

## **20 Singapore Companies, Chambers Showcase Expertise in Services at Inaugural China Trade Fair in Services**

Singapore will be participating in the inaugural China International Fair for Trade in Services (CIFTIS), to be held in Beijing from 28 May to 1 June 2012. A specially-constructed two-storey pavilion will feature 20 Singapore-based companies and trade associations and showcase their expertise in the services sector, to promote opportunities for bilateral business cooperation. Minister for Trade and Industry Lim Hng Kiang has also been invited to deliver a speech at CIFTIS's Opening Ceremony on 28 May 2012, to share Singapore's expertise in services offered by the companies here.

2 Demand for quality services in China is growing rapidly as a result of urbanisation and a growing middle-class. Given the experience and expertise of Singapore companies in the services sector here, they are well-placed to seize opportunities, and contribute to China's growth as it further liberalises its services sector.

3 Minister Lim Hng Kiang said: "Singapore has developed expertise and accumulated valuable experience in growing our services sector. We are well-poised to play an active role in China's growing services sector. I am confident that Singapore companies can continue to contribute meaningfully to China's next stage of economic development. "

### **Singapore Pavilion at CIFTIS**

4 CIFTIS is the first comprehensive, national-level fair for trade in services in China. The event serves as a platform for services companies from all over the world, to exchange ideas and forge partnerships. To be held annually at the China National Convention Centre, the inaugural event this year will cover 12 categories of trade in services including healthcare, education, environmental, construction, engineering and transportation services.

5 Themed "Singapore – A Global City That Inspires", the Singapore Pavilion will be exhibiting companies across six key services sectors namely F&B, retail, urban solutions, transportation, healthcare and education. Spearheaded by the Ministry of Trade and Industry (MTI) and International Enterprise (IE) Singapore, the 90 square metres pavilion with vertical greening and interactive video panels demonstrates creativity in space usage, showcasing Singapore as a global city and our way of life enabled by cutting-edge modern services.

**“Singapore Services Day”**

6 In conjunction with CIFTIS, IE Singapore, supported by MTI, is organising “Singapore Services Day – Urban Solutions and Healthcare Services Seminar” on 30 May 2012. This seminar marks the first collaboration between the Chinese Central government and Singapore government, to promote bilateral trade in services through a public-private sector dialogue.

7 Senior representatives from China’s Ministry of Health, Singapore’s Urban Redevelopment Authority, Sino-Singapore Tianjin Eco-city and companies such as Parkway Health and MOH Holdings will speak at the seminar. The event will be graced by His Excellency Stanley Loh, Singapore’s Ambassador to China and Madam Qiu Hong, China’s Assistant Minister for Commerce. More than 100 representatives from both Singapore and China are expected to attend the seminar.

8 Minister Lim Hng Kiang will be accompanied by Minister of State for Trade and Industry Teo Ser Luck and other officials from the Ministry of Trade and Industry.

See Annex A for more information on the companies exhibiting at the Singapore Pavilion.

**ISSUED ON 24 MAY 2012**

## List of Participating Companies at CIFTIS

S/N	Entity 公司名称	Brief Description 公司简介
1	Asia Pacific Breweries Limited (APB)  亚太酿酒	Listed on the Singapore Exchange, Asia Pacific Breweries Limited (APB) is one of the key players in the beer industry. APB operates an extensive global marketing network, which spreads across 60 countries and is supported by 30 breweries in 14 countries including Singapore, Cambodia, China, Indonesia, Laos, Malaysia, Mongolia, New Caledonia, New Zealand, Papua New Guinea, Solomon Islands, Sri Lanka, Thailand, and Vietnam.
2	CapitaLand Ltd  凯德中国	<p>CapitaLand Ltd is one of Asia's largest real estate companies. Headquartered and listed in Singapore, the multi-local company's core businesses in real estate, hospitality and real estate financial services are focused in growth cities in Asia Pacific and Europe.</p> <p>The company's real estate and hospitality portfolio, which includes homes, offices, shopping malls, serviced residences and mixed developments, spans more than 110 cities in over 20 countries. CapitaLand also leverages on its significant asset base, real estate domain knowledge, financial skills and extensive market network to develop real estate financial products and services in Singapore and the region.</p>
3	China- Singapore Suzhou Industrial Park Development Co (CSSD)  中新苏州工业 园区开发集团	<p>Ever since its inception in 1994, China-Singapore Suzhou Industrial Park Development Group Co., Ltd. (CSSD) has undertaken a historic mission as the carrier of China-Singapore cooperation and the main developer of Suzhou Industrial Park (SIP). CSSD dedicates itself to developing into a first-class integrated urban developer, keeping its unique competitiveness in forethought planning, global investment promotion, brand advantage of China-Singapore cooperation, and software transfer.</p> <p>With its principle businesses in primary land development, real estate development, public utilities and multi-services, CSSD is capable of providing customized services according to differentiated needs of regions to develop a virgin land into a new township. Until now, CSSD has injected RMB 1.349 billion of registered capital, with nearly 40 holding and joint-stock companies, which come up to a total asset of nearly RMB 20 billion.</p>

4	CNA Group Ltd 斯恩威集团（中国）	Committed to environmental sustainability through its Water, Energy and Environment ("WE2") strategic directions, CNA today provides environmental friendly or green solutions to its customers, leveraging on its core Information Communication Technology ("ICT") and Mechanical Electrical Plumbing ("MEP") businesses.
5	Consis Engineering Pte Ltd	Consis Engineering Pte Ltd is a Specialist in Vertical Greenery（垂直绿化）. Its CONSIS Vertical Greenery System (CONSIS VGS) is a leading green wall system with a numbers of superior features. This patent protected system is fully integrated with automatic irrigation, drainage and fertilization functions. First showcased in 2007 at the Singapore Garden Festival, CONSIS VGS has been implemented in many projects in Singapore and overseas.
6	Eco-wiz Group Pte. Ltd 益科威	Eco-Wiz Group Pte Ltd focuses on environmentally-friendly waste management solution (bio-waste device). It is positioned to introduce an existing new technology with regard to the elimination of food waste from the waste stream.
7	Ednovation Pte Ltd 育脑发展集团	ChildFirst, a wholly owned subsidiary of Ednovation, is a Singapore hi-tech bilingual pre-school chain operating in China serving the mid to high-end market. Leveraging on technology and innovations, ChildFirst ushers in the modern service era for pre-schools. ChildFirst's uniqueness is: Bilingual Education (half-day English and half-day Chinese, daily), Multiple Intelligences Curriculum and Educational Technology.
8	Hyflux Ltd 凯发集团	Hyflux is a leading provider of integrated water management and environmental solutions with operations and projects in Singapore, Southeast Asia, China, India, Algeria, the Middle East and North Africa.
9	Infocomm Singapore Centre (ISC) 新加坡资讯通讯中心	ISC serves as a one-stop center for China companies and agencies that wish to find out more about the technologies, products, and services that Singapore Infocomm companies can offer. It also helps to identify partnership opportunities for the companies of both countries to work together to deploy innovative IT solutions to meet the growing needs of the China market.
10	Keppel Land Ltd 吉宝置业	Keppel Land Ltd is the property arm of the Keppel Group, one of Singapore's largest multi-national groups with key businesses in offshore and marine, infrastructure, as well as property.  One of Asia's premier property companies, Keppel Land is

		<p>recognised for its sterling portfolio of award-winning residential developments and investment-grade commercial properties as well as high standards of corporate governance and transparency.</p>
11	<p>Media Corporation of Singapore Pte Ltd</p> <p>新传媒集团</p>	<p>MediaCorp is Singapore's leading media company with the most complete range of platforms, spanning television, radio, newspapers, magazines, movies, digital and out-of-home media.</p> <p>It pioneered the development of Singapore's broadcasting industry, with the broadcast of Radio in 1936 and Television in 1963. Today, MediaCorp has over 50 products and brands in four languages (English, Mandarin, Malay and Tamil), reaching out to all adults in Singapore every week.</p> <p>Its industry firsts include the Digital Video Broadcast technology for outdoor digital television, and Asia's first Digital Audio Broadcast radio service. Initiatives in the digital space include online classifieds, Internet TV-on-demand, High Definition TV broadcast.</p> <p>MediaCorp is an active regional player through co-productions in TV dramas and movies, magazines publishing, as well as Channel NewsAsia International, one of the first Asian-owned English news channels.</p> <p>The company's financial and strategic relationships in the region since 2007 include a venture with Indonesia's most integrated media company PT Media Nusantara Citra and its parent, Global Mediacom, and International Media Corporation in Vietnam, set up to develop and produce television entertainment and economic news content.</p> <p>Winner of numerous international awards and accolades including Asian Television Awards' Terrestrial Broadcaster of the Year, MediaCorp's vision is to become Asia's top media company, delivering valued content to the world.</p>
12	<p>Ministry of Health Holdings Pte Ltd (MOHH)</p> <p>新加坡卫生部控股集团</p>	<p>MOHH is the holding company of Singapore's public healthcare assets. It provides systems-level strategising and coordination and facilitates collaboration across clusters/healthcare institutions. In doing so, it enhances overall public healthcare system performance, while ensuring closer alignment to Ministry of Health's vision, mission and priorities. Where possible, MOHH also seeks to leverage on synergies and economies of scale across the entire healthcare spectrum, thereby enhancing operational efficiency of the public healthcare sector in the long run.</p>

13	<p>NTUC Learning Hub Pte. Ltd</p> <p>职总恒习</p>	<p>NTUC Learning Hub Pte. Ltd's mission is to enhance the lifelong employability of Singapore's workforce by providing high quality, innovative products and affordable learning. The training programmes provided by NTUC LearningHub comprise Infocomm Technology, Professional IT Certificates, Soft Skills &amp; Literacy, Workplace Safety &amp; Health, Employability Skills System, Customer Service Training, Pharmaceutical, Trades, Cleaning, WSQ Security and Manufacturing Skills.</p> <p>To date, it has trained close to 800,000 executives and working adults, and has worked with more than 10,000 companies to identify training needs, define curriculum roadmaps and deliver contemporary training programmes. The organization has evolved to meet the burgeoning training needs of Singaporeans to continuously keep pace with the dynamic business economy.</p>
14	<p>Parkway Group Healthcare Pte Ltd</p> <p>百汇医疗集团</p>	<p>Parkway Holdings Limited, largest private medical group in Asia, opened its first medical and surgical center in Shanghai in 2005. ParkwayHealth China currently operates the largest network of 8 medical centers in Shanghai, and 1 state of art international clinic in Chengdu.</p> <ul style="list-style-type: none"> <li>• Gleneagles Medical and Surgical Centre</li> <li>• Hong Qiao Medical Centre</li> <li>• Specialty and Inpatient Centre</li> <li>• Jin Qiao Medical and Dental Centre</li> <li>• Mandarin City Medical Centre</li> <li>• Shanghai Centre Medical and Dental Centres</li> </ul>
15	<p>Q &amp; M Dental Group</p> <p>全民牙医集团</p>	<p>Q &amp; M Dental Group is an established and reliable dental healthcare services provider with multi-disciplinary expertise. It has more than 50 clinics strategically located in Singapore, 4 Dental Centres and one Mobile Dental Clinic.</p> <p>It is the largest private dental healthcare group in Singapore, and serves more than 400,000 patients in Singapore, providing a comprehensive range of primary care dental services, as well as specialist services handled by a dedicated team of dental surgeons with post-graduate training.</p>
16	<p>Singcham</p> <p>中国新加坡商会</p>	<p>SingCham promotes Singapore's interest as well as expand economic relations between Singapore and China.</p>
17	<p>Singapore Chinese Chambers of</p>	<p>Established in 1906, the Singapore Chinese Chamber of Commerce &amp; Industry (SCCCI) is an internationally renowned business organisation and the apex body of the</p>

	<p>Commerce and Industry (SCCCI)</p> <p>新加坡中华总商会</p>	<p>Chinese business community in Singapore. It is the founder of the biennial World Chinese Entrepreneurs Convention and the World Chinese Business Network (<a href="http://www.wcbn.com.sg">www.wcbn.com.sg</a>), a global online business information portal. It plays a key and pro-active role in representing the interests of the local business community. In its continued drive for service excellence, the SCCCI has become the first business chamber in the region that has been awarded ISO 9001-2000 certification since 1995. In 2009, the Chamber successfully upgraded its ISO certification to ISO 9001-2008.</p> <p>The SCCCI has a membership network of about 145 trade associations and 4,000 corporate entities including large financial and business organisations, multinational corporations, government-linked companies, small and medium enterprises from a wide spectrum of trades and industries. These members together provide vast resources and opportunities which enable the SCCCI to develop an influential global Chinese business network for business, education, culture and community development. In return, they share a strong sense of pride and identity together and benefit immensely from the SCCCI's membership services, facilities and activities.</p>
18	<p>Sino-Singapore Tianjin Eco-City Investment and Development Co., Ltd (SSTEC)</p> <p>中新天津生态城投资开发有限公司</p>	<p>SSTEC is the master developer for the Tianjin Eco-City. It is a 50/50 joint venture between a Chinese Consortium led by Tianjin TEDA Investment Holding Co., Ltd. (Tianjin TEDA) and a Singapore Consortium led by Keppel Group.</p> <p>The Tianjin Eco-City is a landmark bilateral project between the governments of China and Singapore with private-sector investment and development. Located in the Tianjin Binhai New Area (45 km away from Tianjin City Centre), the 30-sq km Tianjin Eco-City is envisioned to create a harmonious and sustainable community that meets the needs of an urbanising China and will be a modern, green township where 350,000 residents can work, live, learn and play.</p>
19	<p>Singapore Technologies Engineering Ltd (ST Engineering)</p> <p>新科工程</p>	<p>ST Engineering is an integrated engineering group specialising in innovative solutions and services in the aerospace, electronics, land systems and marine sectors. It ranks among the largest companies listed on the Singapore Exchange, and one of Asia's largest defence and engineering groups.</p> <p>ST Engineering leverages its multi-sector capabilities to develop advanced solutions for customers across industries. It serves both commercial and defence customers in over 100 countries, through a global network of over 100</p>

		<p>subsidiaries and associated companies in 23 countries and 41 cities spanning the US, Europe, Asia and Australasia. It has a global workforce of more than 22,000.</p>
20	<p>Su Bee Heng Food (Beijing) Co., Ltd</p> <p>思美香 休闲食品</p>	<p>BEE CHENG HIANG (美真香), a Singapore heritage awarded brand that is traditionally renowned since 1933. An enterprising Singaporean hit upon the idea of peddling his unique and tasty homemade bakkwa (barbecued meat) from his mobile cart. He sold this delicacy on the streets of Chinatown, and business was especially good when festive occasions abound. With hard work, perseverance and the desire to satisfy customer demands, it has introduced many new quality products and received numerous accolades and awards for our facilities, processes and products.</p> <p>Its ranges of house products are barbecued meat (Bakkwa); Meat floss; Chinese sausage and Floss Roll in variety of meat base such as pork, beef, fish and chicken. With customer's interests at heart, its food technologists have ensure that the following practices are implemented:</p> <ol style="list-style-type: none"> <li>a) No MSG</li> <li>b) No preservatives</li> <li>c) No artificial colouring.</li> </ol> <p>Today, it has successfully established itself as the market leader in the barbecue meat industry, and also set up production facilities in China, Malaysia and Korea. In Singapore it has 40 outlets and more than 150 outlets located across 6 territories (Malaysia, China, Hong Kong, Taiwan, Korea, Indonesia and the Philippines). It remains ambitious in its expansion plans to venture into new markets abroad.</p>