which markets and produces over 50 food and health supplements such as Brand's Essence of Chicken, has used Singapore as its vital nerve centre since its inception in 1968 and was the first company to be awarded HQ status by EDB.

Other companies that hail from abroad and count the Republic as a long-time operational base include GlaxoSmithKline, ExxonMobil, Hitachi, IBM, Motorola, General Electric, Procter & Gamble, Hewlett Packard, Caterpillar and Wacker Siltronic. Though they hail from all over the world, they have played a pivotal role in raising Singapore's profile as a dependable and world-class HQ destination.

HQ OPPORTUNITIES IN NEWER MARKETS

As Singapore's repute grows, so too the nature of companies that are setting up

base here. Further, the country's emphasis on technology and knowledge places it in good stead – higher value-add manufacturing activities and more sophisticated services are flourishing on the island.

Recent recipients of the IHQ Award in the new millennium hail from less common, but emerging industries – and it is a trend that continues unabated. Major food & beverage players like Burger King, Yum! Brands Inc (which manages Kentucky Fried Chicken, Pizza Hut, Taco Bell and Long John Silver's), Delifrance, Diageo (which has global brands like Guinness, Smirnoff and Baileys under its portfolio), Kraft and Cadbury Schweppes have chosen Singapore as their HQ gateway for spearheading regional activities.

Leading audio & video brands like Bang & Olufsen and Nakamichi lend mettle to the lifestyle market in their decision to hub in Singapore, while upmarket retailers the likes of LVMH, Hermès and Levi's are HQ pioneers in the retail sector. Less traditional industries seeing an upswing in HQ-based operations include hospitality, the latest being Marriott Vacation Club International, Club Med, InterContinental Hotels and Les Concierges as well as automotive players such as Nissan, Volkswagen and DaimlerChrysler.

Higher level professional services have also found their way here, amongst them Mercer, a leader in human resource consulting and market research organisation, Gallup. International and non-profit organisations like World Intellectual Property Organization, World Wildlife Fund and World Vision have similarly set up HQs in Singapore.

FROM FAR AND WIDE

Naturally, Singapore-formed companies are only too pleased to plant their HQ base here. After all, they would have ready and

Regardless of the size, industry, or native country – EDB duly supports all kinds of companies who have demonstrated strong commitment in their level of operations in Singapore.

Further, the country's emphasis on technology and knowledge places it in good stead – higher value-add manufacturing activities and more sophisticated services are flourishing on the island.


easy access to the rest of the world, solid infrastructure, talented workforce, excellent business linkages, business-friendly tax system, a global network of free trade agreements and an overall high quality of life. Most importantly, they have the 'Made In Singapore' stamp of quality that is recognised both at home and abroad. Enterprises like Hyflux, OSIM, Breadtalk, Creative Technology and Aztech Systems Limited have effectively grown their businesses from Singapore, and continue to spearhead their global businesses from Singapore.

In the same vein, the success of Singapore's very own helps attract players from new geographies and markets. Consultant engineering company Beca was the first New Zealand organisation to be awarded IHQ Award in 2005 and New Zealand Milk Products soon followed. In October 2006, WorsleyParsons joined the ranks of other Australian companies such as BHP Billiton, Amcor and United Group to conduct regional, if not international, HQ activities in Singapore. From the Middle East came Israel's ECI Telecom and Kuwait's Trans-Link Express. Northern Asia players also began flocking to Singapore: Korea's Samsung, Korean Airlines, Hyundai Engineering & Construction, as well as China-

based Lenovo, Huawei Technologies, China Unionpay and Sunstar Membranes. India has also seen enterprising companies such as Tata Consultancy and Satyam Computer Services start their HQ operations here.

Newer geographies and markets aside, there is a rising trend amongst the over 4,000 companies that have HQ responsibilities in Singapore – they are embarking on a full value chain of activities to synergise their business into a fully integrated one. Whether it is manufacturing, supply chain management, R&D, innovation and product development to shared services and intellectual property management, organisations like Motorola, Ikea and Citibank, to name a few, have been quick to identify and tap on Singapore's unique advantages to further scale up their local operations.

To this, Lim is quick to assure that all companies will receive "special treatment, new business possibilities, progressive business environment, congenial networks and partnerships."

"The headquarters landscape is characterised by diversity, diversity in terms of geographies, industries and functions," affirms Lim. "I thank all companies for their confidence in, and endorsement of, Singapore as a choice location for their HQ." 

TOP 10 REASONS WHY SINGAPORE IS A COMPELLING HQ HUB

1. Strong Innovative Spirit

"R&D has always been the key engine behind our growth since Motorola was established in Singapore some 30 years ago. We intend to continue our strategic partnership with Singapore to drive more exciting developments."

- Jeffrey Lim, president, Motorola Singapore

2. Connectivity

"The country provides easy access to the Asian markets due to proximity, excellent infrastructure; tremendous support for talent development and of course, the benefit of Singapore's commitment to be an innovation-driven economy."

- Rajiv Wahi, president, Cadbury Schweppes Asia Pacific

3. Skilled Workforce

"It is relatively easy to find and hire skilled labour here thanks to a great education system and the government's efforts in attracting talent."

- John Anderson, president, Levi Strauss Asia Pacific division

4. Business Networking & Linkages

"Singapore is an ideal location for Nissan's regional head office and as a base to seek out growth opportunities in the fast developing markets in the region."

- Keiji Shimada, president, Nissan Asia Pacific

5. Solid Supply Chain Network

"Locating our international sales support centre in Singapore alongside our supply chain control centre for PCs, will allow us to further our mission of delivering high-quality products and world-class service to our customers, while also benefiting from the operational efficiencies this location provides."

- Mary Ma, senior vice president, Lenovo

6. Superior Infrastructure

"Our success hinges upon being as good as the best in the world with the solid, dependable, up-to-the-minute business infrastructure that can only be obtained within Singapore in the region."

- Bernard Chow, executive chairman, Trans-link Express Pte Ltd

7. Impressive Pool Of Resources

"Singapore is an ideal location... and our presence here also enjoys strong synergies with Singapore's strengths in academia and research."

- Mark Robertson, president, Blackwell Publishing Asia

8. Political Stability

"Thanks to its economically strategic location, its friendly business environment, political stability and first-class infrastructure, Singapore serves as an excellent operational hub for our Asia Pacific operations,"

- Hans-Martin Rueter, CEO, Conergy

9. Attractive Business-Friendly Policies

"With our facilities in Singapore we can take advantage of economies of scale and the country's beneficial pro-business policies."

- Douglas G. Bergeron, chairman and CEO, Verifone Holdings Inc.

10. Safeguarding/Management of IP Assets

"Singapore was selected as the site for the Asia Pacific IP Licensing Center in view of its mature legal system, the government's strong support and respect for IP and its overall strength as a strategic base for IP management,"

- Tan Lee Chew, managing director, Hewlett Packard Southeast Asia



Top left picture:
(L-R): Rajiv Wahi, President, Cadbury Schweppes Asia Pacific and Teo Ming Kian, former Chairman, EDB

Top right picture:
(L-R): Keiji Shimada, President, Nissan Asia Pacific; Yasuaki Hashimoto, Corporate Vice President, Nissan Motor Company and Lim Siong Guan, Chairman, EDB

Mitsubishi Chemical Infonics

Ups Production Of OPC Drums

FOURTH MANUFACTURING LINE EXPECTED TO MEET INCREASED GLOBAL DEMAND FOR ORGANIC PHOTO CONDUCTOR DRUMS.

Mitsubishi Chemical Infonics Pte Ltd (Mitsubishi Chemical, MCI), one of the world's leading producers of Organic Photo Conductor (OPC) drums, opened its fourth manufacturing line within its expanded plant in Jurong last November. This is in line with the company's plans to gradually increase their base of operations here in Singapore.

Established in Singapore since 1995, Mitsubishi Chemical is a subsidiary company of the Mitsubishi Chemical Corporation, whose wide-ranging field of business includes petrochemistry, life sciences and healthcare, to name a few. Mitsubishi Chemical made its mark on the local market for being the first in Singapore to house both the manufacturing plants for OPC drums and Optical Disk Storage Media in one site. It is still the only company that produces OPC drums here in Singapore.



Ribbon Cutting Ceremony (L-R): Ryuji Fukumura, Deputy COO, Associate Director, Mitsubishi Chemical Corporation; Hiroshi Harayama, COO, Managing Executive Officer, Mitsubishi Chemical Corporation; Kiyoshi Udagawa, Managing Director, NAKANO Singapore Pte Ltd; Takashi Hashimoto, Managing Director, Mitsubishi Chemical Infonics Pte Ltd



“With the opening of this manufacturing line, we hope to maintain the transfer of innovative technology to Singapore for the production of OPC drums with high definition and colour printing qualities.”

**– Takashi Hashimoto,
Managing Director,
Mitsubishi Chemical**

EXPANSION PLANS

The idea for this additional manufacturing capacity was conceived late December 2005, when the company recognised the increasing demand for high quality OPC drums as the imaging devices sector continued to grow. Identifying the need for better technology to meet the growth of this sector, MCI planned for the latest manufacturing line to produce OPC drums with high definition and colour printing.

“The laser printing industry will continue to grow and in this competitive arena, cost and quality are two key factors that would determine our success, which is why we are investing in this expansion of production and technological capabilities,” reveals Takashi Hashimoto, managing director, Mitsubishi Chemical.

Along with this increase in production capabilities, Mitsubishi Chemical is looking to increase its OPC drum sales and extend their current market share of this particular product. “With the opening of this manufacturing line, we hope to maintain the transfer of innovative technology to Singapore for the production of OPC drums with high definition and colour printing qualities,” says Hashimoto.

The OPC drum is a cylinder coated with a substance whose electrical properties change in the presence of light. The drum is electro-statically charged and the laser changes the charge on the parts of the drum it passes over. Those areas will pick up toner and apply it to the page. The OPC drum is a vital component for imaging devices such as laser printers, fax machines and photocopying machines.

LOOKING AHEAD

Commenting on future plans for the company, Hashimoto says, “Mitsubishi Chemical has plans to install their fifth manufacturing line in Singapore.” However, any investment made in this area would be dependent on the demand of OPC drums worldwide. He also revealed Mitsubishi Chemical’s plans to increase the number of employees in their manufacturing facility, thereby giving the local economy a shot in the arm.

With the amount of capital, material and technological investment being pumped into the domestic manufacturing industry over the years by Mitsubishi Chemical, the company is clearly more than committed to remain an integral stakeholder in Singapore’s future economy. **EDP**

Singapore Confers National Honours On International Business Leaders



President S.R. Nathan (above left) confers the awards on the following recipients (from L-R): William D. Watkins, CEO, Seagate Technology LLC; Hiromasa Yonekura, President, Sumitomo Chemical Co., Ltd; Charles V. Bergh, President, Global Grooming, Procter & Gamble; Hiroshi Suzuki, President and CEO, HOYA Corporation; Dr Tadataka Yamada, President, Global Health Programme, Bill & Melinda Gates Foundation

BUSINESS LEADERS WERE HONOURED WITH THE DISTINGUISHED FRIENDS OF SINGAPORE AND FRIENDS OF SINGAPORE/BUSINESS AWARDS FOR ELEVATING SINGAPORE'S BUSINESS STANDING TO A HIGHER LEVEL INTERNATIONALLY.

This year, five international business leaders were conferred National Honours for their significant contributions to Singapore's economic growth. During the ceremony held on 8 December 2006, Singapore President S R Nathan conferred the two respective awards, the Public Service Star (Distinguished Friends of Singapore) and the Public Service Medal (Friends of Singapore/Business) to the deserving recipients.

DISTINGUISHED FRIENDS OF SINGAPORE AWARD RECIPIENTS

This year's Public Service Star (Distinguished Friends of Singapore) awards were presented to William D. Watkins, CEO, Seagate Technology LLC and Hiromasa Yonekura, president, Sumitomo Chemical Co., Ltd. The two business leaders were feted for having made outstanding contributions to Singapore's economy over a sustained period. They played critical roles in strengthening Singapore's business and technological capabilities, and its international standing in industry and economic competitiveness.

"Receiving the Public Service Star (Distinguished Friends of Singapore) is a great honour, and is a testament to the enduring partnership between Singapore and Seagate," says Watkins. "Seagate first came to Singapore in 1982... Today, 25 years later, our collaboration continues and both partners are thriving."

During his 10 years at Seagate, Watkins has been an unequivocal supporter of Singapore. Back in 2003, Seagate pledged to invest S\$500 million (US\$325 million) into its Singapore operations over the next five years, and the company kept to its word under Watkins' leadership. In September 2006, Seagate announced that it would set up a third media plant in Singapore, making local recording media operations responsible for some 80 per cent of Seagate's total requirement of recording media.

Fellow Distinguished Friends of Singapore recipient Hiromasa Yonekura was also delighted with the honour. "Singapore is a country of opportunity with great people and high aspirations for growth. I, as well as Sumitomo Chemical, wish very much to continue nurturing this friendship with Singapore to form an even stronger partnership," says Yonekura.

As recently as April 2005, the company broke ground for the third phase expansion of its methyl methacrylate (MMA) facilities in Singapore, which will add an annual 90,000 tons of MMA monomer and 50,000 tons of MMA polymers when the facilities begin operation in the first quarter of 2008. From its strategic Singapore location, Sumitomo Chemical, under Yonekura's stewardship, has pledged its commitment to grow and develop new markets while nurturing and expanding the knowledge base of Singapore's chemicals industry.

FRIENDS OF SINGAPORE/ BUSINESS AWARD RECIPIENTS

The Public Service Medal (Friends of Singapore/Business) award, recognising senior executives for their economic contributions to Singapore, are awarded to the remaining three business leaders. Beyond corporate responsibilities, these leaders have also displayed strong initiative to promote Singapore's growth and interests.


This year's awardees are: Charles V. Bergh, president, global grooming, Procter & Gamble; Hiroshi Suzuki, president and CEO, HOYA Corporation, and Dr Tadataka Yamada, president, global health programme, Bill & Melinda Gates Foundation and former chairman of research and development, GlaxoSmithKline plc.

"Singapore is an amazing country, and has created the right environment to attract both businesses and talented individuals," lauds Bergh, who also served on the Singapore Economic Development Board (EDB) during his six years here. Procter & Gamble, employing one of the larger staff pools in Singapore, manages all its product category activities in the ASEAN, Australasia and India region here. Further, the company said that it will introduce brand management activities such as brand design and equity.



"HOYA's manufacturing operation in Singapore has flourished since 1995, thanks to the excellent environment for doing business here and the invaluable support and partnership of the government of Singapore," adds Suzuki. Last year, in a show of commitment, HOYA Magnetics Singapore ramped up magnetic disk production capacity at its Tuas manufacturing facility.

Yamada, who retired from his post as chairman of research and development, GlaxoSmithKline plc earlier, says, "I am honoured to accept this award, which recognises the many people at GSK who are working to discover new ways to fight disease." During his tenure, exciting developments occurred in the company's local operations, which includes the establishment of its first vaccine manufacturing plant set to begin operations in 2010 and the setting up of Asia Pacific's first pre-clinical research facility for neurodegenerative diseases. "It is exciting to see Singapore becoming a hub for cutting-edge pharmaceutical research and development."

"Singapore is very fortunate to have these business personalities who stand up for Singapore, help Singapore better position itself for the future, and tell the world why and how Singapore has been good business partners for them," sums up Lim Siong Guan, chairman, Singapore Economic Development Board (EDB). "The award is an important way for us to recognise and thank them for their valuable contributions to Singapore." 

"Singapore is an amazing country, and has created the right environment to attract both businesses and talented individuals,"

– Charles V. Bergh,
President,
Global Grooming,
Procter & Gamble

Meiden Increases Presence In Singapore

MEIDEN SINGAPORE PTE LTD CONTINUES TO GROW WITH A NEW TRANSFORMER MANUFACTURING PLANT HERE.

Singapore's manufacturing industry shows no signs of slowing down. Last year, it accounted for a significant 28 per cent of the country's Gross Domestic Product (GDP), thanks to manufacturing companies, big and small, carrying out their entire chain of activities here.

One such company is Meiden Singapore Pte Ltd, a subsidiary of Japanese power technology and solutions giant, Meidensha Corporation Ltd. Meiden Singapore, which specialises in high-capacity power equipment, integrated power systems and advanced power quality solutions, celebrated 30 years of success in Singapore in 2005. And the company looks set for more great years with the establishment of a new plant to upgrade its transformer manufacturing activities here.

A PERFECT FIT

When Meiden established its engineering office here back in 1975, Singapore was making considerable headway on the manufacturing front. It was clear even during those early days that Singapore would be an invaluable ally in achieving the company's business goals. Besides low costs and a favourable business environment, Singapore had the ad-



vantage of a solid infrastructure and excellent connectivity; all of which were vital in Meiden's plans to gain a firm foothold in the Singapore and regional market.

Meiden Singapore hasn't looked back since. It has continued to expand its operations both in scope and complexity. Four years after arriving on Singapore's shores, the company set up its first plant here to manufacture distribution transformers and in 1995, the landmark 10,000th distribution transformer was delivered. In fact, Singapore has the distinction of being Meidensha Corporation's only location outside Japan to produce transformers.


To complement the transformer operations, a second plant was established to manufacture switchgear and vacuum circuit breaker in 1998. The substantial customer base in Singapore as well as the advantage of leveraging manpower with similar high skill sets and knowledge across the three products, were some of the reasons for this move.

Meiden Singapore recently opened a new S\$20 million (US\$13 million) manufac-

turing plant to take its transformer business to the next level. The new facility will produce higher-end 154kV 100MVA transformers which require advanced knowledge and highly-trained skills. In addition to doubling current sales turnover, the new plant demonstrates the company's commitment in terms of long term support for its products.

MOVING FORWARD

In addition to its manufacturing activities, Singapore is home to Meiden's regional headquarters, which is in-charge of growing the company's business and managing engineering support operations in the region.

Completing Meiden's full value chain of operations here is its power quality solutions R&D centre. The state-of-the-art centre will develop, manufacture and market solutions that will enhance the quality of power electronics and power quality equipment used in critical manufacturing applications. This is expected to move Meiden into cutting-edge technology markets that will command higher margins as well as offer customers a wider range of solutions. 

Besides low costs and a favourable business environment, Singapore had the advantage of a solid infrastructure and excellent connectivity; all of which were vital in Meiden's plans to gain a firm foothold in the Singapore and regional market.

Toll Group Ready To Take On Asia

WITH ITS RE-BRANDING EXERCISE, TOLL GROUP EXPECTS BUSINESS IN ASIA TO BOOM.

“It is our intention to combine the strength of Toll Asia with the rest of the Toll Group, to further enhance our capabilities and offer an even broader range of logistics solutions to our customers,”

– Paul Little,
Managing Director,
Toll Group

Successfully integrating their acquisition of SembCorp Logistics into the family on 2 October 2006 and re-branding it as “Toll Asia”, Australia-based Toll Group, a leading integrated logistics provider, expands its brand into Asia. Toll Asia can now leverage on its parent company for their vast knowledge, logistics assets and resources to serve the needs of Asian clients and to grow their business.

“It is our intention to combine the strength of Toll Asia with the rest of the Toll Group, to further enhance our capabilities and offer an even broader range of logistics solutions to our customers,” says Paul Little, managing director, Toll Group.




POISED FOR GROWTH

Connectivity has always been a key factor underpinning Singapore’s competitiveness in logistics. Singapore is one of the most networked countries in the world, with its web of Free Trade Agreements offering privileged access to major markets in the world.

“Singapore offers excellent business connectivity through our strong ecosystem of business partners and investors,” explains Lim Siong Guan, chairman, Singapore Economic Development Board (EDB).

In conjunction with this re-branding exercise, Toll Group also announced its intention to invest S\$100 million (US\$65.01 million) in the re-development of its oil and gas supply base here – the Loyang Offshore Supply Base.

Toll Group expects Toll Asia’s revenues to double by 2010, and to complete the redevelopment of Loyang Offshore Supply Base by 2011.

“We now have an excellent platform in Toll Asia and we intend to use it as a springboard to realise our future aggressive growth plans,” reveals Little. 

The Economic Development Board (EDB) is Singapore's lead agency responsible for planning and executing strategies to sustain Singapore's position as a global hub for business and investment.

We work closely with local and foreign companies across a diverse range of activities in both manufacturing and services to help them move towards higher value-creating operations in an increasingly knowledge-based and innovation-driven environment. We also encourage companies to use Singapore as a headquarters and total business centre to manage their global or regional functions to service their global or Asia Pacific operations.

Singapore is today a "Global Entrepolis" – a compelling global hub for business and investment where entrepreneurs and enterprise converge, spark and realise innovations, forge partnerships, and create value in manufacturing and services industries. EDB acts as a catalyst and facilitator to ensure a thriving "enterprise ecosystem" in Singapore. We encourage innovation and entrepreneurship by helping to create an environment which is conducive for start-ups and companies of all sizes to interact with each other with good corporate governance practices and where intellectual property is protected.

For more information on how EDB can help in your business and investment, please visit www.sedb.com.

Head Office:
250 North Bridge Road #28-00
Raffles City Tower
Singapore 179101
Tel: (65) 6832-6832
Fax: (65) 6832-6565
Website: www.sedb.com

North American Offices:
Boston, Chicago, Dallas,
Los Angeles, New York,
San Francisco, Washington, DC.

European Offices:
Frankfurt, London, Milan,
Paris, Stockholm.

Asian Offices:
Beijing, Shanghai, Jakarta,
Mumbai, Osaka, Tokyo.



Publication Team
Editor:
Khor Mi Mi (Mi_Mi_Khor@edb.gov.sg)
Editorial Contributor:
Kevin Kwang (kevin@paperclip.com.sg)
Art Director:
Leslie Neo (leslie@paperclip.com.sg)
Project Manager:
Gnoh Pau Chin (pauchin@paperclip.com.sg)

Publishing Consultant: Paperclip Communications Pte Ltd

Please email your comments/feedback to: chersoon@edb.gov.sg

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