



# EU-Singapore MATCHMAKING EVENT

In the context of Singapore International Energy Week (SIEW 2024)

## **INFO WEBINAR**

1 October, 9:00 - 10:30 CSET







**Enterprise** 



# Housekeeping Rules

- > This webinar is scheduled to last 1:30 hours
- > This webinar will be recorded and published on ECCP
- > All participants are in listen-in mode
- > To ask a question, please type it into the Q&A box













# Agenda







Enterprise Singapore 09:00 – 09:10 Welcome and opening remarks

**Christophe Guichard**, Policy officer, Unit on Industrial Forum, Alliances and Clusters, DG for Internal Market, Industry, Entrepreneurship and SMEs, European Commission

Adeline TAY, Deputy Director, Europe, Enterprise Singapore

09:10 - 09:45 Market access information session. Regional approach. Presentation of the Input paper

**Dr. Jan-Philipp Kramer**, Head of EU Services, Prognos AG, ECCP Team Member **Arne Gramckow,** Deputy Director | North America, Europe & Central Asia, International Business Division, Singapore Business Federation

**Jean Pierre DE MEERLEER SANCHEZ,** Trade Policy Officer, European Union Delegation to Singapore EU Delegation to Singapore

09:45 – 10:00 Presentation of the South East Asia IP SME Helpdesk

**Benoit Tardy,** IP Business Advisor of the SEA IP SME Helpdesk project

10:00 – 10:20 Presentation of B2match platform and how to fully utilise the tool to achieve successful

meetings

Daniel Cosnita, ECCP Team Member

10:20 – 10:30 Q&A, Next steps towards the matchmaking event

**Teodora Jilkova,** ECCP Team Member **Daniel Cosnita**, ECCP Team Member











# Welcome and Openening Remarks

**Christophe Guichard**, Policy officer, Unit on Industrial Forum, Alliances and Clusters, DG for Internal Market, Industry, Entrepreneurship and SMEs, European Commission

Adeline TAY, Deputy Director, Europe, Enterprise Singapore











# Market access information session: Regional approach. Presentation of Remarks

Dr. Jan-Philipp Kramer, Head of EU Services, Prognos AG, ECCP Team Member

**Arne Gramckow,** Deputy Director | North America, Europe & Central Asia, International Business Division, Singapore Business Federation

**Jean Pierre DE MEERLEER SANCHEZ,** Trade Policy Officer, European Union Delegation to Singapore EU Delegation to Singapore











# Clusters & Important Value Chains with Singapore

# Dr. Jan-Philipp Kramer

Team Leader 'Data & Policy', Prognos/ECCP









## **Economic profile of Singapore**

#### General economic development:

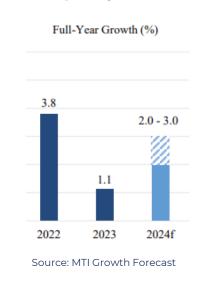
- Economy rebounds in 2024: 2-3% GDP growth projected
- Low unemployment: 2.9% (2023)
- High GDP per capita: 2<sup>nd</sup>
- High economic complexity: 5<sup>th</sup>
- #1 in AI readiness in Asia-Pacific

#### **Sectoral composition:**

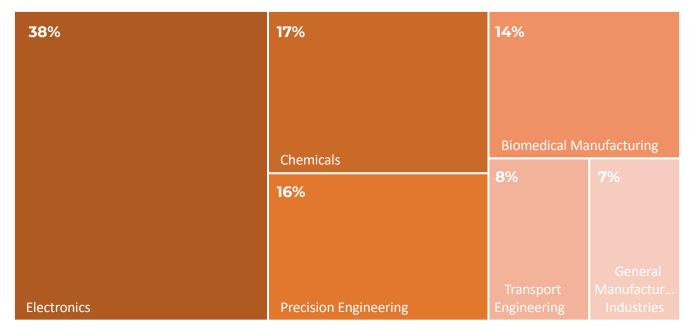
- Services (72,7% of nominal VA)
- Manufacturing (18.6%)
- Construction (3.5%)
- Agriculture (0.0%)

#### Regional importance:

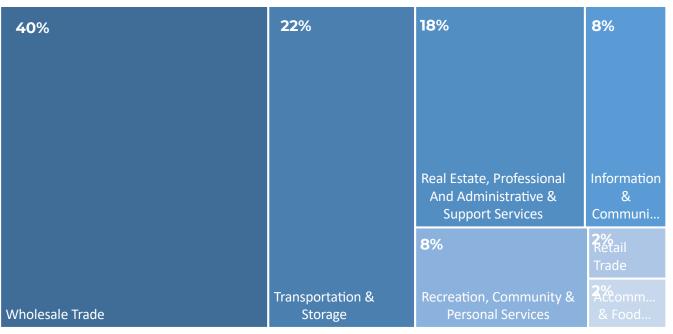
- Regional commercial & financial hub
- Vantage point for trade & investment in ASEAN region



#### Manufacturing by industry cluster, VA, 2023



#### Services by industry group, VA, 2022



Source: Own calculation based on Statistics Singapore data. Note: percentages show the respective annual industry VA by total manufacturing/services VA







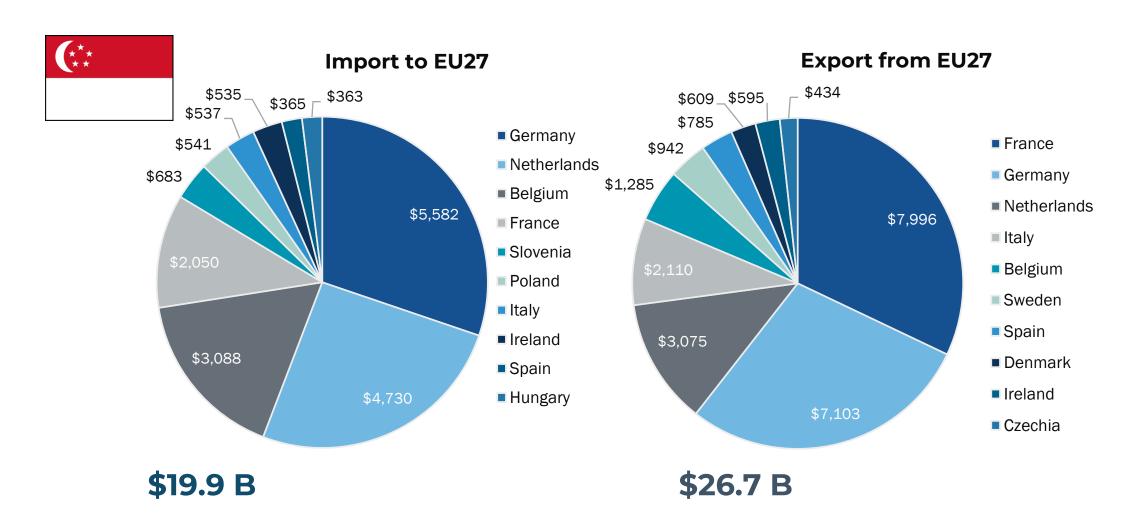




# **EU Trade with Singapore: Prospects for EU27 Linkages**

<u>Top 10</u> most important EU-trading partners for Singapore, by imports to the EU27 and exports to Singapore (in USD)

- Singapore as EU's 11<sup>th</sup> largest trading partner
- 5<sup>th</sup> largest trading partner for trade in services
- <u>Digital Trade Agreement</u>
   concluded in July 2024
- DE, NL, BE & FR as standout partners



Source: ECCP (2022), own calculation based on UN Comtrade Database



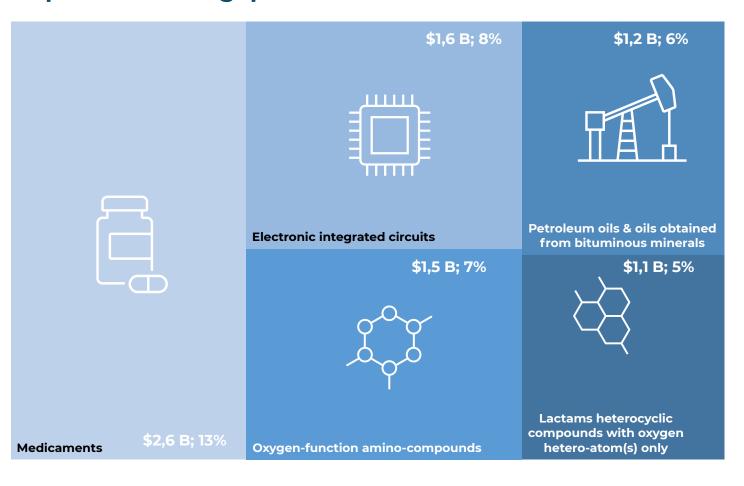




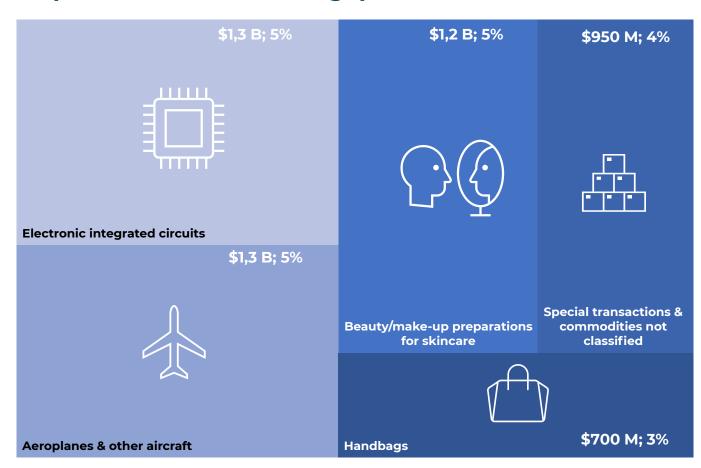


# Overview of the <u>top 5</u> traded commodities: Imports and Exports from the EU to Singapore

#### **Imports from Singapore to EU27**



#### **Exports from EU27 to Singapore**



Source: ECCP (2022), own calculation based on UN Comtrade Database. Note: percentages show the respective trade values by total imports/exports











# Selected Cluster & Industry Programmes in Singapore

# Research, Innovation and Enterprises 2025 Plan (RIE2025):

- Coordinated along four strategic domains:
  - 1. Manufacturing, Trade and Connectivity (MTC)
  - 2. Human Health and Potential (HHP)
  - 3. Urban Solutions and Sustainability (USS)
  - 4. Smart Nation and Digital Economy (SNDE)

### Singapore Green Plan 2030:

- Ambition: Reimagining green manufacturing and sustainable supply chains
- Key pillars:
  - Green Financing
  - Food Resilience
  - Use of electric Vehicles

Research, Innovation and Enterprise 2025 Plan



Source: https://www.nrf.gov.sg/rie-ecosystem/rie2025handbook/









### **Final Remarks**

#### **Economic profile of Singapore**

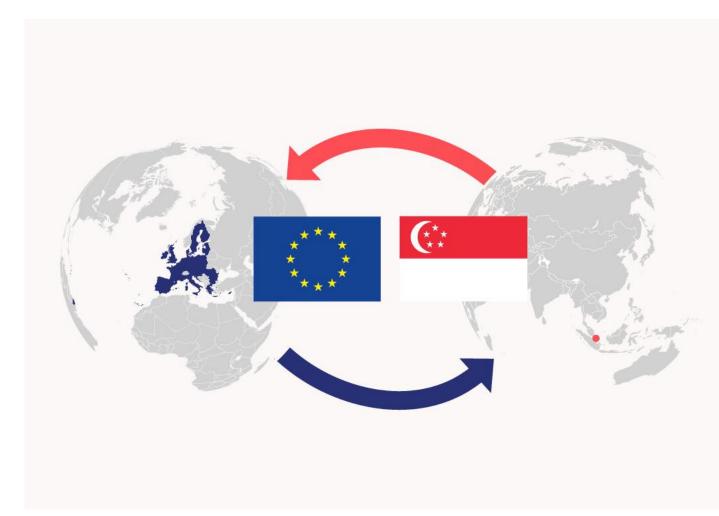
- Highly diversified economy: trade business services, transportation communications & financial services
- Service-dominated industry

# Trade patterns with the EU: Prospects for EU27 Linkages

- 11<sup>th</sup> largest trading partner of the EU in 2022 (facilitated through EUSFTA) with total trade in goods & services of EUR 130 bn
- Diverse exports & imports (manufacturing, machinery, chemicals, etc.)
- New Digital Trade Agreement to further boost trade in services (EUR 77.6 bn traded services in 2022)

#### Singapore Cluster & Industry Programmes

- Attraction of both foreign & domestic actors
- Prospect for intensifying EU-Singapore relations



Source: https://www.consilium.europa.eu/en/press/press-releases/2019/11/08/final-green-light-to-the-eu-singapore-free-trade-agreement/









# Make sure to check out the Input Paper!

















# THANK YOU







Enterprise Singapore



31 OCT -2 NOV 2023

# Singapore Business Federation

# **Arne Gramckow**

Deputy Director

North America, Europe & Central Asia

Singapore Business Federation

















# International Business Division EMPOWERING BUSINESSES FOR THE FUTURE











### **ABOUT SINGAPORE**

#### **Data**



#### **Total Population:**

5.64M



#### **Total Land Area:**

733.2 sq km



#### **Total Merchandise Trade:**

S\$ 1.37 tn / US\$ 1.02 tn



#### GDP

Per Capita

S\$ 643.5 bn US\$ 482.2 bn S\$ 114,165 US\$ 85,547



#### **Top Trading Partners**

China, Malaysia, United States, EU

#### Connectivity



#### World's Recognition

#### World's Most Competitive Economy



Global Competitiveness Report, World Economic Forum, 2020







Most Innovative Country in Asia

Global Innovation Index, 2020



# Top in Asia for IP Rights Protection

Global Competitiveness Report, World Economic Forum, 2020



Asia's Most Digitally Competitive Country

IMD World Digital Competitiveness Ranking, 2020















## Singapore Business Federation



STAY RELEVANT. STRENGTHEN VALUE. SCALE IMPACT.

#### VISION & MISSION

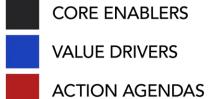
#### VISION

Globally Competitive and Sustainable Economy, Future-Ready Businesses, Impactful Trade Associations and Chambers.

#### **MISSION**

Shape Solutions, Build Partnerships and Foster Capabilities with businesses to advance Singapore.















# **Our 6 Action Agendas**



We have identified 6 Action Agendas to dedicate our energies and resources to make a difference. We believe that future-ready businesses need to possess the following characteristics:





## Scaled **Internationally** Have a global orientation and develop brands, products, services that transcend the limitations of our domestic market

















### Digitalisation & Transformation

Advocacy, Digitalisation & Transformation

InvoiceNow

eCommerce

Digital

Cybersecurity

#### Internationalisation

Internationalization
Business Groups

- African
- Middle East
- India & South Asia
- China & North Asia
- Latin American

GLOBAL CONNECT @SBF



**LEARN** 



LAND







LOCALISE

Market Seminars, Workshops Visiting Delegation

**Overseas Mission Trips** 

**Internationalization Programs** 

ABAC, IPE, FTA (RCEP)

#### **Job & Skills**

Progressive Wage Mark

SGUnited Mid-Career Pathways Programme

Singapore Business Institute

Career Conversion Programme

Jobs Development Partner
Programme

Employer Branding / Careers

## Environmental, Social, Governance (ESG)

Sustainability

Corporate Social Responsibility

# Membership & TAC Engagement and Advocacy and Policy

Friday Friendly Chats / Company Visits

SBF Conversations

Surveys / Research

AGM / Council Members

Members Profile / New Members

Membership Benefits

Singapore Women Entrepreneurs Network

> Young Business Leaders Network



















#### **CONNECTING YOUR BUSINESS TO GLOBAL OPPORTUNITIES**

GlobalConnect@SBF is your globalisation partner. Discover how you can win overseas today.



#### Learn

Understanding how to venture overseas with access to practical in-person advice and useful market resources



#### Land

Tap on our expertise and experience to help you win deals and launch overseas with confidence – physically or digitally



#### Localise

Deepen market presence through our established business networks and ensure your long-term sustainability













AN INITIATIVE BY







Define your business's unique value proposition for internationalization



Strengthen your brand and market position before entering overseas markets



Strategise to select the right market(s) overseas

Map out the **best market entry strategy** 



Engage overseas professional service partners and chambers to **strengthen your** market position and protect your investments and transactions



Network with foreign government and business entities to find unique opportunities













AN INITIATIVE BY





# Scaled Internationally INTERNATIONAL BUSINESS DIVISION













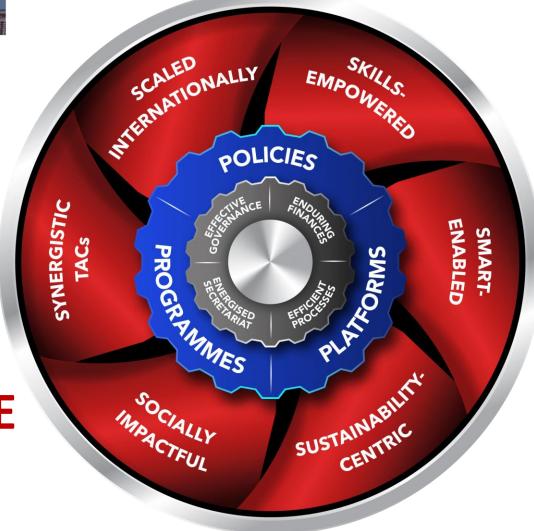








**EMPOWERING BUSINESSES FOR THE FUTURE** 















arne.gramckow@sbf.org.sg



# Jean-Pierre De Meerleer Sánchez

**European Union Delegation to Singapore EU Delegation to Singapore** 











# **EU-Singapore Economic & Trade relations**

# Webinar on market access information for the EU-Singapore Matchmaking Event

Jean-Pierre De Meerleer Sánchez Trade Policy Officer

EU Delegation to Singapore 1 October 2024



## Singapore: key partner in SEA



**Regional hub** 

Trade & Business-friendly environment

**Largest EU Trade & Investment Partner in Southeast Asia** 

Presence of 12,000 EU companies





## **Key trade & investment figures**



#### **Trade in Goods**

EU Exports to Singapore (2023): €32.1 billion
EU Imports from Singapore (2023): €20.4 billion



#### **Trade in Services**

EU Exports to Singapore (2022): €36.4 billion EU Imports from Singapore (2022): €41.1 billion



#### **Foreign Direct Investment**

EU FDI Stocks in Singapore (2022): €293.3 billion Singapore FDI Stocks in EU (2022): €206.1 billion



## **EU-Singapore agreements**

- ➤ EU-Singapore Free Trade Agreement (2018)

  In force since 21 November 2019
- > **EU-Singapore Investment Protection Agreement** (2018)
- **EU-Singapore Partnership and Cooperation Agreement** (2018)
- > EU-Singapore AA on Clusters Cooperation (2020)
- **EU-Singapore Digital Partnership** (2023)
- > **EU-Singapore Digital Trade Agreement** (2024)





### **EUSFTA** in a nutshell







#### **Comprehensive Market Access**

- Goods
- Services
- Government Procurement

#### **Enhanced rules and cooperation**

- Customs and trade facilitation
- Rules of Origin
- Technical Barriers to Trade
- Sanitary and Phytosanitary measures



### **EUSFTA** in a nutshell

## **Innovation & emerging areas**

- Intellectual Property Rights
- E-commerce

## Sustainability

- Environment
- Labour rights
- Renewable Energy Generation









# Access2Markets Your EU Gateway to trade info

trade.ec.europa.eu/access-to-markets







## **Useful links**

#### **\* DG TRADE:**

https://ec.europa.eu/trade/policy/infocus/eu-singapore-agreement/



### **\* EU Delegation website:**

www.europe.sg







# Thank you very much!

E-mail: DELEGATION-SINGAPORE-TRADE@eeas.europa.eu

Website: www.europe.sg

# IP SME Helpdesk On the South-East Asia IP SME Helpdesk

# **Benoit Tardy**

IP Business Advisor of the SEA IP SME Helpdesk project













## Webinar on market access information for the EU-Singapore Matchmaking Event

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## Introduction to the SEA IP SME Helpdesk

**Benoit Tardy** 

IP Business Advisor, SEA IP SME Helpdesk

**1 October 2024** 

## SOUTH-EAST ASIA IP SME HELPDESK



# SOUTH-EAST ASIA IP SME HELPDESK

# FREE South-East Asia (SEA) Intellectual Property (IP) advice for European SMEs

# Know before you go

- > free first-line confidential advice on IP: expert@sea-iphelpdesk.eu
- > awareness-raising about IP matters in SEA affecting European SMEs
- > help to European SMEs to make informed IP decisions

Available to SMEs in the EU and Single Market Programme countries, the Helpdesk cooperates with European SME networks, chamber of commerce and industry associations to offer its services free of charge.



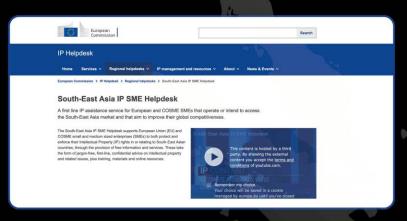
# SOUTH-EAST ASIA IP SME HELPDESK

# SNAPSHOT: Helpdesk Free Services

### **Enquiry Helpline**



## Website & Newsletter



# Training Workshops & Live Webinars

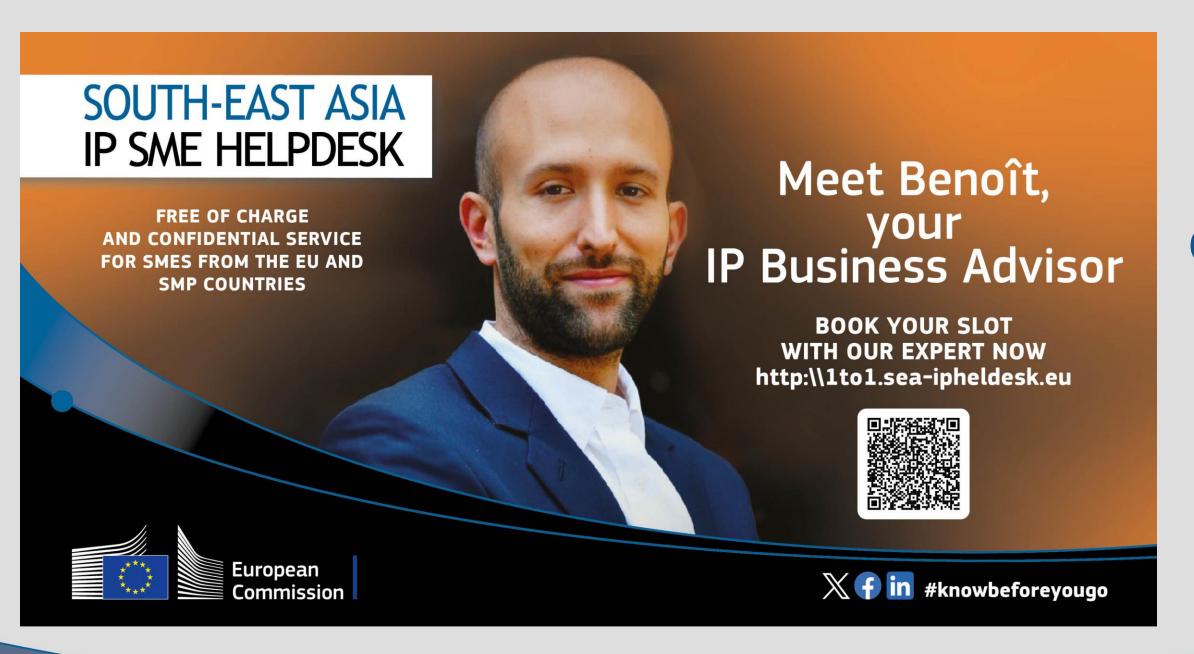


### IP business tools



### **Publications**





# Welcome to 1-to-1 Consultation

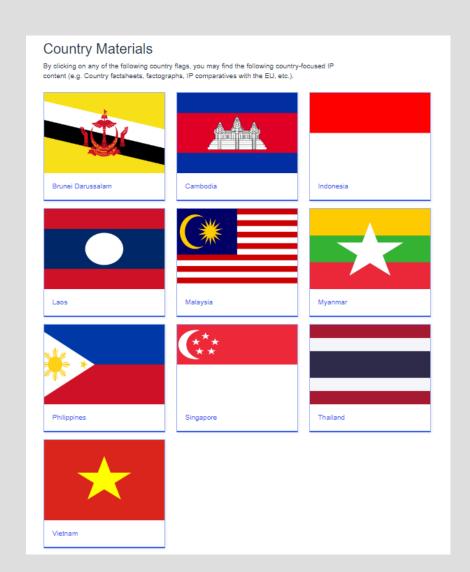
**Book your slot here:** 

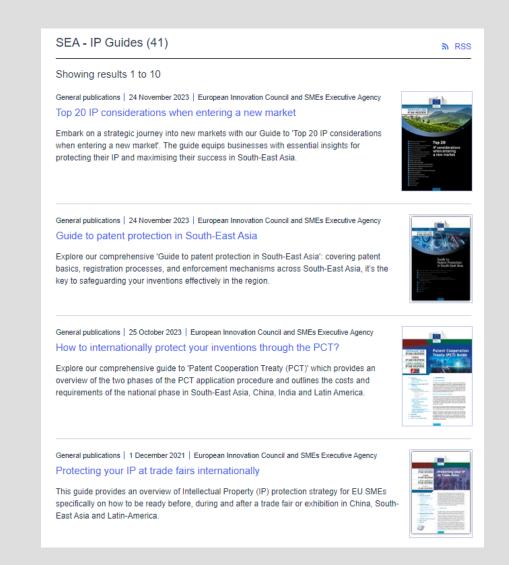
http:\\1to1.sea-iphelpdesk.eu





# **Check-out the publications' Library!**





**10 IP Country Factsheets** 

**IP** Guides





## Free of charge to ALL OUR beneficiaries

ONSITE / VIRTUALLY / HYBRID

### Companies

**European SMEs & start-ups, European Entrepreneurs** 

(SEA or Europe based)

- Type of services = trainings, webinars, dissemination of materials, consultations on the spot / online, helpline.
- How to build an **IP strategy** when entering or planning to enter a new market?
- How IP registration system in SEA works? Official fees, registration timeline, filing requirements, etc.
- IP enforcement avenues: Where? How? Relevant contacts?
- Network of local IP experts

### **Multipliers**

Clusters, EC initiatives, Trade Agencies; Chambers of Commerce, Professional Associations, Innovation Agencies, Research Centers & Science Parks, etc.

- Type of services = co-organizing events, customized trainings, addressing IP questions of stakeholders/members.
- How to involve us?
- **Pre-departure** meeting/**briefing** before or during Trade Missions
- 1-to-1 confidential consultations after seminars with an IP expert
- On the spot advice during trade fairs at your national pavilion
- Business seminar for EU SMEs (tailor made and in several languages)



# What is IP?

## Intellectual Property (IP) refers to the creations of the mind

(works of art, inventions, trademarks, designs, computer programs, etc.)

## IP is a complex and wide topic...

- → 1 IP law or several IP laws (per IPR type)
- → national/regional law & practice
- → additional layer with international treaties
- Industrial Property (Patents, TMs, IDs and GIs)
- <u>Copyright & related rights</u> (literary works, films, music, artistic works, software and data banks)











# Why IP is important?

- Security preventing competitors from using your intangible assets and avoiding to infringe third parties' rights
- ❖ {Competitive advantage} fostering innovation & dissemination of technical information (patent literature) & new markets (JV, local partnerships)
- \* {Income generation} enabling indirect revenues (IP commercialisation)
- \* {Raising capital} collateral to obtain financing (investors and IP valuation)

- **❖ Global Innovation Index 2024** (WIPO)
- \* Report on IPRs in Third Countries 2023 (the EC)
- ❖ IP SME Scoreboard 2022 (the EUIPO)













# Let's stay connected



@ipSEAsia



south-esat-asiaip-sme-helpdesk



@seaiphelpdesk



South-East Asia Intellectual Property SME Helpdesk









# fully utilise the tool to achieve successful meetings

# **Daniel Cosnita**

ECCP Team Member







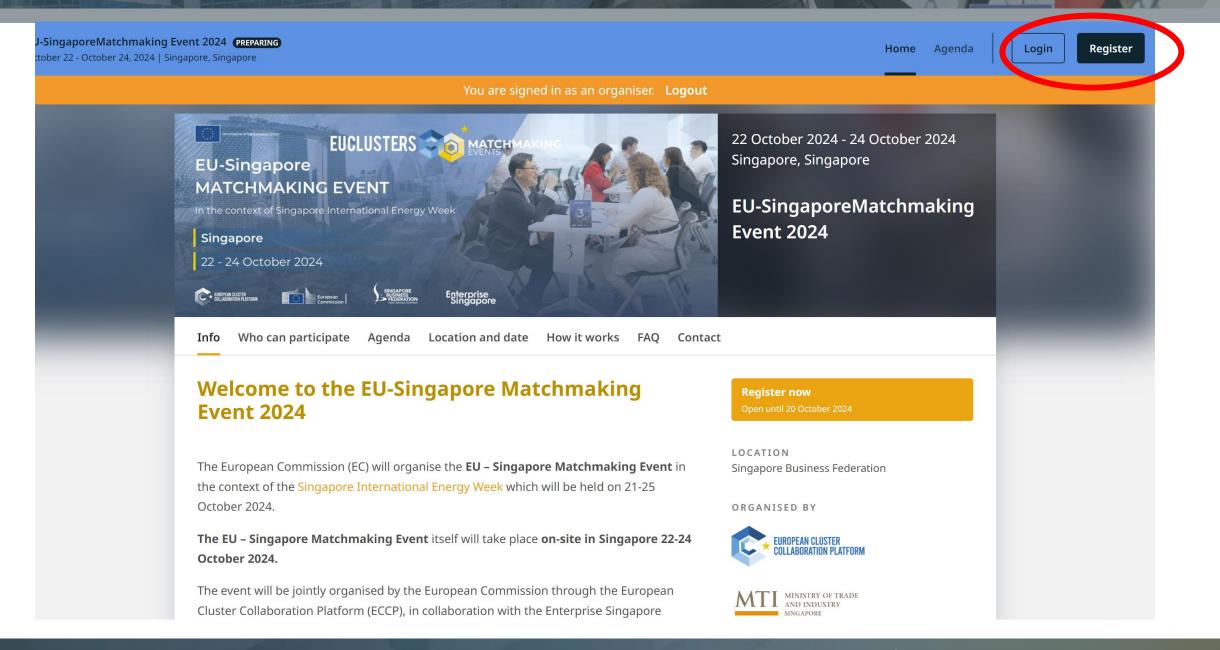






# How to utilize the B2Match tool in order to achieve successful meetings

# Registration/Log in













Please make a choice	
<ul> <li>Singapore Participant</li> </ul>	
EU Participant	
	Continue
Cancel regis	tration













Opening Remarks and Speeches on EU-Singapore Business Cooperation

Time 13:00 - 13:20

Location Singapore Business Federation

**Sharing on the Enterprise Europe Network** 

Time 13:20 - 13:30

Location Singapore Business Federation

Roundtable Introduction of the EU and Singapore Delegations

( Time 13:30 - 14:30

Singapore Business Federation Location

Bilateral matchmaking sessions between participants

**▲** 1:1 MEETINGS

14:40 - 17:20 ( Time

Meetings 8 meetings, 20 min each

Singapore Business Federation Location













# Marketplace



You are signed in as an organiser. Logout



#### **Daniel Cosnita**

President at Romanian Cluster Association Bucharest, Romania

#### Edit my profile

#### Overview

My availability

My opportunities

Company representatives

Organizer questions

Account settings

Logout

## You've successfully signed up for the EU-**SingaporeMatchmaking Event 2024!**

You'll receive an email confirmation shortly.

### Your profile is waiting to be activated!

Your profile will be visible to other participants and you can request meetings as soon as the organiser activates your profile. You will be notified via email.

### **Create an opportunity**

You don't have any visible opportunities on your company profile. Please create new ones or publish the existing ones in case you have any from previous events.

Add an Opportunity





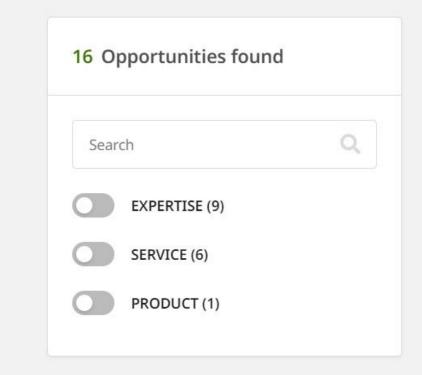


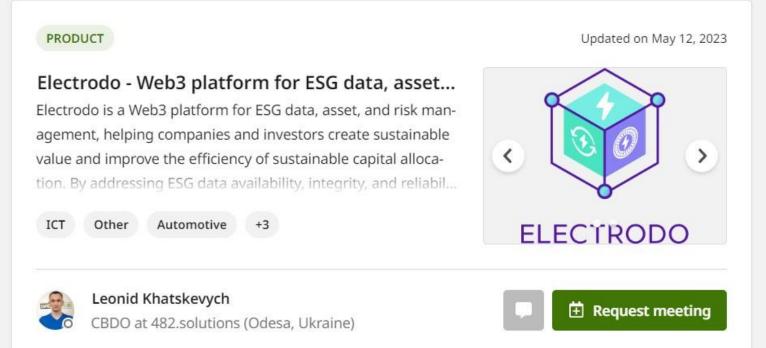




## Marketplace

Add an Opportunity





EXPERTISE

Updated on May 11, 2023

#### Web Development, IT Outstaffing, EoR

For over 14 years, Cleveroad has been a leading custom software development and PoC and outstaff partner for major companies such as Porsche, TDC, and Lego, with a strong team of 280+ developers.













# Participants



You are signed in as an organiser. Logout



#### **Daniel Cosnita**

President at Romanian Cluster Association Bucharest, Romania

Edit my profile

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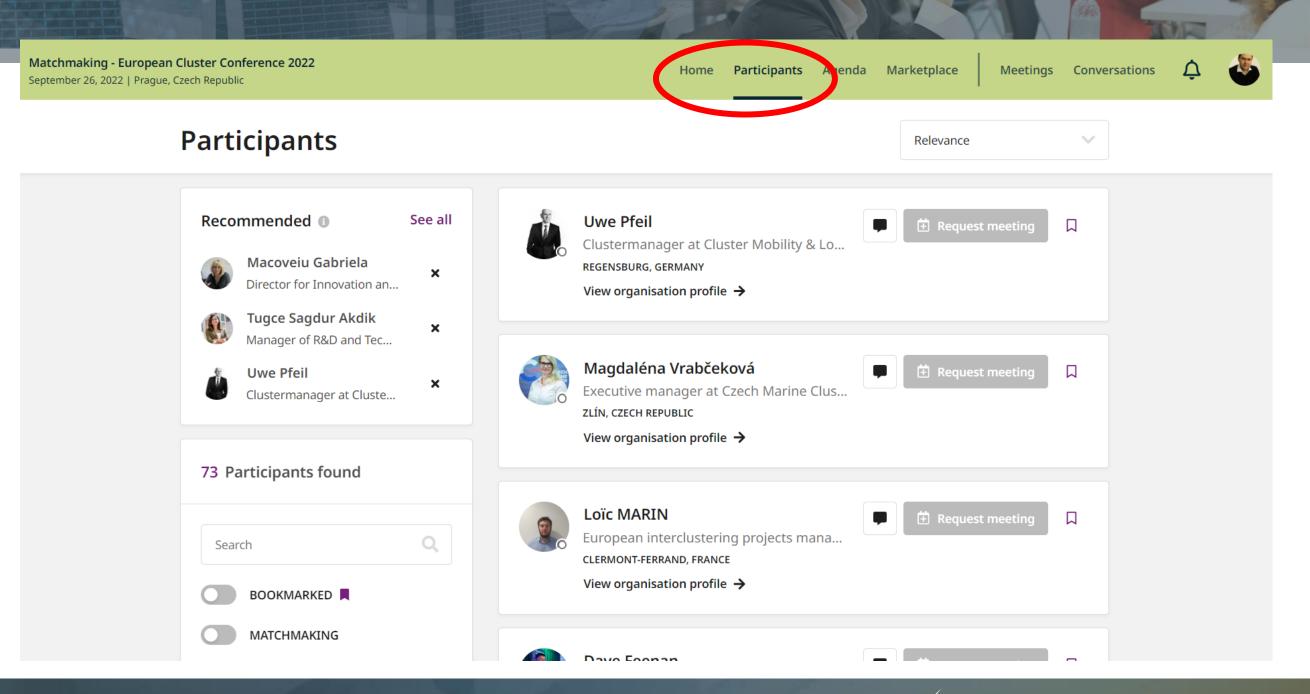








# Select whom to meet/Participants















# Meetings



You are signed in as an organiser. **Logout** 



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President at Romanian Cluster Association
Bucharest, Romania

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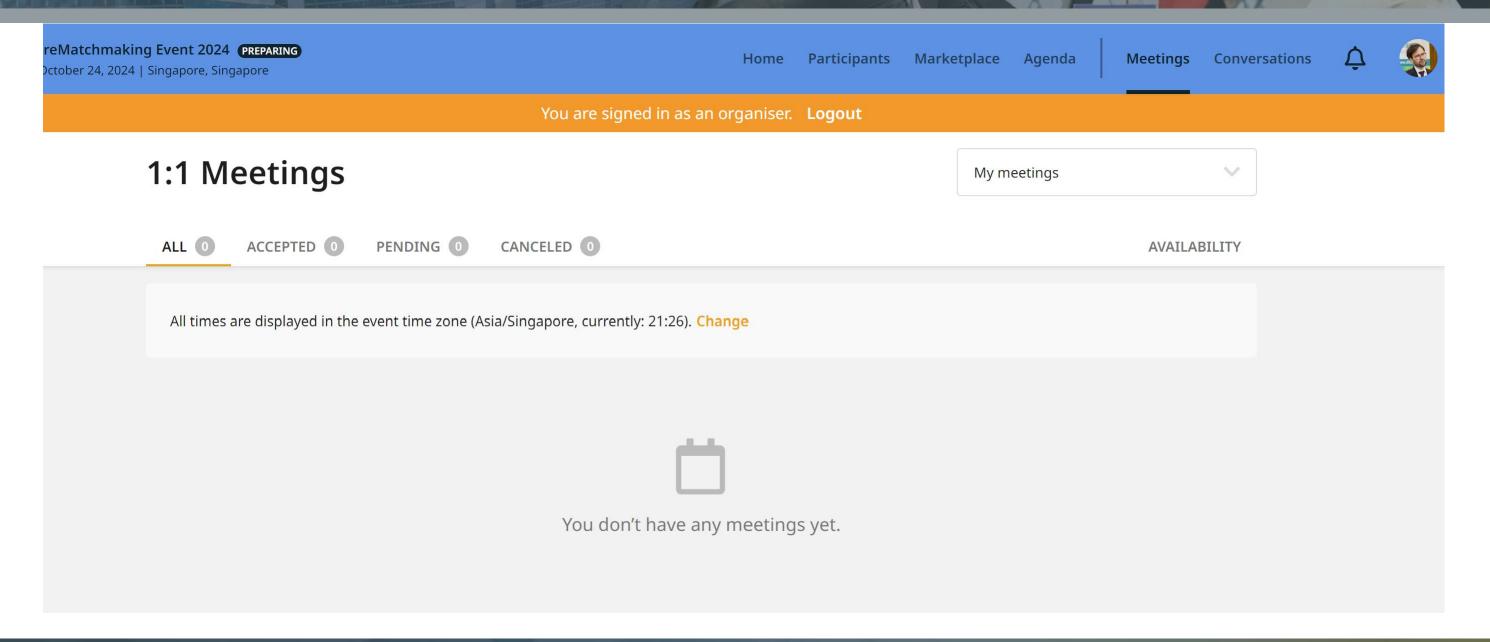








# Book your meetings





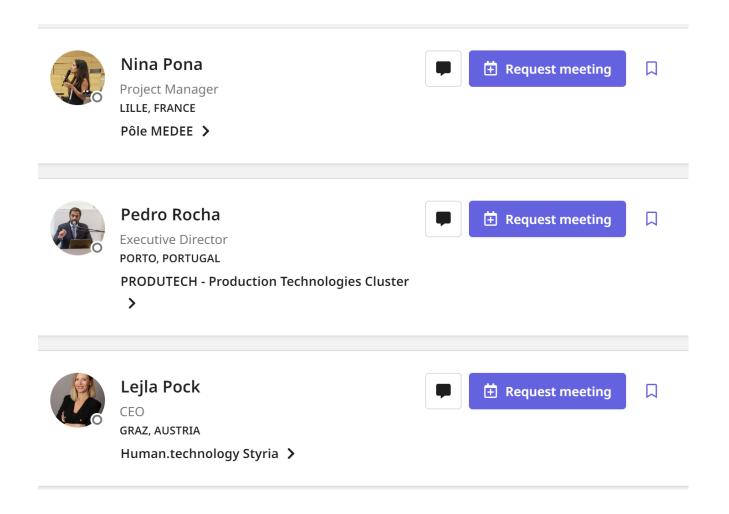








# Book your meetings















# Agenda



You are signed in as an organiser. **Logout** 



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President at Romanian Cluster Association Bucharest, Romania

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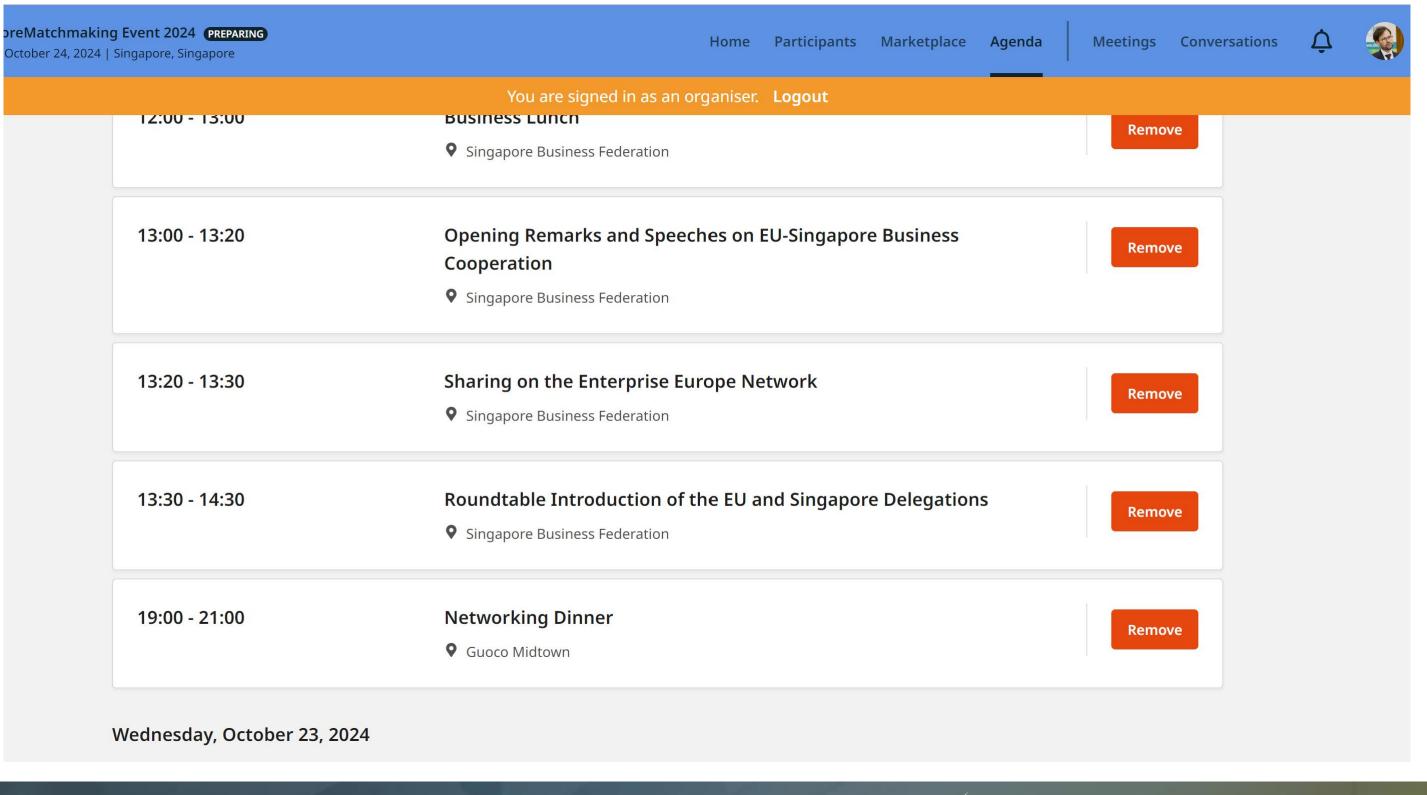
























# Conversations

You are signed in as an organiser. Logout



#### **Daniel Cosnita**

President at Romanian Cluster Association Bucharest, Romania

Edit my profile

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Add an Opportunity













You are signed in as an organiser. Logout



You don't have any messages yet. If you want to start a conversation, click on the "Send message" button bellow.

□ Send message

- Participants can interact with each other prior to the meetings through the **B2Match direct message** tool.
- The messages exchanged between participants are completely confidential













# Debriefing Survey

# Debriefing Survey

A link to a Debriefing Survey will be sent to the participants at the end of the matchmaking event, remember to check your e-mail.

Please do not miss the chance to provide us your feedback!













# Next Steps

# Next Steps

- Booking meetings are open!
- Please create your matchmaking opportunities!
- Start booking meetings!
- On the day of the event, please check your meetings agenda (and download it)













Q&A











Enterprise Singapore



# Visit the ECCP website and follow us on social media

- www.clustercollaboration.eu
- European Cluster Collaboration Platform
- European Cluster Collaboration Platform ECCP



**#ECCP #ECCPMatchmaking**