

Trade Delegation to Singapore

2nd-4th November 2009





New business opportunities and introductions for members



APSCo strives to help members identify the best new business opportunities both nationally and internationally. As part of our 2009 business development programme we are organising a Trade Delegation to Singapore.

Singapore is one of the UK's key markets in the Asia-Pacific region with well over 700 British companies based there.* The legal system is based on English Common Law and English is widely spoken as the main language for business communication.

Singapore is South East Asia's financial and high tech hub and has been a remarkable model of economic development. From independence in 1965, it achieved almost uninterrupted growth of at least 8% per annum for over three decades. By the 1990s, Singapore was one of the most prosperous countries in the world with GDP per capita similar to many OECD countries, and was acknowledged to be one of Asia's "tigers".

Like most countries, it has been affected by the financial crisis and the recent global economic slow down. However, Singapore's economy remains fundamentally sound, as demonstrated by the fact that Government departments alone are set to spend \$1.73 billion on 390 different information technology and communications projects during this current financial year.

Major industry sectors include: electronics, engineering, biomedical sciences, chemicals, financial and business services, and commerce.

This is a resilient and highly rewarding market which welcomes British firms and is designated one of UKTI's [High Growth Markets](#).

*Source: UK Trade & Investment.



Trade Delegation Programme for APSCo members



During your trip you will have access to key people and hear first hand about the potential business opportunities in Singapore. The visit will consist of a well-researched and relevant programme of meetings and networking opportunities with spare time for you to develop and meet your own contacts.

Our 'Meet the Client' event will give you an opportunity to arrange one to one meetings with potential business partners, so you can find out more about how business really operates in this vibrant marketplace.

The APSCo Trade Delegation programme will include:

- **Pre-visit briefing in London in September**
- **Business briefing by the British High Commission in Singapore**
- **Client reception at the British High Commission in Singapore**
- **Meet the Client event**
- **Tour of the local business area**
- **Post visit debriefing and support**

This exciting trip is based on a formula that worked very well for our Trade Delegation to Abu Dhabi and Qatar last October. It will be hosted by Ann Swain, Chief Executive of APSCo and Gail Williams, International Trade Adviser at UK Trade & Investment. The delegation is fully supported by the British High Commission in Singapore and our media partner, *Recruiter*.

Who will benefit and what is the cost to attend?

Any APSCo member considering establishing or developing partnerships in Singapore or South East Asia would definitely benefit from attending this Trade Delegation. Supported by APSCo, UK Trade & Investment and the British High Commission, you will gain a first-hand insight into how the region operates and meet some of the key decision makers in favourable circumstances.

If you are already doing business in the region, it will give you an excellent opportunity to strengthen your existing client relationships and establish some new ones.

If you would like to develop your business overseas, or simply want to "dip your toe in the water", this trip will enable you to make a cost effective assessment of the opportunities available to your company in this region.

The cost of attending the APSCo Trade Delegation will be £1,400 which covers the following:

- **Pre-visit briefing in London**
- **An OMIS group research report (Overseas Market Introduction Service) to identify key decision makers in Singapore**
- **British High Commission presentation and reception**
- **All business briefings and tours**
- **Seminars and events**

Places on the APSCo Trade Delegation are limited and will be allocated on a first come first served basis, so please let us know as soon as you can if you are interested in participating.



How to book your place on the APSCo Trade Delegation

You will be responsible for arranging and paying for your own:

- Return flights from UK to Singapore
- Accommodation of your choice
- Travel Insurance

You may be eligible for a grant to assist with these costs. For more information on grants please contact the APSCo office on 020 8676 9888.

For further information and to book your place, please call the APSCo office on 020 8676 9888 or email Glenda.Burgess@apsco.org. All confirmed delegates will receive a comprehensive pack of information including a detailed itinerary.

With thanks to our sponsor, Albany and our partner UK Trade & Investment – the Government organisation that helps UK companies succeed in international markets.

Established in 1989, Albany is one of the worlds leading workforce management companies with offices on 6 continents and solutions in over 70 countries. They work in partnership with staffing suppliers to help them provide services to clients in locations where they are not qualified to do business. Albany offer migration support, local billing and payroll processing for both local and expatriate contractors.

Having operated in Singapore for 9 years, Albany is ideally placed to support this trade delegation and looks forward to welcoming APSCo members.