



# SINGAPORE

50 years ASEAN-Japan • ASEAN Day • LKY100



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## Elevating relations: ASEAN, Singapore and Japan

Celebrating ASEAN Day: Signed on Aug. 8, 1967, the Association of Southeast Asian Nations Declaration continues to bring cooperation, peace and prosperity across the region.

As a founding member of ASEAN, Singapore celebrates its National Day tomorrow and continues to strengthen its relationships with Japan and other partners across the region. This year marks the 50th anniversary of ASEAN-Japan Dialogue Relations.

2023 also marks the 100th birthday of Singapore's founding Prime Minister Lee Kuan Yew (LKY100).

Singapore's Ambassador to Japan Ong Eng Chuan



"Singapore and Japan enjoy excellent relations, underpinned by frequent high-level exchanges, robust economic cooperation, and flourishing people-to-people ties. Our bilateral relations were painstakingly built by generations of Singaporean and Japanese leaders, who recognized that our two countries share profound strategic interests in building a peaceful and stable region and an open, inclusive and rules-based architecture."

Japan's Ambassador to Singapore Hiroshi Ishikawa



"Taking the opportunity of ASEAN Day in the 50th year of ASEAN-Japan friendship and cooperation, I would like to reaffirm that the ASEAN-Japan partnership is a mutually beneficial relationship that has always been and will always be for the peace, stability and prosperity of the region. Japan is committed to continuing our efforts to further enhance our bilateral relationship in the spirit of mutual assistance and learning. Happy ASEAN Day today, and a joyous National Day to Singapore and all Singaporeans tomorrow."

## Contributing to a sustainable Singapore

The development of new materials in the chemicals industry is driving innovation, helping society and addressing environmental challenges.

Mitsui Chemicals, a global leader in the industry, produces such products as polypropylene compounds, elastomers and polyurethane materials. It also provides services and solutions to customers in the health care, mobility, information and communications technology and basic and green materials industries, with more than 50 affiliates across the Asia-Pacific region.

Located in The Kendall at Singapore Science Park II,



Hiromu Kaneyoshi, Managing Director of Mitsui Chemicals Singapore R&D Centre

Mitsui Chemicals Singapore R&D Centre Pte. Ltd. was established in 2011. The company's initial collaborations with Singaporean entities began with Singapore's A-STAR (Agency for Science, Technology and Research). The center creates advanced technology innovations and provides technical services to partners and customers in Singapore and across the region.

"We, the Mitsui Chemicals group, are proud to have contributed to the development of Singapore over the years and continue to actively engage with our partners and deliver solutions across key industries," said Hiromu Kaneyoshi, managing director of Mitsui Chemicals Singapore R&D Centre. The center works closely with Mitsui Chemical's affiliated companies in Singapore and is reaching out to customers there and across the region to create and strengthen business partnerships. The center is actively involved in not only scientific research and cutting-edge technology development, but also market research and new business development.

"Singapore is a promising location for companies establishing new businesses," Kaneyoshi said.

"The Singaporean economy is a good test bed for innovation and offers a dynamic environment for new business creation. We have established strong partnerships with Nanyang Technological University and Singapore University of Technology and Design as we want to support the future growth of Singapore while contributing to the development of the next generation."

"The Singaporean government is very supportive of Japanese companies, and investments from the Japan side continue to be made across a range of industries. Our investments in Singapore extend beyond our affiliated companies and we will remain a strong partner for Singapore, today, and in the future." ♦

<https://jp.mitsuichemicals.com/en>




## Shimadzu (Asia Pacific): Moving up the value chain to enrich customers' and employees' lives across ASEAN

In April, Prem Anand assumed the role of managing director of Shimadzu (Asia Pacific) and became the first overseas corporate officer in Shimadzu Corp.'s 148-year history. With 28 years of experience at Shimadzu, Prem shares his vision for the future.

"Today, Shimadzu (Asia Pacific) has become a quarter-billion-dollar subsidiary with excellent financials," Prem said.

"To strategically move up the customer value chain in terms of sustainability, we have established key growth drivers including the Living Laboratory, World Lab Network, 'EXPERT' Centre and Shimadzu Academy. These initiatives aim to provide 'value up' opportunities for our customers and enable us to become the No. 1 solution provider from Asia to the world."

As Shimadzu (Asia Pacific) lays the groundwork for accelerated growth, the ASEAN (Association of Southeast Asian Nations) region has become an area with immense potential and strategic importance.



Prem Anand, Managing Director of Shimadzu (Asia Pacific) and Corporate Officer of Shimadzu Corporation



Shimadzu's Living Laboratory is the first artificial intelligence-assisted automation laboratory to integrate the company's leading hardware and all-encompassing software and create a future-proof laboratory for "Analytical Transformation."

From Singapore, its home ground and headquarters, the company is establishing partnerships with customers across ASEAN. An ever-expanding manufacturing plant was established in Malaysia as a growth springboard for the region and provides Shimadzu with direct sales and service capabilities.

In Vietnam, the company has established a medical systems sales subsidiary to leverage the maturing Vietnamese market for new business opportunities. This is to replicate the success we have achieved in the Philippines by fostering strong synergies between analytical technologies and medical systems.

In the dynamic markets of Thailand and Indonesia, Shimadzu (Asia Pacific), together with government authorities, is actively addressing customers' needs in cannabis analysis and halal testing, respectively.

Committed to delivering the best value to customers, the company has been successfully serving customers across ASEAN through engaging with all developed and developing countries, including Brunei, Cambodia, Laos and Myanmar.

"As we enter the 'Asian Century,' ASEAN holds huge potential for us — we take great pride in being part of this new era of change," Prem said.

Shimadzu (Asia Pacific) is actively involved in high-value branding and signature hospitality. The company's Global Launches and Global Summits, including the upcoming Shimadzu 9th Global Pharma Summit to be held in November this year, gives the Shimadzu brand a strong platform on the global stage.

Pioneering industry-first initiatives is also a focus for Shimadzu (Asia Pacific). Shimadzu's Living Laboratory is the first artificial intelligence-assisted automation laboratory to integrate the company's leading hardware and all-encompassing software and create a future-proof laboratory for "Analytical Transformation." This first-of-its-kind initiative is set to accelerate analytical transformation and strengthen Shimadzu's position as an industry-leading solution provider.

"This year sees Shimadzu (Asia Pacific) celebrate 34 years," Prem noted. "As a company, our 'ikigai,' or 'purpose in life,' is to move up the customer value chain and continue to enrich the lives of our customers and employees." ♦

[www.shimadzu.com.sg](http://www.shimadzu.com.sg)



“AS ONE, WE CAN.”

# ADVANCING THE MARITIME INDUSTRY



OCEAN NETWORK EXPRESS PTE. LTD.

[www.one-line.com](http://www.one-line.com)





# Ocean Network Express: Charting a new course

Ocean Network Express continues to evolve, innovate and grow. CEO Jeremy Nixon shared his insights on the company's half decade of success, its commitment to keeping the global supply chain moving and its plans for future voyages.

**Five years of dedication, service**  
“ONE was established on July 7, 2017, following the integration of K Line, MOL and NYK. We commenced our services in April 2018 and today offer solutions founded on the successes of our three legacy companies,” Nixon said.

“Five years ago, we had to move quickly to establish ONE. Our highly motivated team faced and overcame new challenges and made sure we kept our services to our international customers at the highest level while bringing the company together under one entity and brand.

“From the very beginning we wanted to be recognized as a company that is ‘big enough to survive and small enough to care.’ Our focus on delivering high-quality customer service continues to be based on the reliable systems we have put in place. The dedication of our people has enabled us to develop and maintain our strong reputation within the industry today.”

### Moving forward together

“Five years ago, we inherited very capable and experienced people. Our employees have shown commitment and loyalty to the company as we have grown and we continue to move forward together. Investing in our people in the 120 countries in which we do business continues to be a key contributor to our global success. The ONE way encompasses loyalty and commitment and we are proud of the fact that our



**“The ONE way encompasses loyalty and commitment and we are proud of the fact that our international teams are able to ‘lift and shift’ and get the job done.”**

CEO Jeremy Nixon of ONE

international teams are able to ‘lift and shift’ and get the job done.

“As with most businesses, COVID created many challenges for our onshore teams and seafaring staff. During the pandemic, many of our vessels were held in ports around the world and regulations imposed by national governments and port authorities prevented us and other shipping companies from changing crews,” Nixon added.

“Recognizing that our seafarers had endured a very challenging time, we took a proactive approach to the situation and began working closely with governments and industry players to establish the Neptune Declaration. This outlined the main actions required to resolve the crew change crisis and better support our seafarers.”

### Investing in people

Nixon continued: “As we continue to grow the company long-term, our customers’ requirements

will change. In line with this, our employees will require new training and new skills to better serve our customers and when it comes to succession planning and job rotation, we will continue to invest in our people.

“Our staff engagement surveys have proven to be insightful and overwhelmingly positive. We will run another survey this year to gain a better understanding of how our people feel about the development of the company, the work environments we provide and how our vision, mission and values align with our employees.

“Our open-style offices have proved very successful as people can walk around and interact with one another in an open environment: Breakout areas allow people to come together, huddle and share ideas. Our offices around the world look very different to traditional shipping offices with many people commenting that ONE offices look more like technology company workplaces.

“In terms of providing additional support, last year we launched our ONE Academy, which we intend to develop into a global initiative. Managed by our human resources department, ONE Academy brings our people up-to-date with new developments and improves their knowledge of the company. By encouraging people to link up and share insights across the company, we can develop our peoples’ knowledge of ONE and our capabilities as a business. We intend to continue this agile approach towards training and developing our people in order to move ONE into the future.”

### The heart of ASEAN

“While we have regional headquarters in Hong Kong, the United Kingdom, North America and Brazil, Singapore is our home. We have Japanese shareholders, activities in 120 countries and an

international management team, but our global head office is in Singapore for good reason,” Nixon said.

“The Association of Southeast Asian Nations member countries today comprise one of the most important ‘factories of the world,’ and boast a population of over 650 million people.

“Since I arrived here 25 years ago, Singapore has evolved into an incredibly successful international maritime center. Singapore is geographically well-positioned in terms of where it sits on the east-west, north-south maritime corridors and has established strong trading links with the rest of the world.

“China has become increasingly important from a container shipping standpoint and is still the world’s largest single sourcing economy. However, the challenges being faced in terms of the China-U.S. relationship have led to a number of our major international customers ‘de-risking.’ While still sourcing a significant amount of goods from China, companies have developed their ‘China-plus-one’ strategies and it is now common for them to reach out to other countries such as Thailand,

the rest of the world grow stronger by the day.”

### Advancing the maritime industry

“As the maritime sector develops, new challenges will have to be faced, and ensuring a stable workforce remains one such issue. What we have to think about is the economic and political cycles in which we have to work. We are a servant of global trade and play an important role in moving freight and containers to keep the global supply chain moving.

“We want to make sure our business is stable and has a steady cash flow so that we can ride out any challenges and continue to make investments for the future. With our ships and systems, we are an asset-intensive business and we need to have a consistent investment plan over the next five to 10 years in order to continually bring new technologies on board and grow our business.

This investment pipeline is critical in order for us to fully utilize our latest systems, win new business and ensure we operate our container terminals and state-of-the-art vessels in a responsible manner with a focus on sustainability,” he said.



ONE Innovation, ONE's first 24,000-TEU megamax, was delivered on June 2.

Indonesia, Vietnam and Malaysia to source products. To the west, India has also strengthened its position in recent years.

“Economic activity across the region is dynamic and it is fair to say we are in ‘the right place at the right time’ to serve our global customers.

“Our Singapore Magenta Terminal, inaugurated in 2019, is a joint venture terminal with PSA Singapore (formerly known as the Port of Singapore Authority). The terminal was established to operate four megacontainer berths at Pasir Panjang Terminal with a combined annual handling capacity of 4 million TEUs (twenty-foot equivalent units).

“Today we have approximately 80 services a week coming into Singapore, and the connections Singapore has established with

### Sea change to eliminate carbon

“In terms of sustainability, we have to decarbonize the industry and remove the carbon atom from the supply chain. ONE and other major industry players are investing in new green technologies, however, implementing sea changes in the shipping industry can be challenging — vessels are unable to simply plug into the grid or switch to electric-hybrid power overnight.

“Storage of greener fuels such as hydrogen is also very expensive and difficult to implement, and the industry is going to have to invest in new synthetic fuels to drive sustainability.

“At ONE, we are committed to achieving net-zero emissions by 2050. Our recently launched ONE Eco Calculator calculates carbon dioxide emissions from



Ocean Network Express continues to evolve, innovate and grow.

our operating vessels, supports our goals of providing sustainable transport solutions and helps like-minded players and customers manage their own cargo emissions. This is just one of the tools we are using on our journey to net zero and we remain focused on working with our dedicated partners to create change.”

### Green Strategy

“ONE’s Green Strategy is a concrete step towards accelerating our decarbonization ambition, which we have further cemented with an enhanced GHG (greenhouse gas) emissions reduction target to achieve net-zero emissions by 2050. In order to achieve this, we have developed a decarbonization plan covering five focus areas: green investment, alternative fuels, carbon management, operational efficiency (and) community ecosystem building.

“We continue to implement measures which enhance our operational and fleet fuel efficiency to ensure we achieve our 2030 targets on CI (carbon intensity). We are also embarking on new strategic initiatives to aid us in our net-zero transition. These include the adoption of an internal carbon price for future investment decision-making and the incorporation of carbon intensity as a key factor throughout the asset lifetime.

“To underscore the importance of collaboration in solving the climate change issue, we became a founding partner of the Global Centre for Maritime Decarbonisation, joining hands with six other industry partners and the Maritime and Port Authority of Singapore.

“ONE will contribute \$10 million Singapore dollars to support the establishment of the center, fund maritime-decarbonization-related research and technology development projects and collaborate with institutes of higher learning and research institutes. Collectively, our decarbonization initiatives will help us realize our vision of becoming a global leader in environmentally sustainable shipping.

“Ultimately, it is the dedication and support of our people that will determine if we reach our envisioned destination. Developing and engaging our employees so they can reach their professional and personal potential is a key focus for us as we seek to strengthen and diversify our talent base for the crucial years ahead.

“To this end, we launched a one-year mini-MBA program with Rutgers Business School to upskill senior management and developed the Knowing ONE training initiative to train new hires more efficiently. We will continue to prioritize training on leadership and management skills, empower our employees to diversify their skills sets and exposure and invest in initiatives that promote greater diversity and internationalism within our organization,” Nixon said.

### Singapore-Japan connection

“Being headquartered in Singapore has undoubtedly enabled us to grow our business and we are proud of our continued commitment to Singapore and the close ties we have established with our friends and partners here. Just as

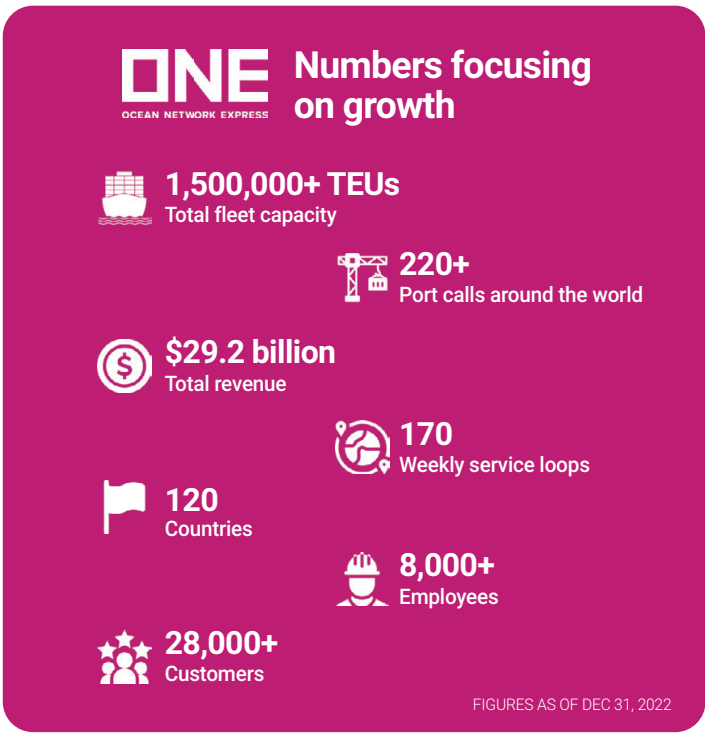
Japan has ‘gone global’ we have successfully developed our international business from Singapore while strengthening our close ties to Japan. The Japanese aspects of our business sit well within our international approach to working with existing customers and new clients.

“We have three services a week from Singapore to Japan and we fully expect the relationship between the two countries to continue to flourish. As we strengthen our capabilities and apply them to functions across the company, we will continue to connect countries through our expeditious and reliable network across the world’s major trade lanes.

“Our first ever 24,000-TEU (twenty-foot equivalent unit)-class Megamax ONE Innovation was successfully delivered at Kure Shipyard of Japan Marine United Corp. on June 2. The vessel will help bring economies of scale and significantly lower carbon emissions through its state-of-the-art hull design, which maximizes cargo intake and minimizes fuel consumption,” Nixon concluded. ♦ [www.one-line.com/en](http://www.one-line.com/en)



Ocean Network Express is committed to keeping the global supply chain moving.





SINGAPORE

www.sms-bridges.com

Inoue-Nissei: Total mixing solutions

Inoue Mfg. Inc. has been delivering dispersion, mixing, agitation and kneading machines since 1916.

Mixing powders, granules and liquids, the company serves customers across a wide range of industries from paint, ink, cosmetics, pharmaceuticals and food to adhesives, sealants, lithium-ion batteries, multilayer semiconductors, and heat dissipation and electronic component materials.

Headquartered in Japan and with 107 years of history, Inoue Mfg. is the parent company of Inoue-Nissei Engineering Pte Ltd. — a company now strengthening its presence on the international stage.

“To be successful in this industry it is not enough to simply

“We understand customers’ material usage and processes and with our parent company’s long history, experience and know-how, we are able to provide customers with the best machines and processes.”

A global network

Inoue Nissei’s worldwide footprint is based on its growing international customer base, and the company is driven to deliver the best solutions to global clients.

“In China we established Inoue Tianjin Mfg. Co. and employ highly experienced people to support our group companies and reduce the manufacturing costs associated with our high-quality products,” Inoue said.



Yasutaka Inoue, Managing Director of Inoue-Nissei

create opportunities to partner with global companies active in South Korea.

“Inoue Mfg. and Engineering India Private Ltd. in Pune, India, is one of our main factories to deliver machines and solutions to customers in India and Southeast Asia,” Inoue said. “Earlier this year we also incorporated Inoue Mfg. and Engineering USA Inc. to serve our North American customers.”

Singapore solutions

An important regional and economic hub, Singapore plays a key role in Inoue-Nissei’s commitment to supporting customers in Asia.

“From Singapore, we are able to reach out to customers here and in Malaysia, Thailand, Indonesia, Vietnam, the Philippines, Taiwan and other countries,” Inoue explained.

“We are able to travel to customer sites directly from Singapore, and our regional liaison offices and agents across Southeast Asia are able to deal directly with customer enquiries and provide maintenance and after-sales services.”

Inoue-Nissei’s Singaporean operations will play an important role as the company continues to support customers and exceed expectations by delivering best-in-class equipment, services and solutions. ♦

www.inouemfg.com



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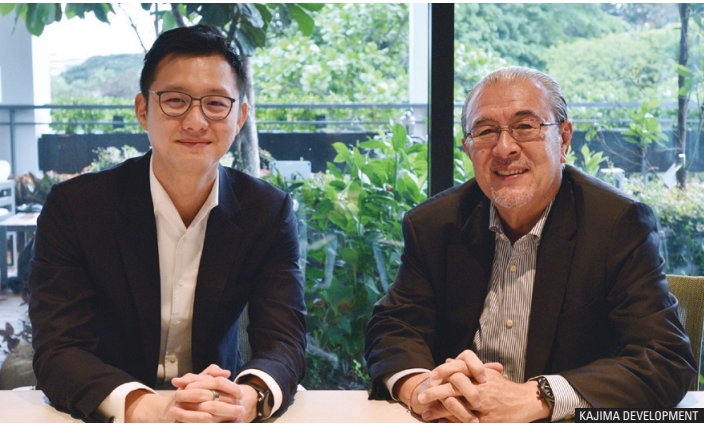
provide high-quality machines,” said Yasutaka Inoue, managing director of Inoue-Nissei.

The company also established Inoue Korea Co. in Seoul to better serve Korean customers and

Kajima: Shifting the gears of innovation

Established in 1840, Kajima Corp. is one of Japan’s oldest and largest construction companies. With an unwavering commitment to excellence in the built environment sector, the company is bolstering its reputation in Singapore with its new regional headquarters, known as The GEAR.

“We have always viewed Singapore as a gateway into the region, a journey that began in 1962,” said Shuichi Oishi, CEO of Kajima Development Pte. Ltd. “Almost 10 years ago, the late Dr. Shoichi Kajima tasked us with a mission to establish our headquarters in Singapore. He admired Singapore’s blueprint for success and impeccable reputation as a business hub and thought there was no better



Luke Wu, Head of Innovation at Kajima Development Pte. Ltd. and CEO Shuichi Oishi

place for us to deepen our roots in the region,” Oishi said. “We have been fortunate enough to contribute to Singapore’s infrastructure and iconic skyline.”

The GEAR: Kajima Lab for Global Engineering, Architecture & Real Estate



The grand opening of the Kajima Lab for Global Engineering, Architecture & Real Estate on Aug. 4 marks the arrival of a leading innovation hub for Asia’s built environment. The GEAR is intended to bring together startups, government bodies, corporations, universities and ecosystem enablers.

“The launch of The GEAR represents a pivotal moment

with its innovative design, functional versatility and commitment to sustainability,” said Keisuke Koshijima, the executive vice president of Kajima Corp. and managing director of Kajima Asia Pacific Holdings Pte. Ltd.

“We hope to position ourselves as a trailblazer in the regional built environment landscape. Our goal is that The GEAR will serve as a center of excellence and allow us to collaborate more closely with industry stakeholders to deliver solutions that meet the evolving needs of the region. Our vision is to establish The GEAR as an innovation forge and a melting pot of culture and ideas for a global community of disruptors. By combining our heritage and experience with frontier technologies, we aim to reshape the future through our base in Singapore.”

Built environment innovators, startups and disruptors are being invited to The GEAR to foster the creation of ideas, gather insights from diverse perspectives and bring ideas to life.

“Kajima’s management has unequivocally expressed their commitment to explore ‘blue ocean’ opportunities and champion innovation,” explained Luke Wu, head of innovation at Kajima Development.

“This has long been part of our heritage, with the Kajima Technical Research Institute forming an indelible part of that identity — an industry-first research and development institute established in 1949. Today we are embracing open innovation as a core tenet of our corporate strategy,” Wu said.

“In August 2021, we established Kajima Ventures in Singapore as a stage-agnostic, mission-driven, corporate venture fund and later this year, we will be launching our first corporate accelerator program at The GEAR, where we will work with the most promising early stage startups. We believe startups with energy and creativity will have a positive impact on our culture and we want to encourage collaboration between Kajima and external partners by breaking down the barriers between us.” ♦

www.thegear.sg

www.kajima.com.sg



Keisuke Koshijima, Executive Vice President of Kajima Corp. and Managing Director of Kajima Asia Pacific Holdings Pte. Ltd.

Kadence: Elevated research. Elevated growth

Kadence International is a worldwide market research agency with a distinctly local feel. The agency is raising the impact of research by helping businesses make better decisions.

“Our core values effectively cement the business bonds that we share with our long-term clients,” said Kadence Singapore’s country manager, Derek Goh.

“Curiosity. Digging deeper allows us to uncover the truest of insights. We provide our clients

execution of strategic research studies, it forms the understanding of how to plan for the future.

“Agile. Moving nimbly with purpose allows us to understand the pressures under which our clients are working. We put forward timely, reasonable and achievable solutions without sacrificing quality.

“Dependable. Moving into even more concrete territory, and not just focusing on aspirational concepts, we prioritize clients’ needs and have proven time



Derek Goh, Country Manager of Kadence Singapore

we are given by them, and the delivery standards that need to be achieved.

“Singapore has always known how to ‘flex up’ and create a premium role for itself by facilitating connections,” Goh said. “Similarly, we always touch base with our regional counterparts in order to offer clients local expertise with a regional viewpoint.”

As the tech start-up scene continues to develop across

Southeast Asia, Kadence Singapore is focused on financial services, technology, education and tourism, Goh said.

“Financial services institutions continue to drive payment developments, and Singapore’s advanced digital banking landscape proves we have our finger on the pulse of change,” he said.

“Other promising industries for Kadence Singapore include electric vehicles (the mobility evolution) and media and entertainment (global giants are going local).”

“My vision is to elevate the importance of research in the boardroom when companies make strategic decisions,” Goh said.

“Economic vibrancy is dependent on companies across every sector, performing at the highest level. We intend to support our clients on their journey and deliver insightful viewpoints and solutions which unlock business successes.” ♦

www.kadence.com



As the tech start-up scene continues to develop across Southeast Asia, Kadence Singapore is focused on financial services, technology, education and tourism.

with the answers that effectively lead to business decisions and planning that make a difference to their intended goals and objectives.

“Futuristic. We understand the difference between insights and foresight. By keeping an eye on the ‘now’ through the

and again to clients that we are the agency they can count on to deliver top-quality work.

“Genuine. We have our clients’ success at heart. Supporting their business goals is top priority, and our various touchpoints reinforce the notion that we truly care about the work that