

Singapore: Your Gateway to Asia!

Exploring Business and Investment Opportunities in Singapore

Monday, November 14th, 2011, Zunfthaus zur Meisen, Zurich



In today's challenging economic environment Swiss companies need to consider expanding into Asia in order to benefit from the opportunities that the growing markets there provide.

Many Swiss companies, whether small, medium or large, have already taken this step and selected Singapore – the “Switzerland of Asia” – as their business operation base in Asia.

How do you set up operations in Singapore? Where do you start? What legal steps must you take? Whom can you ask for support and guidance? What help does the government provide? What are the possible barriers and pitfalls? How can you employ great opportunities well?

To answer these questions the Swiss Asian Chamber of Commerce has organized an event on November 14th, 2011, in the Zunfthaus zur Meisen in Zürich.

Why Singapore? Singapore has many unique advantages which are particularly suited to Swiss companies and the “Swiss way” of doing business:

- A stable political and legal environment
- A favorable tax system
- Respect for intellectual property rights
- Highly committed and skilled work staff
- A long-lasting, historically and excellent relationship with Switzerland
- Close relationship with China, Australia, New Zealand, India and other ASEAN countries
- Excellent Infrastructure (Airport, Highways etc.)
- One daily A380 non stop flight from Zurich to Singapore
- English as main language
- No natural disasters
- A large Swiss community in Singapore
- High quality of life and a beautiful scenery; Singapore is called “The Garden City”

Swiss-Asian Chamber of Commerce




EDB
singapore

FASICO

SINGAPORE
AIRLINES

A STAR ALLIANCE MEMBER





Ms. Adeline TUNG, of the Singapore Economic Development Board (EDB) will show you how the EDB can support you in setting up your company in Singapore.

Mr. Martin Silberstein, Director of Fasico Pte. Ltd. in Singapore, a firm with an excellent track record in supporting and facilitating entry and development of companies coming to Singapore, will present the services he and his team can offer. Fasico works in partnership with SACC and is supported by the Economic Development Board of Singapore.

Mr. Felix Aepli, President and CEO of AFG Asia Pacific, and other entrepreneurs who have successfully set up business in Asia, will share their experience with you.

If you are considering expanding your business prospects into the ASEAN region this event will provide you with important insights and business contacts.

We are looking forward to seeing you on November 14th.

Program/Venue

10:30 – 10:45 hrs	Registration and Welcome Coffee Zunfthaus zur Meisen, 2 nd Floor, Zunftsaaal Nord, Münsterhof 20, 8001 Zurich
10:45 – 11:00 hrs	Introduction and Welcome-Address Mr. Ariste Chiabotti, Chairman of the Singapore Committee, Swiss-Asian Chamber of Commerce, Zurich, H.E. Michael Hwang, Singaporean Ambassador to Switzerland, Singapore
11:00 – 11:20 hrs	What does EDB offer to Swiss Entrepreneurs? Ms. Adeline TUNG, Centre Director, Europe Singapore Economic Development Board
11:20 – 11:40 hrs	Fasico's experience and support in Singapore Mr. Martin Silberstein, Director, Fasico Pte. Ltd., Singapore
11:40 – 12:10 hrs	Successfully doing business in Singapore Mr. Felix Aepli, President and CEO of AFG Asia Pacific, Arbon
12:10 – 12:30 hrs	Q & A Session
12:30 – 14:30 hrs	Networking lunch buffet (co-sponsored by Singapore Airlines) Individual Meetings with representatives of EDB, Fasico and SACC

Registration Form

Please register by returning the reply form below to the Swiss-Asian Chamber of Commerce, P.O. Box 1073, 8032 Zurich, faxing 041 620 88 03 or emailing sacc@sacc.ch by **Thursday, 10th November, 2011**. The cost of the event is CHF 150.– for SACC-Members and CHF 150.–

for Non-Members. You will receive a confirmation including the invoice after your registration. Cancellations will be accepted until Friday, 11th November, 2011, 10.00 a.m.: – otherwise a full no-show charge applies.

Area of Interest: _____

Full Address: _____

Full Name: _____

Phone/Fax: _____

Position: _____

E-mail: _____

Company: _____

Date/Signature: _____

Singapore in brief



With a population of 5.165 million, Singapore has geostrategic importance in Asia. After the British colonised Singapore in 1819, the country quickly became the centre of the trade route between India and China. Today, Singapore is the busiest port in the world, above Rotterdam and Hong Kong.

Many Multi-National Companies (MNCs) have set up their regional headquarters in Singapore because of its highly skilled workforce, its strong business and regulatory policies, favourable tax system and its high degree of globalisation and accessibility to other markets. International trade is highly important for Singapore, as it has virtually no natural resources.

A large percentage of trade is conducted to meet domestic demand for energy, food, and other necessities. 47 percent of Singapore's exports consist of re-exports. Singapore is the 14th largest exporter and the 15th largest importer in the world. According to the WTO, Singapore has the highest trade to GDP ratio in the world at 407.9 percent. As a strong advocate of free trade, Singapore has relatively few trade barriers. Trade partners with Most Favoured Nation (MFN) have zero tariff rates applied to their products. There are however some import restrictions based mainly on environmental, health, and public security concerns. In 2010, Singapore's exports were valued at USD 351.2 billion. The primary export partners include Hong Kong

(11.6 percent of total exports), Malaysia (11.5 percent), US (11.2 percent), Indonesia (9.7 percent), China (9.7 percent), Japan (4.6 percent). Singapore's imports were valued at USD 310.4 billion. The US was Singapore's primary source of imports (14.7 percent of total imports) followed by Malaysia (11.6 percent), China (10.5 percent), Japan (7.6 percent), Indonesia (5.8 percent) and South Korea (5.7 percent).

Remarkably, despite not having a single drop of proven oil reserves in the country, Singapore is the 18th largest exporter of oil in the world. The petroleum and petrochemicals industry in Singapore is one of the biggest in the world. Singapore imports oil from other countries before refining them for further use in other countries.

Manufacturing is another major industry in Singapore. Although Singapore has specialised in digital and electronics manufacturing for the past forty years, the country has diversified into other forms of manufacturing. Thanks to government initiatives and subsidies, biomedical and pharmaceutical manufacturing are seen to be the future for Singapore's industries.

Singapore is also a global leader in services, particularly in finance. Singapore's banking system is considered to be among the strongest in the world. Singapore has the fourth largest foreign exchange market in the world after

London, New York and Tokyo. Singapore is recognised as one of the premier asset management centres in Asia, with more than 200 international asset management firms. Singapore is also the only Asian country to have AAA credit ratings from all three major credit rating agencies – Standard & Poor's, Moody's and Fitch.

Tourism is the other major service industry available in Singapore; in 2010, tourist arrivals to Singapore hit a record high of 11.638 million visitors, with tourist receipts of more than US\$ 18.8 billion.

Services (72.8 percent) and Industry (27.2) made up the bulk of Singapore's GDP in 2010. Singapore's industrial production growth rate for 2010 was the third highest in the world at 25 percent – behind Qatar and Taiwan.

According to the 2011 Index of Economic Freedom, Singapore is the 2nd freest economy in the world. Singapore's business freedom score is exceptionally high – **it takes three days to start a business in Singapore** compared to the world's average of thirty-four days. The 2011 World Bank Ease of Doing Business Index ranks Singapore as the **best country in the world to do business** – ahead of Hong Kong and New Zealand. Singapore is also ranked third in the World Economic Forum's Global Competitiveness Report behind Switzerland and Sweden.

Singapore's GDP growth is forecast to come in at 5–6% for the year as a whole. Growth will be supported by services which are driven largely by Asian demand, for example in the tourism industry, even as activity in the manufacturing and trade-related sectors remains sluggish. While global market volatility will weigh on the sentiment-sensitive industries, the financial sector should see firm growth for the rest of 2011, anchored by domestic lending activities.

Singapore has the third highest GDP (PPP) per capita in the world. In 2010, Singapore's GDP (PPP) per capita was US\$ 56,521.73 – behind Qatar and Luxembourg. CPI inflation is expected to come in at slightly over 5% in the next few months, boosted by accommodation and private road transport costs, before slowly trending down towards the end of the year.

