

MEDIA RELEASE

IE Singapore works with JETRO for connectivity and technology partnerships with Japan

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Singapore, Wednesday, 28 September 2016

1. International Enterprise (IE) Singapore, the government agency partnering Singapore companies in going global, and the Japan External Trade Organisation (JETRO), signed a Memorandum of Cooperation (MOC) in Tokyo today. This will enhance bilateral trade flows and investments between Singapore and Japan, facilitate technology and third country collaboration in food, healthcare, renewable energy, ICT, robotics and automation. Singapore and Japanese enterprises can expect more business missions, business matching and one-to-one facilitations.
2. The MOC was signed at the Commemorative Symposium on 50th Anniversary of Japan-Singapore Diplomatic Relations jointly organised by IE Singapore, JETRO, The Straits Times and Nikkei BP this morning. The document exchange will be witnessed by Singapore Prime Minister Lee Hsien Loong and Japan Prime Minister Shinzo Abe in the evening.
3. Mr Lee Ark Boon, Chief Executive Officer of IE Singapore said, "Looking ahead, our robust trade and investment ties with Japan will be further enhanced through greater collaboration in technology and new markets as Singapore and Japan become more connected."

Enhancing connectivity to boost trade flows and investments

4. Over the past 50 years, bilateral trade increased 80 times from S\$587 million in 1966 to S\$46.5 billion last year¹. In 2015, Singapore invested US\$1.94 billion² in Japan,

¹ Source: MTI

² Source: JETRO

becoming its top Asian investor. IE Singapore and JETRO will look at physical connectivity collaboration to promote greater flows in capital, goods, services and people.

5. Scoot will launch its inaugural flight to Hokkaido on 1 October³. IE Singapore facilitated this process, successfully sold Scoot's value proposition and obtained the greenlight for flight approvals. IE Singapore will work with JETRO to help Singapore and Japanese traders leverage this new connectivity to export Hokkaido produce overseas.
6. Said Mr Hiroyuki Ishige, Chairman and CEO of JETRO, "Through this MOC, JETRO would like to contribute to expanding two-way trade and investment by creating concrete business opportunities between Singapore and Japan. For example, working together with IE Singapore to allow fresh agricultural, fishery and food products produced in Hokkaido and Tohoku regions to be delivered to families in Singapore or other ASEAN countries as quickly as they are delivered to Japanese families, by utilising the new airline route between Singapore and Chitose of Hokkaido."

Promoting technology

7. Japan is at the cutting edge of technology innovation, ranking first for R&D investment among the G7 nations⁴. Singapore companies can work with the Japanese to scale up capabilities in robotics, automation, IOT and data analytics. Cyclect Group, an engineering, procurement, construction and project management services company, is in talks with Cyberdyne, a leading robotics company in Japan, to develop future robotic solutions for aviation and logistics.

8. In 2015, IE Singapore facilitated ST Aerospace's joint venture partnership with Japanese seat maker, Tenryu Holdings, to set up ST Aerospace Aircraft Seats Pte Ltd. ST Aerospace plans to deliver integrated cabin interiors offerings to its network members as well as expand its MRO business. The partnership will see innovative seating solutions for the aerospace industry.

Facilitating third country collaboration

9. With Singapore at the heart of Southeast Asia, and Japan as the gateway to North Asia, third country collaborations will be enhanced across Southeast Asia, India and

³ Mrs Josephine Teo, Senior Minister of State, Prime Minister's Office, Ministry of Foreign Affairs and Ministry of Transport graced the launch ceremony in Tokyo on 26 September.

⁴ Source: <https://data.oecd.org/rd/gross-domestic-spending-on-r-d.htm>

China. This is in line with Japan's directive to increase exports in infrastructure, technology and agriculture.

10. In 2013, Ascendas-Singbridge and a consortium comprising Mizuho Bank and JGC Corporation built OneHub Chennai, a 1,500-acre township in Chennai, India. Located 50 km south of Chennai, the development integrates industrial, commercial and residential elements and facilitates the growth of Japanese and international businesses in India. Leading Japanese companies Ajinomoto, Hitachi Automotive Systems and Takasago International Corporation have set up in the park.

Commemorative Symposium on 50th Anniversary of Japan-Singapore Diplomatic Relations

11. Ms Sim Ann, Senior Minister of State, Ministry of Culture, Community and Youth & Ministry of Trade and Industry, was the Guest of Honour at the symposium, which marked the 50th year of diplomatic relations between Singapore and Japan (please refer to Annex 1 for her speech). At the event, 300 Singapore and Japanese government officials and companies discussed how both countries can partner in innovation and contribute towards ASEAN's economic and social growth. Singapore companies such as Ascendas-Singbridge, Changi Airport Group and BeMyGuest participated in the panel discussions.

12. Two other Memoranda of Understanding (MOU) were signed at the event:

- a. Infrastructure Project Collaboration between Surbana Jurong and Japan Overseas Infrastructure Investment Corporation for transport and urban development;
- b. Research Collaboration Agreement between Nanyang Technological University (NTU) and Tokyo Institute of Technology (TIT) for research and technology.

Annex 1: Opening remarks by Mr Lee Ark Boon

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Note to Editor

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About International Enterprise Singapore

IE Singapore is the government agency promoting international trade and partnering Singapore companies in going global. Our vision is a thriving business hub in Singapore with Globally Competitive Companies and leading international traders.

IE Singapore attracts global commodities traders to establish their global or Asian home base in Singapore. Today, Singapore is a thriving trading hub with a complete ecosystem for the energy, agri-commodities and metals & minerals trading clusters.

Through our Global Company Partnership and Market Readiness Assistance, we also work with Singapore-based companies in their various stages of growth towards being globally competitive.

Our global network of overseas centres in over 35 locations provides the necessary connections in many developed and emerging markets. Visit www.iesingapore.gov.sg for more information.

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ANNEX 1

**Opening Remarks by Mr Lee Ark Boon, CEO
International Enterprise (IE) Singapore
Commemorative Symposium on 50th Anniversary of Japan-Singapore
Diplomatic Relations
28 September 2016 (Wednesday), 0945Hrs
Tokyo, Japan**

Parliamentary Vice-Minister of Economy, Trade and Industry, Mr. Toshinao Nakagawa,

Senior Minister of State, Ministry of Trade and Industry, Ms. Sim Ann,

Chairman and CEO, Japan External Trade Organization (JETRO), Mr. Hiroyuki Ishige,

Distinguished Guests

Ladies and Gentlemen

Mina-sama. Ohayo-go-zai-masu.

1. A very good morning to everyone and I am very happy to be here today in Tokyo. This year marks the 50th anniversary of diplomatic relations between Singapore and Japan. IE Singapore is very pleased to partner with JETRO, The Straits Times, and Nikkei BP to organize this seminar which marks this very special occasion.
2. IE Singapore, is the Singapore government agency promoting international trade and partnering Singapore companies as they go overseas and invest all over the world, including Japan. Singapore and Japan have developed very strong bilateral and economic ties over the past 50 years. Our long-standing trade and investment relations are supported by strong fundamentals and the Japan-Singapore Economic Partnership Agreement (JESPA) which we undertook in 2002. Back then, this was Japan's first bilateral economic partnership and Singapore's first with a major trading partner. Our linkages have since broadened to where Singapore and Japan are both members of the Trans-Pacific Partnership (TPP), ASEAN-Japan Comprehensive Economic Partnership (AJCEP) and Regional Comprehensive Economic Partnership (RCEP) that are still under negotiations today.
3. Top Japanese trading houses and specialised traders have also been operating in Singapore since the late 1980s. Over the last decade, annual bilateral trade has been consistently robust. And last year, Japan was Singapore's 8th largest trading partner, with total trade of almost US\$35 billion.
4. Cumulative investments from Singapore to Japan also increased significantly, growing 7 times in the last decade to reach US\$15 billion in 2015. This growth comes from Singapore companies having diverse business interests in Japan ranging from real estate, hospitality, and logistics to healthcare and services. Last year, Singapore enterprises invested close to \$2 billion in Japan. Within Asia, Singapore was the top investor to Japan, and overall 2nd largest investor, behind the USA. Today, I am pleased that you will hear from and get to network with some of our Singapore enterprises that have invested in Japan.

ENHANCING CONNECTIVITY BETWEEN SINGAPORE AND JAPAN

5. Japan is an important economic partner for Singapore. We are very committed to enhance connectivity and promote further collaboration between our enterprises. To this end, IE Singapore will renew and strengthen the Memorandum of Cooperation with JETRO, our valuable partner. Allow me to share two examples of what we are doing to further enhance connectivity through investments which support tourism and wholesale trade.
6. Singaporeans love to travel to Japan. Over the last decade, the number of Singapore tourists visiting Japan has tripled to 300,000 in 2015. On the back of this growing tourism market in Japan, we are helping Singapore enterprises invest into the hospitality sector. Last November, Roxy-Pacific Holdings Limited, a Singapore property developer opened a boutique hotel in Kyoto. Next year, the Ascott Limited, will open its first Ascott residence in Marunouchi, Tokyo.
7. As more international tourists visit Japan, the demand for a wider variety of goods and services will increase. Come 2020, when Japan hosts the Summer Olympics, we expect the demand to be even greater. Catering to this growth, we are helping Singapore brands enter Japan. Last week, Bee Cheng Hiang, a very famous Singapore brand for fragrant grilled meats, opened their first outlet in Ginza. Later this year, Saladstop, a quick and healthy food concept will also be opening their first store in Tokyo. I welcome everybody to step in and enjoy a taste of Singapore in Tokyo.
8. “Washoku” or Japanese food is gaining much popularity overseas. Riding on this wave, the Japanese government plans to increase agriculture exports overseas. I believe this will be a warm welcome to all fans of Japanese cuisine overseas. Singapore enterprises are also interested to support this effort. Later this week, from 1 October, Scoot Pte Ltd, a member of the Singapore Airlines Group, will commence flights services linking Singapore to Sapporo. With this connection, Singapore and Japanese traders can utilize Scoot’s flight to efficiently export their produce straight from Hokkaido to the overseas markets by tapping on Singapore as a hub.
9. I hope to see more flights between Singapore and Japanese regional cities, which will further strengthen the connectivity and promote greater flow of capital, goods, services, and people.

PROMOTING COLLABORATION BETWEEN ENTERPRISES

10. Let me now touch on promoting collaboration between Singapore and Japanese enterprises. I believe there is much potential to be unleashed when our enterprises partner on the technology front and collaborate to seek opportunities in third countries.
11. Japanese enterprises are increasingly shifting their focus and investment into markets such as ASEAN and India. Similarly, these are also important markets for Singapore. In 2014, Singapore was the 2nd largest investor in India. Concurrently, Singapore was amongst the top investors in many ASEAN markets such as Indonesia, Myanmar, Thailand and Vietnam. In this respect, Singapore and Japanese enterprises have been partnering each other to jointly enter these

markets. This is an area where I think we can foster even greater collaboration between Singapore and Japanese enterprises.

12. Japanese enterprises have very good technologies and innovative solutions. Technologies in various fields such as robotics, Artificial Intelligence and the Internet-of-things have potential to be applied across many markets especially in ASEAN and India. In this area, Singapore enterprises are keen to forge technology partnerships with Japanese enterprises to seek such global opportunities. One such partnership which we have facilitated recently is between Cyclect, a Singapore engineering firm, and Cyberdyne Incorporation to jointly develop robotic solutions for the aviation and logistics industries. Looking forward, we will like to work with Japan to promote more of such technology partnerships between Singapore and Japanese enterprises.

CONCLUSION

13. In closing, I am pleased to say that Singapore and Japan share a long history of close partnership. And I am confident that this partnership will deepen through greater connectivity and collaboration as we look to the next 50 years.
14. I wish everyone a fruitful day of discussions. Thank you. Arigato.

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