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The "Singapore Group" (SG) is a high-end, full-service Singapore-based company that is able to provide added value to its customers. In addition, the "Singapore Group" is able to offer a wide variety of events available in order to plan your trip effectively. www.singapore.com

For 50 years, JETRO Singapore has provided business advice to companies that want to import materials from Japan or export products to the Japanese market. It is based directly with International Enterprise Singapore (IES) and Singapore Economic Development Board (EDB) Singapore to promote more bilateral trade.

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Singapore gets DENSO’s vote

Fifty years since it first ventured into Southeast Asia through a local partner- ship, Nippon Paint Singapore has gone on to establish itself as a regional leader in the Japanese-based painter company’s operations in Asia.

“Singapore now plays a larger role as a shipping hub for the group, linking the Japanese business and our region,” says Managing Director Wang Chyang. Nippon Paint Singapore is a member of the Nippon Oil and Energy Corporation group, Japan’s largest non-energy corporation.

As of January 1, the company has undergone a massive restructuring to form Asia and DENSO Asia. However, the Singapore branch of the Japanese-based company will continue to handle Asia-Pacific market finance, logistics, government affairs and affiliated market sales.

“This region, which consists of nations like Singapore and Indonesia because it has a unique market, is at the cornerstone of our operations,” Wang says.

Nippon Paint Singapore strengthened its position in the market through the localisation of its products specifically for customers in Southeast Asia and Oceania.

“Because this market is unique, there were a lot of resources that had to be reorganised to see how we could serve our customers better,” says Wang, who explains that the Singapore branch of the company has already become a sort of headquarters for the area.

As of this year, the Singapore branch of the company has already performed 12 projects in Southeast Asia and Oceania.

“Nippon Paint Singapore has been able to make these projects possible because of the quick and easy process of localisation in the market,” says Wang.

“We do ‘Make’ here – at modification and development. A lot of research can be done here. Singapore is a centric market and we establish our working office here,” he explains.

With its stable economy and transparent governance, Singapore now ranks 3rd in the world with only 5,000 workers. The country also has a very competitive tax system.

“Singapore’s unique tax system, especially as compared to some other countries in the region, has contributed a lot to our operations,” says Wang.

As part of the largest automotive coatings company in the region, Nippon Paint Singapore has developed a strong profile in Southeast Asia through its architectural paint line.

“Singapore’s paint market is unique, there are a lot of players with very strong products. For us to stand out we need to have a strong product that is very strong and long-lasting,” Wang says.

In the last year, Nippon Paint Singapore has boosted its role in the market, thanks to its solid track record of localisation in the region.

“With the numerous free-trade agreements and economic partnership agreements that have been signed among many countries in the region, including Japan, DENSO expects tough challenges to its operations,” says Director Bert Wong, FujiXerox Singapore

“Singapore is an important market for us. We have to deal with a lot of challenges. We are growing in Southeast Asia and this will be a big market for us in the future,” Wong says.

“Asia has become an important market for us, we have a full range of products and services,” he says.

With 80 percent of the national GDP, the Singaporean branch of the company will continue to be a regional leader in the market.

“The Singapore branch has already been a very important market for us, we have a full range of products and services,” says Wong.

We provide a total solution in a convenient way for the customers. We are providing them with a complete package,” he says.

As of now, the Singapore branch of the company has already achieved 12 projects in Southeast Asia and Oceania.

“We look at the market and talk to our customers. We are the ones who really know the market,” says Wong.

The other major function of the Singapore branch of the company is to serve as a regional support office.

“Singapore is a hub for the region and our main function is to support the other countries in the region,” says Wong.

Nippon Paint Singapore also continues its operations in Southeast Asia and Oceania, says Wong.

Nippon Paint Singapore Managing Director Wang Chyang plays in the DIY market.

“We will continue to generate market trends and ‘vortex’ by creating new and innovative products,” says Wong.

Singaporean PM lauds relations with Japan

In the 45 years since Singapore was founded, it has had very strong economic ties with Japan, which is among the three largest trading partners. The Japan-Singapore Economic Partnership Agreement (JSEPA) came into force Nov. 18, 2002. This is a key milestone in our bilateral relations with Japan. It is one of the most important economic partnership agreement and one of Singapore’s earliest with a major trading partner. The agreement has greatly benefited Japan and Singapore.

The second JSEPA review further improved market access for Singapore products and services. Singapore products now enter Japan free of duty, compared to 77 percent previously. Singapore has also recently awarded Mizuho Corporation the Bank of Singapore a full bank licence on the result of the revised JSEPA agreement.

Since the revision took effect in September 2007, total trade between the two countries has shown a 15 percent increase. Foreign companies are drawn to our robust infrastructure, talented workforce and multilingual professional pool.

We have an open economy, a flexible labor market and a minimum of red tape. Under our Free Trade Agreements with ASEAN, Korea and China, companies can operate in a duty-free environment.

The government is keen to make business easier, such as by introducing new government initiatives and new initiatives for foreign investors, such as in the logistics sector, education and the automotive sector.

The government has also said that Singapore will continue to work closely with Japan to ensure that it gets the best deal for both countries.

Today, over 26,000 international companies operate here and all of them, foreign and domestic, are bound by a network of ‘Good Samaritans’ of the Singaporean government.

The government is ensuring that the business community, in particular, is provided with all the necessary information and support to help them grow their businesses.

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Casting a wide net for top-notch employees

ObTech Asia Pacific carries out aggressive growth in territory

Obtech Asia Pacific, COO Michael Lim

TempStaff taps Singapore for further growth

Singapore

TempStaff Singapore Managing Director Oonong

Traditional values bring success

Mitsubishi Caterpillar raises the stakes

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Kee Hui Loo

Chua Taik Him, President, N.P. Foods Singapore