

Trade Delegation to Singapore

24th-25th May 2011

HR Summit

26th-27th May 2011



New business opportunities and introductions for members



APSCo strives to help members identify the best new opportunities both nationally and internationally. As part of our 2011 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, it had GDP per capita levels similar to many OECD (Organisation for Economic Co-operation and Development) countries, and was acknowledged to be one of Asia's "tigers". In 2010, Singapore was the fastest growing economy in the world, with a growth rate of 17.9% for the first half of the 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 the UK's largest trading partner in South-East Asia, and one of its largest export markets outside Europe.

Ranked number one globally by the World Bank in its "Ease of Doing Business" report, Singapore constitutes an ideal springboard to South-East Asia.

Trade Delegation Programme

During your trip you will have access to key people and hear first hand about the potential business opportunities within the recruitment sector 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.

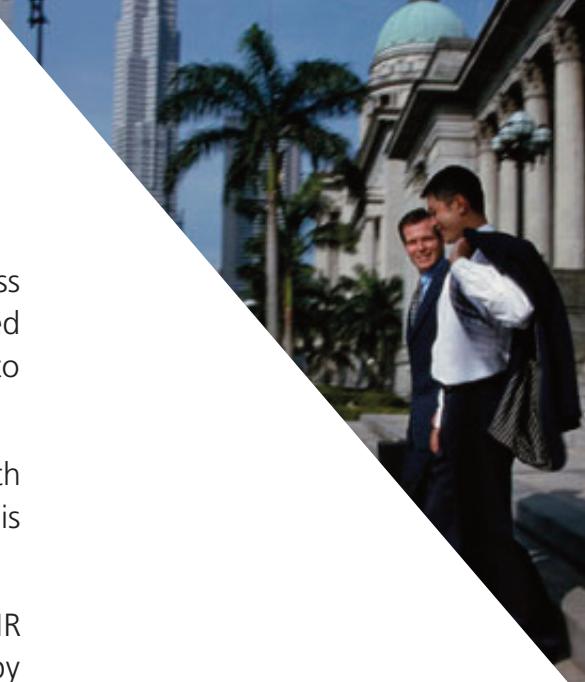
Our "Meet the Client" event will give you an opportunity to arrange one to one meetings with potential business partners, so you can find out more about how business really operates in this vibrant marketplace.

The HR Summit in Singapore is the largest annual HR event in Asia, which attracted 3,500 HR Directors and Managers in 2010. We have an exhibition stand at the Summit Expo for use by delegates which is an opportunity to have pre-arranged one-to-one meetings with local prospects, and indeed network with the large number of people who will be attending this key HR event.

The APSCo Trade Delegation programme will include:

- **Pre-visit briefing in London**
- **Business briefing by the British High Commission in Singapore**
- **Client reception at the Ambassador's Residence**
- **Opportunities for client meetings during the Trade Delegation and at the HR Summit Expo**
- **Tour of the local business area**
- **Social events**
- **Opportunity to exhibit/hold meetings at the UK stand at the HR Summit Expo**
- **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. It will be hosted by Ann Swain, Chief Executive of APSCo and Gail Williams, International Trade Advisor at UK Trade & Investment. The delegation is fully supported by the British High Commission in Singapore.



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 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 at Ambassador's Residence**
- **All business briefings and tours**
- **Seminars and events**
- **Usage of exhibition stand at HR Summit Expo for one-to-one meetings**
- **Company profile to appear in full colour exhibition brochure**

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 and travel insurance. You may be eligible for a grant to assist with these costs. For more information on grants please contact Josie at the APSCo office.

For further information and to book your place, please call APSCo on 08458 997388, or e-mail josie.holroyd@apsco.org. All confirmed delegates will receive a comprehensive pack of information including a detailed itinerary.

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

CXC Global is a worldwide leader in providing professional and compliant contractor workforce solutions. Founded in 1992 CXC Global has offices on 5 continents, in over 20 countries, and has lead the development of new technologies and initiatives enabling both corporations and individual consultants to adapt in today's high performance work environment. CXC Global currently supports and payrolls over 10,000 contractors, and also provides legal structures and an extensive contractor care programme. Their knowledge and experience ensures their contractors are appropriately managed and cared for, and their reputation has been built on honesty and integrity, with a commitment to friendly, efficient and prompt service.

Having a great deal of experience operating in Singapore, CXC Global is ideally placed to support this trade delegation and is looking forward to welcoming APSCo members.