



EU–Singapore Matchmaking Event

22–24 October 2024

Matchmaking Proceedings Report

February 2025



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1. Event Overview



Building on the success of the previous editions of the EU-Singapore matchmaking series, the EU-Singapore Matchmaking Event 2024 was organised by the European Commission through the [European Cluster Collaboration Platform](#) (ECCP) and the [Singapore Business Federation](#) (SBF) and supported by [Enterprise Singapore](#) (EnterpriseSG), the [Singapore Ministry of Trade and Industry](#) (MTI) and [Enterprise Europe Network](#) (EEN). The event took place from 22 to 24 October 2024, in Singapore, in conjunction with the [Asia Clean Energy Summit](#) (ACES), as part of the [Singapore International Energy Week](#). The visiting European delegation met leading industry players and participated in curated site visits.

The EU-Singapore Cluster Matchmaking Event 2024 was held under the framework of the EU-Singapore Administrative Arrangement on Cluster Cooperation. This Arrangement was signed on 3 December 2020 on the occasion of the first anniversary of the entry into force of the EU-Singapore Free Trade Agreement (EUSFTA) by the MTI, EnterpriseSG and the European Commission's Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW). Singapore is a leading EU trade partner in the Indo-Pacific region, with EU-Singapore trade reaching €130 billion in 2022 and growing year-on-year.

The three-day event promoted knowledge exchange and partnership building, critical for the future competitiveness and economic security of both regions, underlining the potential for collaborative growth between Europe and Singapore, as both regions work toward a more sustainable, interconnected future.

The event encompassed the following activities:

- an info webinar held on 1 October 2024, where all participants had the chance to ensure they were fully informed about the event's objectives and the opportunities it offers to them. The webinar also helped future participants to make the most of their profiling in the b2match tool and explained the procedures to optimise the booking of meetings;
- knowledge exchange, pitching and matchmaking sessions organised on 22 October 2024, between cluster organisations and SMEs from Single Market Programme/COSME strand countries and Singaporean organisations;
- participation in the ACES event, within the Singapore International Energy Week, 23 October 2024;
- site visits on 23 and 24 October 2024;
- a debriefing session to collect feedback and testimonials from participants;
- a post-event survey.



The European delegation in the event consisted of 21 participants, representing 15 clusters and 2 SMEs, spanning across 11 countries, while **the Singaporean delegation consisted of 21 participants**, representing 6 clusters, 8 SMEs, 3 business support organisations and 2 research, development and innovation organisations, **leading to a total of 42 participants in the matchmaking**.

The EU–Singapore Matchmaking Event 2024 itself took place on-site, on 22 October 2024. The 42 participants were able to schedule their own meetings through the b2match platform. During the booking period (26 September 2024 – 21 October 2024), the participants made 143 meeting requests, where 96 were accepted and scheduled, 21 remained pending and 26 were cancelled. In the end, **the total number of meetings that took place during the event was 107** (96 scheduled meetings – 100% success rate – and 11 ad-hoc meetings).

In addition to the **107 formal meetings** that took place in the matchmaking event, the participants also reported a total of **283 informal meetings**, leading to a total of **60 reported cooperation cases**, initiated or already established.

1.1 Info webinar

An info webinar was held on 1 October 2024, where all participants had the chance to ensure they were fully informed about the event's objectives and the opportunities it offers to them. The webinar also helped future participants to make the most of their profiling in the b2match tool and explained the procedures to optimise the booking of meetings;

The webinar agenda included the following:

- Welcome and opening remarks;
- Market access information; Regional approach; Presentation of Singapore Input Papers;
- Presentation of the South East Asia IP SME Helpdesk;
- Presentation of b2match platform and how to fully utilise the tool to achieve successful meetings;
- Q&A and next steps.

The presentation of the webinar has been shared with all participants and has been displayed on the event page on the [European Cluster Collaboration Platform](#). The webinar was attended by 31 participants, outside speakers, European Commission and European Cluster Collaboration Platform staff.

1.2 Agenda of the on-site mission

The mission started with an introductory session where EU delegates interacted with each one another to discuss the mission's objectives. Participants then visited the Singapore Business Federation (SBF), gaining insights into ASEAN market dynamics, intellectual property practices, and Singapore's latest green initiatives under the Green Plan 2030.

Federico Donato, SBF Council Member, highlighted the alignment between the EU Green Deal and Singapore's Green Plan, remarking, "together, we unlock opportunities for innovation and sustainability." The EU's Ambassador to Singapore, Her Excellency Iwona Piórko, further underscored the partnership, saying, "in a global environment confronted with continued challenges, the EU and Singapore are like-minded partners working closely to strengthen the rules-based international order." Mariella Masselink, Head of Unit at DG GROW, European Commission, later shared in a video message, "this matchmaking event creates partnerships along value chains of mutual strategic



interest. It also implements the administrative arrangement signed with Singapore in 2020 to foster cluster and business cooperation."

Singaporean cluster representatives, SMEs, and trade associations joined the event for the afternoon session, with welcoming words from Samantha Teo, Executive Director at the Singapore Business Federation. Participants from both regions introduced their organisations during two-minute pitches, outlining what they hope to achieve through the matchmaking sessions. The networking day facilitated 107 meetings, establishing a strong foundation for future collaborations across Southeast Asia and Europe.

Day two kicked off at the Asia Clean Energy Summit (ACES), the flagship event of Singapore International Energy Week (SIEW) which focuses on advancing clean energy solutions and fostering sustainable growth. Attending ACES was particularly valuable for EU participants as it pointed to key trends in clean energy, crucial to driving the EU's Green Deal and Singapore's Green Plan 2030.

In the afternoon, the EU delegation took part in an Eco Sustainability Tour at the Singapore Discovery Centre, followed by a visit to Applied Total Control Treatment Pte Ltd (ATC). Delegates toured ATC's ISO-certified cleanroom facilities and explored precision processes, including electroless nickel plating and powder coating.

The final day of the EU-Singapore Matchmaking Event 2024 began with a visit to Clean Kinetics Pte Ltd, a leading player in Singapore's solar energy sector. This experience gave delegates a firsthand look at Singapore's ambitious renewable energy goals, sparking discussions on scalable solutions, technology exchange, and potential investment partnerships.

Following the visit, the EU delegation convened for a debriefing session, creating a valuable space to reflect on the event's impact and share individual insights. This exchange highlighted actionable follow-up steps and ideas for collaborative initiatives to deepen EU-Singapore partnerships.

The event concluded with a visit to the Sustainable Singapore Gallery, an immersive exhibition chronicling Singapore's journey in sustainable urban planning, water conservation, and environmental stewardship. This comprehensive view of Singapore's sustainability initiatives resonated strongly with the EU's green and digital goals.

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

Day 1 – 22 October 2024	
08:30 – 09:20	Registration and presentation of the EU delegation - Who is Who Performed by Zoran Stamencic, EISMEA (European Commission) and Teodora Jilkova, ECCP Team Member
09:20 – 10:00	Transfer to Singapore Business Federation
10:00 – 10:05	Opening remarks and speeches <ul style="list-style-type: none"> Samantha Teo, SBF Executive Director, International Business Division, Singapore Business Federation Federico Donato, SBF Council Member and Immediate Past President of the European Chamber of Commerce
10:05 – 10:35	Singapore, your hub for ASEAN Bruno Mascart, Managing Partner, Founder of Altios International



10:35 – 11:00	IP Tips for the Singapore Market James Kinnaid, External Expert of the SEA IP SME Helpdesk project / Partner at Marks & Clerk SG
11:00 – 11:30	Singapore Green Plan 2030 and Enterprise Sustainability Programme (ESP) Karel Lim, Development Partner, Enterprise Sustainability team, Enterprise Singapore
11:30 – 13:00	Business lunch and coffee break
13:00 – 13:10	Opening remarks and speeches <ul style="list-style-type: none"> • Samantha Teo, SBF Executive Director, International Business Division, Singapore Business Federation • Federico Donato, SBF Council Member and Immediate Past President of the European Chamber of Commerce • Her Excellency Iwona Piórko, Ambassador to the European Union Delegation to Singapore • Mariella Masselink, Head of Unit, Industrial Forum, Alliances, Clusters, DG GROW, European Commission
13:10 – 13:30	Sharing on the Enterprise Europe Network <ul style="list-style-type: none"> • Flaviu Iorgulescu, InPULSE Partners, EEN & ECCP Team Member • Arne Gramckow, Deputy Director, North America, Europe & Central Asia, Singapore Business Federation
13:30 – 14:40	Introduction and pitching of the EU and Singapore delegations Moderated by Teodora Jilkova, ECCP Team Member
14:40 – 17:20	Matchmaking session
17:20 – 18:30	Free time
18:30 – 21:00	Networking Reception Dinner @Guoco Midtown Network Hub

Day 2 – 23 October 2024

09:30 – 10:00	Registration at Singapore International Energy Week & ACES Exhibition
10:00 – 12:00	Matchmaking and stand visits at ACES Exhibition, organised via the official app of the event
12:00 – 13:00	1-hour session in the TechTalks @ACES, short sharing and presentations
13:00 – 15:30	Singapore Discovery Center: Eco Sustainability Tour transfer and site visit
15:30 – 18:00	Applied Total Control Treatment Pte Ltd (ATC) transfer and site visit



Day 3 – 24 October 2024	
09:00 – 11:00	Clean Kinetics Pte Ltd site visit
11:00 – 12:30	Debriefing session, performed by ECCP Team
12:30 – 14:00	Lunch and free time
14:00 – 15:00	Sustainable Singapore Gallery site visit

Table 1 On-site mission agenda

1.3 Participants

The European delegation in the mission consisted of 17 organisations, representing 15 clusters and 2 SMEs from 11 European countries: Belgium, Estonia, France, Hungary, Italy, Lithuania, Poland, Portugal, Romania, Spain and Ukraine.

The European clusters and SMEs were selected based on a Call of Expressions of Interest published on the European Cluster Collaboration Platform (open from 20.05.2024 until 13.09.2024). Following the selection process, out of the 24 clusters and 13 SMEs applications, 19 clusters and 9 SMEs were selected, out of which 15 clusters and 2 SMEs participated in the event. The European participants represented organisations active in advanced manufacturing, digital tech, clean energy and green tech, mobility and sustainability and circular economy. Aggregated European participants' data is presented in the Tables and Figures below:

Country	Cluster	SME	Total delegates ¹
Bulgaria	1		1
Estonia	1		1
France	2		2
Hungary	2		4
Italy	1		1
Lithuania	1		1
Poland	1		1
Portugal	1		3
Romania	3	1	4
Spain	2		2
Ukraine		1	1
Total	15	2	21

Table 2 Distribution of European participant organisations per country of origin and type

¹ Some organisations sent more than one representative

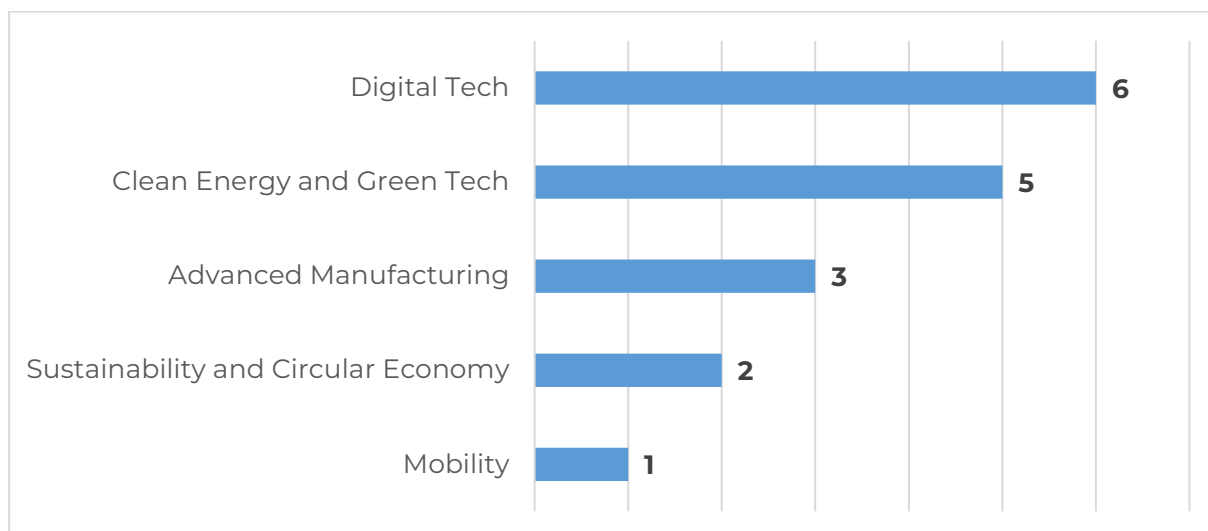


Figure 1 European organisations by sector



Figure 2 Geographical coverage of the European organisations



On the other side, **the Singaporean delegation consisted of 21 organisations, representing 6 clusters, 8 SMEs, 3 business support organisations and 2 research, development and innovation organisations.** The sectors covered by the Singaporean delegation were advanced manufacturing, digital tech, clean energy and green tech, mobility and sustainability and circular economy.

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

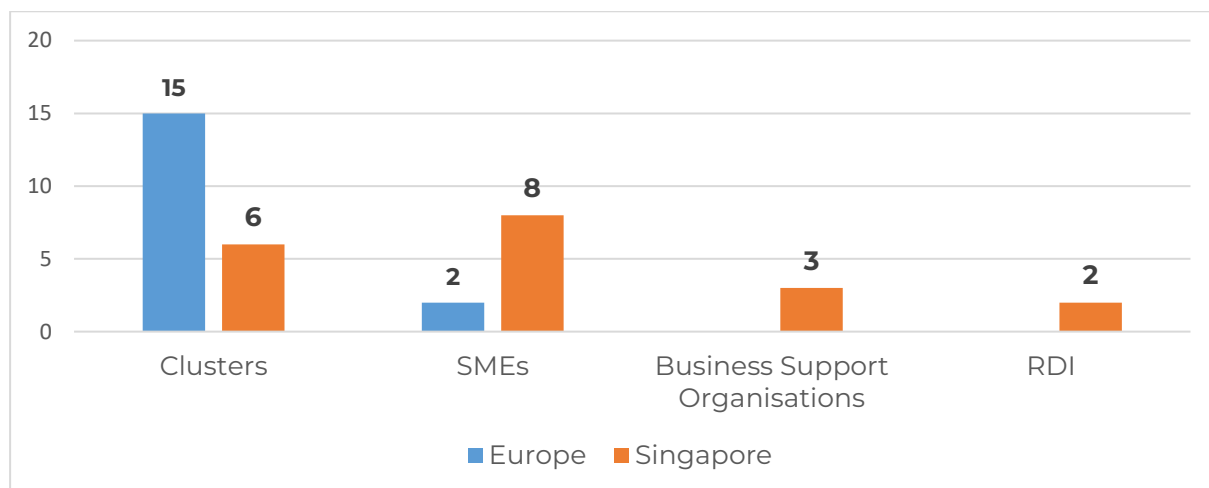


Figure 3 European and Singaporean delegations by type of organisations

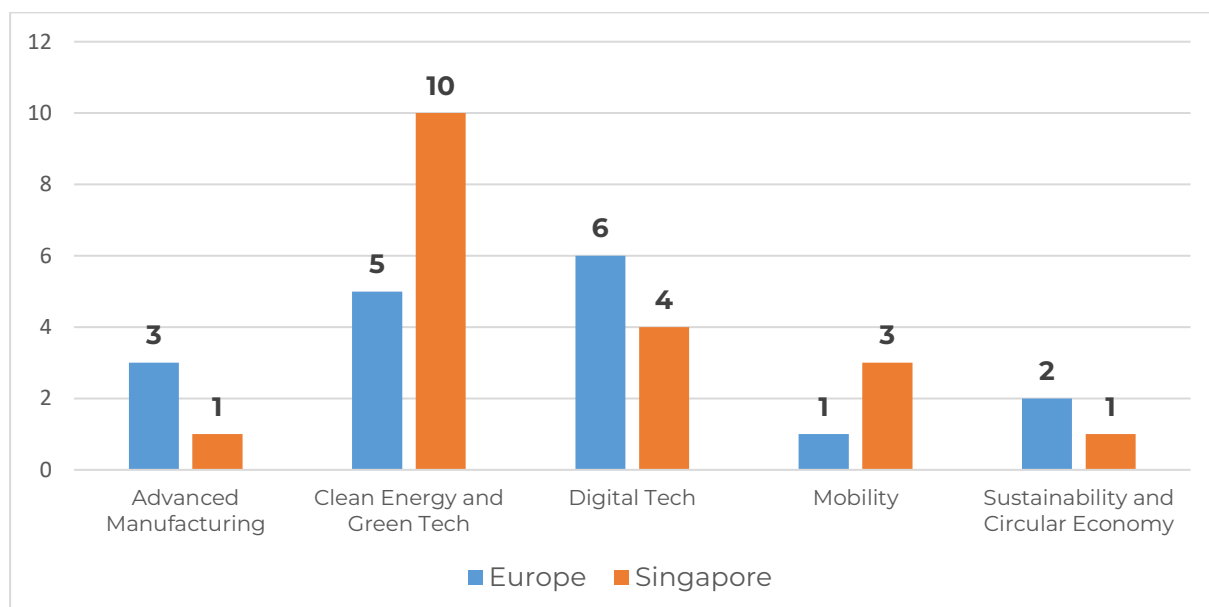


Figure 4 European and Singaporean delegations by sectoral coverage



1.4 Meetings

During the booking period (26 September 2024 – 21 October 2024), the participants made 143 meeting requests, where 96 were accepted and scheduled, 21 remained pending and 26 were cancelled.

On the day of the event, **a total number of 107 meetings took place**, with 96 out of 96 scheduled meetings – 100% success rate – and 11 ad-hoc meetings.

The time slot for each meeting was 20 minutes. In addition to the formal meetings in the matchmaking, the European participants also reported **a total of 283 informal meetings** (i.e. networking during breaks, lunches, etc.).

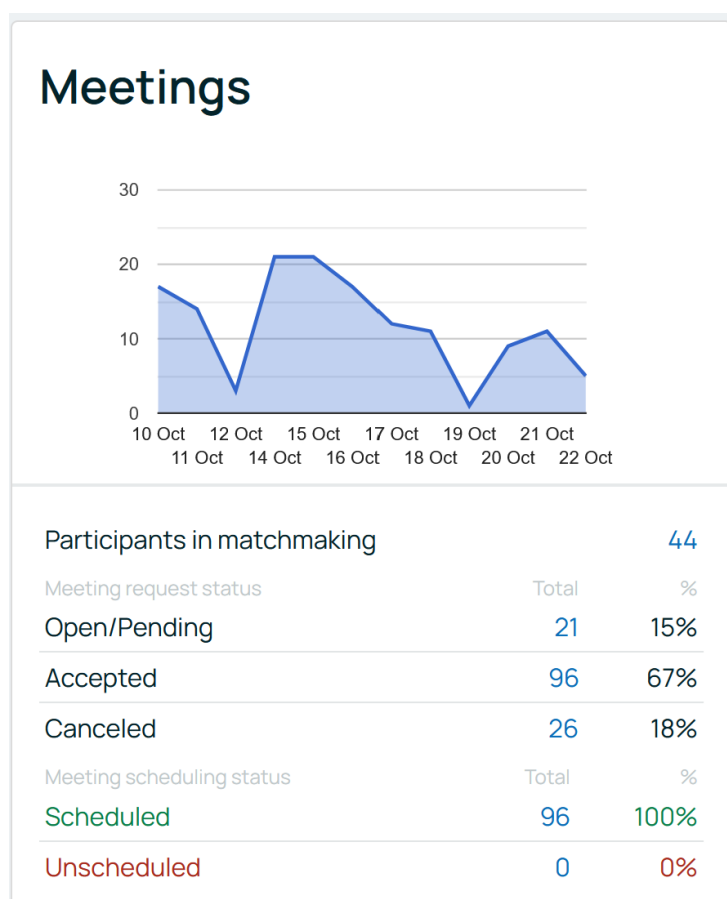


Figure 5 b2match meetings extract



02

Event feedback



2. Event Feedback

The feedback of the event was collected using the EU Survey platform. The survey was open from 28 October 2024 until 10 January 2025, 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 highlighted the clusters strong interest in the matchmaking events organised by the ECCP, especially with partners outside Europe. Furthermore, the survey collected the results of the event in terms of future perspectives and initiated cooperation activities.

Out of the European delegation, 15 clusters and 1 SME responded to the survey, leading to an 95% response rate. The survey results are presented in detail in the following sections.

2.1 Event feedback: cooperation opportunities

For 3 organisations (19%), this was their first participation in a matchmaking event organised by the ECCP, while the other 13 organisations (81%) were returning to an ECCP event.

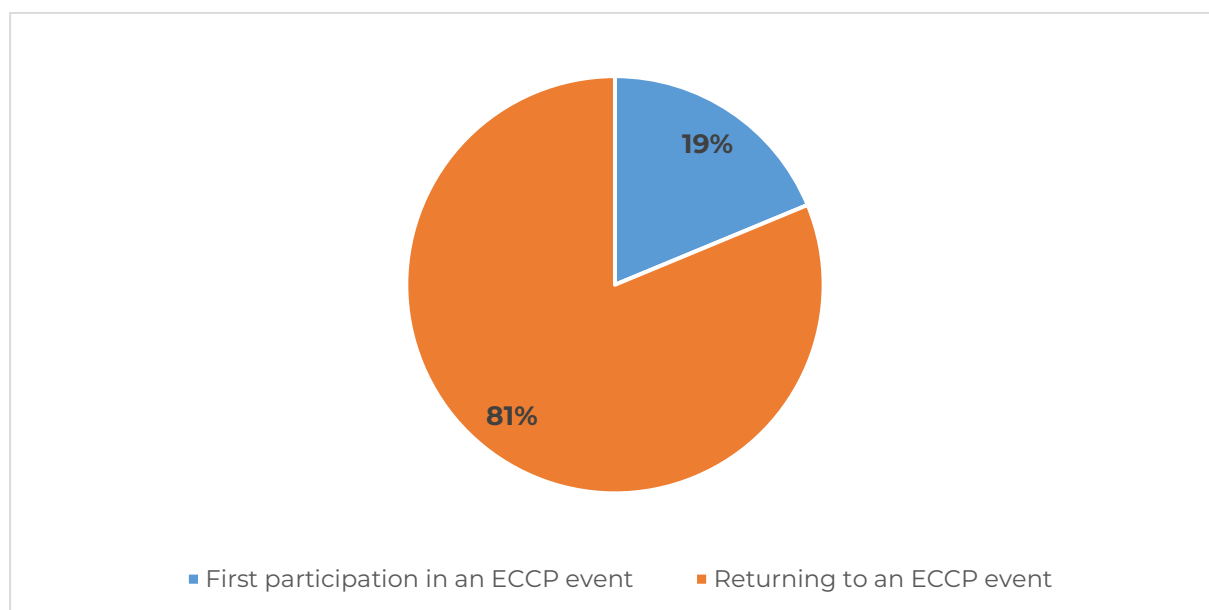


Figure 6 Previous participation of the respondents in ECCP matchmaking events

In addition to the **107 formal meetings** taking place in the event, the 16 respondents also reported a total of **283 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 16 respondents in the survey stated that they already have initiated or established cooperation activities during or following the matchmaking, leading to a total of **60 cooperation cases initiated or established** (total result based on the figures provided by the respondents in the feedback survey).



Several aggregated statistics of the cooperation cases are summarised and described in the section below.

On average, each organisation from the EU delegation was involved in 7 formal meetings and 17 informal meetings, with a result of around 4 cooperation cases initiated or established.

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

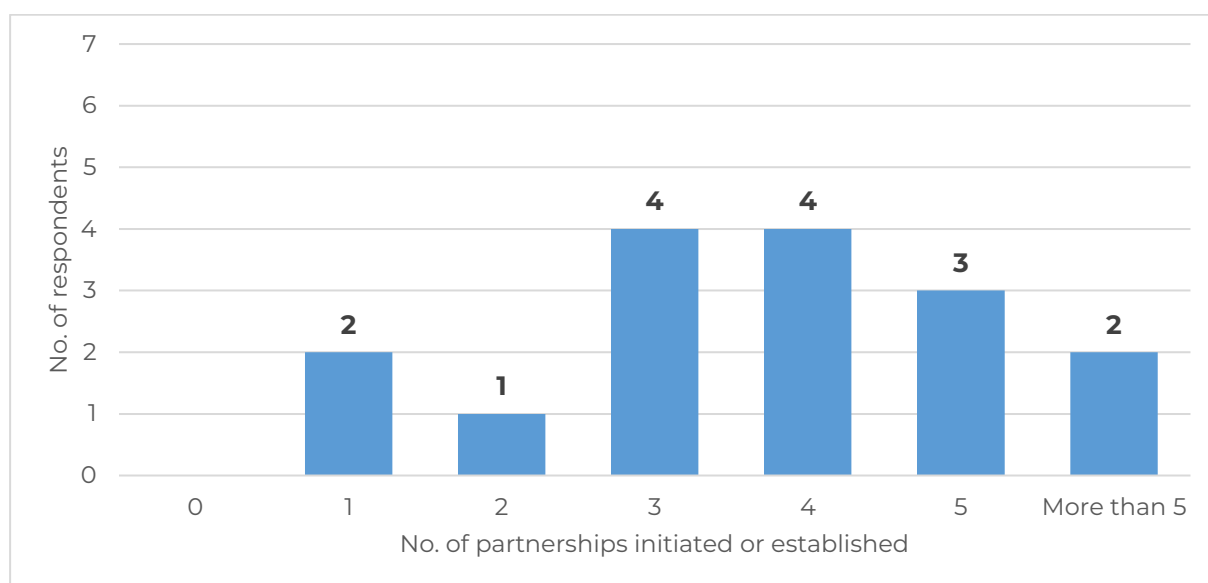


Figure 7 Number of cooperation cases initiated or established (0 to more than 5) per organisation

80% of the total cooperation cases reported by the 16 respondent organisations of the EU delegation were established with Singaporean organisations (42% clusters and other business support organisations – BSO – and 38% SMEs), while the other 20% of the cooperation cases were established with fellow European clusters. The figure below shows the distribution of cooperation cases partner organisations by origin and type:

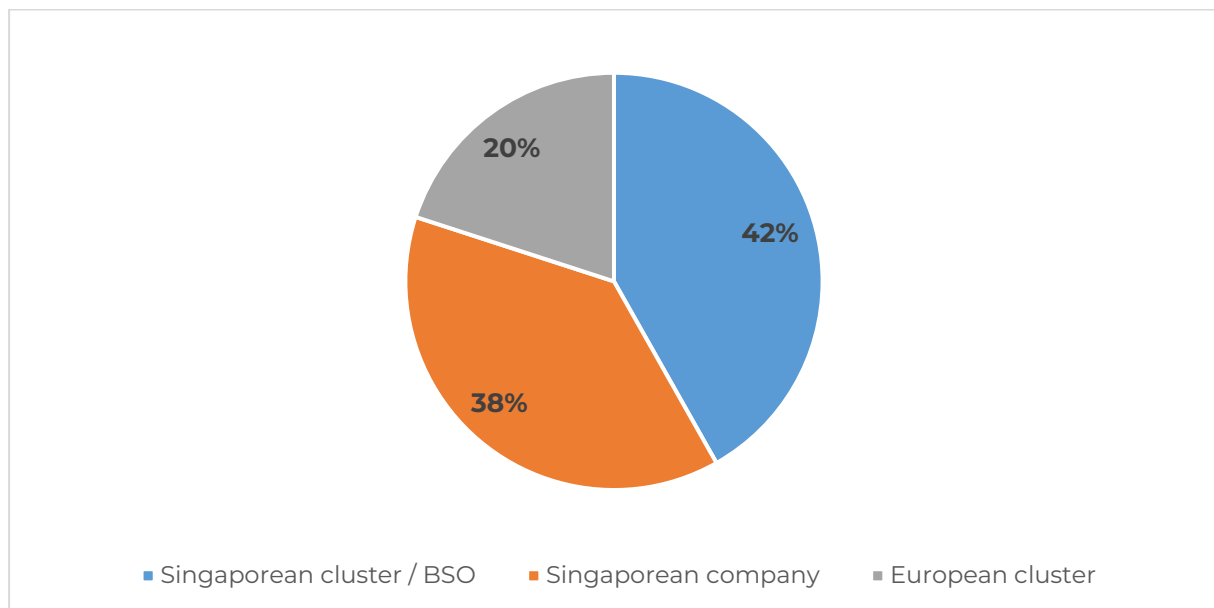


Figure 8 Distribution of cooperation cases by origin and type of partner organisations

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

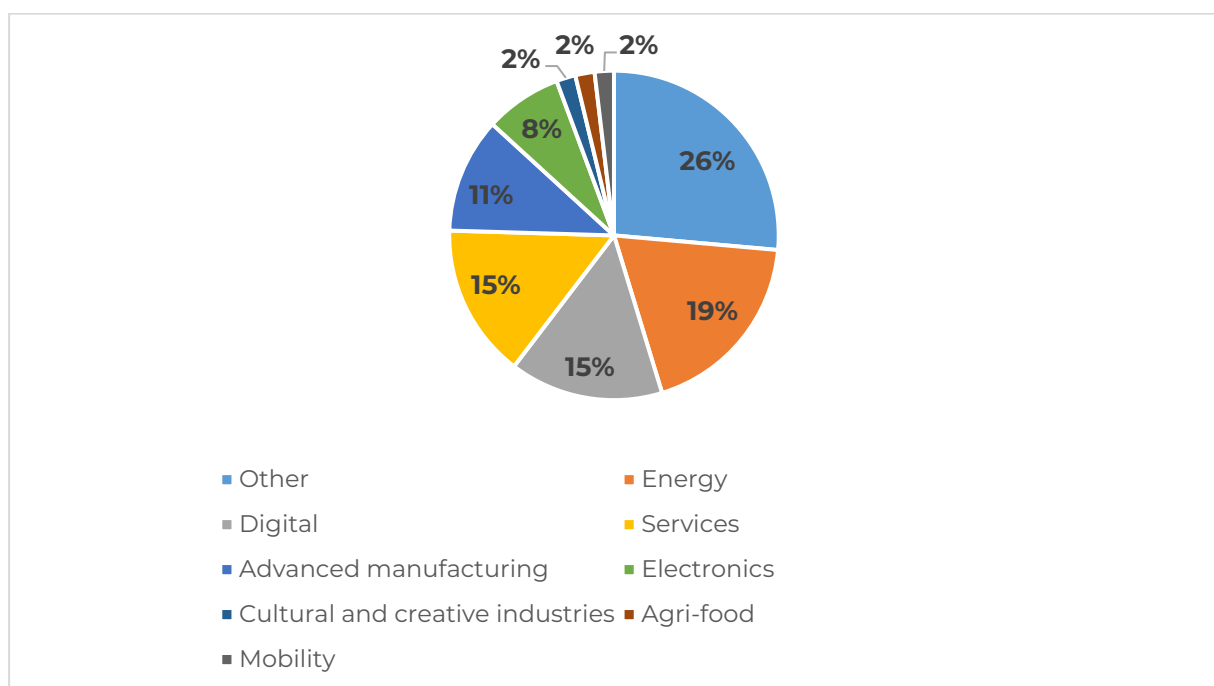


Figure 9 Distribution of cooperation cases by sector

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

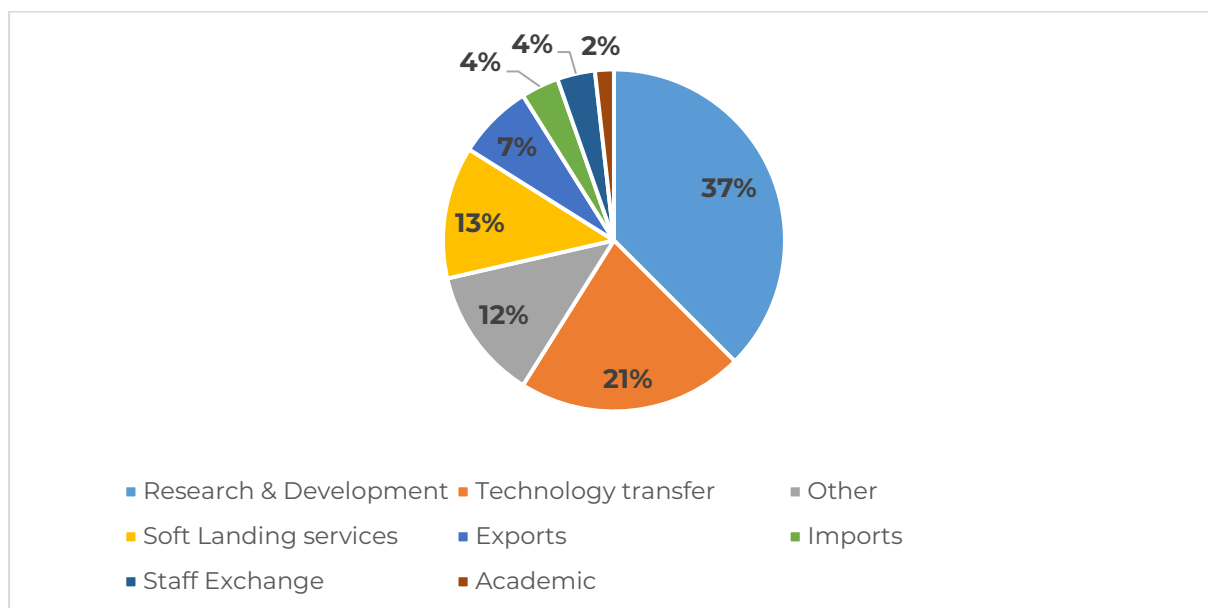


Figure 10 Distribution of cooperation cases by their type

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, on average (cooperation cases / number of organisations involved in the matchmaking):

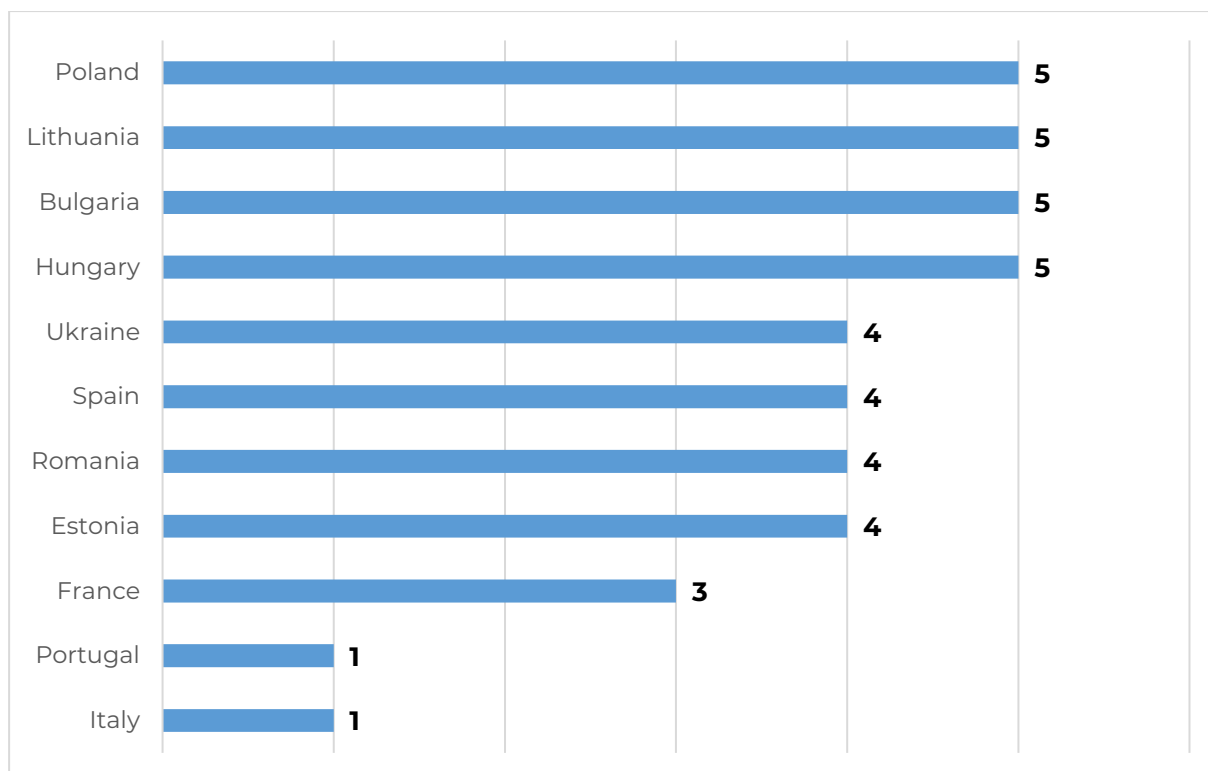


Figure 11 Distribution of reported cooperation cases by participating European countries



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:

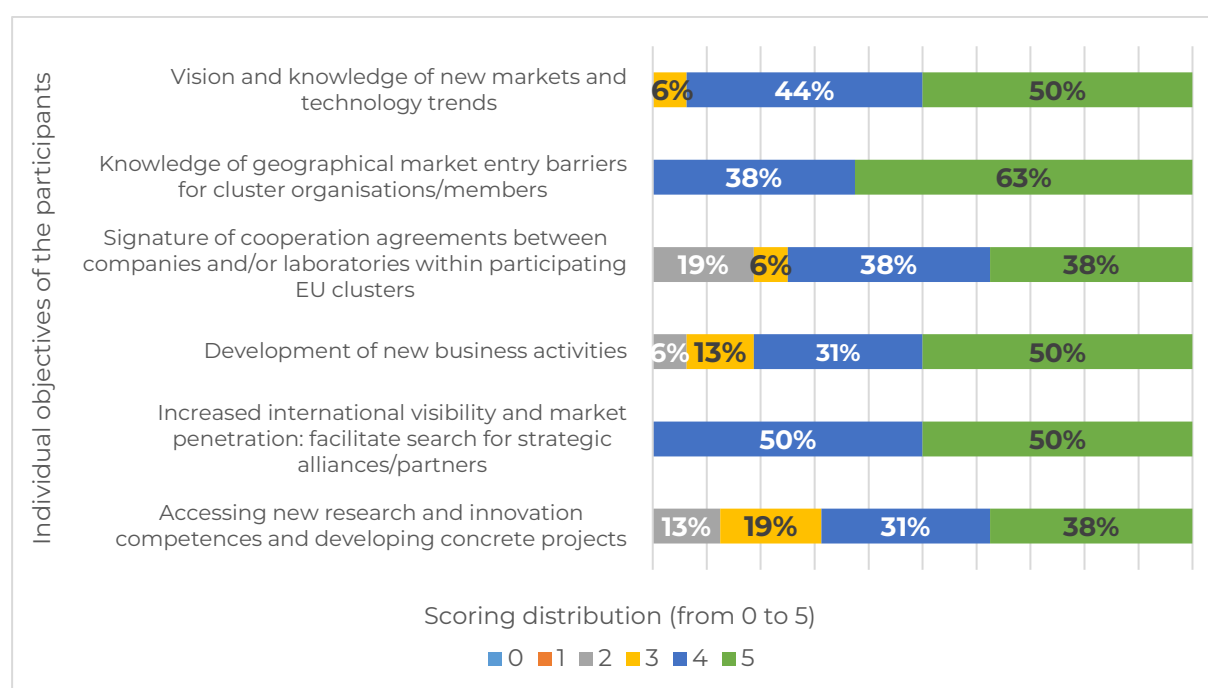


Figure 12 Relevance of the event towards individual objectives (scoring distribution)

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

- Knowledge of geographical market entry barriers for cluster organisations / members (100% respondents scored 4 or 5).
- Increased international visibility and market penetration: facilitate search for strategic alliances / partners (100% respondents scored 4 or 5);
- Vision and knowledge of new markets and technology trends (94% respondents scored 4 or 5);
- Development of new business activities (81% respondents scored 4 or 5);

The lowest scored indicators were the signature of cooperation agreements and the access to new research and innovation competences, but still having both an overall satisfaction of 79%.



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	4.44
Knowledge of geographical market entry barriers for cluster organisations / members	4.63
Signature of cooperation agreements between companies and/or laboratories within participating EU clusters	3.94
Development of new business activities	4.25
Increased international visibility and market penetration: facilitate search for strategic alliances/partners	4.50
Accessing new research and innovation competences and developing concrete projects	3.94

Table 3 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.

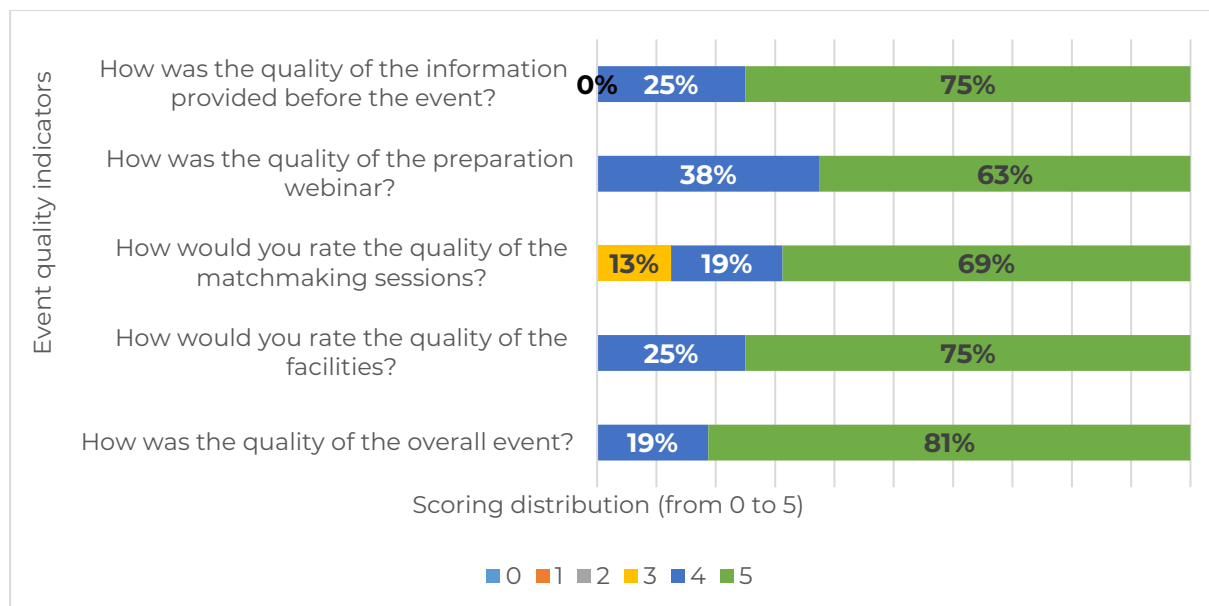


Figure 13 Overall event quality (scoring distribution)

The respondents expressed significant satisfaction with the overall quality of the event, with at least 88% of them scoring 4 or 5 in all categories. The lowest scored indicator was the quality of the matchmaking session, but still having an overall very good satisfaction rate of 91%.

The average satisfaction regarding the overall organisation of the event was 96%.



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?	4.75
How was the quality of the preparation webinar?	4.63
How would you rate the quality of the matchmaking sessions?	4.56
How would you rate the quality of the facilities?	4.75
How was the quality of the overall event?	4.81

Table 4 Overall event quality (average score)

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

- **87% of the respondents considered that 20 minutes was a proper meeting time slot** in this 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**. Also, the respondents expressed interest for remote regions with strong potential for business cooperation with EU, but which are difficult to reach by themselves, and where ECCP missions would be beneficial:

- the **most desired destination was Asia**, with **Japan, South Korea and Singapore being mentioned 6 times each**, Saudi Arabia, UAE and Vietnam mentioned 3 times each, Malaysia 2 times and China and India once;
- the **second most desired destination was North America**, with **USA being mentioned 7 times**, Mexico 2 times and Canada 1 time;
- the **third preferred destination was South America**, being mentioned 4 times in general, and Brazil, Chile and Peru being mentioned 1 time each;
- Africa was mentioned 3 times in general, Australia 2 times, and Europe was mentioned a couple of times.

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

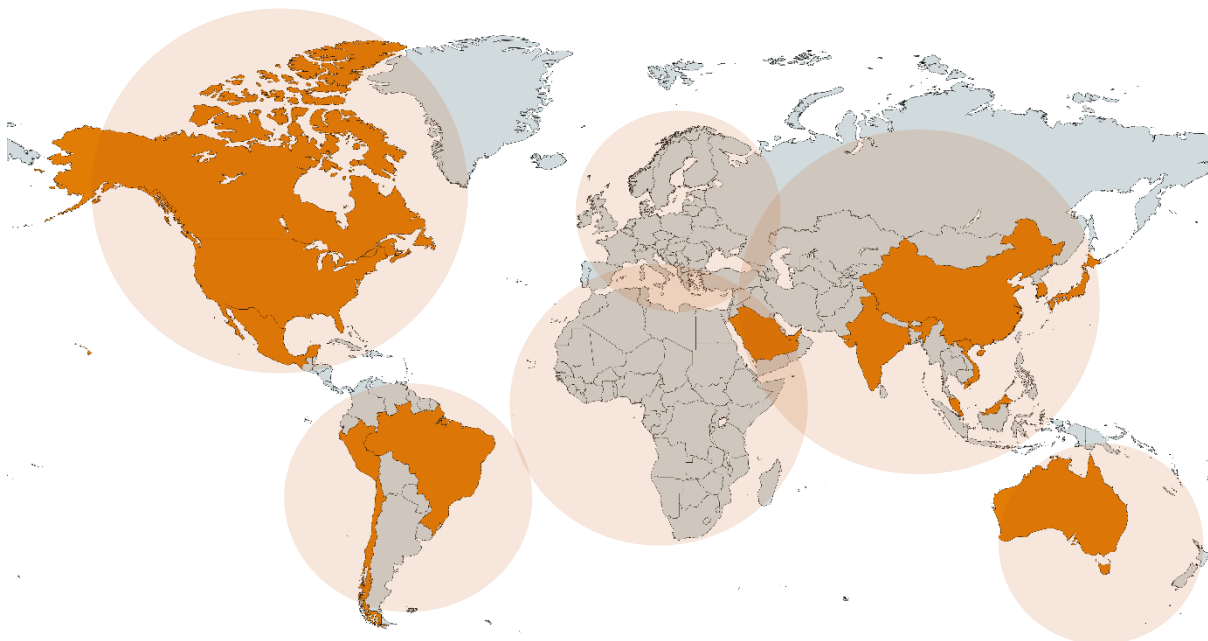


Figure 14 Geographic areas of interest for the respondents

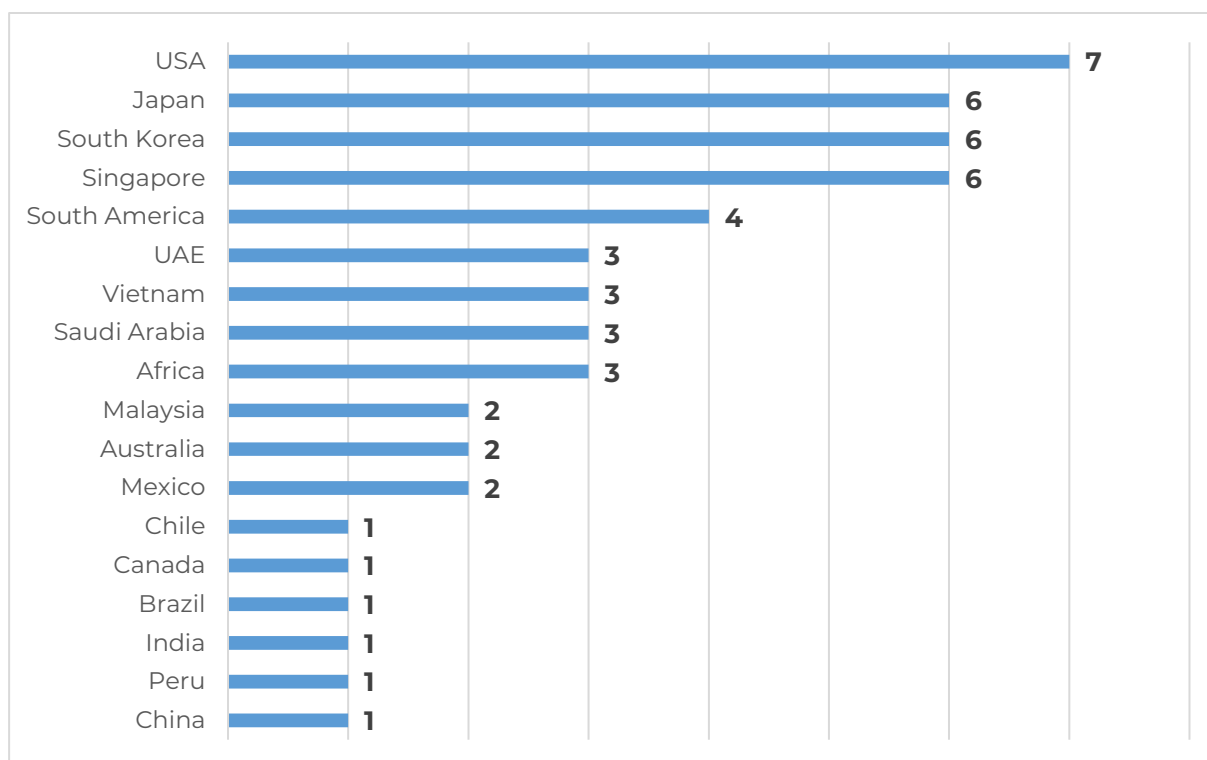


Figure 15 Ranking of preferred countries by the respondents (mentioning frequency)



2.4 Event feedback: testimonials

"The matchmaking event in Singapore presented great opportunities for our cluster to showcase its services to the region, as well as presenting the North-East region of Romania as an investment opportunity for Singaporean organisations. "

Vlad Ghiga, ICONIC Cluster, Romania

"On behalf of the Bulgarian Digital Cluster, I would like to extend my gratitude for the excellent organization of this event by the ECCP. For me, the matchmaking event was very useful for finding new partners in Singapore as well as among the other European participating clusters. I learned a lot about the market and technology trends in Singapore and the opportunities for foreign companies to do business in Singapore and in other parts of Asia."

Silvia Kabainova, Bulgarian Digital Cluster, Bulgaria

"The EU-Singapore Matchmaking Event was an invaluable opportunity for 482.solutions to showcase our innovative solutions, particularly our flagship products, to the Singaporean market. This event significantly enhanced our reputation and facilitated the formation of new partnerships for co-innovation and collaboration in Singapore. It also marked a pivotal step toward synergising efforts between the Ukrainian Cluster Alliance and Singapore's advanced industrial hi-tech ecosystem."

Roman Kravchenko, 482.solutions, Ukraine

"A very well-organized event, opening up opportunities for cooperation between companies from our cluster and Singaporean business representatives. All the side events and activities merged very well with the main one, expanding our point of view of the needs and opportunities, not only of Singapore but most of South East Asia."

Andrzej Czulak, Polish Cluster of Composite Technologies, Poland

"Through engaging with the EU-Singapore Digital Partnership framework, I have identified new pathways for growth in the digital sector that support both our members' objectives and the broader goals of OpenHub Creative Cluster. The connections made here are instrumental in expanding our services internationally and bringing new insights back to our members."

Georgiana Mihailovici, OpenHub Creative Cluster, Romania

"Through my participation in the mission to Singapore organized by the ECCP, I gained valuable insights and established key connections. Singaporean stakeholders showed significant interest in understanding European advancements in environmental sustainability and circular economy. Given my background in the textile and fashion sectors, there was a focused interest in our technologies for textile recycling and exploring innovative applications for recycled materials. This interest is promising as Singapore, in the short to medium term, will also need to address waste management challenges, including apparel waste, in a more in-depth manner. I anticipate that these exchanges could lead to potential collaborations in developing sustainable textile recycling solutions tailored to their emerging needs."

Leonardo Marchetti, Tuscany Fashion Cluster, Italy



"Deepening cooperation between European and Singaporean companies will happen when mutual benefits are found and trust is established between the partners. Thanks to ECCP, our cluster has had the opportunity to get to know Asian markets, clusters and companies better. ECCP has opened the door for us to explore opportunities. Thank you very much!"

Berta Szabo, Southwest Hungarian Engineering Cluster, Hungary

"This participation was for us a market approach. We had been considering Singapore as the end-market for our members, but we wanted to know more about the relative opportunities on ASEAN region. We had the opportunity also to meet homologous organizations in order to establish bridges from both sides. Thanks to the additional dinner, it was easy to find new contacts. Organisation was excellent. All the team was doing their best and I didn't feel misinformed at any time. Thanks to this event I will develop new cooperations between my organization and others."

Sonia Fernandez, Spanish Industrial Manufacturers Association, Spain



Annexes



Annex 1. List of participants

European delegation		
Organisation	Country	Type
Portugal Mineral Resources Cluster	Cluster	Portugal
Polish Cluster of Composite Technologies	Cluster	Poland
Southwest Hungarian Engineerig Cluster	Cluster	Hungary
Transilvania IT Cluster	Cluster	Romania
STEPP Cluster	Cluster	Hungary
STEPP Cluster	Cluster	Hungary
Openhub Creative Cluster	Cluster	Romania
Lithuanian Photovoltaics Industrial Technology Cluster	Cluster	Lithuania
Descartes Développement et Innovation	Cluster	France
Estonian Cleantech Association	Cluster	Estonia
Tuscany Fashion Cluster	Cluster	Italy
Portugal Mineral Resources Cluster	Cluster	Portugal
Portugal Mineral Resources Cluster	Cluster	Portugal
Inowattio	SME	Romania
STEPP Cluster	Cluster	Hungary
482.solutions	SME	Ukraine
Bulgarian Digital Cluster	Cluster	Bulgaria
Spanish Industrial Manufacturers Association	Cluster	Spain
Railgrup Association	Cluster	Spain
AQM Normandy	Cluster	France
Iconic Cluster	Cluster	Romania



Singaporean delegation		
Organisation	Country	Type
Clean by One Vibes Nation Pte Ltd	SME	Singapore
Singapore Precision Engineering and Technology Association	Cluster	Singapore
Custos	SME	Singapore
Unit Wealth Asia Pacific Pte Ltd	SME	Singapore
Central and Eastern European Chamber of Commerce, Singapore	BSO	Singapore
Integra Switzerland (SG office)	SME	Singapore
LUX Photonics Consortium	Cluster	Singapore
Singapore Fashion Council	Cluster	Singapore
IPI Singapore	BSO	Singapore
Centre for Environmental Sustainability	BSO	Singapore
Ngee Ann Polytechnic	RDI	Singapore
Xinterra Pte. Ltd.	SME	Singapore
Central and Eastern European Chamber of Commerce, Singapore	BSO	Singapore
JM Vistec System Pte. Ltd	SME	Singapore
Centre for Environmental Sustainability	BSO	Singapore
Design Business Chamber Singapore	Cluster	Singapore
TRST01	SME	Singapore
EuroCham	Cluster	Singapore
SGTech	Cluster	Singapore
Singapore Polytechnic	RDI	Singapore
SCP Consultants PTE Ltd	SME	Singapore

Table 5 Participants list



**EUROPEAN CLUSTER
COLLABORATION PLATFORM**

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