



BusinessIn

# Session Information Délégation Economique Singapour

11-15.11.19

Découvrez le programme  
et le FintechxSWITCH Festival

CVCI Lausanne

10 Septembre 2019 18h

1. Singapore: Facts and Figures
2. Programme delegation
3. Swiss Pavilion @ SFFxSWITCH Festival
4. Testimonies by entrepreneurs with experience or projects in SG

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## Tour de table!

## Why Singapore?

# Overview

## General

- Parliamentary Republic
- Surface area of 770 km<sup>2</sup>
- 5.6 million inhabitants
- 29.5% foreigners



## Economic Indicators

- GDP : 324 bn USD
- GDP p.c.: 58'000 USD
- Growth : 3.2%

## Sector's Contribution to GDP

- Agriculture: 0%
- Industry: 25%
- Service: 75%

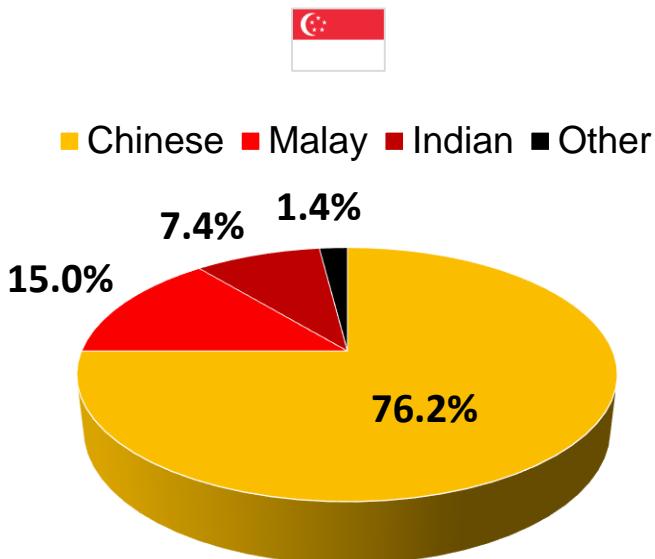
## Unemployment

- 2.2%

\*All data from 2018

## The Country - Population

Inhabitants: 5.6 millions



# Population

Foreigners: 29.5%

Residents  
3.9 millions

Citizens  
3.4 millions



Permanent  
Residents  
0.5 millions

Non-Permanent  
Residents  
1.7 millions



Excluded  
400'000 daily commuters from Malaysia

## Singapore - Culture

# Culture



*Chinatown*



*Little India*



*Colonial heritage*



*Sultan-Mosque*

# Singaporean Values

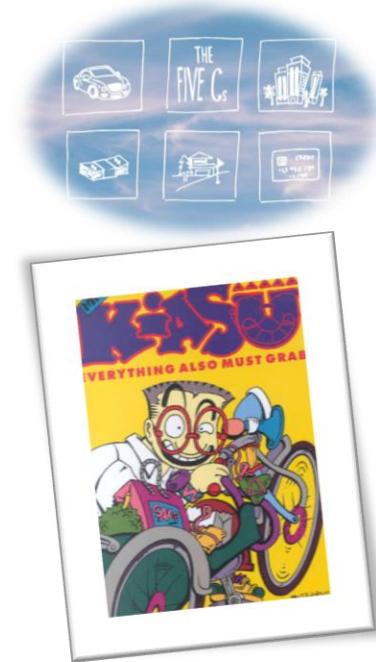
## Confucianism

- Harmony and conflict-avoiding
- Family and community
- Hierarchy
- Respect
- Fear of losing one's face



## 5 C's:

- Cash
- Credit Card
- Condominium
- Car
- Country Club



## Kiasu & Kiasi

- *Kiasu*: Desire to own more
- *Kiasi*: Fear of losing what one already owns



# Political System



Direct Democracy, Multi-Party-System, Federalism

Civil Society (Newspapers, Think-Tanks, Labour Unions, NGOs, etc.)



"Meritocracy", One-Party-System



Limited civil society  
(newspapers, labour unions, etc., are linked to the government)

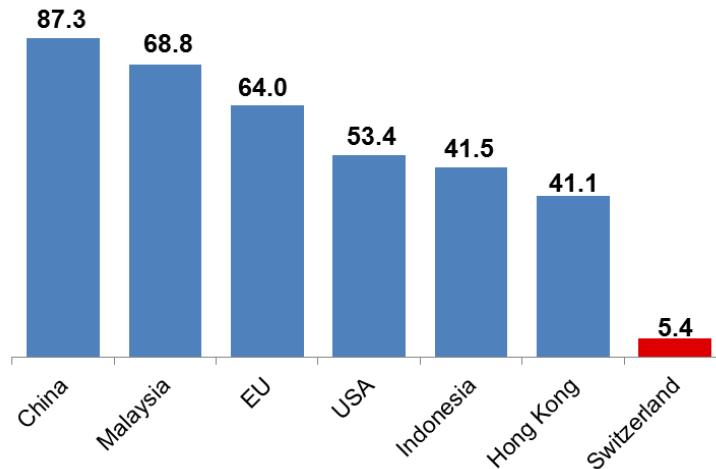
# Economy

- ✓ Few natural resources
- ✓ Market oriented economy
- ✓ Export oriented economy
- ✓ Important financial centre
- ✓ Important foreign workforce
- ✓ Hub
- ✓ Shipping Industry

## Annual growth:

2014	2015	2016	2017	2018
3.9%	2.2%	2.4%	3.6%	3.2%

## Major trading partners in billion USD



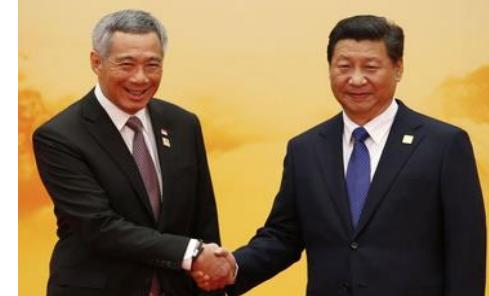
## Switzerland – Singapore 2018

Exports: 4.4 billion USD

Imports: 2.5 billion USD

# Relations to the global powers

- Strategic partnership with the US; «solid-rock partner»
- Important cultural and economic ties with the PR China



# Political and Economic Challenges

Immigration	Ageing	Social peace & multiculturalism	Security
			
<b>Natural resources</b> <b>Energy and water</b> <b>Food Security</b>	<b>Economic inequality and costs of living</b>	<b>Productivity slowdown</b>	<b>Infrastructure</b>
			

# Innovation and entrepreneurship fuelled by government (1)

- Finance:
  - Government agencies support early-stage and access to venture capitalist funding
  - Provide tax incentives for investors
- Research:
  - Heavily finance competitive research
  - Provide financial incentives for start-ups active in research
- Capacity Building:
  - Support nationals in their studies abroad
  - Attract foreign talents
  - Upgrade capabilities in selected areas such as productivity, human resources, and financial management



# Innovation and entrepreneurship fuelled by government (2)

## ⊕ Technology focused Innovation

- Life Sciences
- Nanotech
- Cleantech (Water, Energy)
- Digital Media



## ⊕ Infrastructures and enabling ecosystems

- Hubs such as Biopolis, Fusionopolis, Cleantech Park hosting start-ups, private and public research entities, government agencies near universities and business school campuses



## ⊕ Intellectual Property

- Singapore aims to be global intellectual property hub in Asia

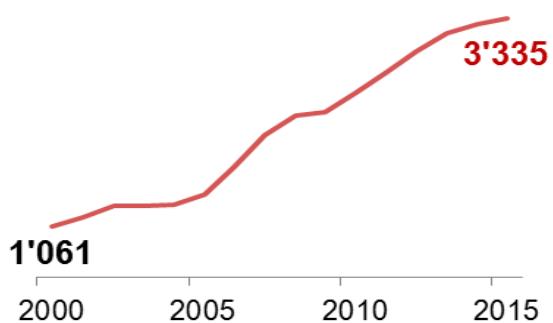


## ⊕ Education

- Dedicated centres and curricula (overseas colleges) in tertiary, and awareness creation in secondary institutions

# Swiss Presence in Singapore

## Swiss in Singapore Registered at the Embassy



Total Swiss population of ca. 4'000

## Swiss companies

Over 400 Swiss firms in Singapore employing over 25'000 people, most in sectors:

- Banking, Finance, Insurance
- Pharma, Trading, Logistics
- Service, Retail

## Embassy of Switzerland

- Swiss Business Hub
- Switzerland Tourism

## Major Swiss players

- Swiss Club (1871)
- Swiss School (1967)
- SwissCham (1988)
- swissnex (2004-2015)
- Swiss Association (2006)
- Singapore-ETH Center (2012)
- St. Gallen Institute of Management in Asia (2012)
- Ecole hôtelière de Lausanne (2012)
- IMD (2013)
- ZHAW (2019)

# Similarities between Singapore and Switzerland

- Small Countries
- Big neighbours
- Multicultural/lingual
- Political Stability
- Few natural resources
- Highly developed
- Market oriented economy
- Export Oriented
- Important financial sector
- Research and Education
- Hub
- Compulsory military service
- And many more

	<b>Switzerland</b>	<b>Singapore</b>
<b>Population</b>	8.4 mio	5.6 mio
<b>Land area</b>	41'285 km <sup>2</sup>	718 km <sup>2</sup>
<b>GDP capita</b>	80'000 USD	58'000 USD
<b>GDP capita (PPP)</b>	65'000 USD	95'000 USD

# Why is Singapore a strategic partner? (1)

- Political commitment in Education, Research and Entrepreneurship
- Financial commitment in R&D
- State-of-the-art infrastructure
- Well-trained English speaking manpower
- High standard legislation policies
- Numerous start-up creation incentives
- Excellent Asian Business Network

## Why is Singapore a strategic partner? (2)

- One of the main strategies of the government is to foster entrepreneurship and innovation by developing excellent infrastructure, numerous incubators, fostering relevant international connections and supporting investments in startups.
- Most of the startups presently active in Singapore and the region are in e-commerce, SaaS, digital marketing and FinTech. The ambition of the City-State is to build a strong deeptech innovation force.

# Discovery Programme 14-15 November 2019

When	What	Where	Comments
Day 1 Thursday 14.11.19 09:00 09:30 12:00 14:00 16:00 17:30 20:00	Departure from hotel Swiss Entrepreneurs in Singapore Lunch Singapore ETH Center German Accelerator in Singapore Return to hotel or leisure time Networking event	The Great Room@1George Lau Pasat CREATE, NUS 75 Ayer Rajah Crescent  TBD	Learn about the challenges and opportunities faced by Swiss startups FAIRTIQ, Netguardians. Hawker center in the Central Business District Discover the Future Cities applied research How to accelerate foreign startups in SG  Meet investors, clients, Swiss alumni
Day 2 Friday 15.11.19 08:00 09:00 11:00 12:30 14:00 16:00 18:30 20:00	Departure from hotel Alibaba Research Center (TBC) DBS Asia X Incubator (TBC) Lunch Deeptech applied research center Enterprise Singapore Sunset at its best Back to hotel or common dinner	NTU Sandcrawler Building Fusionopolis Fusionopolis, Biopolis  Marina Bay Sands Straits Kitchen	Discover technological breakthroughs and real-life artificial intelligence (AI) solutions in areas such as health, ageing and lifestyle A private incubator in the Fintech sector  State of the Art Innovation Hubs State Agency nurturing SME&startup ecosystems The emblematic roof swimming pool Taste the cuisine of all ethnic groups in SG

Cost: CHF 1500.-

Excluding air travel and accommodation, including local travel and lunches

Discounts with Singapore Airlines, suggested hotels.

<https://www.eventbrite.com/e/delegation-economique-a-singapour-tickets-61039673306>

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# SWISS PAVILION @ SINGAPORE FINTECH FESTIVAL 2019



## Introduction

- I. **3<sup>rd</sup> Edition of the SWISS Pavilion at the Singapore Fintech Festival 2019 (11-13 November 2019)**
- II. **A collaboration between Switzerland Global Enterprise & Swiss Business Hub ASEAN (Partners and Sponsors to be updated)**
- III. **25 companies will participate in 2019, ranging from sectors such as regulation tech, blockchain solutions, Big Data and analytics, algorithm trading and cybersecurity**
- IV. **Key goal of the pavilion: demonstrate the pioneering work of Swiss companies to provide trustworthy, reliable and innovative fintech solutions**
- V. **The world's largest rendezvous for the Fintech Ecosystem**
  - ✓ **45,000 visitors at the tradeshow**
  - ✓ **Numerous country pavilions and delegations**
  - ✓ **Interesting conferences, events and business opportunities**

## Why participate at Singapore Fintech Festival, and why SWISS Pavilion?

- ✓ Be part of the Swiss ecosystem
- ✓ Leverage on the country's identity and branding
- ✓ Pitch your concept at the mini stages put up by the Monetary Authority of Singapore at the exhibition
- ✓ Opportunities to network with the various stakeholders and decision makers
- ✓ Benefit from all the marketing campaigns by Switzerland Global Enterprise and Swiss Business Hub ASEAN



## Participants 2019

1. Algo Trader AG
2. Ambitorio AG
3. Avaloq Asia Pacific Pte Ltd
4. Bitcoin Suisse AG
5. CoreLedger AG
6. Crypto Finance AG
7. Custodigit AG
8. CV Labs
9. Cysec SA
10. ERI Banking Software Pte Ltd
11. F10 Fintech Incubator and Accelerator
12. Fine Token
13. IMTF Pte Ltd
14. Jelurida Swiss SA
15. Metaco SA
16. Polixis SA
17. Sanostro AG
18. Securosys SA
19. SIX Group Services AG
20. Swisscom blockchain AG
21. Swisscom Schweiz AG
22. Switzerland Global Enterprise
23. Sygnum AG
24. Tradeplus 24 AG
25. UBS



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## Pictures of the 2018 pavilion



## **Collaboration SFF & SWITCH 2019 (Singapore Week of Innovation and Technology)**

- I. First collaboration between these 2 entities centered around innovation in technology developments**
- II. SFF organized by MAS (monetary authority of Singapore), in partnership with the Association of Banks in Singapore and Singapore Expo**
- III. Theme for this year's edition will focus on sustainability and climate finance, future of finance, exponential technologies and FinTech**
- IV. SWITCH, organized by Enterprise Singapore, is a cross-country platform for greater exchange and learning as well as partnership development for commercialization**
- V. It focus on Deep Technology and will revolve around the following 4 sectors: Urban solutions and sustainability, health and biomedical sciences, advanced manufacturing and engineering, digital services**



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# THANK YOU!

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# Some Testimonies

- Nico de Rooij (EPFL)
- Benoît Mariani (Gaitup)

# Swiss-Singaporean Workshop on Microfluidics: From Laboratories to Market

The workshop allowed to deepen up the topic of microfluidics while connecting academic and industry leaders from both countries.

Major partners: the Singapore Institute of Manufacturing Technology (SIMTech) and the Centre Suisse d'Electronique et Microtechnique (CSEM)



**Events** à travers la Suisse Romande  
qui traitent de thématiques répondant aux défis et expertises **régionales**  
avec une approche **transversale**

**Ateliers** de co-création  
avec des **PMEs** ayant un regard croisé sur votre business  
un diagnostic de digitalisation et une proposition de solutions ciblées à vos  
défis

**Prochains Events/Ateliers:**  
le 26/27 septembre à Crans-Montana  
23/24 octobre à Fribourg/Bulle  
26 Novembre à Genève

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Merci pour votre attention!