

SPEECH BY MR CHAN CHUN SING, ACTING MINISTER FOR COMMUNITY DEVELOPMENT, YOUTH AND SPORTS AND MINISTER OF STATE FOR INFORMATION, COMMUNICATIONS AND THE ARTS AT THE COOL JAPAN MONTH RECEPTION ON 6 OCTOBER 2011, 5.30PM, ION ORCHARD

Mr Tadahiro Matsushita, Senior Vice Minister, Ministry of Economy, Trade & Industry

Distinguished guests

Good evening, ladies and gentlemen.

Introduction

Thank you for inviting me to the launch of the “Cool Japan Month”. I am happy to be here at this event to celebrate Japan and Singapore’s collaboration in the Creative Industries.

Strong collaboration between Singapore and Japan

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2 The relations between Singapore and Japan have deepened and broadened over the past few years. Singapore and Japan have cooperated in various areas including Defence and Anti-piracy. Both countries also enjoy a deep and long-standing bilateral relationship on the economic front.

3 For instance, the Japan-Singapore New-Age Economic Partnership Agreement, or JSEPA, marked a key milestone in collaboration between Japan and Singapore. This bilateral economic partnership agreement, established on 30th November 2002, has created new opportunities for our businesses and further boost trade and investment links between our countries. Japan has been one of Singapore's major trading partners and I am also pleased that Singapore is among Japan's top ten trading partner in Asia.

4 Both countries are also discussing opportunities for stronger collaboration in the area of Creative Industries. Let me share with you the opportunities for collaboration on both the economic and cultural fronts in our Creative Industries.

Creative industries as an economic enabler

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5 The Creative Industries will offer many opportunities to reinvigorate Singapore and Japan's economies. Design, a creative discipline, has long been recognised as a key driver and enabler to increase the economic value of products, services and consumer experiences. Design-driven innovation helps create engaging customer

experiences, and has the potential to augment the value of existing design offerings to boost both countries' economies.

6 Besides increasing the value of design offerings, Creative Industries also develop new markets in architecture, urban planning, product and industrial design, fashion design, animation and film. Creative disciplines, such as Design, also help our Small and Medium Enterprises (SMEs) move up the value chain by innovating new products and services. It is thus timely that Singapore and Japan recognise the economic potential of the Creative Industries and I look forward to closer collaboration between both countries on this front.

Cultural sharing create product opportunities

7 There are also excellent opportunities for collaboration between Singapore and Japan on the cultural front. Singapore as a multi-racial cosmopolitan city, has a rich variety of cultures and heritage to create new innovations for the Asian market. As a gateway to Asia and the rest of the world, Singapore provides opportunities for companies to leverage on the country's deep understanding of Asian lifestyles to launch innovative design offerings to Asia and beyond.

8 The collaboration between Singapore and Japan in the Creative Industries will present an excellent platform for both countries to better appreciate each country's creativity, culture and heritage. I look forward to more exchanges of expertise, manpower and activities in the Creative Industries of both countries, which will create more opportunities for innovative products to be developed for the Asian market and beyond.

Conclusion

9 In conclusion, I am confident that Singapore and Japan will develop a strong bilateral relationship in the Creative Industries. I would like to encourage businesses and designers from both countries to be engaged in more collaborations and exchanges in the Creative Industries.

10 I would also like to congratulate the organisers of the "Cool Japan Month" for the exciting series of programmes they have lined up for the event in Singapore.

11 I wish you a pleasant evening ahead. Thank you.

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