



EUROPEAN CLUSTER
COLLABORATION PLATFORM

EU–Singapore Matchmaking Event

30 October – 1 November 2023

Matchmaking Proceedings Report

Delivered in December 2023

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1. Event Overview



Marking a significant return one year after the previous event, the much-anticipated *EU-Singapore Matchmaking event* unfolded in Singapore from 30 October to 1 November 2023. The event was jointly organized by the European Commission and Enterprise Singapore (EnterpriseSG), supported by the EU Delegation to Singapore, the Singapore Ministry of Trade and Industry and the Singapore Business Federation, and facilitated by the European Cluster Collaboration Platform (ECCP) and the Enterprise Europe Network (EEN).

The overall objective of the event was to promote the exchange of information and provide networking opportunities for European cluster organisations and their members with counterparts from Singapore, particularly in the fields agrifood, health care and biomedical tech, digital tech, smart cities and urban solutions, advanced manufacturing and green tech. Cluster organisations, SMEs, start-ups and industry associations from the EU and non-EU COSME countries, and Singapore, were brought together via C2C, C2B, and B2B meetings.

The EU-Singapore business relationship is shaped by the EU-Singapore Free Trade Agreement (EUSFTA), which came into effect in 2019. It removes tariff and non-tariff barriers for goods and enhances conditions such as market access for service businesses. Building on this success, the EU-Singapore Digital Partnership, signed in February 2023, marked a significant milestone in bilateral relations and set the stage for further collaboration in the digital era. Also, the event shone a light on the Global Foodture project, an EU project that aims to foster innovation and collaboration in the food systems sector, specifically targeting today's most urgent challenges faced by the global food system, which successfully bridged European and Asian SMEs, leading to impactful workshops, international trading and dedicated study visits for the European participants.

The event encompassed the following activities:

- a Preparatory Webinar – an opportunity to receive information on undertaking business in Singapore and guidance on how to participate successfully in the planned event, held on 28 September 2023, 9:30 – 11:00 CET;
- a Technical Webinar – a session helping future participants of the matchmaking event to make the most of their profiling in the B2Match tool and explain the procedures to optimise the booking of meetings, held on 17 October 2023, 10:00-11:00 CET;
- matchmaking meetings on 30 October 2023, between cluster organisations and SMEs from EU and non-EU COSME countries and Singaporean organisations;
- participation at the [Singapore Week of Innovation and Technology \(SWITCH\)](#) and [Agri-Food Tech Expo Asia \(AFTEA\)](#);
- site visits;

- a debriefing session to collect feedback and testimonials from cluster participants;
- a post-event survey.

The European delegation in the mission consisted of 32 participants, representing 27 clusters and 5 SME spanning across 18 countries, while the Singaporean delegation consisted of 31 participants, representing 13 clusters, 10 SMEs, 4 research, development & innovation organisations, and 4 public organisations, **leading to a total of 63 participants in the event**. The selected European cluster organisations received financial support for travel from the European Commission.

The EU–Singapore Matchmaking event itself took place on-site, on 30 October 2023. The 63 participants were able to schedule their own meetings through the b2match platform. During the booking phase (3 October 2023 – 29 October 2023), the participants made 270 meeting requests, where 197 were accepted and scheduled, 48 remained pending and 25 were cancelled. In the end, **the total number of meetings that took place during the event was 205** (197 scheduled meetings – **100% success rate** – and 8 ad-hoc meetings).

In addition to the **205 formal meetings** that took place in the b2match matchmaking event, the participants also reported a total of **494 informal meetings**, leading to a total of **178 reported cooperation cases**, initiated or already established.

1.1 Preparatory webinar

On 28 September 2023, 9:30 CET, a preparatory webinar was held in order to offer guidance on how to participate successfully in the planned event and inform future participants with the theme and business environment. The webinar recorded a total of 31 attendees from selected European participants, outside ECCP staff and panellists.

The recording of the preparatory webinar has been shared with all participants and has been displayed on the event page on the [European Cluster Collaboration Platform](#). The detailed agenda of the webinar is presented below:

09:30 – 09:32 (CET)	Joining
09:32 – 09:40 (CET)	<p>Opening session:</p> <ul style="list-style-type: none"> - Introduction and housekeeping rules, moderated by Teodora Jilkova, ECCP Team Member <p>Opening remarks:</p> <ul style="list-style-type: none"> - Christophe Guichard, Policy officer, Unit on Industrial Forum, Alliances and Clusters, DG for Internal Market, Industry, Entrepreneurship and SMEs, European Commission - Joyce Kua, Deputy Director Europe, Enterprise Singapore
09:40 – 10:20 (CET)	<p>Market access information session – collaboration opportunities and guidelines on how to do business with Singapore</p> <p>Speakers:</p> <ul style="list-style-type: none"> - Lennart Galdiga, Team Leader “Data & Policy”, ECCP Team Member - Ian Lee, Country Head (Europe), Singapore Business Federation - Justyna Lasik, Head of Economic and Trade Section, EU Delegation to Singapore - Nele Cornelis, Executive Director, EU Chamber of Commerce in Singapore

10:20 – 10:30 (CET)	Presentation of the South East Asia IP SME Helpdesk - Nora Bihari, Project Manager
10:30 – 10:40 (CET)	Presentation of SWITCH expo, practical information, general overview, and insights for business networking on the floor - Woei Yuan Seng, Deputy Director, SWITCH
10:40 – 10:50 (CET)	Presentation of Agri-Food Tech Expo, practical information, general overview and insights - Wendy Chng Petit, Event Director, AFTEA
10:50 – 11:00 (CET)	Q&A, Next Steps towards the matchmaking event Moderation: Teodora Jilkova, ECCP Team Member
11:00 (CET)	Closing

Table 1 Preparatory webinar agenda

1.2 Agenda of the on-site mission

The rich three-day program kicked off with a welcoming session. In a swift round-table format, 32 participants from 18 European countries, each representing either a cluster or an SME, introduced themselves, setting a collaborative tone for the upcoming days.

The mission's first stop was the [Singapore Business Federation](#), where [Enterprise Singapore](#) hosted informative sessions on boosting sales, creating a footprint and enhancing brand presence in Singapore and Southeast Asia. Participants also gained insights into Singapore's innovative spirit and its collaborative initiatives with Europe, and delved into the city-state's vibrant start-up ecosystem, which includes a comprehensive support system for international start-ups.

Following an insightful networking lunch, H.E. Iwona Piórko, Ambassador of the European Union to Singapore, opened the matchmaking event by stressing the strength of the EU-Singapore economic partnership and the potential of the ongoing negotiations for an EU-Singapore Digital Trade Agreement. Also, in a video message, Jakub Boratynski, Director for Networks and Governance at DG GROW, European Commission, remarked, that the EU-Singapore Free Trade Agreement, effective since 2019, has been pivotal in enhancing market access for European businesses and that it's essential for both regions to harness its benefits. From the Singaporean side, Alan Yeo, Director for Europe at Enterprise Singapore, underlined that Singapore enjoys strong economic ties with the EU and that Enterprise Singapore remains keen to strengthen Singapore's relationship with the EU through knowledge transfer, B2B partnerships and cluster collaboration. The day continued with testimonials and presentations exemplifying the successful and ongoing collaborative relationships between EU and Singaporean business organizations. During this session, pairs of presenters (EU-SG) that met in previous editions of the ECCP matchmaking events, highlighted their successful collaborations, demonstrating the tangible benefits of the matchmaking events. These duets showcased ongoing partnerships between EU and Singaporean businesses, emphasizing the outcomes and the added value derived from such events.

As an alternative to the general program hosted by the Singapore Business Federation, participants from the agrifood sector were offered a dedicated agrifood itinerary. This included visits to the Food Tech Innovation Center Nurasa, focusing on fermentation and plant-based protein research and scaling up, along with a visit to Next Gen Foods, an innovative SME specialising in plant-based foods. Following these insightful visits, participants rejoined the larger group for the matchmaking event at the Singapore Business Federation.

The matchmaking event was the climax of an already insightful and valuable day. Over the three hours of meetings sessions, participants engaged in a rigorous schedule, allowing them to find partners and expand their networks into each other’s markets and ecosystems. In this time, ECCP managed to facilitate 205 bilateral meetings between 63 European and Singaporean participants.

The day’s events came to a close with a networking dinner, organised by Enterprise Singapore, creating a relaxed ambience for participants to build relationships and further share ideas.

On the second day of the event, the EU delegation embarked on a journey through innovation and technology, visiting two prominent parallel trade fairs, each aligning with their specific sectoral interests and expertise, Singapore Week of Innovation and Technology (SWITCH) and Agri-Food Tech Expo Asia (AFTEA).

At AFTEA, EU delegates experienced the region's foremost showcase of cutting-edge products, services, and solutions in global agri-food and agri-tech innovation. The day featured a curated guided tour, immersing participants in vital themes like aquaculture & urban protein production, food safety & security, food waste management and smart farming. The tour was a deep dive into the future of food, unveiling innovations that are reshaping how we think about agriculture and food production.

The SWITCH exhibition was a vibrant hub, bringing together startups, SMEs, MNCs, investors, research institutions and government organizations in a melting pot of innovation. Delegates had the opportunity to access the Biz 'N Buzz networking zone, where they could engage in structured networking sessions and take advantage of dedicated matchmaking opportunities through the event's official system. Additionally, they could participate in industry-specific guided tours, visiting carefully selected booths that showcased solutions addressing the needs of the delegation.

Several delegates seized the opportunity to register on spot and attend [TechInnovation Expo](#), which was also taking place at that time.

The last day in Singapore kicked off with a debriefing session, offering a valuable platform for the EU delegates to share their insights and feedback on the event. The rest of the day was a dynamic showcase of start-ups and their immense potential. The EU delegation delved into the world of innovation and forward-thinking entrepreneurship, uncovering the future of industry and technology. EU delegation visited [JTC Corporation](#), a government agency dedicated to sustainable industrial development that opened doors to the future. The delegation also participated in curated tours of [one-north's cutting-edge innovation labs](#), allowing them to witness advancements that are propelling Singapore to the forefront of global innovation. These labs, buzzing with ideas and creativity, provided a glimpse into the technological leaps being made in various industries.

A full run-down of the event is available in the [summary article](#). The detailed agenda of the on-site mission is presented below:

Day 1 – 30 October 2023	
08:40 – 09:15	Presentation of EU Delegation (who is in the group)
09:15 – 09:45	Transfer to Singapore Business Federation premises
All representatives	Applicable for Agri-Food sector

10:00 – 12:00	<p>Session I: Driving sales and raising brand awareness in Singapore and Southeast Asia · Stella Quek, Lead Consultant, Plenty Pte Ltd</p> <p>Session II: Singapore and beyond - Creating your footprint in Southeast Asia, Hugo Tan, Director, JR Strategic Pte, Ltd</p> <p>Session III: Singapore's innovation landscape and Singapore-Europe collaboration initiatives Jonathan Lim, Director of Global Innovation network, Enterprise Singapore</p> <p>Session IV: Singapore's start-up ecosystem and support schemes & programmes for foreign start-ups - Action Community for Entrepreneurship (ACE)</p> <p>Moderation: Ian Lee, Country Head (Europe), Singapore Business Federation</p>	08:00 – 10:00	<p>Visit to Food Tech Innovation Center Nurasa focused on fermentation and plant-based protein R&D and scaling up</p> <p>Visit to Next Gen Foods</p>
12:00 – 13:00	Networking Lunch		
13:00 – 13:20	<p>Opening Remarks and speeches on EU-Singapore business cooperation</p> <ul style="list-style-type: none"> - H.E. Iwona Piórko, Ambassador of the European Union to Singapore - Alan Yeo, Director for Europe, Enterprise Singapore - Jakub Boratynski, Director for Networks and Governance, DG GROW, European Commission (video message) 		
13:20 – 13:50	<p>Testimonials from European and Singaporean business organisation with existing collaboration</p> <p>Presentation: "Scaling Startups Beyond Borders"</p> <ul style="list-style-type: none"> - Mike Richardson, Senior Project Manager, OpTecBB - Mabel Fu, Director, Programs Asia, Start2 Group <p>Presentation: "How face-to-face facilitates mid-term collaboration"</p> <ul style="list-style-type: none"> - Susanne Baden Jørgensen, Senior International Manager, Food & Bio Cluster Denmark - Mònica Riera, Packaging Cluster, Spain - Tracy Saw, Senior Development Partner, Food Innovate & Sustainability, Enterprise Singapore 		
13:50 – 14:00	Set up for matchmaking sessions		
14:00 – 15:20	Bilateral matchmaking sessions between participants (Part 1)		
15:20 – 15:40	Break		
15:40 – 17:40	Continuation of bilateral matchmaking sessions (Part 2)		
17:40 – 19:00	Free time		
19:30 – 21:00	Networking Dinner, provided by Enterprise Singapore		

	The event was attended by H.E. Iwona Piórko, Ambassador of the European Union to Singapore, Alan Yeo, Director for Europe, Enterprise Singapore, as well as other ambassadors of various EU countries in Singapore
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Day 2 – 31 October 2023			
Participation in SWITCH		Participation in AFTEA	
09:00 – 09:30	Registration at SWITCH	10:00 – 10:15	Registration at AFTEA
10:00 – 12:30	A selection of opportunities, based on the available programme of the event: - Techinnovation: - AiMX : - Slingshot Stage: SLINGSHOT- Deep tech startup pitching competition - SWITCH 2023	10:30 – 12:00	Exhibition Introduction Tour -A specially curated guided tours to introduce key exhibition highlights
12:30 – 13:00	Free time (networking opportunities)	12:00 – 13:30	Free time (networking opportunities)
14:00 – 15:00	Customised Guided Tour Industry specific guided tour to visit shortlisted booths featuring relevant showcases to address delegations' needs.	13:30 – 15:00	Participants can learn technological insights & connect with solution providers for collaboration and visit the exhibition at own pace or arrange b2b meeting with interested exhibitors
15:00 – 18:00	Biz 'N Buzz Free and Structuring Networking sessions Matchmaking and networking opportunities through the official matchmaking systems of the event	15:00 – 17:30	Participation in recommended sessions @ Sandbox within Exhibition Hall

Day 3 – 1 November 2023	
08:00 – 08:45	Debriefing Session - Led by Martina Bacova, EISMEA
8:50 – 09:30	Organised transfer by bus to one-north
09:30 – 10:40	- Welcome Address by Alvin Tan, JTC - Panel Discussion by JTC representatives: Fostering a collaborative ecosystem for innovation: one-north perspective

10:45 – 11:30	JTC profiled 3 companies based on the 6 thematic priorities to share and connect with EU delegation: Sharing by LaunchPad Startup #1 – SIMPPL Sharing by LaunchPad Startup #2 – NICE Surgical Sharing by LaunchPad Startup #3 – Garuda Robotics
11:35 – 12:00	Closing session at one-north
Afternoon	Possibilities to explore further opportunities through the programmes of SWTICH and AFTEA

Table 2 On-site mission agenda

1.3 Participants

63 total participants engaged in the matchmaking event. **The European delegation in the mission consisted of 32 participants, representing 27 clusters and 5 SMEs from 18 European countries:** Austria, Bulgaria, Denmark, Estonia, Finland, France, Germany, Hungary, Italy, Lithuania, Moldova, Netherlands, Poland, Portugal, Romania, Serbia, Spain and Ukraine.

The European participants were selected based on a Call of Expressions of Interest published on the European Cluster Collaboration Platform (open from 15.06.2023 until 02.08.2023). Following the selection process, which included the verification of the eligibility criteria and the assessment of qualitative aspects, out of the 62 cluster applications and 73 SMEs applications received, 31 clusters and 19 SMEs were accepted, out of which 27 clusters and 5 SMEs participated in the event. Travel and accommodation were reimbursed for the European cluster delegates attending, while the accepted European SMEs travelled at their own cost. The European participants represented organisations active in advanced manufacturing, agrifood, digital tech, green tech, healthcare and biomedical tech and smart cities and urban solutions. Aggregated European participants' data is presented in the Tables and Figures below:

Country	Cluster	SME	Total delegates
Austria	1		1
Bulgaria	2	1	3
Denmark	1		1
Estonia		1	1
Finland	1		1
France	4		4
Germany	1		1
Hungary	2		2
Italy	1		1
Lithuania	1		1
Moldova	1		1
Netherlands	1		1
Poland	4	2	6

Portugal	1		1
Romania	3		3
Serbia	1		1
Spain	2		2
Ukraine		1	1
Total	27	5	32

Table 3 Distribution of participant organisations per country of origin and type

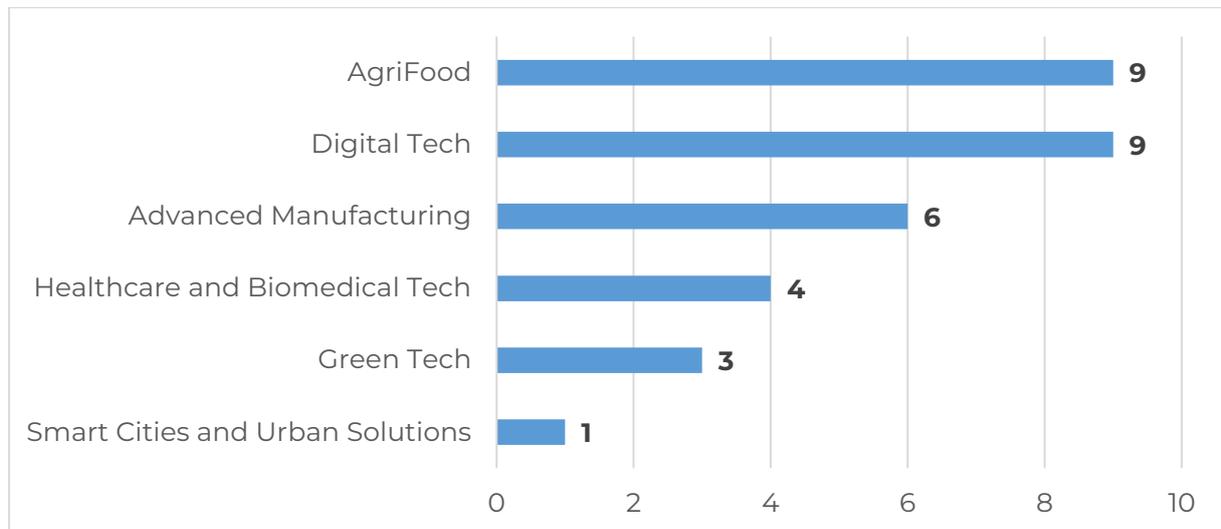


Figure 1 European delegation members by sector

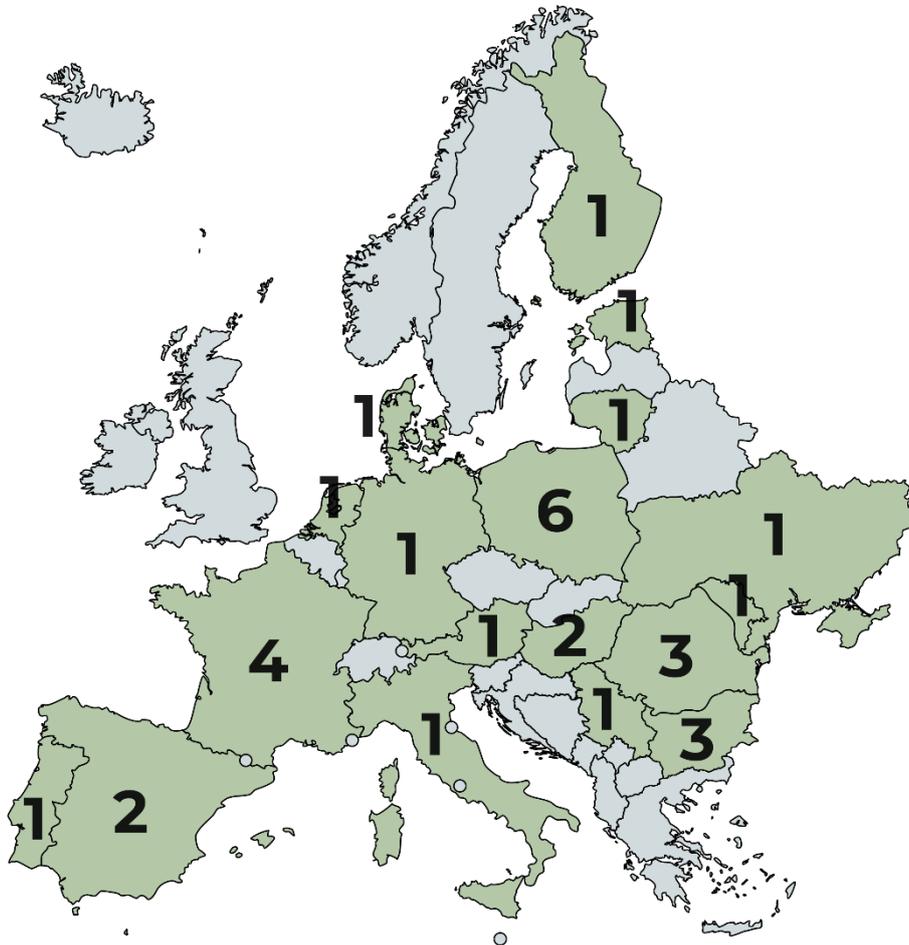


Figure 2 Geographical coverage of the European delegation

On the other side, **the Singaporean delegation consisted of 31 participants, representing 13 clusters, 10 SMEs, 4 research, development & innovation organisation, and 4 public organisations.** The sectors covered by the Singaporean delegation were advanced manufacturing, agrifood, digital tech, green tech, healthcare and biomedical tech and smart cities and urban solutions.

The Figures below provide a short side-by-side comparison between the two delegations in the event:

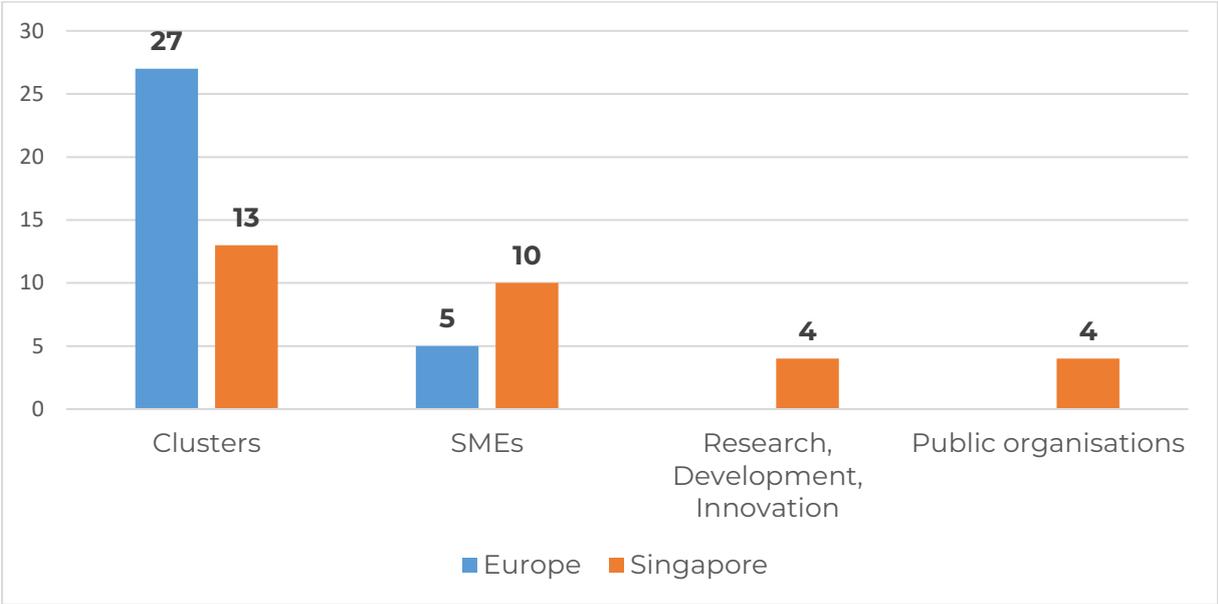


Figure 3 European and Singaporean delegations by type of participants

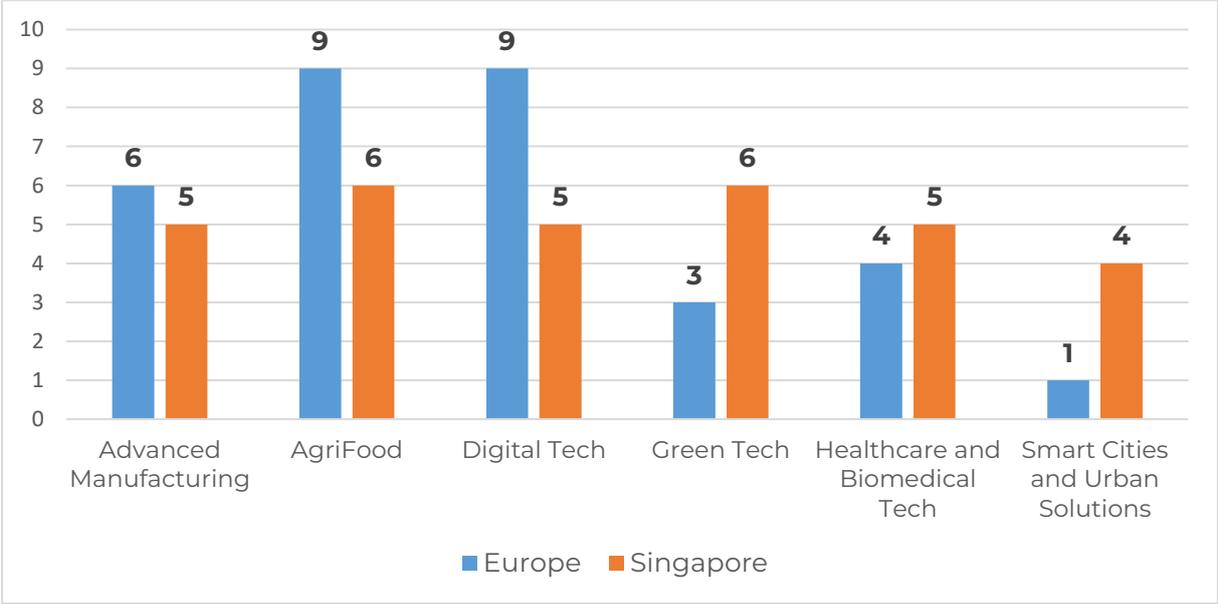


Figure 4 European and Singaporean delegations by sectoral coverage

1.4 Meetings

During the booking phase on b2Match platform (3 October 2023 – 29 October 2023), the participants made 270 meeting requests, where 197 were accepted and scheduled, 48 remained pending and 25 were cancelled.

On the day of the event, **a total of 205 bilateral meetings took place**, with 197 scheduled meetings (**100% success rate**) and 25 ad-hoc meetings. The time slot for each meeting was 20 minutes. In addition to the formal meetings in the matchmaking, the European delegation also reported **a total of 494 informal meetings** (i.e. networking during breaks, lunches, etc.).



Figure 5 b2match meetings status extract

02

Event feedback

2. Event Feedback

The feedback of the event was collected through the event survey section integrated in b2match. The survey was open right after the end of the matchmaking on 2 November 2023 until 1 December 2023, and it was divided in three main sections: impact of the event (cooperation opportunities), relevance of the event towards individual objectives and overall quality of the event content and structure.

The survey also included participants' suggestions and general comments on the event and collected testimonials. The feedback received highlights the clusters strong interest in the matchmaking events organised by the ECCP, with both European partners, and especially with partners outside Europe. Furthermore, the survey collected the results of the event in terms of future perspectives and initiated cooperation activities.

27 clusters and 4 SMEs responded to the survey, leading to a 97% percent response rate (31 respondents out of 32 participants).

2.1 Event feedback: cooperation opportunities

For 8 respondents (26%), this was their first participation in a matchmaking event organised by the ECCP, while the other 23 respondents (74%) were returning to an ECCP event.

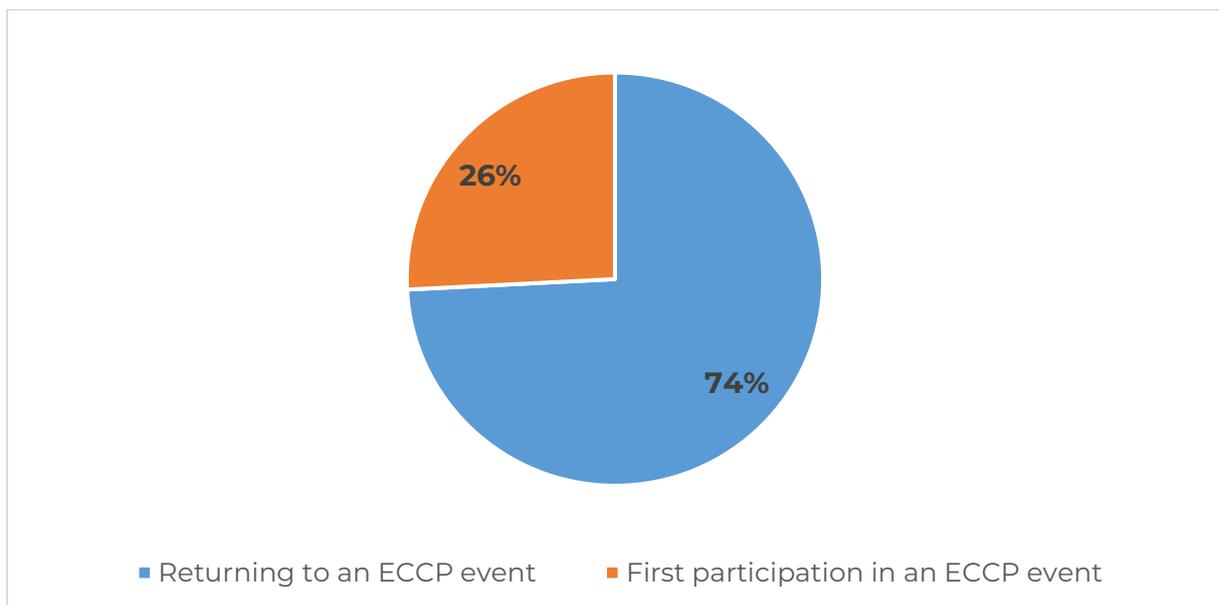


Figure 6 Previous participation of the respondents in ECCP events

In addition to the **205 formal meetings** taking place in the event, the 31 respondents also reported a **total of 494 informal meetings** (i.e., networking during breaks, lunches, etc). As a result of all partnering activities that took place with the occasion of the event, the 31 respondents in the survey stated that they already have initiated or established cooperation activities during or following the matchmaking, leading to a **total of 178 cooperation cases** (total result based on the figures provided by the respondents in the feedback survey).

The respondents were asked to present the results of the event regarding their cooperation objectives and activities to be developed with other participants. Several aggregated statistics of the cooperation cases are summarised and described in the section below.

On average, each participant from the EU delegation was involved in 6-7 formal meetings and 15 informal meetings, with a result of around 5 cooperation cases initiated or established.

The figure below provides a detailed distribution of the number of cooperation cases initiated or established per respondent.

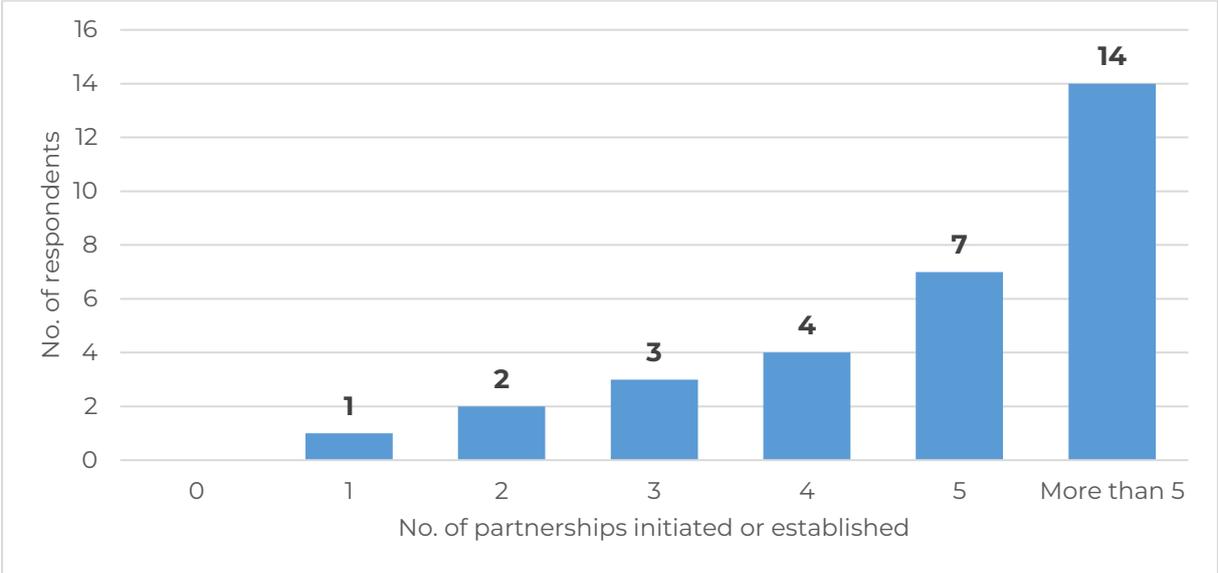


Figure 7 Number of cooperation cases initiated or established (0 to more than 5) per respondent

86% of the total cooperation cases reported by the 31 members of the EU delegation were established with Singaporean organisations (clusters or SMEs), while the rest of the cooperation cases were established with European organisation (14%, clusters or SMEs). The figure below shows the distribution of partner organisations by origin and type:

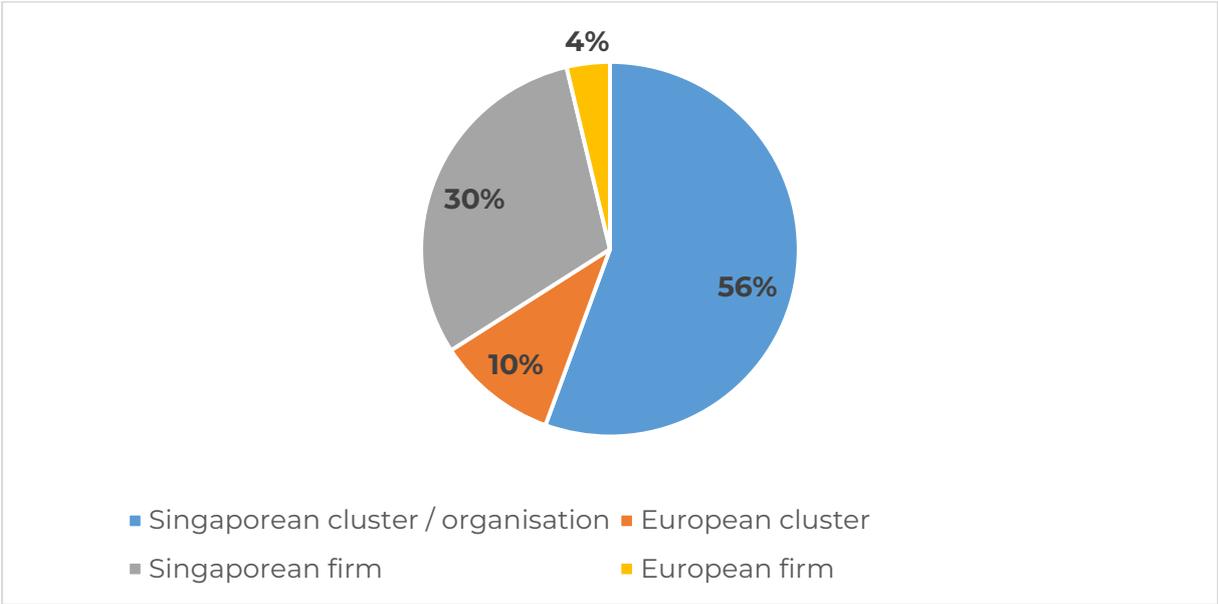


Figure 8 Distribution of cooperation cases by origin and type of partner organisations

The next figure captures the distribution of cooperation cases by sector:

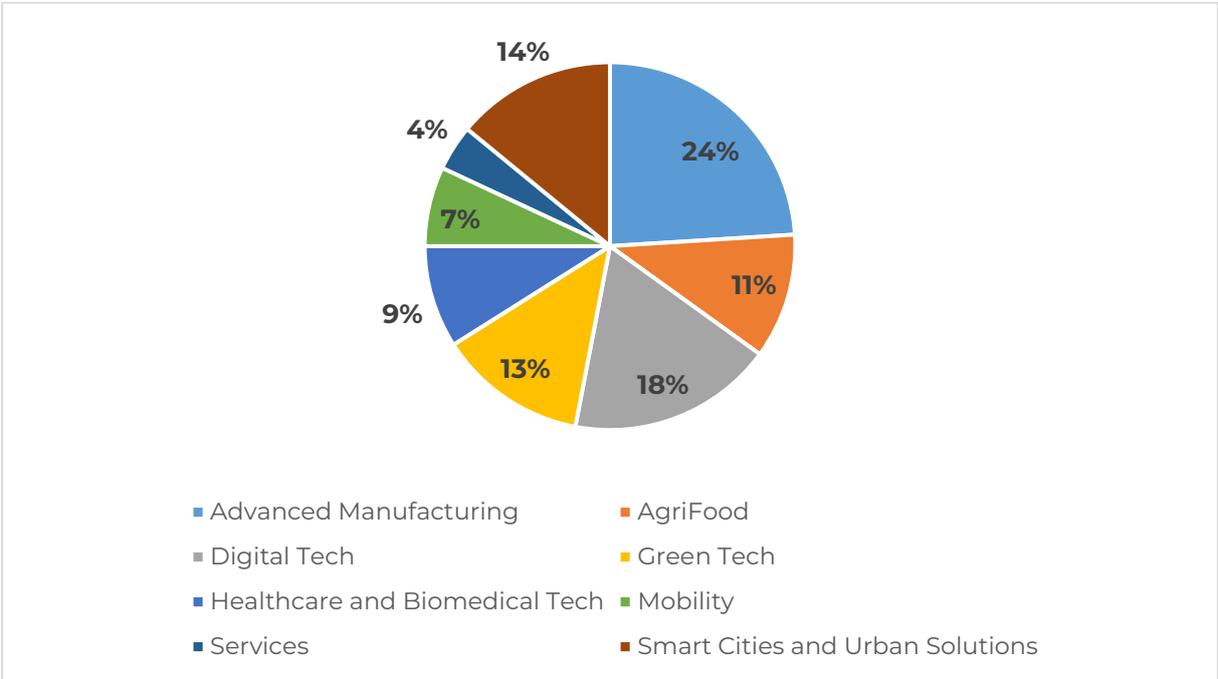


Figure 9 Distribution of cooperation cases by sector

Considering the type of cooperation cases established, the following distribution was identified based on the feedback survey:

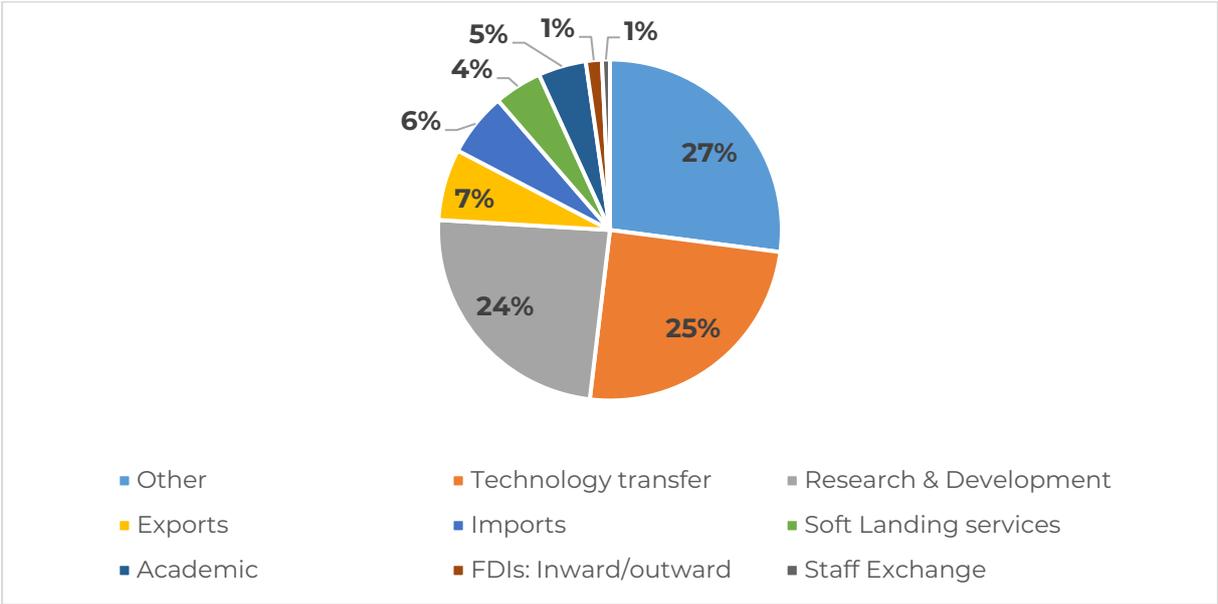


Figure 10 Distribution of cooperation cases by their type

Last but not least, by mapping the answers provided in the feedback survey, the figure below summarises the distribution of cooperation cases achieved per participating countries, with Poland leading the statistics. This comes naturally since Poland was the most represented country in the mission delegation (6 organisations participating). Lithuania, Germany and Denmark should also be noted, with 10 or more cooperation cases achieved with only one participating organisation.

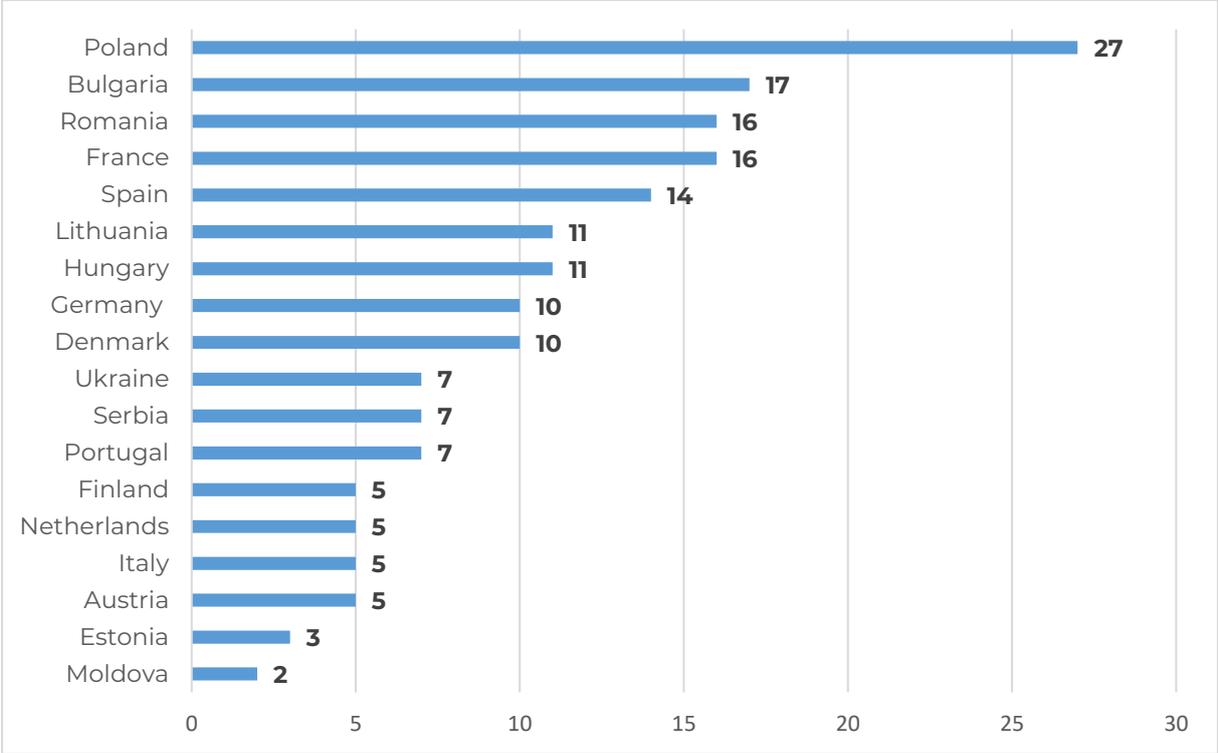


Figure 11 Distribution of reported cooperation cases by participating European countries

2.2 Event feedback: relevance of the event towards individual objectives

The respondents were asked to rate the event's relevance to the achievement of their own goals on a scale of 0 to 5, with 0 being the lowest value and 5 being the highest value. In this regard, they scored the following: vision and knowledge they acquired regarding new markets and technology trends; the knowledge acquired regarding the geographical market for cluster organisation/ members; the signature of cooperation agreements between companies and/or laboratories within participating clusters and the development of new business activities. Finally, they rated the opportunity of increased visibility and market penetration, focusing on how the event facilitated the search for strategic alliances/ partners and the access to new research and innovation competences and the development of concrete projects. The figure below provides an overview of each objective's rating:

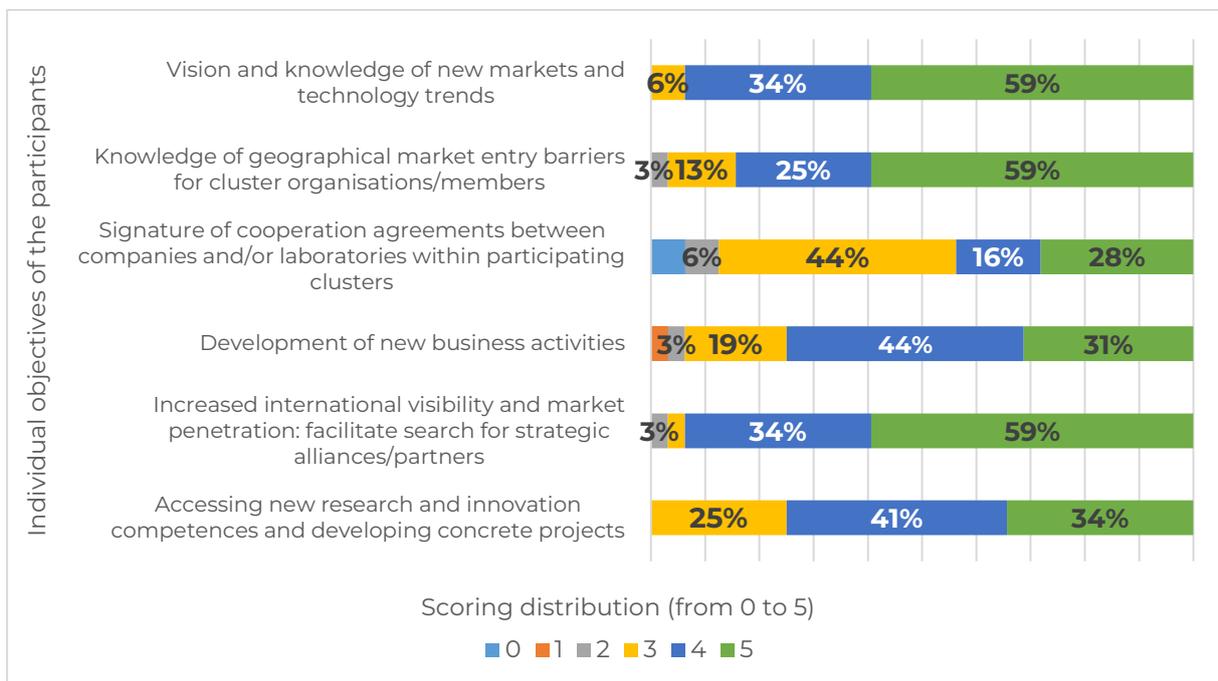


Figure 12 Relevance of the event towards individual objectives (scoring distribution)

From the answers provided, the event seems to have been especially relevant for participants regarding the achievement of the following goals:

- Vision and knowledge of new markets and technology trends (93% respondents scored 4 or 5);
- Increased international visibility and market penetration: facilitate search for strategic alliances / partners (93% respondents scored 4 or 5);
- Knowledge of geographical market entry barriers for cluster organisations / members (84% respondents scored 4 or 5).
- Accessing new research and innovation competences and developing concrete projects (75% respondents scored 4 or 5);
- Development of new business activities (75% respondents scored 4 or 5);

The lowest scored indicator was the signature of cooperation agreements but still having an overall satisfaction of 69%. Since for some of the delegates this was their first encounter with the Singaporean market, their primary focus was on exploring and understanding the market, identifying opportunities, and establishing first contacts. Nonetheless, the event was successful in this regard, with already 178 identified cooperation cases (initiated or already established).

Overall, the event is considered very relevant for the EU participants, who achieved, in their majority, the main goals of the event, with room for improvement in future events. The table below displays the average note scored by each objective:

Objective	Average score
Vision and knowledge of new markets and technology trends	4.53
Knowledge of geographical market entry barriers for cluster organisations / members	4.41
Signature of cooperation agreements between companies and/or laboratories within participating EU clusters	3.47
Development of new business activities	3.97
Increased international visibility and market penetration: facilitate search for strategic alliances/partners	4.50
Accessing new research and innovation competences and developing concrete projects	4.09

Table 4 Relevance of the event towards individual objectives (average score)

2.3 Event feedback: event content and structure

Participants were asked to rate several indicators related to the overall quality of the event through a 0 to 5 score (0 being the lowest quality and 5 being the highest quality). The participants were also asked to express feedback on several general aspects of the event. The questions were formulated in a “Yes/No” manner. All results are detailed in the section below.

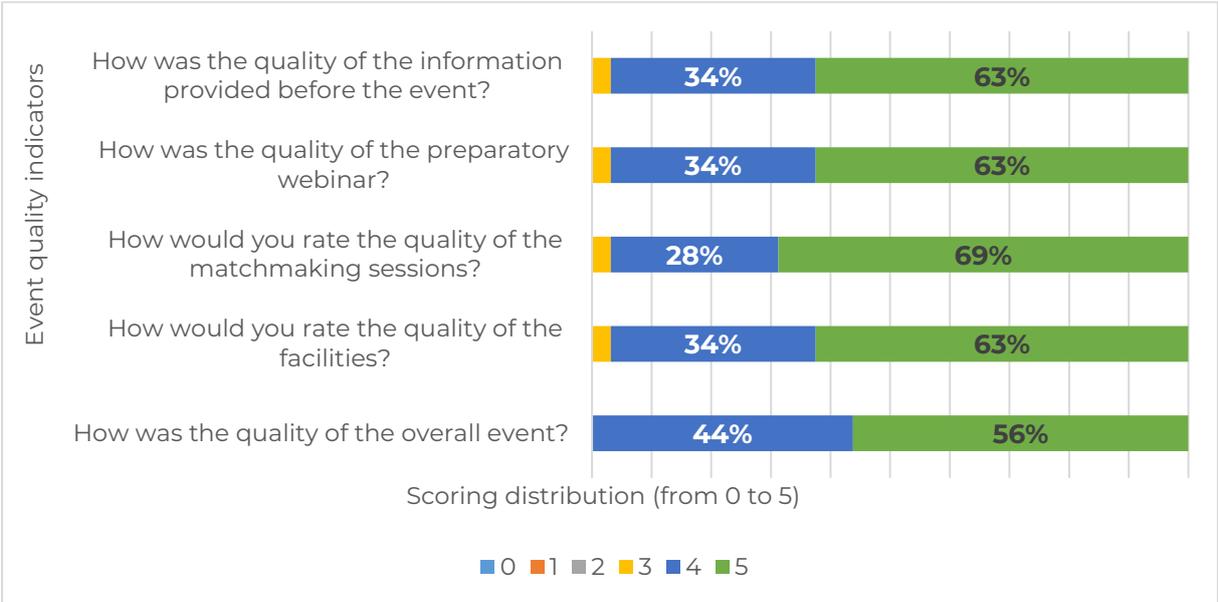


Figure 13 Overall event quality (scoring distribution)

The respondents expressed significant satisfaction with the overall quality of the event, with at least 97% of them scoring 4 or 5 in all categories.

The average satisfaction regarding the overall organisation of the event was 93%.

In summary, the table below displays the average note scored by each indicator:

Indicator	Average score
How was the quality of the information provided before the event?	4.59
How was the quality of the preparatory webinar?	4.59
How would you rate the quality of the matchmaking sessions?	4.66
How would you rate the quality of the facilities?	4.59
How was the quality of the overall event?	4.56

Table 5 Overall event quality (average score)

Several other indicators were assessed in a “Yes/No” manner, resulting the following:

- **100% of the respondents considered that 20 minutes was a proper meeting time slot** in the matchmaking;
- **100% of the respondents found the topics of the event useful** and the presentations suitable for the event;
- **100% of the respondents confirmed that the event met their expectations.** Positive feedback and testimonials were collected from the European delegation, and presented in the sections below.

When asked in the survey with what countries are they interested in partnering with in the future, the respondents showed **strong interest in cooperating with non-European countries:**

- the **most desired destination was Southeast and East Asia**, with **Japan being mentioned 13 times**, Singapore 8 times, South Korea 6 times, Taiwan 4 times, Thailand and Malaysia 3 times and Indonesia 2 times;
- the **second most desired destination was North America**, with **US being mentioned 15 times**, and **Canada 12 times**;
- the **third preferred destination was the MENA region**, with UAE being mentioned 7 times, Saudi Arabia 5 times and Morocco 4 times;
- **South America came in fourth**, with Brazil mentioned 5 times and Argentina 4 times;
- **Australia was also preferred**, with Australia mentioned 5 times and New Zealand 2 times.
- finally, Europe was mentioned in general a couple of times.

An overview of the countries of interest for the EU delegation is presented in the figure below:

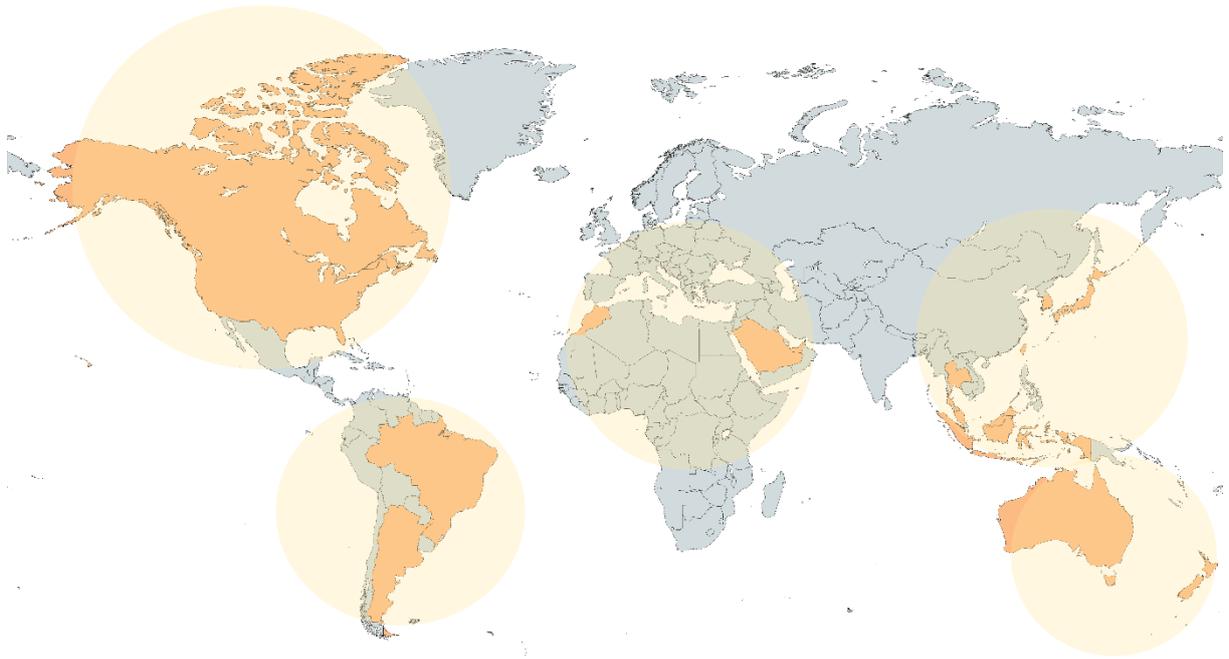


Figure 14 Areas of interest for the respondents

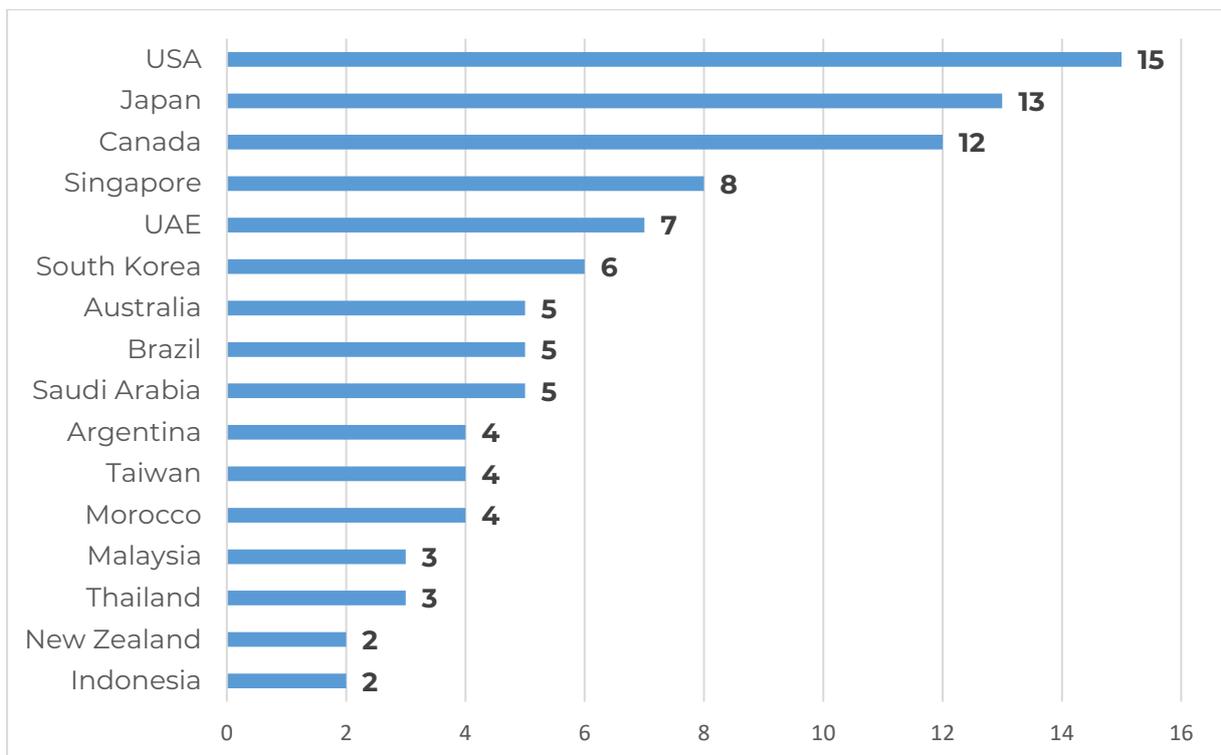


Figure 15 Ranking of preferred countries by the respondents (mentioning frequency)

2.4 Event feedback: testimonials

"It was the second ECCP mission to Singapore I participated in. It helped me to strengthen connections established during the first mission, and also to initiate new, very promising relations with Singaporean partners. ECCP did a great job by providing me space and time to connect with Singaporean partners. Now it is my turn to ensure that these connections will transform into collaboration cases between our members and Singaporean companies."

Gawel Walczak, secpho, Spain

"The matchmaking event is a successful moment for CIMES as the ambition of this 2nd mission in Singapore was to continue exploring the Singaporean ecosystem and meet new organisations to collaborate with. The mission is successful as it allowed CIMES to create interesting links with R&D organisations in Singapore as NYU and IPI. These links will become concrete for the companies as soon as the activities foreseen during the discussions will be put in place."

Loic Marin, CIMES, France

"Participation in this mission allowed, on the one hand, to establish valuable business contacts in Singapore, and, on the other hand, made it possible to meet representatives of leading European clusters, including those that are industry related to the institutions I represent. I hope that after this mission a new impetus will be given to the activities of the Lublin Medicine cluster, but also to other pro-business projects implemented in Lublin."

Mariusz Sagan, Lublin Medical Cluster, Poland

"The EU-Singapore Matchmaking Event was definitely amazing! I would like to underline the quality of the organization and the relevance of matchmaking. This event is a must do!"

Cyril Armange, Finance Innovation, France

"Singapore is very promising for cluster collaboration purposes and the matchmaking event was well organised. When compared to Finland, the market has similarities in strong start-up and innovation system (e.g. in IT, agri-tech, engineering, biomaterials), high education focus and security of the environment. I recommend renewal of the cluster visit after couple of years to gain continuous relationships. Also, between European clusters, the joint matchmaking and benchmarking journey is truly effective and helps us to connect for regular basis."

Anne Sormunen, Biocluster Finland, Finland

"The EU-Singapore Matchmaking Event provided a great opportunity for our firm to showcase our solutions and our products. In the post-industrial era, developing bilateral cooperation between innovative clusters of the EU and cluster organizations in Singapore in the field of industrial hi-tech and Industry 5.0 technologies is becoming increasingly crucial. This will redefine cross-border economic collaboration and lay practical foundations for creating a unified digital market and digital economy between the EU and ASEAN macro-regions."

Roman Kravchenko, 482.solutions, Ukraine

"It was an excellent opportunity to learn about the Singapore market and its considerable potential in terms of access to South East Asia. Also, the exchange with other European Clusters is always very useful for creating new relationships, expanding the network and creating new collaboration opportunities for European companies."

Federica Fernandez, ECODOMUS Cluster, Italy

"Definitely, the EU-Singapore 2023 Matchmaking event was one of the most promising I have been ever to. My statement is based on the quality of the Singapore partners I met and the strategic development plan of the country in terms of internationalization and hi-tech. Also, because of the high level of dependence on food products imported from Singapore and because of the aim of reducing the dependence in the years to come, there is plenty of room for collaboration on mutually interesting subjects."

Felix Arion, AgroTransilvania, Romania

"Singapore is essentially a very small market, so almost all my members have business outside Singapore. And interestingly for the fintech sector, Europe is a very important market. I received so many meetings' requests, and before I knew it, my whole calendar was full. I already met up with interesting participants from Europe (clusters, individual tech organisations)."

Reuben Lim, Singapore Fintech Association, Singapore

"We had many fruitful meetings, and we are going to start collaborating on projects related to voluntary carbon markets, fintech, and things like educating the public on why they should be consuming more mindfully."

Sui Jin Kon from, Blockchain Association, Singapore

Annexes

Annex 1. List of participants

European delegation		
Organisation	Country	Type
Transilvania Energy Cluster	Romania	Cluster
Genopole	France	Cluster
Medical Inventi	Poland	SME
Biocluster Finland	Finland	Cluster
Renewable Energy Sources Cluster	Bulgaria	Cluster
Southwest Hungarian Engineerig Cluster	Hungary	Cluster
Transilvania IT	Romania	Cluster
Finance Innovation	France	Cluster
ECODOMUS Cluster	Italy	Cluster
AgroTransilvania Cluster	Romania	Cluster
secpho	Spain	Cluster
NiCAT Cluster	Serbia	Cluster
Business Upper Austria / Food Cluster	Austria	Cluster
Descartes Développement et Innovation	France	Cluster
iVita Health Technology Cluster	Lithuania	Cluster
Concise	Estonia	SME
LEI Food & Drinks	Poland	SME
CIMES Auvergne-Rhône-Alpes	France	Cluster
AROMEDA	Moldova	Cluster
Polish Cybersecurity Cluster	Poland	Cluster
Vladimirova Consulting	Bulgaria	SME
Silesian Nano Cluster	Poland	Cluster
City of Lublin Medical Cluster	Poland	Cluster
OpTecBB	Germany	Cluster
Packaging Cluster	Spain	Cluster
National Key Cluster MedSilesia	Poland	Cluster

PRODUTECH	Portugal	Cluster
482.solutions	Ukraine	SME
Food & Bio Cluster Denmark	Denmark	Cluster
Foodvalley NL	Netherlands	Cluster
CASTRA	Bulgaria	Cluster
Innoskart Digital Cluster	Hungary	Cluster
Singaporean delegation		
Organisation	Country	Type
Alchemy Foodtech Pte Ltd	Singapore	SME
Singapore Consortium for Synthetic Biology	Singapore	Cluster
Nurasa Pte Ltd	Singapore	SME
Unit Wealth Asia Pacific Pte Ltd	Singapore	SME
Singapore Food Manufacturers' Association	Singapore	Cluster
HealthTEC.SG	Singapore	Public organisation
Republic Polytechnic	Singapore	RDI
Chye Choon Foods Private Limited	Singapore	SME
Singapore Health Technologies Consortium	Singapore	Cluster
Singapore Semiconductor Industry Association	Singapore	Cluster
Food Innovation & Resource Centre	Singapore	Public organisation
Association of Aerospace Industries	Singapore	Cluster
Association of Information Security Professionals	Singapore	Cluster
SGTECH	Singapore	Cluster
InsiderSecurity	Singapore	SME
ST Engineering	Singapore	SME
Unicell Paper Pte Ltd	Singapore	SME
NIBERS Pte. Ltd.	Singapore	SME
School of Materials Science & Engineering	Singapore	RDI
Athena Dynamics	Singapore	SME
Singapore Fintech Association	Singapore	Cluster
IPI Singapore	Singapore	Public organisation

Singapore National Biofilm Consortium	Singapore	Cluster
Singapore Precision Engineering and Technology Association	Singapore	Cluster
Temasek Polytechnic, Singapore	Singapore	RDI
EcoLabs NTU	Singapore	Cluster
Blockchain Association Singapore	Singapore	Cluster
Hydrogen and Fuel Cell Association of Singapore	Singapore	Cluster
Racer Technology Pte Ltd	Singapore	SME
A*STAR, Singapore National Biofilms Consortium	Singapore	Public organisation
Singapore Polytechnic	Singapore	RDI

Table 6 Participants list



**EUROPEAN CLUSTER
COLLABORATION PLATFORM**