



# Doing Business in Singapore: 2011 Country Commercial Guide for U.S. Companies

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## Chapter 1: Doing Business In Singapore

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### Market Overview

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- Foreign investments, combined with investments through government-linked corporations, underpin Singapore's open, heavily trade-dependent economy. In 2010, the Singapore economy rebounded with an exceptional performance, expanding by 14.5% to become the second fastest growing economy in the world. GDP is expected to moderate in 2011 with the Singapore Government forecasting a more sustainable growth rate of 4-6%. Inflation grew 2.8% in 2010 and is projected to rise to 3.0-4.0% in 2011. Analysts expect the Singapore currency to strengthen as the Singapore Government uses monetary policy to fight inflation.
- In 2010, Singapore was the United States' 10<sup>th</sup> largest export market (up from 11<sup>th</sup> place in 2009) and remained the 13<sup>th</sup> largest trading partner. The city state is a major entrepot and was the second busiest container port in the world in 2010. The top supplier of imported goods to Singapore was Malaysia, followed by the United States, China, Japan, Taiwan, South Korea, Indonesia, Saudi Arabia, Thailand, and India respectively. "The Global Enabling Trade Report 2010" by the World Economic Forum ranked Singapore first for having the most open economy for international trade and investment.

### Market Challenges

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- Singapore is generally a free port; more than 99% of all imports enter Singapore duty-free. For social and/or environmental reasons, it levies high excise taxes on distilled spirits and wine, tobacco products, motor vehicles, and gasoline. The main challenge for American companies is strong competition from both foreign and local suppliers. Despite its liberal trading regime, foreign companies face barriers in certain service sectors such as telecommunications, media, financial and professional services, and energy. Details can be found in the USTR Report on Foreign Trade Barriers that is available on-line at [http://www.ustr.gov/sites/default/files/uploads/reports/2010/NTE/2010\\_NTE\\_Singapore\\_final.pdf](http://www.ustr.gov/sites/default/files/uploads/reports/2010/NTE/2010_NTE_Singapore_final.pdf)
- In March 2010, the Media Development Authority (MDA) introduced new measures that will require pay TV companies to cross carry content subject to exclusive carriage provisions. A pay TV company with an exclusive contract for a channel would be required to share that content with other pay TV companies at their request. Content providers consider the measures an unnecessary

interference in a competitive market that would deny content holders the ability to negotiate freely in the marketplace, and interferes with their ability to manage and protect their intellectual property. MDA plans to implement the measures in mid-2011.

- The U.S. Commercial Service has received multiple complaints from U.S. merchants reporting fraudulent credit card transactions committed by companies/individuals purporting to be in Singapore. Investigation of the fraudulent transactions has revealed that the shipments are actually being sent to freight forwarders in Singapore and diverted to unknown consignees in neighboring countries. Exporters should be wary of orders paid by credit card and requiring immediate shipment. More information can be found at [http://www.buyusa.gov/singapore/en/warning\\_credit\\_card\\_fraud.html](http://www.buyusa.gov/singapore/en/warning_credit_card_fraud.html)

## Market Opportunities

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- Singapore is a sophisticated and modern economy that offers excellent opportunities for U.S. firms interested in penetrating the Asian market. The World Bank's "Doing Business 2010" report ranked Singapore as the easiest country in which to do business. Singapore's market appeal is its free port status, straightforward, English-speaking, U.S. style of doing business, strong intellectual property protection with virtually no corruption. The country is a major trading hub, importing and exporting all kinds of products from consumer goods to high technology and industrial goods for re-export to third countries. Best prospects for U.S. companies include: electronics, oil and gas equipment, aircraft and parts, pollution control equipment, computer hardware and software, telecommunications equipment, laboratory and scientific instruments, medical devices, university education services and franchises.
- The Singapore government and private industry are expected to invest in several major projects including:
  - construction of US\$300 million motor sports hub to be ready of end 2011;
  - construction of US\$47 million new air cargo hub at Singapore Changi Airport to be completed by first half of 2012;
  - construction of a second desalination plant to be ready by 2013;
  - construction of US\$1 billion LNG terminal that will start operations in mid 2013;
  - construction of a US\$530 million underground oil storage facility;
  - construction of a public hospital with an allocated budget of over US\$700 million scheduled to be ready by 2014;
  - construction of a private sector 350-bed hospital costing between US\$207 and US\$345 million to be built by 2012 while another private healthcare group will spend between \$61.5 million and US\$77 million to expand their flagship hospital scheduled for completion by 2012;

- Singapore's second largest telecom services provider together with regional telcos will jointly build and operate a US\$430 million submarine cable connecting East Asia's major business hubs;
- Construction of new Mass Rapid Transit (MRT) rail lines costing over US\$30 billion that will double Singapore's MRT network from 138km today to 278km in 2020.
- Singapore government investments of US\$5 billion by 2013 to foster research and high-end production in industries such as precision engineering and life sciences.

## Market Entry Strategy

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- Using agents or distributors is a common and effective way to serve the Singapore market and, from here, other countries in Southeast Asia. Singapore firms are aggressive when it comes to representing new products and typically respond enthusiastically to new opportunities. Because of the relatively small size of the Singapore market, potential partners often ask to cover regional territories. It is important for U.S. firms to visit their representatives, maintain a good relationship with them and respond quickly to inquiries. Prospective exporters to Singapore should be aware that competition is high and that buyers expect good after-sales service. Most American companies that use the U.S. Commercial Service (CS) Singapore matchmaking and promotion services in Singapore find several interested agents or distributors. When business warrants, many companies have found it useful and sometimes necessary to set up offices in Singapore. Singapore is home to over 1,500 American firms, most of which serve the regional market.

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## Chapter 2: Political and Economic Environment

For background information on the political and economic environment of the country, please click on the link below to the U.S. Department of State Background Notes.

<http://www.state.gov/r/pa/ei/bgn/2798.htm>

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## Chapter 3: Selling U.S. Products and Services

### Using an Agent or Distributor

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Many American exporters use agents or distributors to serve the Singapore market and other markets in Southeast Asia. Finding prospective partners usually presents no problem as Singapore firms are aggressive when it comes to representing new products and typically respond enthusiastically to new opportunities. Most American companies that use the U.S. Commercial Service (CS) Singapore matchmaking and promotion services in Singapore find several interested agents or distributors. Because of the relatively small size of the Singapore market, potential partners often ask to cover regional territories. With a strong history of trade, Singaporean companies are particularly successful in taking products to the region. CS Singapore offers a wide range of programs and has an excellent record of success in introducing U.S. firms to the market. A list of services offered by CS Singapore can be obtained from our website at [www.buyusa.gov/singapore](http://www.buyusa.gov/singapore)

### Establishing an Office

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American firms wishing to establish a presence in Singapore have several straightforward options to do so. They can establish a Representative Office (RO), register as a Branch of the parent, or incorporate as a Singapore company. General information on foreign businesses can be found at <http://www.business.gov.sg/EN/StartingUp/ForeignBusinesses/>.

If an American company wishes to carry on operations in Singapore, it should register a branch office or incorporate a local company with the Accounting & Corporate Regulatory Authority (ACRA) – <http://www.acra.gov.sg>. ACRA publishes an excellent guide that takes the first time registrant through the process of establishing a branch office or incorporating in Singapore.

### Representative Office

Setting up a Representative Office in Singapore can be a good way for American firms to explore business opportunities in Singapore or the region. ROs in banking and insurance need to register with the Monetary Authority of Singapore (MAS) and meet the

guidelines or requirements laid out by the MAS. ROs in all other industries need to register with International Enterprise (IE) Singapore.

ROs can only carry out market research, conduct feasibility studies or work as a liaison on behalf of the parent company. RO may not conduct business directly or on behalf of the parent company. ROs cannot ship, transship or store goods in Singapore. American firms can either work through an agent or distributor to do so or establish their own commercial presence.

### **Branch Office**

For Branch Offices, the Companies Act requires a foreign company to appoint two local agents in Singapore to act on behalf of the company. The agents must be ordinarily resident in Singapore i.e. a Singaporean Citizen, a Singapore Permanent Resident, or a person who has been issued an EntrePass/Approval-In-Principle letter/Dependent Pass.

### **Establishing A Singapore Business**

American firms can also register a sole-proprietorship, partnership, limited liability partnership or incorporate a company in Singapore. For a sole proprietorship the process takes about one day, while more complex business entities can take up to six weeks and require lawyers and accountants to assist with incorporation documents. A point to bear in mind is that registration/incorporation of a company does not automatically mean that expatriate staff can be assigned to Singapore. Foreign staff must obtain employment passes from the Singapore Ministry of Manpower, although this is generally quite routine.

## **Franchising**

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Franchising in Singapore is mature and is a popular investment or entrepreneurial vehicle. Singaporean firms looking for new growth opportunities are interested in investing in a variety of foreign franchise concepts. Singapore Master Franchisees usually prefer to buy franchise licenses for additional markets in the Southeast Asian region and not for Singapore alone. Most franchisees finance their purchases of franchises through bank loans, personal savings or pooling resources from family members. See the “Best Prospects” section in Chapter 4 for more information on the franchise sector in Singapore.

## **Direct Marketing**

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The direct marketing industry in Singapore began in the early 1990s and now includes direct mail, telemarketing, television sales, mail order, call centers, fulfillment and e-commerce firms. The Direct Marketing Association of Singapore represents both users and service providers. The direct marketing industry is well supported by service companies including: Singapore Post, Singapore Telecom Call Center, Teledirect, TNT International Mail, Ogilvy One and MMS Consultancy, among many others. The Singapore government also actively supports the industry by assisting companies (through financial incentives) in using direct marketing for their trading activities through its Direct Marketing Program.

The Direct Selling Association of Singapore (DSAS), a self-regulatory body, was established in 1976. It provides a forum for all direct-selling companies in Singapore to discuss common issues of concern and to codify a high standard of business practices throughout the industry. The DSAS has adopted a Code of Conduct by which member-companies in the Association abide by in every aspect of business. Through the Code of Conduct, DSAS aims to further inculcate the spirit and practice of ethical direct-selling within its member-companies, setting examples for others to follow.

### **Joint Ventures/Licensing**

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Foreign investors are not required to enter into joint ventures or cede management control to local interests. In Singapore, local and foreign investors are subject to the same basic laws. Apart from regulatory requirements in some sectors, the government screens investment proposals only to determine eligibility for various incentive regimes. Singapore places no restrictions on reinvestment or repatriation of earnings or capital.

Licensing is also a viable alternative in Singapore. With one of the strongest IPR protection programs in Asia, a well-developed legal framework and an advanced manufacturing base, Singapore is an attractive location for American licensors.

### **Selling to the Government**

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Singapore is a signatory to the WTO Agreement on Government Procurement. The U.S.-Singapore FTA provides increased access for U.S. firms to Singapore's central government procurement. U.S. firms generally find Singapore to be a receptive, open and lucrative market. The Singaporean government procurement system is considered by many American firms to be fair and transparent. However, some U.S. and local firms have expressed concerns that government-owned and government-linked companies (GLCs) may receive preferential treatment in the government procurement process. Singapore denies that it gives any preferences to GLCs or that GLCs give preferences to other GLCs. Procurement recommendations are made at the technical level and then forwarded to management for concurrence. Bidders should work closely with the project manager to determine the relative importance of decision criteria such as technical capability and price. Bidders must meet the specifications set out in the tender. Post mortem hearings or meetings for losing bidders are not required or common. Government procurement regulations are contained in Instruction Manual 3, available from the Ministry of Finance. The Singapore Government also advertises its tenders on its website at [www.gebiz.gov.sg](http://www.gebiz.gov.sg)

### **Distribution and Sales Channels**

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Singapore's distribution and sales channels are simple, direct and open. Because of its role as a regional hub, most local distributors will also have knowledge of regional distribution rules and regulations. Most consumer goods are imported by stocking distributors who resell to retailers. Some goods are imported directly for sale in the importer's own retail outlets.

### **Selling Factors/Techniques**

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Price, quality and service are the main selling factors in Singapore. Prospective exporters to Singapore should be aware that competition is strong and that buyers expect good after-sales service. Selling techniques vary according to the industry or the product involved, but they are comparable to the techniques used in any other sophisticated market.

## **Electronic Commerce**

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Singapore is one of the first countries in the world to enact a law that addresses issues that arise in the context of electronic contracts and digital signatures. The Electronic Transactions Act (ETA) (Cap 88) was enacted to provide a legal foundation for electronic signatures, and to give predictability and certainty to contracts formed electronically. The Singapore ETA follows closely the UN Commission on International Trade Law (UNCITRAL) Model Law on Electronic Commerce, which sets the framework for electronic laws in many countries. The full text of the ETA can be found at the Singapore Statutes Online website (<http://agcvldb4.agc.gov.sg/>).

## **Trade Promotion and Advertising**

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There are many specialized trade magazines in Singapore and scores of trade fairs that can be used to promote U.S. goods and services. The major English-language daily newspapers are the Straits Times and the Business Times. They are available at <http://www.straitstimes.com> and <http://www.businesstimes.com.sg>. The major Chinese daily is Lianhe Zaobao (<http://www.zaobao.com>). E-commerce web sites can be found at <http://www.ida.gov.sg> and at <http://www.sg>. Leads for local advertising and promotional service agencies can be found at <http://www.yellowpages.com.sg>.

## **Pricing**

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Pricing is very competitive. Major department stores and retail chains offer fixed-price merchandise, while the smaller shops expect buyers to bargain. Hard bargaining is common in the commercial and industrial sectors as well, where buyers usually want a discount and vendors inflate their initial offers accordingly. Credit terms of 30-60-90 days are common. Buyers will often retain 10% of the sales price for major electronic equipment purchases until the vendor has installed the machine and it is performing according to specifications.

Typical Product Pricing Structures: Depending on the type of product, importer mark-ups range from 20-40%, while retail mark-ups are often more than 100%. Industrial goods are brought in by stocking distributors, who add on at least 20% before sale to end-users, or by agents whose commissions generally run about 7-10%. These mark-ups are approximate, and will vary widely, depending on the product and the contractual relationship in question.

## **Sales Service/Customer Support**

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Good sales and customer support are vital in Singapore. The market is so price competitive that client-focused sales support or customer service can make a big difference. Singapore distributors respond well to training on new products, and if

properly supported by the U.S. manufacturer will do a good job cultivating old customers and developing new ones.

## **Protecting Your Intellectual Property**

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The Intellectual Property Office of Singapore (IPOS) is the lead Singapore government agency that advises on and administers intellectual property (IP) laws, promotes IP awareness and provides the infrastructure to facilitate the development of IP in Singapore. As IP regulator and policy advisor, IPOS is committed to maintaining a robust and pro-business IP regime for the protection and commercial exploitation of IP. Singapore has a fully Trade Related Aspects of Intellectual Property Rights (TRIPS)-compliant Intellectual Property Rights (IPR) legislative and administrative regime. Full information on Singapore's IP registration and protection programs can be found at <http://www.ipos.gov.sg/topNav/hom/>.

### **Protecting Your Intellectual Property in Singapore:**

Several general principles are important for effective management of intellectual property ("IP") rights in Singapore. First, it is important to have an overall strategy to protect your IP. Second, IP is protected differently in Singapore than in the U.S. Third, rights must be registered and enforced in Singapore, under local laws. Your U.S. trademark and patent registrations will not protect you in Singapore. There is no such thing as an "international copyright" that will automatically protect an author's writings throughout the entire world. Protection against unauthorized use in a particular country depends, basically, on the national laws of that country. However, most countries do offer copyright protection to foreign works under certain conditions, and these conditions have been greatly simplified by international copyright treaties and conventions.

Registration of patents and trademarks is on a first-in-time, first-in-right basis, so you should consider applying for trademark and patent protection even before selling your products or services in the Singaporean market. It is vital that companies understand that intellectual property is primarily a private right and that the US government generally cannot enforce rights for private individuals in Singapore. It is the responsibility of the rights' holders to register, protect, and enforce their rights where relevant, retaining their own counsel and advisors. Companies may wish to seek advice from local attorneys or IP consultants who are experts in Singaporean law. The U.S. Commercial Service can provide a list of local lawyers upon request.

While the U.S. Government stands ready to assist, there is little we can do if the rights holders have not taken these fundamental steps necessary to securing and enforcing their IP in a timely fashion. Moreover, in many countries, rights holders who delay enforcing their rights on a mistaken belief that the USG can provide a political resolution to a legal problem may find that their rights have been eroded or abrogated due to legal doctrines such as statutes of limitations, laches, estoppel, or unreasonable delay in prosecuting a law suit. In no instance should U.S. Government advice be seen as a substitute for the obligation of a rights holder to promptly pursue its case.

It is always advisable to conduct due diligence on potential partners. Negotiate from the position of your partner and give your partner clear incentives to honor the contract. A good partner is an important ally in protecting IP rights. Consider carefully, however, whether to permit your partner to register your IP rights on your behalf. Doing so may

create a risk that your partner will list itself as the IP owner and fail to transfer the rights should the partnership end. Keep an eye on your cost structure and reduce the margins (and the incentive) of would-be bad actors. Projects and sales in Singapore require constant attention. Work with legal counsel familiar with Singaporean laws to create a solid contract that includes non-compete clauses, and confidentiality/non-disclosure provisions.

It is also recommended that small and medium-size companies understand the importance of working together with trade associations and organizations to support efforts to protect IP and stop counterfeiting. There are a number of these organizations, both Singapore or U.S.-based. These include:

- The U.S. Chamber and local American Chambers of Commerce
- National Association of Manufacturers (NAM)
- International Intellectual Property Alliance (IIPA)
- International Trademark Association (INTA)
- The Coalition Against Counterfeiting and Piracy
- International Anti-Counterfeiting Coalition (IACC)
- Pharmaceutical Research and Manufacturers of America (PhRMA)
- Biotechnology Industry Organization (BIO)

## **IP Resources**

A wealth of information on protecting IP is freely available to U.S. rights holders. Some excellent resources for companies regarding intellectual property include the following:

- For information about patent, trademark, or copyright issues -- including enforcement issues in the US and other countries -- call the STOP! Hotline: **1-866-999-HALT** or register at [www.StopFakes.gov](http://www.StopFakes.gov).
- For more information about registering trademarks and patents (both in the U.S. as well as in foreign countries), contact the US Patent and Trademark Office (USPTO) at: **1-800-786-9199**.
- For more information about registering for copyright protection in the US, contact the US Copyright Office at: **1-202-707-5959**.
- For more information about how to evaluate, protect, and enforce intellectual property rights and how these rights may be important for businesses, a free online training program is available at [www.stopfakes.gov](http://www.stopfakes.gov).
- For US small and medium-size companies, the Department of Commerce offers a "SME IP Advisory Program" available through the American Bar Association that provides one hour of free IP legal advice for companies with concerns in Brazil, China, Egypt, India, and Russia. For details and to register, visit: [http://www.abanet.org/intlaw/intlproj/iprprogram\\_consultation.html](http://www.abanet.org/intlaw/intlproj/iprprogram_consultation.html)
- For information on obtaining and enforcing intellectual property rights and market-specific IP Toolkits visit: [www.StopFakes.gov](http://www.StopFakes.gov) This site is linked to the USPTO

website for registering trademarks and patents (both in the U.S. as well as in foreign countries), the U.S. Customs & Border Protection website to record registered trademarks and copyrighted works (to assist customs in blocking imports of IP-infringing products) and allows you to register for Webinars on protecting IP.

- The U.S. Commerce Department has positioned IP attachés in key markets around the world. The IP attaché who covers Singapore is Ms. Jennie Ness and you can contact her at [jennie.ness@trade.gov](mailto:jennie.ness@trade.gov).

## Due Diligence

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Anyone wanting to carry out business in Singapore must register with the Accounting and Corporate Regulatory Authority (ACRA). CS Singapore offers the International Company Profile (<http://www.buyusa.gov/singapore/en/icp.html>) service to American firms wishing to check the bona fides of existing or potential partners. Alternately, U.S. firms can run a check on Singapore companies by accessing the ACRA database via [www.acra.gov.sg](http://www.acra.gov.sg). Other credit agency includes Infocredit D&B (<http://www.icdnb.com.sg>).

## Local Professional Services

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**Legal Services:** Since December 2008, Singapore granted Qualifying Foreign Law Practice licenses to foreign law firms to practice Singapore law, although restrictions remain in certain areas, including conveyancing, criminal law, family law and domestic litigation. Foreign law firms can otherwise provide legal services in relation to Singapore law only through a Joint Law Venture (JLV) or Formal Law Alliance (FLA) with a Singapore law firm, subject to the Guidelines for registration of Foreign Lawyers in Joint Law Ventures to Practice Singapore Law. Singapore relaxed some of these guidelines for U.S. law firms under the FTA. Since July 2007, foreign attorneys have been allowed to own equity in Joint Law Ventures up to a maximum of 25 percent of total shares. U.S. and foreign attorneys are allowed to represent parties in arbitration without the need for a Singapore attorney to be present. Details on the structure of the Singapore legal service can be found in <http://www.lsc.gov.sg>.

**Accounting and Tax Services:** The major international accounting firms operate in Singapore. Public accountants and at least one partner of a public accounting firm must reside in Singapore. Only public accountants who are members of the Institute of Certified Public Accountants of Singapore (<http://www.icpas.org.sg>) and registered with the Public Accountants Board may practice in Singapore. The Board recognizes U.S. accountants registered with the American Institute of Certified Public Accountants.

**Engineering and Architectural Services:** Engineering and architectural firms can be 100-percent foreign-owned. In line with FTA provisions, and also applicable to all foreign firms, Singapore has removed the requirement that the chairman and two-thirds of a board of directors be engineers, architects or land surveyors registered with local professional bodies.

When a professional engineer, resident or foreign, desires to engage in professional engineering work in Singapore, he/she shall apply for a certificate authorizing them to

engage in professional engineering work. Application should be made with the Professional Engineers Board, Singapore (<http://www.peb.gov.sg>).

Under the Architect Act, no person shall draw or prepare any architectural plan and design intended to govern the construction of any building in Singapore unless the person is a registered architect who has a valid practicing certificate issued by the Board of Architects (<http://www.boa.gov.sg>).

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The Singapore Government Online portal at <http://www.gov.sg> now brings together all government related resources into one easy access point. There are four broad categories of content at this web portal – Government, Citizens & Residents, Businesses and Non-Residents. The Government section contains the latest information, statistics, news and policy related to the Singapore Government. At the portal, you can obtain links to the various individual websites of all government agencies and ministries, get the latest reports on economic forecasts, access press releases from various ministries and much more. The Businesses segment contains the entire range of information and e-services for businesses. Everything you need for your business from registering your business to applying for government licenses online and to getting the Entrepreneur's Guide for starting a business.

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## **Chapter 4: Leading Sectors for U.S. Export and Investment**

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- [Franchising \(FRA\)](#)

### **Agricultural Sectors**

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## Electronics Components (ELC)

### Overview

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Unit: USD millions

|                        | 2009   | 2010   | 2011<br>(estimated) | 2012<br>(estimated) |
|------------------------|--------|--------|---------------------|---------------------|
| Total Market Size      | -638   | 1,051  | 2,000               | 3,800               |
| Total Local Production | 18,988 | 29,328 | 39,000              | 46,800              |
| Total Exports          | 63,557 | 88,648 | 115,000             | 138,000             |
| Total Imports          | 43,931 | 60,371 | 78,000              | 95,000              |
| Imports from the U.S.  | 3,308  | 4,670  | 6,000               | 7,310               |
| Exchange Rate: 1 USD   | 1.45   | 1.36   | 1.25                | 1.20                |

Total Market Size = (Total Local Production + Total Imports) – (Total Exports)

Data Sources: Singapore Government Trade Statistics

Singapore-based electronics manufacturers account for 11% global market share for semiconductor wafer foundry output and 25% global market share for printers. The world's top three wafer foundry companies, top three sub-contract assembly-and-test companies, and top four fabless IC design companies all have facilities in Singapore. Electronic components for these plants are imported and integrated into products such as mobile phones, digital cameras, hand-held tablets, music players, game consoles and televisions which are then mainly exported.

Singapore's manufacturing sector has emerged as a regional economic powerhouse, contributing at least 22% to the Gross Domestic Product (GDP). A large component of this sector - electronics - has attracted substantial foreign investments as well as value-added output and employment, contributing close to 30% of the manufacturing output. Of the US\$8 billion in fixed assets investments in 2009, electronics accounted for slightly more than 40% but manufacturing output was more than US\$41 billion for the sector.

### Sub-Sector Best Prospects

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There are increasing opportunities for Electronics Manufacturing Services (EMS) companies to pursue in various areas such as medical devices and aerospace. Many of the world's top EMS companies such as Flextronics, Solectron and Venture are located in Singapore, which is becoming an attractive base of high value-added production activities. Another electronic component technology that is being developed is the Organic Light Emitting Diode (OLED) which is gradually replacing LCD panels.

For the first half of 2010, the manufacturing sector including the electronics industry was still somewhat affected by the global economic crisis. However, global demand, especially from Europe and the United States, has improved during the second half of the year and is expected to grow further in 2011, reversing a decline of almost a year. Components that have seen an increase in orders include semiconductor chips, data storage and electronic modules, advanced displays, and various electronic board items such as capacitors, diodes and integrated circuits.

## Opportunities

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The precision engineering industry, which supports the EMS companies, is an important sector of the Singapore economy. Through the supply of components, tooling and equipment, this industry provides integral support to the manufacturing sector. The Singapore government plans to spend close to US\$5 billion by 2013 to foster research and high-end production in industries such as precision engineering and life sciences with the aim of replacing assembly lines that are moving to lower cost countries. Beyond mainstream industries, Singapore is developing high-growth potential areas such as photonics, nanotechnology and micro-electrical-mechanical systems.

The Government of Singapore still expects to greatly expand manufacturing output by 2020 and is aiming to reach a total manufacturing output of US\$200 billion and total manufacturing value-added of US\$50 billion. More than 20,000 jobs are expected to be created in the manufacturing and the service sectors in the coming years as a result. Hewlett Packard and Texas Instruments who have extensive electronics expertise, have invested nearly US\$10 billion combined. Singapore is also a leading manufacturer of enterprise hard disk drives with companies such as Seagate and Hitachi. Over the past few years, the country has accounted for half of the world's enterprise hard disk drives.

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### Trade Shows

Semicon Singapore

May 11-13, 2011

<http://www.semiconsingapore.org/index.htm>

GlobalTRONICS 2012

September 19-21, 2012

<http://www.globaltronics.com.sg/>

### Singapore Government Offices

Singapore Economic Development Board

<http://edbsingapore.com>

### Industry Organizations

Association of Electronic Industries in Singapore

<http://www.aeis.org.sg>

Singapore Manufacturing Federation

<http://www.smafederation.org.sg>

U.S. Commercial Service, Singapore Contact

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## Oil & Gas (OGS)

### Overview

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|                        | Unit: USD millions |        |                     |                     |
|------------------------|--------------------|--------|---------------------|---------------------|
|                        | 2009               | 2010   | 2011<br>(estimated) | 2012<br>(estimated) |
| Total Market Size      | 46,257             | 61,246 | 81,000              | 97,000              |
| Total Local Production | 28,285             | 36,696 | 48,000              | 57,000              |
| Total Exports          | 42,629             | 58,576 | 75,000              | 90,000              |
| Total Imports          | 60,601             | 83,125 | 108,000             | 130,000             |
| Imports from the U.S.  | 2,996              | 3,590  | 4,700               | 5,678               |
| Exchange Rate: 1 USD   | 1.45               | 1.36   | 1.25                | 1.20                |

Total Market Size = (Total Local Production + Total Imports) – (Total Exports)

Data Sources: Singapore Government Trade Statistics

Singapore has become one of the most important shipping centers in Asia and is one of the world's top three oil trading and refining hubs. A total crude oil refining capacity of more than 1.35 million barrels per day (bbl/d) now is expected to increase to 1.8bbl/d when a new refinery comes on stream in 3-5 years time. In addition, Singapore is the market leader for floating production, storage and offloading (FPSOs) conversions and jack-up rigs. Underground caverns for oil storage and a liquid natural gas (LNG) terminal are also being built to enhance Singapore's position as the premier regional center for the oil & gas industry. However, combined output from the petro-chemical sectors was only valued at close to US\$33 billion due to the recent economic crisis but this is expected to gradually increase with the rebounding global economy and sharp rise in oil prices.

### Sub-Sector Best Prospects

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Singapore offers many opportunities for American companies including:

- Companies that can address the needs of engineering, procurement, construction and contracting services / project consultancies, drilling contractors, offshore platform and rig fabricators and operators, shipbuilding and marine engineering as well as distribution, storage and handling would be in demand.
- Pipeline technology has also been identified as another growth area for U.S. companies with the increased emphasis on gas in the South East Asian region so expertise in deepwater application would be desirable.
- There are also needs for companies with expertise in conducting geographical surveys, navigation and positioning, hydrographic surveys and underwater inspection services, consultancy, information systems and marine forecasting.
- Supply of equipment and spares for upstream and downstream oil and gas, marine, mechanical / electrical construction, repair, maintenance, oxidation additives and various control systems.
- Oilfield equipment that includes instrumentation such as drilling information systems, drilling monitors, mud logging units, mud monitoring systems, torque

gauges, pressure gauges, weight indicators, deadline anchors, valves / actuators, performance testing and design control system.

## **Opportunities**

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Singapore holds the No. 1 position, with 70% market share, for floating production, storage and offloading (FPSOs) conversions and 70% market share for jack-up rigs. In 2007, both ExxonMobil and Shell commenced construction of new hydrocrackers which have a combined worth of more than US\$7.0 billion. These new facilities (to be fully completed and operational by 2012) will bring Singapore's total ethylene capacity to more than four million metric tons per annum.

In 2006, Singapore approved the development of storage facilities in underground rock caverns with a potential capacity of up to 20.1 million barrels. The first phase of the caverns, to be ready from 2012, will store petroleum liquids and products such as naphtha and gasoil while the second phase is already on the drawing board.

Singapore is embarking on a diversification strategy for gas imports by building an LNG import terminal. The LNG terminal, which is scheduled to start operations in 2013, will add another 400 million standard cubic feet (mscf) capacity to the current 1.2 billion mscf daily supply of piped gas imports.

## **Web Resources**

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### **Trade Shows**

Pumps & Systems Asia 2012  
Valves & Piping Asia 2012  
Compressors & Systems Asia 2012  
September 2012  
<http://www.hqlink.com/industrial.html>

OSEA 2012  
November 27-30, 2012  
<http://www.osea-asia.com>

### **Singapore Government Offices**

Singapore Economic Development Board (SEDB)  
<http://edbsingapore.com>

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## Aircraft and Parts (AIR)

### Overview

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Unit: USD millions

|                        | 2009  | 2010 | 2011<br>(estimated) | 2012<br>(estimated) |
|------------------------|-------|------|---------------------|---------------------|
| Total Market Size      | 9588  | 8255 | 9277                | 10135               |
| Total Local Production | 5000  | 5650 | 6385                | 7024                |
| Total Exports          | 5747  | 6420 | 7126                | 7909                |
| Total Imports          | 10335 | 9025 | 10018               | 11020               |
| Imports from the U.S.  | 4848  | 5315 | 5794                | 6315                |
| Exchange Rate: 1 USD   | 1.45  | 1.36 | 1.25                | 1.20                |

Total Market Size = (Total Local Production + Total Imports) – (Total Exports)

Data Sources: Singapore Government Trade Statistics

With over 100 companies offering a comprehensive range of aerospace design and manufacturing services as well as Maintenance, Repair and Overhaul (MRO) services, Singapore is the leading Asian aerospace hub with the greatest number of aerospace Original Equipment Manufacturers (OEMs) present. Singapore has also captured over 20% of the Asia-Pacific MRO market and has established a leading position as a convenient one-stop location for all aircraft maintenance needs.

Leading local players such as ST Aerospace and SIA Engineering Company Ltd offer comprehensive nose-to-tail airframe MRO services and are among the top 5 Airframe MROs in the world in 2008 based on the total airframe man-hours by the corporate entities. Singapore is also host to major engine overhaul centers, with all three engine OEM majors (GE Aviation, Pratt & Whitney and Roll Royce) represented.

Employing over 18,000 people and with a compounded annual growth rate of 12% since 1990, Singapore's aerospace industry is an integral economic driver. In 2009, the industry recorded revenues of nearly US\$5.0 billion.

### Sub-Sector Best Prospects

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There is still room for MRO activities to grow in terms of depth and scope of capabilities. Companies are interested in considering activities such as repair development, leveraging on competencies developed here and the expertise of various research institutes in Singapore. To further enhance market access, companies are also looking to establish asset management activities in Singapore. These assets, also called rotables, could entail a wide range of aircraft components and systems, such as engines, landing gears and avionics.

### Opportunities

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Aerospace is one of the fastest growing industries in Singapore and the long-term outlook remains positive. According to Frost and Sullivan, the Asian Pacific aviation industry is experiencing a faster recovery than anticipated. This has created a market climate where Asian economies are leading the pace of aviation recovery. Asia Pacific is expected to dominate about 40% (US\$270 billion) of the global airline revenue by 2020. The cargo business has also shown an equally buoyant growth with Asia being one of the major hubs of the air freight business spearheading growth. Also, the rising GDP rates across Asia and the increasing disposable income of the population will lead to higher demand on cabin interiors, greater segmentation and attention to the design as well as suitably connected cabin. Singapore is particularly well-equipped to capture the demand from aviation-related services from this market given its MRO hub status, which will translate into greater opportunities for American suppliers to sell to this lucrative market and beyond.

## **Web Resources**

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### Trade Show

Singapore Air Show 2012

February 14-19, 2012

<http://www.singaporeairshow.com.sg>

### Singapore Government Offices

Singapore Economic Development Board

<http://www.sedb.com.sg>

Civil Aviation Authority of Singapore

<http://www.caas.gov.sg>

Defense Science & Technology Agency

<http://www.dsta.gov.sg>

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## Pollution Control Equipment (POL)

### Overview

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Unit: USD millions

|                        | 2009 | 2010 | 2011<br>(estimated) | 2012<br>(estimated) |
|------------------------|------|------|---------------------|---------------------|
| Total Market Size      | 5504 | 6199 | 7130                | 8238                |
| Total Local Production | 5498 | 6872 | 7903                | 9088                |
| Total Exports          | 7342 | 9233 | 10617               | 11678               |
| Total Imports          | 7348 | 8560 | 9844                | 10828               |
| Imports from the U.S.  | 1954 | 2241 | 2554                | 2783                |
| Exchange Rate: 1 USD   | 1.45 | 1.36 | 1.25                | 1.20                |

Total Market Size = (Total Local Production + Total Imports) – (Total Exports)

Data Sources: Singapore Government Trade Statistics

As Singapore's population and economy grow, the Government is not only diversifying its water supplies but also planning ahead for wastewater management. This led to on-going programs to develop various wastewater reclamation and desalination projects. Among other projects, the ABC (Active, Beautiful, Clean) Waters Program is an initiative by the Public Utilities Board to transform Singapore's concrete drains, canals and reservoirs into beautiful and clean streams, rivers and lakes teeming with vibrancy. 27 projects have been identified to be carried out over the next 5 years. As at Jan 2011, Tenders for 16 projects were called. The works include construction of infrastructures, water features, landscaping and other amenities.

Under the Singapore Green Plan 2012 (SGP 2012), the country's environmental policy, Singapore has put in place a holistic blueprint to grow the Cleantech industry. The SGP 2012 also incorporates plans for reduction of waste volumes through waste minimization and recycling; reduction of the amount of land for sewage treatment; strict emission standards; and tougher vehicular emission controls.

### Sub-Sector Best Prospects

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The measures taken to tighten air emission will give rise to opportunities to supply new air pollution control equipment to Singapore. American products will have good market prospects given that imports of environmental products from the U.S. account for about 26% of total environmental imports. Among the American products imported by Singapore are air filters and water purifiers, gas and smoke analysis apparatus, and ozone oxygen & herosol therapeutic respiration apparatus. Other areas of environmental interest include waste management solutions to overcome Singapore limited land space. Singapore has been tapping into foreign expertise for technologies such as hazardous and solid waste disposal, landfill space, and the building of incinerators.

### Opportunities

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The water industry in Singapore is becoming more liberalized. The national water agency, The Public Utilities Board (PUB), has opened its doors to private companies that want to test-bed projects using its infrastructure. PUB also tenders contracts to private companies to build, design and operate water plants. U.S. companies are encouraged to participate in future contracts offered by the PUB. American equipment manufacturers could also supply their equipment to successful prime contractors of PUB projects. Areas of particular interest include filtration and purifying systems & apparatus, technologies involving wastewater recycling and treatment, and advanced desalination systems.

## **Web Resources**

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### Trade Show

Singapore International Water Week

July 4 – 8, 2011

<http://www.siww.com.sg>

### Singapore Government Offices

Ministry of The Environment & Water Resources

<http://www.mewr.gov.sg>

National Environment Agency

<http://www.nea.gov.sg>

Public Utilities Board

<http://www.pub.gov.sg>

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## Computer Hardware/Software/Peripherals (CPT/CSF)

### Overview

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Unit: USD millions

|                        | 2009  | 2010  | 2011<br>(estimated) | 2012<br>(estimated) |
|------------------------|-------|-------|---------------------|---------------------|
| Total Market Size      | 5002  | 5400  | 5700                | 6000                |
| Total Local Production | 11382 | 13894 | 14600               | 15300               |
| Total Exports          | 17707 | 22008 | 23100               | 24200               |
| Total Imports          | 11328 | 13514 | 14200               | 14900               |
| Imports from the U.S.  | 1103  | 1227  | 1300                | 1360                |
| Exchange Rate: 1 USD   | 1.45  | 1.36  | 1.25                | 1.20                |

Total Market Size = (Total Local Production + Total Imports) – (Total Exports)

Data Sources: Singapore Government Trade Statistics

The information technology sector is a key contributor to Singapore's economy. Information technology has greatly enhanced the country's competitiveness by raising productivity and transforming business processes. In 2010, Singapore was ranked second in the World Economic Forum's Global IT Report, and eighth in the Economist Intelligence Unit (EIU) e-Readiness Ranking. It was ranked ninth in the EIU Benchmarking IT industry Competitiveness in 2009. Many top IT companies have made Singapore a key node in their global network, a strong testament of the country's strategic position to be a global info-communications hub.

Latest available data showed that in 2009, 95% of Singaporean households with school-going children had access to a home computer while 83% of resident Singaporean households had access to a computer at home. Eighty-one percent of households had home Internet access and most of those households are connected to the Internet via broadband. Computer usage amongst all enterprises increased slightly to reach 78% in 2009. Details on info-communications usage in households and by individuals as well as enterprises can be found at <http://www.ida.gov.sg/Publications/20061205092557.aspx>

### Sub-Sector Best Prospects

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Best prospects are government projects, security solutions, business analytics and cloud computing. The Singapore Government is a major catalyst for promoting the use of information technology in the country and is also a major consumer of IT products and services. Demand for security solutions will continue to rise as more enterprises adopt cloud computing. The Singapore market is very dependent on imports and U.S. products are traditionally well received in Singapore as the United States is seen as the source for state-of-the-art technologies.

### Opportunities

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The Singapore government continues to aggressively implement its ICT projects in FY 2010 (April 1, 2010-March 31, 2011). It plans to invest US\$820 million (S\$1.1 billion) in tenders and companies should look forward to some 350 new tenders ranging from less than US\$377,000 (S\$500,000) to over US\$7.5m (S\$10m). More information can be found at [http://www.buyusainfo.net/docs/x\\_6194268.pdf](http://www.buyusainfo.net/docs/x_6194268.pdf). Singapore is an early adopter of technologies in the region and there are excellent opportunities for U.S. companies to sell applications and solutions to Singapore and through Singapore to neighboring countries. Singapore acts as a major distribution center for companies interested in selling to the region as reflected by re-export data. More than half of computer products imported into Singapore are re-exported to third countries.

## Web Resources

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### Trade Show

CommunicAsia/Broadcast Asia 2011, June 21-24, 2011

<http://www.communicasia.com>

<http://www.broadcast-asia.com>

### Key websites

[www.ida.gov.sg](http://www.ida.gov.sg)

<http://www.sitf.org.sg>

[http://www.export.gov/market\\_research/index.asp](http://www.export.gov/market_research/index.asp)

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## Telecommunication Equipment & Services (TEL/TES)

### Overview

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Unit: USD millions

|                        | 2009 | 2010  | 2011<br>(estimated) | 2012<br>(estimated) |
|------------------------|------|-------|---------------------|---------------------|
| Total Market Size      | 2863 | 4037  | 4400                | 4600                |
| Total Local Production | 1642 | 1938  | 2100                | 2200                |
| Total Exports          | 7099 | 7918  | 8700                | 9100                |
| Total Imports          | 8321 | 10016 | 11000               | 11500               |
| Imports from the U.S.  | 994  | 1138  | 1200                | 1260                |
| Exchange Rate: 1 USD   | 1.45 | 1.36  | 1.25                | 1.20                |

Total Market Size = (Total Local Production + Total Imports) – (Total Exports)

Data Sources: Singapore Government Trade Statistics

Singapore is one of the most wired countries in the world, with a nation-wide network of fiber optic cables. It is building a super high-speed fiber optic broadband network called the Next Generation Nationwide Broadband Network (NGNBN) that will provide access speed of 1 gigabits per second (Gbps) or more. As of end-2010, 60% of homes and offices have access to the new, ultra high-speed, all-fiber Next Generation Nationwide Broadband Network (NGBN). By mid-2012, 95% of the country will have access to the NGNBN. Besides a nationwide broadband network infrastructure, Singapore is well connected by multiple satellite and submarine cable systems with more than 67 terabits per second of potential capacity supporting international and regional telecoms connectivity. It has more than 830 Gbps of international internet bandwidth connectivity to economies such as the US, China, Japan, India, as well as some countries in Europe and ASEAN.

### Sub-Sector Best Prospects

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Best prospects include equipment, content, software and technologies for broadband, wireless broadband, and 3G. Singapore is a matured and sophisticated market for telecommunications products and services. The country is dependent on imports and U.S. products are traditionally well received here. There are excellent opportunities to sell new applications and solutions to Singapore and through Singapore, as it is an early adopter and a major entrepot. The country serves as a major distribution center and springboard for companies interested in selling to the region as reflected by re-export data. Nearly 60% of telecommunications goods imported into Singapore are re-exported for third-country consumption.

### Opportunities

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The NGNBN provides excellent opportunities for U.S. vendors. The Singapore government Infocomm Development Authority (IDA) is seeking content and applications and retail service providers to participate in the rollout of the ultra high speed broadband network. U.S. companies interested in deploying services or partnering with service

providers on the NGNBN should review

<http://www.ida.gov.sg/Infrastructure/20090731164857.aspx>. In 2010, the IDA announced a Call for Proposal (CFP) to develop a program to support video services on the NGNBN. To support the development of services on the NGNBN, the government launched a second CFP for the Next Generation Services Innovation Program (NGSIP). More information can be found at

<http://www.ida.gov.sg/Infrastructure/20090807131841.aspx>

There are also good opportunities for U.S. companies to sell solutions to existing telecom service operators in Singapore as they seek to offer new applications for the new broadband infrastructure. The three largest telecom service providers in Singapore: Singapore Telecommunications (SingTel), StarHub, and M1, all announced retail service provider arms that will ride atop the NGNBN. M1, the smallest telco, announced in November 2010 it joined StarHub and SingTel in offering pay TV to consumers. They are all investing in infrastructure to support their planned new offerings.

Starhub, Singapore's second largest telecom services provider, plans to jointly build and operate a US\$430 million submarine cable connecting East Asia's major business hubs. In January 2011, Starhub announced that its partners are NTT Communications, the Philippines Long Distance Telephone Co and Telekom Malaysia. The cable system, Asia Submarine-Cable Express (ASE) is a 7,200 km submarine cable linking Singapore directly to Japan, the Philippines and Hong Kong with a total carrying capacity exceeding 15 terabits per second and incorporating latest 40G optical technologies. The system will have connectivity to Malaysia and potential future connectivity to China and other Southeast Asian countries.

## **Web Resources**

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### Trade Show

CommunicAsia/Broadcast Asia 2011, June 21-24, 2011

<http://www.communicasia.com>

<http://www.broadcast-asia.com>

### Key websites

[www.ida.gov.sg](http://www.ida.gov.sg)

<http://www.sitf.org.sg/>

<http://www.atiss.org.sg>

[http://www.export.gov/market\\_research/index.asp](http://www.export.gov/market_research/index.asp)

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## Laboratory & Scientific Instruments (LAB)

### Overview

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Unit: USD millions

|                        | 2009 | 2010 | 2011<br>(estimated) | 2012<br>(estimated) |
|------------------------|------|------|---------------------|---------------------|
| Total Market Size      | 1164 | 1848 | 1885                | 1942                |
| Total Local Production | 1386 | 2026 | 2067                | 2129                |
| Total Exports          | 2451 | 3361 | 3428                | 3531                |
| Total Imports          | 2229 | 3183 | 3247                | 3344                |
| Imports from the U.S.  | 797  | 1210 | 1234                | 1271                |
| Exchange Rate: 1 USD   | 1.45 | 1.36 | 1.25                | 1.20                |

Total Market Size = (Total Local Production + Total Imports) – (Total Exports)

Data Sources: Singapore Government Trade Statistics

The United States continues to dominate in the area of laboratory and scientific equipment and accounts for approximately 38% of total market share. Total imports of laboratory and scientific equipment rebounded in 2010, picking up momentum after the 2009 global market slowdown. Imports from the United States increased by a significant 50% from 2009, with 38% market share, up from 35% in 2009. There is a strong preference for American manufactured products and equipment, particularly in the field of laboratory equipment and instrumentation. Given the improvements in the economy in 2010, the total import of laboratory and scientific equipment also correspondingly grew.

This sector will see continual growth as the Singapore government has pledged S\$12.88 billion to support R&D in Singapore from 2011 to 2015 under the Research, Innovation and Enterprise 2015 plan, with the primary aim of achieving total gross expenditure on R&D of 3.5% of GDP by 2015.

### Sub-Sector Best Prospects

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The areas that will see sustained demand for equipment are the biomedical sciences and laboratories, particularly in research and development, product testing, certification, consulting and education services, environmental and water technologies, specialty chemicals, petroleum refining, petrochemicals, plastics and interactive and digital media. Several of these sectors attracted new investment fueled by the Singapore government's development efforts over the last few years. With the global economy's unpredictable recovery, the challenge in the foreseeable future is to optimize production at these facilities.

### Opportunities

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The Singapore government established the National Research Council to provide a national framework for strategic research and development efforts. The areas of focus are the biomedical sciences, environmental and water technologies and interactive media. In the area of life sciences, Singapore has over the last decade proven itself to

be a world-class research and development hub. It also hopes to capitalize on the rising trend of eco-sustainability. It plans to invest US\$12.5 billion over the next five years, US\$2.85 billion of this in biomedical sciences for the period 2011-2015. Singapore's premier biomedical research hub, Biopolis, will also be undergoing a US\$61.5million to US\$77 million expansion. Improvements will be made to laboratory designs and is expected to be completed by 2013.

The electronics sector, which accounts for 73% of Singapore's manufacturing, also presents good opportunities for laboratory and scientific instrumentation. Eastman Kodak has established its worldwide R&D HQ in Singapore and will be conducting various engineering development and design work. There are plans to double its R&D headcount over the next few years.

In the area of environmental and water technologies, efforts are spurred by the need to diversify Singapore's water resources. To date, the island state has successfully used innovative membrane technologies to produce clean water from both wastewater reclamation and seawater desalination. The US\$1.3 billion development of the Jurong Island Petrochemical Complex, which is currently a work-in-progress, also presents an attractive market for laboratory instrumentation vendors.

## **Web Resources**

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### Trade Shows

CIA Asia 2011 (Controls Asia, Instrument Asia, AnaLab Asia)  
Nov 22-25, 2011  
<http://www.cia-asia.com/>

### Singapore Government Offices

Singapore Economic Development Board  
<http://www.sedb.com>

Singapore Biomedical Sciences Industry Cluster  
<http://www.Biomed-Singapore.com>

A\*STAR (Agency for Science, Technology & Research)  
<http://www.a-star.edu.sg>

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## Medical Devices (MED)

### Overview

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Unit: USD millions

|                        | 2009 | 2010 | 2011<br>(estimated) | 2012<br>(estimated) |
|------------------------|------|------|---------------------|---------------------|
| Total Market Size      | 586  | 756  | 778                 | 793                 |
| Total Local Production | 1358 | 1757 | 1809                | 1845                |
| Total Exports          | 2015 | 2521 | 2597                | 2649                |
| Total Imports          | 1243 | 1520 | 1566                | 1597                |
| Imports from the U.S.  | 377  | 485  | 499                 | 509                 |
| Exchange Rate: 1 USD   | 1.45 | 1.36 | 1.25                | 1.20                |

Total Market Size = (Total Local Production + Total Imports) – (Total Exports)

Data Sources: Singapore Government Trade Statistics

Singapore serves as the healthcare and medical hub of the region, drawing over 350,000 patients a year with its high-quality healthcare. It is considered one of the world's leading medical travel destinations and its healthcare system is ranked sixth worldwide. Singapore's healthcare services are comparable to those of other industrialized economies. The government spends approximately 3.8% of GDP annually on healthcare and there are plans to raise this to US\$1.37 billion a year in the next few years.

In 2010, import of medical equipment and supplies to Singapore registered an increase of 22% from 2009. This is likely due to the recovery of the economy and the pent-up demand from major healthcare institutions that may have held back purchases during the economic downturn. Correspondingly, total import from the United States grew by over 25% from 2009, representing 30% of the Singapore market.

Based on available trade figures for 2009 and 2010, market expectations for 2011 are that U.S exports of medical equipment to Singapore will continue to hold steady due to the nature of the healthcare industry. Overall, healthcare delivery in Singapore and the region is expected to see improvements as medical care is still considered a necessity. This should translate into a steady stream of transshipments through Singapore as the island-state is viewed as a major trade hub and launching pad for products into the region.

Medical devices are regulated under the Health Products Act. Singapore's Health Science Authority (HSA), through its Centre for Medical Devices Regulation (CMDR), oversees the system of statutory control aimed to safeguard the quality, safety and efficacy of medical devices available in Singapore. All medical devices, from high-risk stents for heart surgery to low-risk ones like mechanical wheelchairs, are licensed.

### Sub-Sector Best Prospects

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The Singapore government is focused on moving up the healthcare value chain through the provision of services that assist research and healthcare delivery in Singapore and the region. Over the next few years, it will pump nearly a billion dollars into the biomedical sciences sector with the aim of boosting health-care standards and clinical research capabilities. Singapore researchers are focused on 'bench to bedside' research with the hope of this making its way into mainstream medicine and benefit the larger population. To this end, U.S. firms that are able to provide cutting edge technology, laboratory and testing equipment and services that can help the research community will find Singapore a lucrative market.

Within the next two decades, Singapore will experience hyper-aging, in which more than 20% of the country's population is aged 65 years and above. Given this, more facilities for the elderly, such as nursing homes and rehabilitation centers, need to be built. The number of beds in community hospitals and nursing homes will be increased substantially over the next nine years. U.S. firms specializing in elder-care products and services will find a good market in Singapore.

There is growing emphasis on living a healthy lifestyle, with a focus on preventive care, and doing a better job of tackling chronic illnesses. U.S. firms with revolutionary or cutting-edge medical technology or focus on health screening and disease management would find Singapore an ideal place to sell their products.

## **Opportunities**

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Government hospitals account for 80% of the 11,830 hospital beds in Singapore. Singapore is renowned for its role as the healthcare hub for the region, treating patients from neighboring Malaysia, Brunei, Indonesia, Thailand, the Philippines and more recently, from the United States, Britain, Japan, Seychelles, China, Hong Kong and Bangladesh.

Demand for medical equipment comes from public and private hospitals and clinics. The Health Ministry is the largest consumer, accounting for nearly 70% of local demand. Parkway Healthcare, the largest private sector healthcare provider in Singapore, is also a significant consumer of medical equipment. More than 80% of local demand is met through imports and there is a premium placed on American-made products. U.S. manufacturers with revolutionary products will find Singapore a good market.

Most of the public sector hospitals have been extensively refurbished or totally rebuilt in recent years. The 550-bed public sector Khoo Teck Puat Hospital located in the northern part of the island was opened in late 2010. This facility will be supplemented by a new ambulatory or outpatient medical center offering specialist services, expected to be ready by 2013, and a 200-bed community hospital nearby. If there is a need, another outpatient medical center may be set up by 2015.

Two new public, acute general hospitals located in the western and eastern parts of the island are being planned. The one in the western part of the island is expected to be ready by 2014 and will have 700 beds with an adjoining 286-bed community hospital, scheduled to be built by 2015. The hospital in the east is expected to be ready by 2018. Other plans include upgrading and expanding the facilities at the National Heart Centre, National University Hospital and Singapore General Hospital.

Due to the global slowdown in 2009, the private sector's initial plans to have a 350-bed hospital costing between US\$207 and US\$345 million built by 2011 is now postponed to 2012. This facility will cater mainly to foreign patients who demand high-quality healthcare and services. A new 63-clinic medical center will be attached to the hospital. One of the older hospitals in Singapore, East Shore Hospital, completed their renovation program in 2010. In the longer term, the 153-bed hospital will have between 100 and 150 more beds and will add new specialist clinics for sports, medicine, dermatology, ophthalmology and neurology. Another private healthcare group will spend between \$61.5 million and US\$77 million to expand their flagship Raffles Hospital. This is expected to be completed by 2012.

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### Trade Shows

Hospital Build Asia Exhibition & Congress 2011

May 10-12, 2010

<http://www.hospitalbuildasia.com/>

Medical Fair Asia 2012

September 12-14, 2012

<http://www.medicalfair-asia.com>

### Singapore Government Offices

Singapore Economic Development Board

<http://www.sedb.com>

Ministry of Health (MOH)

<http://www.moh.gov.sg>

Health Sciences Authority (HSA)

<http://www.hsa.gov.sg>

Health Promotion Board (HPB)

<http://www.hpb.gov.sg>

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## Education / Training Services (EDS)

### Overview

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|  | Sep 2002 | Sep 2003 | Sep 2004 | Sep 2005 | Sep 2006 | Sep 2007 | Sep 2008 | Sep 2009 | Sep 2010 | Sep 2011 |
|--|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <b>Number of visas issued to Singaporeans</b>        | 1451     | 1617     | 1747     | 1944     | 2352     | 2363     | 2560     | 2676     | 2934     | 3168     |
| <b>% increase / decrease from previous year</b>      | -12.4    | 11.4     | 8.0      | 11.3     | 21.0     | 0        | 8.3      | 4.5      | 9.6      | 7.8      |
| <b>Total visas issued including foreign students</b> | 2088     | 2259     | 2590     | 2870     | 3418     | 3804     | 4349     | 4454     | 4870     | 5252     |
| <b>% increase / decrease from previous year</b>      | -10.0    | 8.2      | 14.7     | 10.8     | 19.1     | 11.3     | 14.3     | 2.4      | 9.3      | 7.8      |

Figures for 2011 are estimated only.

Singapore emphasizes, supports and values higher education and human resource development. Many government agencies and private sector companies also offer full scholarships for top students to pursue their undergraduate and graduate studies in foreign universities, including in the United States.

### Sub-Sector Best Prospects

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There are presently close to 5,000 Singaporeans pursuing their tertiary education in the United States; two-thirds are undergraduates and a third are graduate students.

U.S. universities and colleges will find a receptive market in Singapore, provided they are willing to invest in long-term branding / marketing with accredited programs in disciplines that offer strong career growth and high income potential. The following degree courses are becoming increasingly important and are expected to see increased demand from Singaporean and third-country students studying in Singapore.

- Life Sciences / Healthcare
- Supply Chain Logistics
- Hospitality & Tourism
- Media & Animation
- Sports Science & Medicine
- Wealth Management / Financial Planning

### Opportunities

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The Singapore government is developing the country into the “global schoolhouse” for Asia. The education system is well known for its quality, which is why there is a strong demand from students in the region to study here. American universities, in addition to recruiting full-time students (both local and overseas) to study in the United States, may be able to tap viable opportunities offering their external degree and executive education programs to Singaporeans as well as international executives working in the region. However, a Private Education Bill was passed in November 2009 effectively establishing a non-tariff trade barrier for certain education institutions. The bill adversely affected the ability of some U.S. universities to offer external degree programs and has implications for other American education providers seeking to offer degree, diploma or certificate courses in Singapore.

Simply having proper recognition and/or accreditation in the foreign institution’s own country is only a starting point for approval for a foreign institution seeking to offer programs or courses in Singapore. In addition to meeting Singapore’s new standards, “national ranking” appears to be a key criterion for approval. The Council for Private Education was set up to regulate this new Bill and they are expected to complete by June-July 2011 the evaluation of all existing private education institutions and foreign degree programs that are conducted in Singapore.

In addition to Singaporeans, U.S. universities and colleges should also consider the large number of foreign students studying at the high school and university levels in Singapore. Today, there are 90,000 foreign students studying in Singapore and the government would like to increase that number to 150,000 within five years. Many foreign universities in recent years have established a presence in Singapore either by themselves or in collaboration with a local institution/organization to offer partial or full degree programs. Singaporean students find programs that allow them to complete at least part of their course work in Singapore a very attractive and financially viable alternative to completing their studies entirely in the United States.

## **Web Resources**

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### **Trade Shows**

USEIC U.S. Education Fairs  
<http://www.useic.org>

Linden Education Fairs  
<http://www.lindentours.com>

### **Singapore Government Offices**

Council for Private Education  
<http://www.cpe.gov.sg>

Ministry of Education  
<http://www.moe.gov.sg>

U.S. Commercial Service, Singapore Contact  
CHAN Y K, Commercial Specialist

E-mail: [yiukei.chan@trade.gov](mailto:yiukei.chan@trade.gov)

## Franchising (FRA)

### Overview

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Singapore is home to more than 400 franchise concepts. Foreign franchises are well received and the United States is by far the largest supplier of foreign franchises in the country. There are American franchises in practically every industry. McDonald's, Burger King, KFC, Subway, Starbucks, Ben and Jerrys, Gymboree, New Horizons, Mister Minit, Avis, Toys R Us, On-line Trading Academy, Comfort Keepers, Contours Express, and many others have operations in Singapore. In 2009, several F&B concepts from the U.S. started operations here including Marble Slab and Froots. After many years of absence, several U.S. franchises also made a comeback in 2009 including: Wendy's, Dunkin' Doughnut, Chili's, and TGIF. In 2010, Applebee's opened an outlet in Singapore and several other U.S. franchises including Cold Stone Creamery will open in 2011.

Sales turnover of franchises in Singapore amounted to US\$5.7 billion in 2008 (latest available data), according to the Franchising and Licensing Association of Singapore. Foreign franchises are estimated to account for 70% of franchise sales in the country. However, local franchise concepts have grown rapidly over the past few years and many of the larger ones are franchising abroad in Asia and several have opened outlets in the United States.

### Sub-Sector Best Prospects

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F&B concepts, child-related and training franchises.

### Opportunities

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Asset-rich Singapore firms and entrepreneurs continue to seek new business concepts to introduce into Singapore and the region. Many are looking to diversify their business and some are seeking investments for their children or to run their own business. However, potential franchisees are now more discerning. Best prospects include F&B concepts and child-related/training franchises. The success of selling a franchise in Singapore is based on a number of factors including brand name, up-front costs and royalties, the concept's uniqueness and the flexibility of the franchise agreement. U.S. franchisors should note that real estate in Singapore is very expensive and getting good locations is a challenge, especially for those in the retail and F&B business.

Singapore is the gateway to Southeast Asia. Its multi-ethnic society makes the country an ideal location for foreign franchisors to test their concepts and use the reaction to gauge the acceptance of their concepts in Asia. With its strategic location and well-developed infrastructure, Singapore serves as the regional showcase and distribution center for products and services from all over the world. Residents from the region travel often to Singapore for business and leisure, making Singapore a good springboard for U.S. franchisors wishing to enter the markets of Asia. There are also opportunities for U.S. franchisors to work with Singapore companies to enter third countries.

Trade Show

Franchising and Licensing Asia 2011, September 8-10, 2011

[www.flasingapore.org](http://www.flasingapore.org)

Key websites

[www.flasingapore.org](http://www.flasingapore.org)

[www.iesingapore.gov.sg](http://www.iesingapore.gov.sg)

[http://www.export.gov/market\\_research/index.asp](http://www.export.gov/market_research/index.asp)

U.S. Commercial Service, Singapore Contact

Ms. CHIA Swee Hoon, Senior Commercial Specialist

Email: [SweeHoon.Chia@mail.doc.gov](mailto:SweeHoon.Chia@mail.doc.gov)

**Processed Fruit & Vegetables**

PS&D 071010-071490, 080620-081400,  
110510-110630, 200110-200899

**Overview**

In USD Million

|                        | 2009 | 2010 | 2011<br>(estimated) | 2012<br>(estimated) |
|------------------------|------|------|---------------------|---------------------|
| Total Market Size      | 159  | 181  | 208                 | 237                 |
| Total Local Production | 0    | 0    | 0                   | 0                   |
| Total Exports          | 65   | 78   | 88                  | 103                 |
| Total Imports          | 224  | 259  | 296                 | 340                 |
| Imports from U.S.      | 42   | 50   | 57                  | 66                  |
| Exchange Rate 1 USD    | 1.45 | 1.36 | 1.25                | 1.2                 |

Total Market Size = (Total Local Production + Total Imports) – (Total Exports)  
Data Sources: Global Trade Atlas

**Processed Fruit & Vegetable Juices**

With the overall improvement in the regional economies, the Singapore market for processed fruit and vegetables has similarly recovered from its low level of 2009. Buoyed by higher tourist arrivals and rising consumer incomes the Imports of processed fruit and vegetables have increased in 2010 by more than 15 percent over the preceding year. The rise in imports has also reflected the increase in demand in re-exports to the neighboring ASEAN markets. The United States has maintained its market share of close to one fifth of the total imports due to local consumer preference for quality products.

**Fruit & Vegetable Juices**

PS&D 2009

**Overview**

In US\$ Million

|                        | 2009 | 2010 | 2011<br>(estimated) | 2012<br>(estimated) |
|------------------------|------|------|---------------------|---------------------|
| Total Market Size      | 32   | 35   | 38                  | 42                  |
| Total Local Production | 0    | 0    | 0                   | 0                   |
| Total Exports          | 16   | 18   | 20                  | 22                  |
| Total Imports          | 48   | 53   | 58                  | 64                  |
| Imports from U.S.      | 12   | 13   | 14                  | 16                  |
| Exchange Rate 1 USD    | 1.45 | 1.36 | 1.25                | 1.20                |

Total Market Size = (Total Local Production + Total Imports) – (Total Exports)  
Data Sources: Global Trade Atlas

### **Fruit & Vegetables Juices**

In line with the general improvement of the Singapore economy, total imports of fruit and vegetable juices rose by over 10 percent. The improvement in demand for fruit and vegetable juices may be attributed to the rise in consumer spending in the retail and restaurant industry. U.S. brands continue to have a significant market share of about 25 percent primarily due to consumer preference for quality products and established brands. The presence of lower priced fruit and vegetable juices from neighboring countries have not eroded U.S. market share as Singapore consumers are rather discerning in food purchasing preferences.

### **Pet Foods (Dog & Cat Food)**

PS&D 2309

#### **Overview**

|                        | In US\$ Million |      |                     |                     |
|------------------------|-----------------|------|---------------------|---------------------|
|                        | 2009            | 2010 | 2011<br>(estimated) | 2012<br>(estimated) |
| Total Market Size      | 20              | 21   | 22                  | 24                  |
| Total Local Production | 0               | 0    | 0                   | 0                   |
| Total Exports          | 1               | 1    | 2                   | 2                   |
| Total Imports          | 21              | 22   | 24                  | 26                  |
| Imports from U.S.      | 8               | 9    | 10                  | 12                  |
| Exchange Rate 1 USD    | 1.45            | 1.36 | 1.25                | 1.20                |

Total Market Size = (Total Local Production + Total Imports) – (Total Exports)

Data Sources: Global Trade Atlas

### **Pet Foods (Dog & Cat Food)**

With rising consumer incomes in the last decade and with the improvement in the Singapore economic performance in 2010, Singaporeans are spending more and more of their disposable incomes on their pets. The opening of more and more pet food and accessories stores in suburban shopping malls have encouraged the consumer expenditure on pet food and supplies. The U.S. is a major supplier of pet foods to the Singapore market and occupy about 40 percent market share. Singapore pet owners tend to be very brand loyal in terms of purchasing pet foods and U.S. brands with their high quality image among Singapore consumers tend to enjoy this competitive advantage.

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## Chapter 5: Trade Regulations, Customs and Standards

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### Import Tariffs

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Singapore is generally a free port and an open economy. More than 99% of all imports into Singapore enter the country duty-free. For social and/or environmental reasons, Singapore levies high excise taxes on beer, wine and liquor, tobacco products, motor vehicles and petroleum products.

Singapore levies a 7% Goods and Services Tax (GST). For dutiable goods, the taxable value for GST is calculated based on the CIF (Cost, Insurance and Freight) value plus all duties and other charges. In the case of non-dutiable goods, GST will be based on the CIF value plus any commission and other incidental charges whether or not shown on the invoice. If the goods are dutiable, the GST will be collected simultaneously with the duties. Special provisions pertain to goods stored in licensed warehouses and free trade zones. See <http://www.iras.gov.sg> and <http://www.customs.gov.sg>

Inland Revenue Authority of Singapore  
Comptroller of Goods & Service Tax  
55 Newton Road  
Revenue House  
Singapore 307987  
Tel: (65) 65/1800-356 8633 (General Helpline)  
Fax: (65) 6351-3553  
Email: [gst@iras.gov.sg](mailto:gst@iras.gov.sg)  
Website: <http://www.iras.gov.sg>

Singapore Customs  
55 Newton Road  
#10-01 Revenue House  
Singapore 307987  
Tel: (65) 6355-2000  
Fax: (65) 6250-8663  
Email: [customs\\_documentation@customs.gov.sg](mailto:customs_documentation@customs.gov.sg)

Website: <http://www.customs.gov.sg>

Contact: Mr. CHEAH Tuck Meng, Deputy Head, (Company Compliance Branch)

Email: [Cheah\\_Tuck\\_Meng@customs.gov.sg](mailto:Cheah_Tuck_Meng@customs.gov.sg)

(Note: Chinese family names often precede given names; they are indicated in upper case letters)

## Trade Barriers

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Singapore maintains one of the most liberal trading regimes in the world, but U.S. companies face several trade barriers. The country maintains a tiered motorcycle operator licensing system based on engine displacement, which, along with a road tax based on engine size, places U.S. exports of large motorcycles at a competitive disadvantage.

Singapore's Agri-Food and Veterinary Authority (AVA) tests every imported shipment of meat and poultry and does not accept raw and uncooked poultry and meat products that contain salmonella bacteria that exceed AVA's unrealistic microbiological standards. This is not scientifically justifiable and has posed some difficulties for U.S. exporters. Details can be found at <http://www.ava.gov.sg/FoodSector/FoodTestingAndCertification/ExportHealthCertMeatFishDairyProd/>

After the discovery of BSE in the United States in December 2003, Singapore banned imports of all U.S. beef products, offals and variety meats. In January 2006, Singapore re-opened its markets to only U.S. boneless beef from animals under 30 months of age. Current World Organization for Animal Health (OIE) guidelines for BSE provide for conditions under which all beef and beef products from countries of any risk classification for BSE can be safely traded when the appropriate specified risk materials are removed. The United States was officially categorized by the OIE as "controlled risk" for BSE in 2007. The United States continues to press Singapore to make science-based decisions based OIE guidelines, which allow for the full-range of beef and beef products from animals of any age.

The FTA that the U.S. signed with Singapore in 2004 allows the importation of chewing gum with therapeutic value for sale, subject to certain requirements. Previously, there was a blanket ban on all types of chewing gum.

In March 2010, the Media Development Authority (MDA) introduced new measures that will require pay TV companies to cross carry content subject to exclusive carriage provisions. A pay TV company with an exclusive contract for a channel would be required to share that content with other pay TV companies at their request. Content providers consider the measures an unnecessary interference in a competitive market that would deny content holders the ability to negotiate freely in the marketplace, and interferes with their ability to manage and protect their intellectual property. MDA plans to implement the measures in mid-2011.

A new Private Education Bill was passed in November 2009 effectively establishing a non-tariff trade barrier for certain education institutions. The bill adversely affected the ability of U.S. universities to offer external degree programs and has implications for other American education providers seeking to offer degree, diploma or certificate

courses in Singapore. Simply having proper recognition and/or accreditation in the foreign institution's own country is only a starting point for approval for a foreign institution seeking to offer programs or courses in Singapore. In addition to meeting Singapore's new standards, "national ranking" appears to be a key criterion for approval. The Council for Private Education ([www.cpe.gov.sg](http://www.cpe.gov.sg)) was set up to regulate this new Bill and they are expected to complete by June 2011 the evaluation of all existing private education institutions and foreign degree programs that are conducted in Singapore.

Foreign companies also face barriers in certain other service sectors such as telecommunications, media, financial and professional services, and energy. Details can be found in the USTR Report on Foreign Trade Barriers that is available on-line at [http://www.ustr.gov/sites/default/files/uploads/reports/2010/NTE/2010\\_NTE\\_Singapore\\_final.pdf](http://www.ustr.gov/sites/default/files/uploads/reports/2010/NTE/2010_NTE_Singapore_final.pdf).

## **Import Requirements and Documentation**

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Companies must make an inward declaration for all goods imported into Singapore. All imports require an import permit although this is largely a statistical requirement for most goods. Details can be found at <http://www.customs.gov.sg/leftNav/trad/Permits+and+Documentation.htm>

### Bona Fide Trade Samples

Import of trade samples for which the total value is below US\$286 (S\$400) are not subject to payment of duty and/or GST. In addition, no permit is required for their import. Bona fide trade samples (excluding liquors and tobacco) may be imported if they are imported solely for the purpose of soliciting orders for goods to be supplied from abroad, for demonstration in Singapore to enable manufacturers in Singapore to produce such articles to fulfill orders from abroad or by a manufacturer for the purpose of copying, testing or experimenting before they produce such articles in Singapore. More information can be found at <http://www.customs.gov.sg/leftNav/trad/imp/Importation+of+Trade+Samples.htm>

### Medical and Medicinal Products Import Regulations

All medical and medicinal products, prescription and over-the-counter pharmaceuticals imported or sold in Singapore are required to be licensed by the Health Sciences Authority. The onus of applying for a product license rests with the license holder, i.e., a locally registered company that is responsible for the safety, quality and efficacy of the product. If U.S. companies have concerns regarding product licensing, they should contact the Health Sciences Authority (<http://www.hsa.gov.sg>) or ask a potential distributor to submit samples to the Health Sciences Authority.

## **U.S. Export Controls**

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Companies wanting to export controlled items to Singapore must apply for licenses from the appropriate government agencies in the United States. U.S. goods being re-exported from intermediary consignees in Singapore to ultimate consignees in third

countries require specific licensing. Singapore is a major transshipment hub for the Asian market. While many items may not initially require an export license, exporters need to be aware that two-thirds of items exported to Singapore are re-exported to third countries that may have more stringent licensing requirements that require additional export licenses. The Bureau of Industry and Security (BIS) is responsible for implementing and enforcing the Export Administration Regulations (EAR), which regulate the export and re-export of certain commercial items while other U.S. government agencies regulate more specialized exports.

For example, the U.S. Department of State has authority over defense articles and defense services. A list of agencies involved in export controls can be found at [www.bis.doc.gov](http://www.bis.doc.gov) or in Supplement No. 3 Part 730 of the EAR which is available on the Government Printing Office Website, [www.gpo.gov](http://www.gpo.gov)

## Temporary Entry

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Goods may be temporarily imported under the Temporary Import Scheme for the purpose of repairs, displays, exhibitions or other similar events without the payment of duty and/or GST. A banker's guarantee is required under the Temporary Import Scheme. The temporary imports are covered by a Customs Inward Permit or a Carnet. Goods temporarily imported must be re-exported within the prescribed period using a Customs Outward permit. GST has to be paid if the goods are not subsequently re-exported. The procedures governing such importation can be found at <http://www.customs.gov.sg/leftNav/trad/imp/Temporary+Importation+for+Exhibitions+Auctions+and+Fairs.htm>

### Admission Temporaire/Temporary Admission (ATA) Carnet

A foreign exhibitor may import exhibition goods into Singapore using an ATA carnet. When the exhibitor arrives in Singapore the carnet must be produced together with the goods to Customs at the entry point for verification and endorsement. When goods covered by a carnet are taken out of Singapore the foreign exhibitor must produce the carnet together with the goods to Customs at the exit point for verification and endorsement. GST will be recovered from the carnet holder on any item that is unaccounted for. For more information on Temporary Importation for Exhibition, Auction & Fairs or Temporary Import Scheme, please contact the following or visit <http://www.customs.gov.sg/leftNav/trad/imp/Temporary+Importation+for+Exhibitions+Auctions+and+Fairs.htm>

Singapore Customs  
55 Newton Road  
#10-01 Revenue House  
Singapore 307987  
Tel: (65) 6355-2000  
Fax: (65) 6250-8663  
Email: [customs\\_documentation@customs.gov.sg](mailto:customs_documentation@customs.gov.sg)  
Website: <http://www.customs.gov.sg>

(Note: Chinese family names often precede given names; they are indicated in upper case letters)

## Labeling and Marking Requirements

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Labels are required on imported food, drugs, liquors, paints and solvents and must specify the country of origin. Repackaged foods must be labeled to show (in English) the appropriate designation of food content printed in capital letters at least 1/16 inch high; whether foods are compounded, mixed or blended; the minimum quantity stated in metric net weight or measure; the name and address of the manufacturer or seller; and the country of origin.

A description (in English) of the contents of the package may be added to the face of the label provided the additional language is not contrary to or a modification of any statement on the label. Illustrations must accurately describe the true nature or origin of the food. Foods having defined standards must be labeled to conform to those standards and be free from added foreign substances. Packages of food described as “enriched”, “fortified”, “vitaminized” or in any other way that implies that the article contains added vitamins or minerals must show the quantity of vitamins or minerals added per metric unit. Special labels are required for certain foods, medicines and goods such as edible and non-edible animal fats as well as liquors, paints and solvents.

Labeling and advertising legislation applies to the sale of vitamins and dietary supplements. Generally, labeling laws required that: 1) the composition of the products be disclosed in English, 2) labels/packaging materials not contain any references to diseases/conditions as specified in the schedule to the Medicines (Advertisement & Sale) Act (<http://agcvldb4.agc.gov.sg/>); and 3) the advertising/sale promotion of the product in the public media be approved by the Health Sciences Authority.

## **Prohibited and Restricted Imports**

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Special import licenses are required for certain goods, including strategic items, hazardous chemicals, films and videos, arms and ammunition, agricultural biotechnology products, food derived from agricultural biotechnology products, prescription drugs, over-the-counter drugs, vitamins with very high dosages of certain nutrients, and cosmetics and skin care products. The import of such items such as lighters in the shape of pistols or revolvers, firecrackers, handcuffs, shell casings, and silencers is prohibited.

Generally, the import of goods that the government determines as posing a threat to health, security, safety and social decency is controlled. A full list of prohibited products and controlled goods and their corresponding controlling agencies can be obtained from the Singapore Customs website,

<http://www.customs.gov.sg/leftNav/trav/dut/Controlled+Goods.htm>

Companies must make an outward declaration to export or re-export goods out of Singapore. Selected items are subjected to controls on exports of goods from Singapore. Items such as rubber, timber, granite, satellite dishes and receivers, and chlorofluorocarbons are subjected to export control and licensing. Items under export control must be endorsed or licensed by the appropriate government agencies before they can be exported. More information may be obtained at

<http://www.customs.gov.sg/leftNav/trad/imp/Goods+Subject+to+Control.htm>

## **Customs Regulations and Contact Information**

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### **Customs Regulations**

In Singapore valuation for customs purposes is based on the Customs Valuation Code (CVC). The primary basis for Customs value is the transaction value of the imported goods when sold for export to Singapore. Where goods are dutiable ad valorem or specific rates may be applied. An ad valorem rate, which is most commonly applied, is a percentage of the Customs value of the imported goods. A specific rate is a specified amount per unit of weight of other quantity.

Cost, insurance, freight, handling charges and all other charges incidental to the sale and delivery of the goods are taken into account when the duty is assessed. Exporters are required to ensure that the declared values of goods have not been undervalued or the Customs and Excise Department will increase the values declared. Severe penalties may be imposed on traders attempting to evade duty.

### **Free Trade Zone/Warehouses**

Singapore has three Free Trade Zones (FTZ) authorities namely PSA Corporation Ltd, Jurong Port Pte Ltd and the Changi Airport Group (Singapore) Pte Ltd. The eight FTZs are Brani Terminal, Keppel Distripark, Pasir Panjang Terminal, Sembawang Wharves, Tanjong Pagar Terminal, Keppel Terminal, Jurong Port, Airport Logistics Park of Singapore and the Changi Airport Cargo Terminal Complex. They provide a wide range of facilities and services for storage and re-export of dutiable and controlled goods.

Goods can be stored within the zones without any customs documentation until they are released in the market and they can also be processed and re-exported with minimum customs formalities. More information can be found at

<http://www.customs.gov.sg/leftNav/trad/per/Documentation+in+a+Free+Trade+Zone.htm>

GST is suspended for imported goods deposited in a FTZ and will only be payable upon removal from the FTZ for local consumption. GST is not payable on supply made in FTZ if the goods supplied are meant for transshipment or re-export.

The FTZs at the port facilitate entrepot trade and promote the handling of transshipment cargo. They offer free 72-hour storage for import/export of conventional and containerized cargo and 140-day free storage for transshipment/re-export cargo.

There are many warehouse space options available in Singapore. Some of the more popular ones are located close to the port and within easy reach of the airport and the Jurong industrial hub. These include the Tanjong Pagar, Alexandra and Pasir Panjang Distriparks which are home to many established multinationals. The distriparks, in varying designs and size, cater to Central Distribution Center operators, manufacturers, traders, freight forwarders and others.

[http://www.customs.gov.sg/leftNav/trad/dir/Licensed+Premises+for+Zero+GST+Goods.h  
tm](http://www.customs.gov.sg/leftNav/trad/dir/Licensed+Premises+for+Zero+GST+Goods.htm)

## Standards

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## Overview

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As the national standards and accreditation body, SPRING develops and promotes internationally-recognized quality and standards infrastructure to enhance competitiveness and facilitate trade. To do this, SPRING's strategies are to:

- Enhance Quality and Standards Infrastructure
- Drive Quality and Standards Implementation
- Build Quality and Standards Resources
- Facilitate Market Access

At the policy level, SPRING represents Singapore in the Asia Pacific Economic Cooperation (APEC) Sub-Committee on Standards & Conformance (SCSC), the ASEAN Consultative Committee for Standards & Quality (ACCSQ) and the Pacific Area Standards Congress (PASC).

SPRING is Singapore's representative to the International Organization for Standardization (ISO). Singapore is also a member of the International Electrotechnical Commission (IEC) through the Singapore National Committee of the IEC.

## Standards Organizations

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Singapore's national standardization program is administered by SPRING Singapore. It establishes and publishes Singapore Standards by publication in the Government Gazette.

SPRING brings together representatives from industries, government agencies and academic institutions to enhance enterprise competitive and facilitate trade through standards. Where applicable, Singapore Standards are aligned to international standards to help ease entry into overseas markets for Singapore exports and lower technical barriers to trade.

SPRING helps to promote industry awareness and use of Singapore Standards and relevant international standards.

## **NIST Notify U.S. Service**

Member countries of the World Trade Organization (WTO) are required under the Agreement on Technical Barriers to Trade (TBT Agreement) to report to the WTO all proposed technical regulations that could affect trade with other Member countries. **Notify U.S.** is a free, web-based e-mail subscription service that offers an opportunity to review and comment on proposed foreign technical regulations that can affect your access to international markets. Register online at Internet URL: <http://www.nist.gov/notifyus/>

## **Conformity Assessment**

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A list of conformity assessment bodies accredited by the Singapore Accreditation Council (SAC) may be found here: <http://www.sac-accreditation.gov.sg/directory.asp>

## **Product Certification**

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A list of the designated product certification bodies for the Consumer Protection (Safety Requirements) Registration Scheme (CPS Scheme) administered by SPRING can be found here: <http://www.spring.gov.sg/qualitystandards/cps/pages/conformity-assessment-information.aspx>

## **Accreditation**

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Besides being the national standards body in Singapore, SPRING also manages the Singapore Accreditation Council (SAC), the national accreditation body. The SAC's primary function is to accredit conformity assessment bodies based on international standards.

Accreditation is an endorsement of an organization's competence, credibility, independence and integrity in carrying out its conformity assessment activities. This endorsement is manifested in the use of the SAC accreditation marks in the issuing of endorsed test/calibration/inspection reports or accredited certificates by its accredited organizations.

The Singapore Accreditation Council currently operates accreditation programs in the following areas:

- Calibration and testing laboratories covering chemical, biological, environmental, medical, medical imaging, electrical, non-destructive testing, gaming and testing related to civil and mechanical engineering
- Inspection bodies for areas such as industrial pressure vessels and lifting equipment, motor vehicle, structural steelwork and cargo
- Quality management system (ISO 9001) certification bodies
- Environmental management system (ISO 14001) certification bodies.
- Product certification bodies
- Occupational safety and health management system (OSHMS) certification bodies

- Hazard Analysis and Critical Control Points (HACCP) food safety management system certification bodies
- Food safety (ISO 22000) certification bodies
- Business continuity management certification bodies

On October 2010, the SAC was formally recognised by the U.S. Environmental Protection Agency (EPA) for the ENERGY STAR Program.

More information is available on the website: <http://www.sac-accreditation.gov.sg>.

The Singapore Accreditation Council has signed a number of multilateral mutual recognition arrangements (MRAs/MLAs). These include:

- Asia Pacific Laboratory Accreditation Cooperation (APLAC) MRA for testing, calibration, medical (ISO 15189) and inspection
- Pacific Accreditation Cooperation (PAC) MLA for quality management system certification and product certification
- International Accreditation Forum (IAF) MLA for quality management system certification and product certification
- Bilateral Agreement with MLA members of European Cooperation for Accreditation (EA) for testing and calibration
- International Laboratory Accreditation Cooperation (ILAC) MRA for testing and calibration.

In addition, SPRING is also the Good Laboratory Practice (GLP) Compliance Monitoring Authority in Singapore. In Jan 2010, Singapore became a Mutual Acceptance of Data (MAD) adherent member of the Organisation for Economic Cooperation and Development (OECD). This means that GLP studies conducted in Singapore for the health and safety assessment of chemicals will be accepted in more than 30 OECD and non-OECD member countries.

Singapore became the first country in Asia, and the third in the world (after the European Union and Canada), to operate a Mutual Recognition Arrangement (MRA) on telecom equipment certification with the U.S. The MRA provides for direct entry of telecommunications into either market without the need for additional testing and certification. Under the Asian Pacific Economic Cooperation (APEC) Telecommunications MRA implemented between the U.S. and Singapore, products can be tested and certified in the United States for conformance with Singapore's technical requirements. A list of the recognized U.S. testing and certification agencies can be found at: <http://www.ida.gov.sg/Policies%20and%20Regulation/20060609145118.aspx>.

## **Publication of Technical Regulations**

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The Singapore Standards eShop offers Singapore Standards and Technical References for sale. Singapore Standards are nationally recognized documents, established by consensus. They are functional or technical requirements in the form of specifications

for materials, product system or process, codes of practice, methods of test, terminologies, and guides etc.

Technical References (TR) are transition documents developed to help meet urgent industry demand for specifications or requirements on a particular product, process or service in an area where there is an absence of reference standards. Unlike Singapore Standards, TRs are not gazetted and are issued without going through the full consensus process. They are pre-standards 'tested' over two years before assessment on their suitability for approval as Singapore Standards. TRs can, therefore, become Singapore Standards after two years, continue as Technical References for further comments, or be withdrawn.

SPRING has appointed Toppan Leefung Pte Ltd to manage the sale of the Singapore Standards and Technical References, as well as international and overseas standards that SPRING is permitted to sell in Singapore. Toppan Leefung's contact details are:

Toppan Leefung Pte Ltd  
1 Kim Seng Promenade #18-01  
Great World City East Tower  
Singapore 237994  
Operating Hours:  
Mon to Fri: 9.30am to 6.00pm  
Closed on Saturdays, Sundays and Public Holidays  
Customer Service Hotline: + (65) 6826 9691  
Fax: + (65) 6820 3341  
Email: singaporestandardseshop@toppanleefung.com  
Singapore Standards eShop: <http://www.singaporestandardseshop.sg>

## **Labeling and Marking**

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The "SAFETY Mark" is given by SPRING for all registered controlled goods. The "SAFETY Mark" helps consumers and traders to identify registered controlled goods. All registered controlled goods must be individually marked with the "SAFETY Mark" either on the product or packaging. The "SAFETY Mark" comprises a "safety logo" enclosed in a square on the left and the words "SAFETY MARK" within a rectangle on the right. Below these is a unique 8-digit registration number traceable to the registrant and the registered models.

U.S. suppliers (or their local representative) of controlled products planning to expand sales into Singapore should check with SPRING or other relevant regulatory authorities before exporting.

Telecommunication equipment imported for use in Singapore is subject to "Type Approval" by the Infocomm Development Authority of Singapore. More information can be obtained from the website: <http://www.ida.gov.sg>.

For the construction industry, the Building and Construction Authority uses the Construction Quality Assessment System (CONQUAS) to objectively rate building works. Details are available at the website: <http://www.bca.gov.sg>

## Contacts

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## Trade Agreements

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As a nation with a small domestic market that depends on imports for food, energy and industrial raw materials, Singapore places the highest priority on the multilateral trading system embodied by the World Trade Organization (WTO). As a member of the WTO, Singapore believes that the WTO can provide a stable framework for developing sound multilateral rules that ensure that goods and services can flow freely with minimum impediment. The primary objective of Singapore's trade policy is to guard its trading interest by ensuring a free and open international trading environment.

In tandem with its support of the WTO, Singapore advocates that trade efforts are undertaken in the regional context such as APEC (Asia Pacific Economic Cooperation), ASEM (Asia-Europe Meeting) and ASEAN (Association of Southeast Asia Nations) as well as bilateral Free Trade Agreements (FTAs) to accelerate the momentum of trade liberalization and strengthen the multilateral trading system. It has actively pursued a number of legally binding arrangements with trading partners. ASEAN is preparing a roadmap for an ASEAN Economic Community by 2020 that aims to create a single enlarged market of 550 million people.

Singapore has concluded FTAs with the United States, ASEAN, Australia, New Zealand, Hashemite Kingdom of Jordan, China, India, Japan, South Korea, Costa Rica, Switzerland, Liechtenstein, Norway & Iceland, Gulf Cooperation Council, Panama, Peru and with Brunei, Chile and New Zealand under the Trans-Pacific SEP (Strategic Economic Partnership) Agreement. FTA negotiations are ongoing with Canada, Mexico, Pakistan and the Ukraine. For more information, please visit <http://www.iesingapore.gov.sg> or <http://www.fta.gov.sg>

Accounting and Corporate Regulatory Authority (ACRA)  
<http://www.acra.gov.sg>

Agri-Food & Veterinary Authority of Singapore (AVA)  
<http://www.ava.gov.sg>

Agency for Science, Technology & Research (ASTAR)  
<http://www.a-star.edu.sg>

Building & Construction Authority of Singapore  
<http://www.bca.gov.sg>

Civil Aviation Authority of Singapore (CAAS)  
<http://www.caas.gov.sg>

Consumer Association of Singapore (CASE)  
<http://www.case.org.sg>

Customs & Excise Department (CED)  
<http://www.customs.gov.sg>

Economic Development Board Singapore (EDB Singapore)  
<http://www.edb.gov.sg>

Energy Market Authority (EMA)  
<http://www.ema.gov.sg>

Enterprise One  
<http://www.business.gov.sg>

Hotel Licensing Board (HLB)  
<http://www.hlb.gov.sg>

Health Sciences Authority  
<http://www.hsa.gov.sg>

Infocomm Development Authority of Singapore (IDA Singapore)  
<http://www.ida.gov.sg>

International Enterprise Singapore (IE Singapore)  
<http://www.iesingapore.gov.sg>

Intellectual Property Office of Singapore (IPOS)  
<http://www.ipos.gov.sg>

International Revenue Authority of Singapore (IRAS)  
<http://www.iras.gov.sg>

Monetary Authority of Singapore (MAS)

<http://www.mas.gov.sg>

National Environment Agency (NEA)

<http://www.nea.gov.sg>

Ministry of Defence

<http://www.mindef.gov.sg>

Ministry of Education

<http://www.moe.gov.sg>

Ministry of Environment & Water Resources

<http://www.mewr.gov.sg>

Ministry of Finance

<http://www.mof.gov.sg>

Ministry of Health

<http://www.moh.gov.sg>

Ministry of Trade & Industry

<http://www.mti.gov.sg>

Productivity and Standards Corporation Pte Ltd (PSB Corporation Pte Ltd)

<http://www.psbcorp.com>

Singapore Productivity and Innovation for Growth (SPRING Singapore)

<http://www.spring.gov.sg>

<http://www.safety.org.sg>

Standards

<http://www.spring.gov.sg/qualitystandards/std/pages/about-standards.aspx>

Singapore IT Standards

<http://www.itsc.org.sg>

Singapore Standards eShop

<http://www.singaporestandardseshop.sg>

Accreditation

<http://www.spring.gov.sg/qualitystandards/accreditation/pages/about-accreditation.aspx>

Consumer Protection (Safety Requirements) Registration Scheme

<http://www.spring.gov.sg/qualitystandards/cps/pages/consumer-protection-registration-scheme.aspx>

ASEAN Free Trade Area

<http://www.aseansec.org>

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## Chapter 6: Investment Climate

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### Introduction

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Foreign investments, combined with investments through government-linked corporations (GLCs), underpin Singapore's open, heavily trade-dependent economy. With the exception of restrictions in the financial services, professional services, and media sectors, Singapore maintains a predominantly open investment regime. The World Bank's "Doing Business 2010" report ranked Singapore as the easiest country in which to do business. "The Global Enabling Trade Report 2010" by the World Economic Forum ranked Singapore first for having the most open economy for international trade and investment. The U.S.-Singapore Free Trade Agreement (FTA), which came into force January 1, 2004, expanded U.S. market access in goods, services, investment, and government procurement, enhanced intellectual property protection, and provided for cooperation in promoting labor rights and the environment.

The Government of Singapore (GOS) is strongly committed to maintaining a free market but also takes a leadership role in planning Singapore's economic development. The government actively uses the public sector as both an investor and catalyst for development. As of November 2010, the top six Singapore-listed GLCs accounted for nearly 17 percent of total capitalization of the Singapore Exchange (SGX). Some observers have criticized the dominant role of GLCs in the domestic economy, arguing that it has displaced or suppressed private sector entrepreneurship and investment.

Singapore's aggressive pursuit of foreign investment as another pillar of its overall economic strategy has enabled the country to evolve into a base for multinational corporations (MNCs). The Economic Development Board (EDB), Singapore's investment promotion agency, focuses on securing major investments in high value-added manufacturing and service activities as part of a strategy to replace labor-intensive, low value-added activities that have migrated offshore.

| Measure                   | Year | Ranking |
|---------------------------|------|---------|
| TI Corruption Index       | 2010 | #1      |
| Heritage Economic Freedom | 2010 | #2      |
| World Bank Doing Business | 2010 | #1      |

## Openness to Foreign Investment

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Singapore's legal framework and public policies are generally favorable toward foreign investors. Foreign investors are not required to enter into joint ventures or cede management control to local interests, and local and foreign investors are subject to the same basic laws. Apart from regulatory requirements in some sectors (see "Limits on National Treatment and Other Restrictions"), the government screens investment proposals only to determine eligibility for various incentive regimes (see Annex). Singapore places no restrictions on reinvestment or repatriation of earnings or capital. The judicial system upholds the sanctity of contracts, and decisions are effectively enforced.

**Limits on National Treatment and Other Restrictions:** Exceptions to Singapore's general openness to foreign investment exist in telecommunications, broadcasting, the domestic news media, financial services, legal and other professional services, and property ownership. Under Singapore law, Articles of Incorporation may include shareholding limits that restrict ownership in corporations by foreign persons.

**Telecommunications:** The Telecoms Competition Code opened the industry in 2000 to foreign or domestic companies seeking to provide facilities-based (fixed line or mobile) or services-based (local, international, and callback) telecommunications services. Singapore Telecommunications (SingTel), the former monopoly and currently 54.4-percent government-owned, faces competition in all market segments. Its main competitors, MobileOne and StarHub, are also GLCs. As of October 2010, Singapore has 47 facilities-based (group) and 236 services-based (individual) operators.

The FTA requires that Singapore take steps to ensure that U.S. telecom service providers obtain the right to interconnect with networks in Singapore at competitive rates and on transparent and reasonable terms and conditions. Despite the Infocomm Development Authority's (IDA) requirement that SingTel offer wholesale prices for local-leased circuits at reduced rates, U.S. industry is still unable to avail itself of this more competitive pricing structure due to certain uneconomical technical interconnection requirements imposed by SingTel. Under the FTA, Singapore has also agreed that dominant licensees (SingTel and StarHub) must offer cost-based access to submarine cable-landing stations and allow sharing of facilities. U.S. and other companies have had problems with access to inter-exchange ducts as provided for in the FTA.

Since January 2007, SingTel has been exempted from dominant licensee obligations for the residential and commercial portions of the retail international telephone services. Singtel has already been exempted from dominant licensee obligations for wholesale international telephone services since November 2003. In August 2008, IDA granted preliminary approval to exempt SingTel from dominant licensee obligations for two of the 13 telecommunication services SingTel provides to business and government end-users. SingTel appealed for exemption of all 13 services. IDA decided in June 2009, following a formal public consultation held in September 2008 that SingTel will be exempted from dominant licensee obligations, ex ante, for two of the 13 services, i.e., Terrestrial International Private Leased Circuit, and Backhaul. Singtel has already been exempted from dominant licensee obligations for International Managed Data Services since April 2005.

U.S. and other companies remain concerned about the lack of transparency in some aspects of Singapore's telecommunications regulatory and rule-making process. In particular, there is no obligation to make information publicly available concerning a company's request for a stay of decision or the filing of an appeal, to request public comments about such requests, or to publish a detailed explanation concerning final decisions made by IDA or the Ministry of Information, Communication and Arts (MICA). Infrastructure for the next generation access network, a national broadband all-fiber network, is being built by OpenNet, a consortium formed by Canada's Axia Netmedia (which holds 30-percent ownership), SingTel (30 percent), Singapore Press Holdings (25 percent), and SP Telecommunications (15 percent). The network will be operated by Nucleus Connect, a wholly-owned subsidiary of StarHub. Operational separation is imposed on Nucleus Connect to maintain its independence from OpenNet, and to ensure that it provide services to all downstream operators on the same prices and terms and conditions, with the same processes and access to information. When fully completed in 2012, the broadband network may allow fuller access to telecom services providers to reach homes and businesses without requiring access to SingTel-owned circuits.

Media: The local free-to-air broadcasting, cable and newspaper sectors are effectively closed to foreign firms. Section 44 of the Broadcasting Act restricts foreign equity ownership of companies broadcasting to the Singapore domestic market to 49 percent or less, although the Act does allow for exceptions. Individuals cannot hold more than five percent of the shares issued by a broadcasting company without the government's prior approval.

The Newspaper and Printing Presses Act restricts equity ownership (local or foreign) to five percent per shareholder and requires that directors be Singapore citizens. Newspaper companies must issue two classes of shares, ordinary and management, with the latter available only to Singapore citizens or corporations approved by the government. Holders of management shares have an effective veto over selected board decisions. The government controls distribution, importation and sale of any "declared" foreign newspaper, and significantly restricts freedom of the press, having curtailed or banned the circulation of some foreign publications. The government has also "gazetted" foreign newspapers, i.e., numerically limited their circulation. Singapore's leaders have brought defamation suits against foreign publishers. Such suits have resulted in the foreign publishers issuing apologies and paying damages.

MediaCorp TV is the only free-to-air TV broadcaster; the government owns 80 percent and SGX-listed Singapore Press Holdings (SPH) owns 20 percent. Pay-TV providers StarHub Cable Vision (SCV) and MioTV are wholly-owned subsidiaries of StarHub and SingTel, respectively. Free-to-air radio broadcasters are mainly government-owned, with MediaCorp Radio Singapore being the largest operator. BBC World Services is the only foreign free-to-air broadcaster in Singapore.

The Media Development Authority (MDA) introduced new measures in March 2010 that would require pay TV companies to cross carry content subject to exclusive carriage provisions. Henceforth, a pay TV company with an exclusive contract for a channel would be required to share that content with other pay TV companies at their request. Content providers consider the measures an unnecessary interference in a competitive market that would deny content holders the ability to negotiate freely in the marketplace, and interferes with their ability to manage and protect their intellectual property. MDA plans to implement the measures in mid-2011.

**Banking:** The Monetary Authority of Singapore (MAS) regulates all banking activities as provided for under the Banking Act. Singapore maintains legal distinctions between foreign and local banks, and the type of license held by foreign banks -- full service, wholesale, and offshore. As of December 2010, 26 foreign full service licensees, 50 wholesale licensees, and 38 offshore licensees operated in Singapore. All offshore banks are eligible to be upgraded to wholesale bank status based on MAS criteria to enable them to conduct a wider range of activities. Except in retail banking, Singapore laws do not distinguish operationally between foreign and domestic banks.

The government initiated a banking liberalization program in 1999 to ease restrictions on foreign banks and has supplemented this with phased-in provisions under the FTA. These measures include removal of a 40-percent ceiling on foreign ownership of local banks and a 20-percent aggregate foreign shareholding limit on finance companies. It has stated publicly, however, that it will not approve any foreign acquisition of a local bank. Acquisitions exceeding prescribed thresholds of 5 percent, 12 percent or 20 percent of the shares or voting power of a local bank require the approval of the Minister in charge of MAS.

Of the 26 full service licenses granted to foreign banks, including four U.S. banks, eight, including one U.S. bank, have been granted "qualifying full bank" (QFB) status. U.S. financial institutions enjoy phased-in benefits under the FTA. Since January 2006, U.S.-licensed full service banks that are also QFBs have been able to operate at an unlimited number of locations (branches or off-premises ATMs) versus 25 for non-U.S. full service foreign banks with QFB status. U.S. and foreign full-service banks with QFB status can freely relocate existing branches, and share ATMs among themselves. They can also provide electronic funds transfer and point-of-sale debit services, and accept services related to Singapore's compulsory pension fund.

Locally and non-locally incorporated subsidiaries of U.S. full-service banks with QFB status can apply for access to local ATM networks. However, no U.S. bank has come to a commercial agreement to gain such access. Singapore lifted its quota on new licenses for U.S. wholesale banks since January 2007. Singapore abolished quotas on new licenses for full-service foreign banks in July 2005.

Despite liberalization, U.S. and other foreign banks in the domestic retail banking sector still face barriers. Local retail banks do not face similar constraints on customer service locations or access to the local ATM network. Holders of credit cards issued locally by foreign banks or other financial institutions cannot access their accounts through the local ATM networks. They are also unable to access their accounts for cash withdrawals, transfers or bill payments at ATMs operated by banks other than those operated by their own bank or at foreign banks' shared ATM network. Nevertheless, full-service foreign banks have made significant inroads in other retail banking areas, with substantial market share in products like credit cards and personal and housing loans.

U.S. industry advocates enhancements to Singapore's credit bureau system, in particular, adoption of an open admission system for all lenders, including non-banks. There are currently two credit bureaus in Singapore, Credit Bureau (Singapore) Private Ltd. ("CBS") and Credit Scan. In October 2009 GE Money became the first non-bank member of the CBS.

Securities and Asset Management: Singapore has no trading restrictions on foreign-owned stockbrokers. Aggregate investment by foreigners may not exceed 70 percent of the paid-up capital of dealers that are members of the SGX. Direct registration of foreign mutual funds is allowed, provided MAS approves the prospectus and the fund. The FTA has relaxed conditions that foreign asset managers must meet in order to offer products under the government-managed compulsory pension fund (Central Provident Fund Investment Scheme).

Legal Services: As of November 2010, 15 of the 89 foreign law firms in Singapore were from the United States. In December 2008, Singapore granted Qualifying Foreign Law Practice (QFLP) licenses to six foreign law firms (including two U.S. firms) to practice Singapore law, although restrictions remain in certain areas, including conveyancing, criminal law, family law and domestic litigation. Foreign law firms can otherwise provide legal services in relation to Singapore law only through a Joint Law Venture (JLV) or Formal Law Alliance (FLA) with a Singapore law firm, subject to the Ministry of Law's guidelines. Singapore relaxed some of these guidelines for U.S. law firms under the FTA. Since July 2007, foreign attorneys have been allowed to own equity in Joint Law Ventures up to a maximum of 49 percent of total shares. Currently, there is one U.S. Joint Law Venture. U.S. and foreign attorneys are allowed to represent parties in arbitration without the need for a Singapore attorney to be present.

With the exception of law degrees from a handful of designated U.S., British, Australian, and New Zealand universities, no foreign university law degrees are recognized for purposes of admission to practice law in Singapore. Under the FTA, Singapore recognizes law degrees from Harvard University, Columbia University, New York University, and the University of Michigan. Singapore will admit to the Bar Singapore-citizen or permanent-resident law school graduates of those designated universities who are ranked among the top 70 percent of their graduating class or have obtained lower-second class honors (under the British system).

Engineering and Architectural Services: Engineering and architectural firms can be 100-percent foreign-owned. Only engineers and architects registered with the Professional Engineers Board and the Architects Board, respectively, can practice in Singapore. All applicants (both local and foreign) must have at least four years of practical experience

in engineering or architectural works, and pass an examination set by the respective Board.

**Accounting and Tax Services:** The major international accounting firms operate in Singapore. Public accountants and at least one partner of a public accounting firm must reside in Singapore. Only public accountants who are members of the Institute of Certified Public Accountants of Singapore and registered with the Public Accountants Board may practice in Singapore. The Board recognizes U.S. accountants registered with the American Institute of Certified Public Accountants.

**Real Estate:** Under the Residential Property Act, foreigners are allowed to purchase condominiums or any unit within a building of six or more levels without the need to obtain prior approval from the Singapore Land Authority. For landed homes (houses) and apartments in buildings of fewer than six stories, prior approval is required. There are no restrictions on foreign ownership of industrial and commercial real estate.

**Energy:** Singapore completed efforts to liberalize its gas market with the amendment of the Gas Act and implementation of a Gas Network Code in 2008, which was designed to give gas retailers and importers direct access to the onshore gas pipeline infrastructure. However, key parts of the local gas market, such as gas retailing and access to offshore gas pipelines, remain controlled by incumbent Singaporean firms. In the past, the dominance of Singaporean government-linked corporations in this sector proved challenging for American companies that tried to enter the power generation and gas import business.

## **Conversion and Transfer Policies**

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The FTA commits Singapore to the free transfer of capital, unimpeded by regulatory restrictions. Singapore places no restrictions on reinvestment or repatriation of earnings and capital, and maintains no significant restrictions on remittances, foreign exchange transactions and capital movements. (See "Efficient Capital Markets" for a discussion of certain restrictions on the borrowing of Singapore Dollars (SGD) for use offshore.)

## **Expropriation and Compensation**

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The FTA contains strong investor protection provisions relating to expropriation and due process; provisions are in place for fair market value compensation for any expropriated investment.

Singapore has not expropriated property owned by foreign investors and has no laws that force foreign investors to transfer ownership to local interests. No significant disputes are pending.

Singapore has signed investment promotion and protection agreements with a wide range of countries (see "Bilateral Investment Agreements" below). These agreements mutually protect nationals or companies of either country against war and non-commercial risks of expropriation and nationalization for an initial period of 15 years and continue thereafter unless otherwise terminated.

## **Dispute Settlement**

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All core obligations of the FTA are subject to the dispute settlement provisions of the Agreement. The dispute settlement procedures promote compliance through consultation and trade-enhancing remedies, rather than relying solely on trade sanctions. The procedures also set higher standards of openness and transparency.

Singapore enacted and subsequently amended the Arbitration Act of 2001 for domestic arbitration based on the United Nations Commission on International Trade Law (UNCITRAL) Model Law. Singapore ratified the recognition and enforcement of Foreign Arbitration Awards (New York, 1958) on August 21, 1986, and the International Convention on the Settlement of Investment Disputes on November 13, 1968. The Singapore International Arbitration Center (SIAC) and the Singapore Mediation Center (SMC) actively promote mediation and reconciliation for settling commercial disputes.

### **Performance Requirements and Incentives**

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In general, Singapore complies with WTO Trade-Related Investment Measures (TRIMS) obligations. The FTA prohibits and removes certain performance-related restrictions on U.S. investors such as limitations on the number of customer service locations for the retail banking sector.

There are no discriminatory or preferential export or import policies affecting foreign investors. The government does not require investors to purchase from local sources or specify a percentage of output for export. The government also does not require local equity ownership in the investment. There are no rules forcing the transfer of technology. Foreign investors face no requirement to reduce equity over time and are free to obtain their necessary financing from any source. Employment of host country nationals is not required.

Singapore offers numerous incentives to encourage foreign investors to start up businesses; particularly in targeted growth sectors (see Annex).

### **Right to Private Ownership and Establishment**

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Foreign and local entities may readily establish, operate, and dispose of their own enterprises in Singapore. Except for representative offices (where foreign firms maintain a local representative but do not conduct commercial transactions in Singapore), there are no restrictions on carrying out remunerative activities.

All businesses in Singapore must be registered with the Accounting and Corporate Regulatory Authority. Foreign investors can operate their businesses in one of the following forms: sole proprietorship, limited partnership, incorporated company, foreign company branch or representative office.

Private businesses, both local and foreign, compete on a generally equal basis with GLCs, although some observers have complained that GLCs benefit from cheaper financing due to an implicit government guarantee. Singapore officials reject such assertions, arguing that the government does not interfere with the operations of GLCs or grant them special privileges, preferential treatment or hidden subsidies; they claim that GLCs are subject to the same regulatory regime and discipline of the market as private sector companies. Many observers, however, have been critical of cases where

GLCs have entered into new lines of business or where government agencies have "corporatized" certain government functions, in both circumstances entering into competition with already existing private businesses.

The FTA contains specific conduct guarantees to ensure that GLCs will operate on a commercial and non-discriminatory basis towards U.S. firms. GLCs with substantial revenues or assets are also subject to enhanced transparency requirements under the FTA. In accordance with its FTA commitments, Singapore enacted the Competition Act in 2004 and established the Competition Commission of Singapore in January 2005. The Act contains provisions on anti-competitive agreements, decisions and practices; abuse of dominance; enforcement and appeals process; and mergers and acquisitions.

Singapore has an extensive network of GLCs that are active in many sectors of the economy. Some sectors, notably telecommunications and financial services, are subject to sector-specific regulatory bodies and competition regulations typically less rigorous than those being implemented under the Competition Act.

## **Protection of Property Rights**

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In line with its FTA commitments and obligations under international treaties and conventions, Singapore has developed one of the stronger intellectual property rights (IPR) regimes in Asia, although concerns remain in certain areas, such as business software piracy and enforcement. Singapore has taken steps to bring its IPR laws in line with international standards, including amending its Trademarks Act, Patents Act, the Layout Designs of Integrated Circuits Act, Registered Designs Act, and new Plant Varieties Protection Act. In accordance with its FTA obligations, Singapore has implemented Article 1 through Article 6 of the Joint Recommendation concerning Provisions on the Protection of Well-Known Marks of 1999. It has signed and ratified the International Convention for the Protection of New Varieties of Plants (1991) and the Convention Relating to the Distribution of Program-Carrying Signals Transmitted by Satellite (1974).

Singapore is a member of the WTO and a party to the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS). It is a signatory to other international copyright agreements, including the Paris Convention, the Berne Convention, the Patent Cooperation Treaty, the Madrid Protocol and the Budapest Treaty. The World Intellectual Property Organization (WIPO) Secretariat opened offices in Singapore in 2005. Amendments to the Trademark Act, which took effect in January 2007, fulfill Singapore's obligations in WIPO's revised Treaty on the Law of Trademarks.

According to industry estimates, Singapore's piracy rate has averaged about five to ten percent for audio and video products and 35 percent for business software. Business software piracy levels in Singapore are among the lowest in Asia but are almost double the estimated level in the United States. Business software losses were estimated at \$197 million in 2009. Rights holders have encountered difficulties when attempting to prosecute intellectual property cases based on tips provided by company insiders. Singapore currently does not offer specific protection to "whistleblowers". As a result, in some cases informants have refused to provide crucial testimony in court. Rights holders have also stated that maximum penalties for copyright infringement in Singapore are not sufficiently high to deter future IPR violations. Music and film industry representatives remain concerned that Internet piracy will continue to rise as Singapore

expands access to its high-speed broadband network. Rights holders are displeased with the lack of action taken by Internet Service Providers when notified of infringing material hosted on their servers.

Unauthorized duplication of textbooks at some commercial copy centers in Singapore remains an issue, though local educational institutions, including government-operated institutions, have signed agreements to comply with legal obligations to pay royalty fees to publishers. The police have conducted multiple raids on local copy centers near schools, but according to industry representatives, the activity is lucrative enough to continue in spite of the possibility of fines.

The FTA ensures that government agencies will not grant approval to patent-violating products, but Singapore does allow parallel imports. Under the amended Patents Act, the patent owner has the right to bring an action to stop an importer of "grey market goods" from importing the patent owner's patented product if the product has not previously been sold or distributed in Singapore.

The FTA ensures protection of test data and trade secrets submitted to the government for product approval purposes. Disclosure of such information is prohibited for a period of five years for pharmaceuticals and ten years for agricultural chemicals. Singapore has no specific legislation concerning trade secrets. Instead, it protects investors' commercially valuable proprietary information under common law by the Law of Confidence. U.S. industry has expressed concern that this provision is inadequate.

## **Transparency of Regulatory System**

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The FTA enhances transparency by requiring regulatory authorities, to the extent possible, to consult with interested parties before issuing regulations, to provide advance notice and comment periods for proposed rules, and to publish all regulations.

The government has established a centralized Internet portal -- [www.reach.gov.sg](http://www.reach.gov.sg) -- to solicit feedback on selected draft legislation and regulations, a process that is being used with increasing frequency. As noted in the "Openness to Foreign Investment" section, some U.S. companies, in particular, in the telecommunications and media sectors, are concerned about the government's lack of transparency in its regulatory and rule-making process.

Singapore strives to promote an efficient, business-friendly regulatory environment. Tax, labor, banking and finance, industrial health and safety, arbitration, wage and training rules and regulations are formulated and reviewed with the interests of both foreign investors and local enterprises in mind. Starting in 2005, a Rules Review Panel, comprising senior civil servants, began overseeing a review of all rules and regulations; this process will be repeated every five years. A Pro-Enterprise Panel of high-level public sector and private sector representatives examines feedback from businesses on regulatory issues and provides recommendations to the government.

Local laws give regulatory bodies wide discretion to modify regulations and impose new conditions, but in practice agencies use this positively to adapt incentives or other services on a case-by-case basis to meet the needs of foreign as well as domestic companies.

Procedures for obtaining licenses and permits are generally transparent and not burdensome, but some exceptions apply. Procedures can be faster for investors in areas considered national priorities. Singapore has established an online licensing portal to provide a one-stop application point for multiple licenses -- <http://licences.business.gov.sg>.

**Corporate Governance:** Singapore has a private sector-led Council on Corporate Disclosure and Governance to implement the country's Code of Corporate Governance. Compliance with the Code is not mandatory but listed companies are required under the Singapore Exchange Listing Rules to disclose their corporate governance practices and give explanations for deviations from the Code in their annual reports.

**Accounting Standards:** Singapore's prescribed accounting standards ("Financial Reporting Standards" or FRS) are aligned with those of the International Accounting Standards Board. Companies can deviate from these standards when required to present a "true and fair" set of financial statements. Singapore-incorporated, publicly-listed companies can use certain alternative standards such as International Accounting Standards (IAS) or the U.S. Generally Accepted Accounting Principles (U.S. GAAP) if they are listed on foreign stock exchanges that require these standards. They do not need to reconcile their accounts with FRS. All other Singapore-incorporated companies must use FRS unless the Accounting and Corporate Regulatory Authority exempts them.

## **Efficient Capital Markets and Portfolio Investment**

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Singapore actively facilitates the free flow of financial resources. Credit is allocated on market terms and foreign investors can access credit, U.S. dollars, Singapore dollars (SGD), and other foreign currencies on the local market. The Monetary Authority of Singapore (MAS) formulates and implements the country's monetary and exchange rate policy, and supervises and regulates the country's sophisticated financial and capital markets.

Total assets under management in Singapore stood at \$861 billion at end-2009, a 40 percent year-on-year increase as a result of the strong rebound in global stock markets in 2009 and general improvement in investor confidence globally. Over 80 percent of the funds managed in Singapore are foreign sourced, with 61 percent of these funds invested in the Asia-Pacific region. The government has sought to boost the country's asset management sector by placing with foreign-owned firms a significant portion of government reserves managed by the Government of Singapore Investment Corporation (GIC). Financial institutions and corporations issued approximately US\$10.5 billion in SGD-denominated corporate debt instruments in 2009.

Singapore's banking system is sound and well-regulated. Total domestic banking assets were about US\$597.5 billion as of October 2010. Local Singapore banks are relatively small by regional standards, but are reasonably profitable and have stronger capital levels and credit ratings than many of their peers in the region. As of third quarter 2010, the non-performing loans (NPLs) ratio of local banks was 1.8 percent. Banks are statutorily prohibited from engaging in non-financial business. Banks can hold 10 percent or less in non-financial companies as an "equity portfolio investment."

The Securities and Futures Act (SFA) of 2002 moved Singapore's capital markets to a disclosure-based regime. The SFA allows for imposition of civil or criminal penalties against corporations listed on the Singapore Exchange (SGX) that fail to disclose material information on a continuous basis. Listed companies with more than S\$75 million (US\$55 million) market capitalization are required to prepare quarterly financial reporting. The SFA requires persons acquiring shareholdings of five percent or more of the voting shares of a listed company to disclose such acquisitions as well as any subsequent changes in their holdings directly to the SGX within two business days. The SFA also contains enhanced market misconduct provisions. The Act was further strengthened in 2009 to provide for stronger market misconduct enforcement with the courts empowered to order disgorgement of gains from illegal trades, and allowing the transfer of evidence between the Commercial Affairs Department of the police force and MAS.

## **Competition from State Owned Enterprises**

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Singapore has an extensive network of government-linked corporations (GLC) that are fully or partially owned by Temasek Holdings, a holding company with the Singapore Ministry of Finance as its sole shareholder. As previously noted, Singapore GLCs are active in many sectors of the economy, especially strategically important sectors like telecommunications, media, public transportation, defense, port and airport operations. In addition, the GLCs are also present in many other sectors of the economy, including banking, shipping, airline, consumer/lifestyle, infrastructure and real estate.

GLCs operate on a commercial basis and have no specific advantage in competing with private enterprises based on their government ownership. However, some private sector companies have said they encountered unfair business practices and opaque bidding processes that appeared to favor incumbent, government-linked firms.

GLCs' corporate governance is guided by policies developed by Temasek Holdings. However, there are differences in corporate governance disclosures and practices across them and GLC boards are allowed to determine their own governance practices. GLC board seats are not specifically allocated to government officials, although retired officials are often represented on boards and fill senior management positions.

There are two sovereign wealth funds (SWF) in Singapore, the Government of Singapore Investment Corporation (GIC) and the previously mentioned Temasek Holdings. The government established the two SWFs to manage Singapore's substantial investments, fiscal and foreign reserves.

GIC, Singapore's largest SWF with an estimated \$220 billion in assets, does not invest domestically. GIC manages Singapore's international investments, which are generally passive (non-controlling) investments in publicly-traded entities. Its investment is entirely overseas, with the United States as its top destination, accounting for 36 percent of GIC's portfolio as of March 2010. Although not required by law, since 2008 GIC has published an annual report describing its management and governance, and how it invests Singapore's foreign reserves.

Temasek began as a holding company for Singapore's state-owned enterprises, but has since branched to other asset classes and generally focuses on holding significant (often controlling) stakes in companies. As of March 2010, Temasek's exposure to Singapore

was 32%, with the rest of Asia accounting for 46% of its portfolio. Temasek's stated goal is to hold and manage the government's investments in companies for the long-term benefit of Singapore, to create jobs, and contribute to Singapore's economic survival, progress and prosperity. Temasek formerly focused on managing industries to promote economic development, but has shifted emphasis to commercial objectives and principles. Temasek exercises its shareholder rights to influence the strategic directions of its companies but does not get involved in the day-to-day business and commercial decisions of its firms and subsidiaries. Temasek publishes an annual report, but only provides consolidated financial statements, which aggregate all of Temasek's subsidiaries into a single financial report.

## **Corporate Social Responsibility**

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The awareness and implementation of CSR in Singapore has been increasing since the government's formation of the Singapore Compact, a national society promoting CSR in Singapore. In May 2004, the National Tripartite Committee on CSR was established to study the issues holistically and address any gaps at the national level. The initiative provides strategic direction and overall coordination for various CSR programs, which include helping SMEs adopt good CSR practices. In January 2005, the Singapore Compact for Corporate Social Responsibility was set up to provide a forum for collaboration, support and information sharing on good CSR practices.

In October 2008, a National CSR Survey released by the Singapore Compact showed that 40% of the 507 Singapore-based companies surveyed were aware of CSR. The awareness level among large companies was twice that of small and medium-sized enterprises. Among the companies that were aware of CSR, about two-thirds have implemented CSR in areas such as sustainable development, fair employment and corporate philanthropy. Their main motivations were corporate culture and to improve branding. The other one-third who did not implement CSR felt that it was not relevant to their business or lacked the funding and training resources. The ASEAN Business Outlook Survey 2010 by the American Chamber of Commerce found that 83% of U.S. companies were involved in CSR activities.

## **Political Violence**

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Singapore's political environment is stable and there is no history of incidents involving politically motivated damage to foreign investments in Singapore. The ruling People's Action Party (PAP) has dominated Singapore's parliamentary government since 1959, and currently controls 82 of the 84 regularly contested parliamentary seats. Singapore opposition parties, which currently hold two regularly contested parliamentary seats and one additional seat reserved to the opposition by the constitution, do not usually espouse views that are radically different from the mainstream of Singapore political opinion.

## **Corruption**

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Singapore typically ranks as the least corrupt country in Asia and one of the least corrupt in the world. It has, and actively enforces, strong anti-corruption laws. The Prevention of Corruption Act, and the Drug Trafficking and Other Serious Crimes (Confiscation of

Benefits) Act provide the legal basis for government action by the Corrupt Practices Investigation Bureau, an anti-corruption agency that reports to the Prime Minister. These laws cover acts of corruption both within Singapore as well as those committed by Singaporeans abroad. When cases of corruption are uncovered, whether in the public or private sector, the government deals with them firmly, swiftly and publicly, as they do in cases where public officials are involved in dishonest and illegal behavior.

Corruption, including bribery, raises the costs and risks of doing business. Corruption has a corrosive impact on both market opportunities overseas for U.S. companies and the broader business climate. It also deters international investment, stifles economic growth and development, distorts prices, and undermines the rule of law.

It is important for U.S. companies, irrespective of their size, to assess the business climate in the relevant market in which they will be operating or investing, and to have an effective compliance program or measures to prevent and detect corruption, including foreign bribery. U.S. individuals and firms operating or investing in foreign markets should take the time to become familiar with the relevant anticorruption laws of both the foreign country and the United States in order to properly comply with them, and where appropriate, they should seek the advice of legal counsel.

The U.S. Government seeks to level the global playing field for U.S. businesses by encouraging other countries to take steps to criminalize their own companies' acts of corruption, including bribery of foreign public officials, by requiring them to uphold their obligations under relevant international conventions. A U. S. firm that believes a competitor is seeking to use bribery of a foreign public official to secure a contract should bring this to the attention of appropriate U.S. agencies, as noted below.

**U.S. Foreign Corrupt Practices Act:** In 1977, the United States enacted the Foreign Corrupt Practices Act (FCPA), which makes it unlawful for a U.S. person, and certain foreign issuers of securities, to make a corrupt payment to foreign public officials for the purpose of obtaining or retaining business for or with, or directing business to, any person. The FCPA also applies to foreign firms and persons who take any act in furtherance of such a corrupt payment while in the United States. For more detailed information on the FCPA, see the FCPA Lay-Person's Guide at: <http://www.justice.gov/criminal/fraud/>

**Other Instruments:** It is U.S. Government policy to promote good governance, including host country implementation and enforcement of anti-corruption laws and policies pursuant to their obligations under international agreements. Since enactment of the FCPA, the United States has been instrumental to the expansion of the international framework to fight corruption. Several significant components of this framework are the OECD Convention on Combating Bribery of Foreign Public Officials in International Business Transactions (OECD Antibribery Convention), the United Nations Convention against Corruption (UN Convention), the Inter-American Convention against Corruption (OAS Convention), the Council of Europe Criminal and Civil Law Conventions, and a growing list of U.S. free trade agreements. This country is a party to the UN Convention, but generally all countries prohibit the bribery and solicitation of their public officials.

**OECD Antibribery Convention:** The OECD Antibribery Convention entered into force in February 1999. As of December 2009, there are 38 parties to the Convention including the United States (see <http://www.oecd.org/dataoecd/59/13/40272933.pdf>).

Major exporters China, India, and Russia are not parties, although the U.S. Government strongly endorses their eventual accession to the Convention. The Convention obligates the Parties to criminalize bribery of foreign public officials in the conduct of international business. The United States meets its international obligations under the OECD Antibribery Convention through the U.S. FCPA. Singapore is not a party to the OECD Convention.

**UN Convention:** The UN Anticorruption Convention entered into force on December 14, 2005, and there are 143 parties to it as of December 2009 (see <http://www.unodc.org/unodc/en/treaties/CAC/signatories.html>). The UN Convention is the first global comprehensive international anticorruption agreement. The UN Convention requires countries to establish criminal and other offences to cover a wide range of acts of corruption. The UN Convention goes beyond previous anticorruption instruments, covering a broad range of issues ranging from basic forms of corruption such as bribery and solicitation, embezzlement, trading in influence to the concealment and laundering of the proceeds of corruption. The Convention contains transnational business bribery provisions that are functionally similar to those in the OECD Antibribery Convention and contains provisions on private sector auditing and books and records requirements. Other provisions address matters such as prevention, international cooperation, and asset recovery. Singapore is a party to the UN Convention.

**OAS Convention:** In 1996, the Member States of the Organization of American States (OAS) adopted the first international anticorruption legal instrument, the Inter-American Convention against Corruption (OAS Convention), which entered into force in March 1997. The OAS Convention, among other things, establishes a set of preventive measures against corruption, provides for the criminalization of certain acts of corruption, including transnational bribery and illicit enrichment, and contains a series of provisions to strengthen the cooperation between its States Parties in areas such as mutual legal assistance and technical cooperation. As of December 2009, the OAS Convention has 33 parties (see <http://www.oas.org/juridico/english/Sigs/b-58.html>). Singapore is not a party to the OAS Convention.

**Council of Europe Criminal Law and Civil Law Conventions:** Many European countries are parties to either the Council of Europe (CoE) Criminal Law Convention on Corruption, the Civil Law Convention, or both. The Criminal Law Convention requires criminalization of a wide range of national and transnational conduct, including bribery, money-laundering, and account offenses. It also incorporates provisions on liability of legal persons and witness protection. The Civil Law Convention includes provisions on compensation for damage relating to corrupt acts, whistleblower protection, and validity of contracts, inter alia. The Group of States against Corruption (GRECO) was established in 1999 by the CoE to monitor compliance with these and related anti-corruption standards. Currently, GRECO comprises 46 member States (45 European countries and the United States). As of December 2009, the Criminal Law Convention has 42 parties and the Civil Law Convention has 34 (see [www.coe.int/greco](http://www.coe.int/greco).) Singapore is not a party to the Council of Europe Conventions.

**Free Trade Agreements:** While it is U.S. Government policy to include anticorruption provisions in free trade agreements (FTAs) that it negotiates with its trading partners, the anticorruption provisions have evolved over time. The most recent FTAs negotiated now require trading partners to criminalize “active bribery” of public officials (offering bribes to any public official must be made a criminal offense, both domestically and trans-

nationally) as well as domestic “passive bribery” (solicitation of a bribe by a domestic official). All U.S. FTAs may be found at the U.S. Trade Representative Website: <http://www.ustr.gov/trade-agreements/free-trade-agreements>. Singapore has a free trade agreement (FTA) in place with the United States, the U.S.- Singapore FTA, which came into force on January 1, 2004.

**Local Laws:** U.S. firms should familiarize themselves with local anticorruption laws, and, where appropriate, seek legal counsel. While the U.S. Department of Commerce cannot provide legal advice on local laws, the Department’s U.S. and Foreign Commercial Service can provide assistance with navigating the host country’s legal system and obtaining a list of local legal counsel.

**Assistance for U.S. Businesses:** The U.S. Department of Commerce offers several services to aid U.S. businesses seeking to address business-related corruption issues. For example, the U.S. and Foreign Commercial Service can provide services that may assist U.S. companies in conducting their due diligence as part of the company’s overarching compliance program when choosing business partners or agents overseas. The U.S. Foreign and Commercial Service can be reached directly through its offices in every major U.S. and foreign city, or through its Website at [www.trade.gov/cs](http://www.trade.gov/cs).

The Departments of Commerce and State provide worldwide support for qualified U.S. companies bidding on foreign government contracts through the Commerce Department’s Advocacy Center and State’s Office of Commercial and Business Affairs. Problems, including alleged corruption by foreign governments or competitors, encountered by U.S. companies in seeking such foreign business opportunities can be brought to the attention of appropriate U.S. government officials, including local embassy personnel and through the Department of Commerce Trade Compliance Center “Report A Trade Barrier” Website at [tcc.export.gov/Report\\_a\\_Barrier/index.asp](http://tcc.export.gov/Report_a_Barrier/index.asp).

**Guidance on the U.S. FCPA:** The Department of Justice’s (DOJ) FCPA Opinion Procedure enables U.S. firms and individuals to request a statement of the Justice Department’s present enforcement intentions under the anti-bribery provisions of the FCPA regarding any proposed business conduct. The details of the opinion procedure are available on DOJ’s Fraud Section Website at [www.justice.gov/criminal/fraud/fcpa](http://www.justice.gov/criminal/fraud/fcpa). Although the Department of Commerce has no enforcement role with respect to the FCPA, it supplies general guidance to U.S. exporters who have questions about the FCPA and about international developments concerning the FCPA. For further information, see the Office of the Chief Counsel for International Counsel, U.S. Department of Commerce, Website, at [http://www.ogc.doc.gov/trans\\_anti\\_bribery.html](http://www.ogc.doc.gov/trans_anti_bribery.html). More general information on the FCPA is available at the Websites listed below.

Exporters and investors should be aware that generally all countries prohibit the bribery of their public officials, and prohibit their officials from soliciting bribes under domestic laws. Most countries are required to criminalize such bribery and other acts of corruption by virtue of being parties to various international conventions discussed above. Public sector corruption, including bribery of public officials, remains a minor challenge for U.S. firms operating in Singapore.

Singapore is not a party to the OECD Convention on Combating Bribery, but the Prevention of Corruption Act makes it a crime for a Singapore citizen to bribe a foreign official or any other person, whether within or outside Singapore.

## Anti-Corruption Resources

Some useful resources for individuals and companies regarding combating corruption in global markets include the following:

- Information about the U.S. Foreign Corrupt Practices Act (FCPA), including a “Lay-Person’s Guide to the FCPA” is available at the U.S. Department of Justice’s Website at: <http://www.justice.gov/criminal/fraud/fcpa>.
- Information about the OECD Antibribery Convention including links to national implementing legislation and country monitoring reports is available at: [http://www.oecd.org/department/0,3355,en\\_2649\\_34859\\_1\\_1\\_1\\_1\\_1,00.html](http://www.oecd.org/department/0,3355,en_2649_34859_1_1_1_1_1,00.html). See also new Antibribery Recommendation and Good Practice Guidance Annex for companies: <http://www.oecd.org/dataoecd/11/40/44176910.pdf>
- General information about anticorruption initiatives, such as the OECD Convention and the FCPA, including translations of the statute into several languages, is available at the Department of Commerce Office of the Chief Counsel for International Commerce Website: [http://www.ogc.doc.gov/trans\\_anti\\_bribery.html](http://www.ogc.doc.gov/trans_anti_bribery.html).
- Transparency International (TI) publishes an annual Corruption Perceptions Index (CPI). The CPI measures the perceived level of public-sector corruption in 180 countries and territories around the world. The CPI is available at: [http://www.transparency.org/policy\\_research/surveys\\_indices/cpi/2009](http://www.transparency.org/policy_research/surveys_indices/cpi/2009). TI also publishes an annual *Global Corruption Report* which provides a systematic evaluation of the state of corruption around the world. It includes an in-depth analysis of a focal theme, a series of country reports that document major corruption related events and developments from all continents and an overview of the latest research findings on anti-corruption diagnostics and tools. See <http://www.transparency.org/publications/gcr>.
- The World Bank Institute publishes Worldwide Governance Indicators (WGI). These indicators assess six dimensions of governance in 212 countries, including Voice and Accountability, Political Stability and Absence of Violence, Government Effectiveness, Regulatory Quality, Rule of Law and Control of Corruption. See [http://info.worldbank.org/governance/wgi/sc\\_country.asp](http://info.worldbank.org/governance/wgi/sc_country.asp). The World Bank Business Environment and Enterprise Performance Surveys may also be of interest and are available at: <http://go.worldbank.org/RQQXYJ6210>.
- The World Economic Forum publishes the *Global Enabling Trade Report*, which presents the rankings of the Enabling Trade Index, and includes an assessment of the transparency of border administration (focused on bribe payments and corruption) and a separate segment on corruption and the regulatory environment. See <http://www.weforum.org/en/initiatives/gcp/GlobalEnablingTradeReport/index.htm>.
- Additional country information related to corruption can be found in the U.S. State Department’s annual *Human Rights Report* available at <http://www.state.gov/g/drl/rls/hrrpt/>.

- Global Integrity, a nonprofit organization, publishes its annual *Global Integrity Report*, which provides indicators for 92 countries with respect to governance and anti-corruption. The report highlights the strengths and weaknesses of national level anti-corruption systems. The report is available at: <http://report.globalintegrity.org/>.

## **Bilateral Investment Agreements**

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Singapore has signed Investment Guarantee Agreements (IGA's) with 37 countries, including the United States. These agreements mutually protect nationals or companies of either country against war and non-commercial risks of expropriation and nationalization.

Singapore has signed free trade agreements that include investment chapters with Australia, China, the European Free Trade Area (Switzerland, Norway, Lichtenstein, and Iceland), the Gulf Cooperation Council (comprising Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates), India, Japan, Jordan, New Zealand, Panama, Peru, South Korea, Costa Rica and the United States. Singapore is negotiating FTAs with Canada, Mexico, Pakistan, and Ukraine. Singapore is a member of the Association of Southeast Asian Nations (ASEAN), which has concluded FTAs with Australia and New Zealand, China, India and South Korea, and a Comprehensive Economic Partnership Agreement with Japan. Singapore is also a party in the Transpacific Strategic Economic Partnership Agreement together with Chile, New Zealand and Brunei. Singapore has signed tax treaties with a number of countries, but not with the United States.

## **OPIC and Other Investment Insurance Programs**

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Under the 1966 Investment Guarantee Agreement with Singapore, the U.S. Overseas Private Investment Corporation (OPIC) offers insurance to U.S. investors in Singapore against currency inconvertibility, expropriation and losses arising from war. Singapore became a member of the Multilateral Investment Guarantee Agency (MIGA) in 1998.

## **Labor**

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As of September 2010, Singapore's labor market totaled 3.076 million workers; this includes about one million foreigners, of which about 85 percent are unskilled or semi-skilled workers. Local labor laws are flexible, and allow for relatively free hiring and firing practices. Either party can terminate employment by giving the other party the required notice. The Ministry of Manpower must approve employment of foreigners.

Singapore imposes a ceiling on the ratio of unskilled/semi-skilled foreign workers to local workers that a company can employ, and charges a monthly levy for each unskilled or semi-skilled foreign worker. The government also provides incentives and assistance to firms to automate and invest in labor-saving technology.

Labor-management relations in Singapore are generally amicable. About 18 percent of the workforce is unionized. The majority of unions are affiliated with the National Trades

Union Congress (NTUC), which maintains a symbiotic relationship with the PAP ruling party. Although workers, other than those employed in the three essential services of water, gas and electricity, have the legal right to strike, no workers have done so since 1986.

Singapore has no minimum wage law; the government follows a policy of allowing free market forces to determine wage levels. Singapore has a flexible wage system in which the National Wage Council (NWC) recommends non-binding wage adjustments on an annual basis. The NWC is a tripartite body comprising a Chairman and representatives from the Government, employers and unions. The NWC recommendations apply to all employees in both domestic and foreign firms, and across the private and public sectors. While the NWC wage guidelines are not mandatory, they are widely implemented. The level of implementation is generally higher among unionized companies compared to non-unionized companies.

### **Foreign-Trade Zones/Free Ports**

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Singapore has eight free-trade zones (FTZs), six for seaborne cargo and two for airfreight. The FTZs may be used for storage and repackaging of import and export cargo and goods transiting Singapore for subsequent re-export. Manufacturing is not carried out within the zones. Foreign and local firms have equal access to the FTZ facilities.

### **Foreign Direct Investment Statistics**

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The United States is one of Singapore's largest foreign investors, with over 1,500 U.S. firms in operation. According to the Singapore Department of Statistics (Singapore DOS), U.S. cumulative foreign direct investments in Singapore totaled US\$36.6 billion in 2008 (latest available data). According to U.S. Department of Commerce statistics (USDOC), U.S. firms (manufacturing and services) in 2009 had cumulative total investments in Singapore of \$76.86 billion. Discrepancies between USG and GOS FDI numbers are attributable to differences in accounting methodologies.

**TABLE A**  
**STOCK OF FOREIGN DIRECT INVESTMENT IN SINGAPORE BY COUNTRY**  
**(As at Year-end, Historical Cost)**  
**(US\$ Million)**

|                                   | 2005    | 2006    | 2007    | 2008    |
|-----------------------------------|---------|---------|---------|---------|
| Total Foreign Direct Investment   | 194,581 | 241,570 | 322,978 | 326,790 |
| United States                     | 24,381  | 24,990  | 35,769  | 35,993  |
| Canada                            | 1,556   | 1,784   | 2,169   | 2,111   |
| Australia                         | 1,711   | 2,164   | 3,202   | 3,139   |
| New Zealand                       | 891     | 1,112   | 1,123   | 857     |
| Europe                            | 84,117  | 113,481 | 137,369 | 134,467 |
| European Union                    | 65,465  | 85,684  | 105,412 | 98,656  |
| France                            | 4,208   | 5,276   | 7,605   | 6,422   |
| Germany                           | 4,921   | 4,950   | 6,402   | 6,645   |
| Netherlands                       | 19,314  | 31,710  | 35,678  | 34,144  |
| Norway                            | 5,147   | 9,922   | 11,920  | 11,937  |
| Switzerland                       | 13,384  | 17,680  | 19,049  | 21,170  |
| United Kingdom                    | 29,800  | 34,079  | 43,386  | 35,953  |
| Asian Countries                   | 47,022  | 53,785  | 72,573  | 74,977  |
| China                             | 547     | 1,102   | 1,606   | 3,443   |
| Hong Kong                         | 2,825   | 4,119   | 4,479   | 5,056   |
| Japan                             | 26,927  | 29,323  | 32,987  | 33,924  |
| South Korea                       | 762     | 509     | 2,109   | 2,191   |
| Taiwan                            | 4,333   | 4,917   | 5,345   | 4,500   |
| India                             | 783     | 1,681   | 9,038   | 8,999   |
| ASEAN                             | 6,832   | 7,901   | 11,109  | 11,634  |
| Brunei Darussalam                 | 229     | 202     | 197     | 206     |
| Indonesia                         | 411     | 662     | 1,188   | 1,665   |
| Malaysia                          | 4,903   | 5,485   | 7,895   | 7,788   |
| Philippines                       | 445     | 568     | 683     | 763     |
| Thailand                          | 823     | 965     | 1,060   | 1,124   |
| Vietnam                           | 13      | 7       | 18      | 20      |
| Cambodia                          | 0       | 0       | 0       | 0       |
| Myanmar                           | 9       | 11      | 65      | 66      |
| South & Central America/Caribbean | 30,130  | 39,695  | 63,130  | 66,391  |
| Other Countries Nec               | 4,775   | 4,558   | 7,642   | 8,855   |

Department of Statistics, "Foreign Equity Investment in Singapore, 2008"

**TABLE B**  
**STOCK OF FOREIGN DIRECT INVESTMENT IN SINGAPORE BY INDUSTRY**  
**(As at Year-end, Historical Cost)**  
**(US\$ Million)**

|   | 2005    | 2006    | 2007    | 2008    |
|---|---------|---------|---------|---------|
| Total Foreign Direct Investment               | 194,581 | 241,570 | 322,978 | 326,790 |
| Manufacturing                                 | 62,292  | 70,262  | 80,824  | 74,217  |
| Construction                                  | 556     | 495     | 1,053   | 1,135   |
| Wholesale & Retail Trade                      | 32,777  | 41,020  | 53,159  | 58,766  |
| Hotels & Restaurants                          | 1,228   | 1,822   | 2,090   | 2,205   |
| Transport & Storage                           | 10,607  | 15,144  | 21,181  | 24,672  |
| Information & Communications                  | 2,219   | 2,322   | 3,390   | 3,099   |
| Financial & Insurance Services                | 73,104  | 95,780  | 135,113 | 130,059 |
| Real Estate, Rental & Leasing Services        | 4,972   | 6,654   | 12,812  | 13,748  |
| Professional/Technical/Admin Support Services | 6,573   | 7,432   | 11,820  | 17,130  |
| Others  | 253     | 639     | 1,535   | 1,758   |

Department of Statistics, "Foreign Equity Investment in Singapore, 2008"

**TABLE C**  
**STOCK OF DIRECT INVESTMENT ABROAD BY COUNTRY**  
**(As at Year-end, Historical Cost)**  
**(US\$ Million)**

|                         | 2006    | 2007    | 2007    | 2008    |
|-------------------------|---------|---------|---------|---------|
| Total Direct Investment | 121,392 | 160,668 | 218,201 | 207,130 |
| Asia                    | 62,770  | 78,502  | 101,720 | 110,161 |
| ASEAN                   | 28,733  | 35,949  | 46,503  | 48,212  |
| Brunei                  | 38      | 74      | 133     | 68      |
| Indonesia               | 8,792   | 10,909  | 13,160  | 12,723  |
| Malaysia                | 10,743  | 12,340  | 15,809  | 16,913  |
| Philippines             | 1,980   | 2,182   | 2,840   | 2,742   |
| Thailand                | 5,132   | 8,528   | 11,762  | 13,079  |
| Vietnam                 | 1,032   | 1,083   | 1,470   | 1,526   |
| Cambodia                | n.a.    | n.a.    | n.a.    | n.a.    |
| Myanmar                 | 880     | 650     | 1,110   | 843     |
| Laos                    | n.a.    | n.a.    | n.a.    | n.a.    |
| Hong Kong               | 9,208   | 10,158  | 13,856  | 14,376  |
| Taiwan                  | 2,830   | 3,405   | 3,557   | 4,045   |
| China                   | 16,377  | 21,856  | 28,994  | 33,585  |
| Japan                   | 1,527   | 1,648   | 1,709   | 2,293   |
| South Korea             | 2,035   | 2,174   | 2,122   | 1,575   |
| India                   | 757     | 1,625   | 3,219   | 4,100   |
| Europe                  | 10,525  | 22,050  | 32,148  | 27,360  |
| European Union          | 7,482   | 17,960  | 28,412  | 23,570  |
| Netherlands             | 1,522   | 1,994   | 2,708   | 2,327   |
| United Kingdom          | 4,338   | 13,170  | 21,798  | 17,413  |
| France                  | 158     | 146     | 78      | 75      |
| Germany                 | 365     | 391     | 413     | 466     |
| Switzerland             | 375     | 387     | 3,057   | 3,166   |
| United States           | 5,905   | 5,574   | 9,421   | 10,348  |
| Canada                  | 143     | 147     | 70      | 110     |
| Australia               | 5,369   | 7,089   | 11,844  | 11,954  |
| New Zealand             | 809     | 827     | 1,056   | 655     |
| Caribbean/Latin America | 28,418  | 34,944  | 38,264  | 35,859  |
| Other Countries nec     | 7,454   | 11,535  | 23,679  | 10,683  |

Source: Singapore's Investment Abroad, 2008

**TABLE D**  
**GDP AND FDI FIGURES, 2003-2008**  
**(US\$ Million)**

| Year | GDP     | FDI     | FDI as ratio of GDP** |
|------|---------|---------|-----------------------|
| 2003 | 95,474  | 144,747 | 1.52                  |
| 2004 | 113,456 | 169,433 | 1.49                  |
| 2005 | 120,967 | 194,581 | 1.60                  |
| 2006 | 147,889 | 241,570 | 1.63                  |
| 2007 | 170,803 | 322,978 | 1.89                  |
| 2008 | 174,090 | 326,790 | 1.88                  |

Footnote: \*GDP at Current Market Price

\*\*Based on Singapore dollars

2008 FDI data latest available

Source: Department of Statistics

**TABLE E**  
**Top 20 Major Foreign Investors by Total Assets**

| <b>Company</b>                  | <b>Country of Origin</b> | <b>Total Assets US\$ Millions</b> | <b>Business Activity</b>                          |
|---------------------------------|--------------------------|-----------------------------------|---|
|                                 |                          |                                   |   |
| Citibank Singapore              | U.S.                     | 35,333.2                          | Finance - Banking Services                        |
| Glaxo Wellcome Mfg.             | U.K.                     | 32,356.1                          | Mfg - Healthcare Related Products                 |
| Exxonmobil Asia Pacific         | U.S.                     | 10,402.3                          | Mfg - Chemical/Chemical Products                  |
| Prudential Assurance Co.        | U.K.                     | 9,388.5                           | Finance - Insurance/Re-Insurance Services         |
| Shell Eastern Trading           | Netherlands              | 8,935.6                           | Mfg - Chemical/Chemical Products                  |
| Shell Eastern Petroleum         | Netherlands              | 8,030.7                           | Wholesale - Solid/Liquid/Gaseous Fuels            |
| Hewlett-Packard Singapore       | U.S.                     | 7,956.2                           | Wholesale - Computers/IT/Telecom/Office Apparatus |
| J. Aron & Company               | U.S.                     | 7,541.5                           | Finance - Finance Services                        |
| ING Asia                        | Netherlands              | 7,043.7                           | Finance - Banking Services                        |
| Bank of Nova Scotia Asia        | Canada                   | 6,422.9                           | Finance - Banking Services                        |
| BP Singapore                    | U.K.                     | 5,974.5                           | Wholesale - Solid/Liquid/Gaseous Fuels            |
| Hewlett-Packard International   | U.S.                     | 5,268.3                           | Services - Others                                 |
| Citicorp Investment Singapore   | U.S.                     | 4,407.3                           | Finance - Banking Services                        |
| Kuok Singapore                  | Cook Islands             | 4,401.2                           | Holdings - Multindustry Activities                |
| Seagate Singapore International | U.S.                     | 4,395.2                           | Services - Others                                 |
| Guocoland Ltd                   | Bermuda                  | 4,120.3                           | Property - Real Estate Investment/Developers      |
| BOC Aviation                    | PRC                      | 3,498.7                           | Transport - Air                                   |
| DVB Group Merchant Bank         | Germany                  | 3,108.1                           | Finance - Banking Services                        |
| Texas Instruments Singapore     | U.S.                     | 2,822.8                           | Wholesale - Electrical/Electronic                 |
| Vitol Asia                      | Netherlands              | 2,724.2                           | Wholesale - Solid/Liquid/Gaseous Fuels            |

Source: Singapore 1000, 2009

## **ANNEX: INVESTMENT INCENTIVES**

### **INCENTIVES ADMINISTERED BY THE MONETARY AUTHORITY OF SINGAPORE (MAS)**

As part of the government's strategy to develop Singapore into a premier financial center, MAS offers tax incentives for financial institutions looking to set up operations here.

- A. Financial Sector Incentive ("FSI") Scheme
- B. Tax Incentive Scheme for Qualifying Processing Services Company
- C. Tax Incentive Scheme for Offshore Insurance Business
- D. Tax Exemption Scheme for Marine Hull & Liability Insurance Business
- E. Abolition of Withholding Taxes on Financial Guaranty Insurance Contracts
- F. Tax Incentive Scheme for Approved New Derivative Products traded on the Singapore Exchange
- G. Tax Incentive Scheme for Finance and Treasury Centers
- H. Tax Incentive Scheme for Approved Trustee Companies
- I. Tax Incentive Scheme for Syndicated Facilities
- J. Innovation in Financial Technology & Infrastructure Grant Scheme
- K. Tax Incentive for Trading Debt Securities
- L. Financial Sector Development Fund
- M. Financial Investor Scheme for Singapore Permanent Residence
- N. Foreign Charitable Trust Incentive
- O. Tax Incentive for Approved Fund Managers
- P. Over-the-Counter (OTC) Financial Derivative Payments
- Q. Insurance and Re-insurance Broking Tax Incentive
- R. Wealth Management Tax Incentive

Further guidelines and application information are available at <http://www.mas.gov.sg>.

### **INCENTIVES ADMINISTERED BY THE ECONOMIC DEVELOPMENT BOARD (EDB)**

- A. Pioneer Status
- B. Development & Expansion Incentive
- C. Investment Allowance Incentive
- D. Approved Foreign Loan Scheme
- E. Approved Royalties Incentive
- F. Entrepreneurship Investment Incentive
- G. HQ Program
- H. Double Deduction for Research and Development (R&D) Expenses
- I. Research Incentive Scheme for Companies
- J. Exemption of foreign sourced interest and royalty income for R&D purposes
- K. Innovation Development Scheme
- L. Initiatives in New Technology
- M. Integrated Industrial Capital Allowance
- N. Special Goods & Services Tax Scheme for 3rd Party Logistics Service Providers
- O. The Enterprise Challenge (TEC) Scheme
- P. Writing Down Allowance (WDA) for IP rights acquisition

Further guidelines and application information are available at <http://www.sedb.com>.

## **INCENTIVES ADMINISTERED BY INTERNATIONAL ENTERPRISE SINGAPORE (IE Singapore)**

- A. Double Tax Deduction (DTD) Scheme for Overseas Investment and Market Development
- B. Export Coverage Scheme
- C. Enterprise Fund
- D. Loan Insurance Scheme 3
- E. Loan Insurance Scheme Plus
- F. Internationalization Finance Scheme
- G. International Business Fellowship

Further guidelines and application information are available at <http://www.iesingapore.gov.sg>.

## **INCENTIVES ADMINISTERED BY THE MEDIA DEVELOPMENT AUTHORITY (MDA)**

- A. Market Development Scheme (MDS)
- B. TV Content Industry Development Scheme
- C. Digital Content Development Scheme
- D. Digital Technology Development Scheme
- E. INVIGORATE – PC Casual Game Initiative
- F. Synthesis – Online Content Initiative
- G. Film in Singapore! Scheme
- H. International Cooperation Agreement
- I. Short Film Grant
- J. Overseas Travel Grant
- K. New Feature Film Fund
- L. Script Development Grant
- M. Overseas Travel Grant
- N. SCREEN – Scheme for Coinvestment in Exportable Content
- O. Media Education Scheme
- P. 360-degree TV
- Q. IDEAS (Animation Development)
- R. Futurescape
- S. Microsoft XNA Development Initiative
- T. SPINE
- U. 35mm Fulfillment Fund
- V. Stereoscopic 3D Film Development Fund

Further guidelines and application information are available at <http://www.mda.gov.sg>.

## **INCENTIVES ADMINISTERED BY INFOCOMM DEVELOPMENT AUTHORITY OF SINGAPORE (IDA)**

- A. Infocomm@SeaPort
- B. Infocomm@SME
- C. Integrated Clinic Management Systems Program
- D. Digital Manufacturing Program
- E. Collaborative High Tech Manufacturing Plan
- F. Retail eSCM Ecosystem

## G. RFID Initiative

Further information, details, and guidelines are available at <http://www.ida.gov.sg>.

### **INCENTIVES ADMINISTERED BY MARITIME PORT AUTHORITY (MPA)**

- A. Approved International Shipping Enterprise Scheme
- B. Approved Shipping and Logistics Scheme
- C. Maritime Cluster Fund
- D. Maritime Enterprise IT Development Program
- E. Maritime Innovation and Technology Fund
- F. Maritime Finance Incentive

Further information, details and guidelines are available at <http://www.mpa.gov.sg>

#### **Web Resources**

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<http://www.mas.gov.sg>

<http://www.sedb.com>

<http://www.iesingapore.gov.sg>

<http://www.mda.gov.sg>

<http://www.ida.gov.sg>

<http://www.mpa.gov.sg>

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## Chapter 7: Trade and Project Financing

- [How Do I Get Paid \(Methods of Payment\)](#)
- [How Does the Banking System Operate](#)
- [Foreign-Exchange Controls](#)
- [U.S. Banks and Local Correspondent Banks](#)
- [Project Financing](#)
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### How Do I Get Paid (Methods of Payment)

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Singapore has a well-developed financial system, which offers a full range of export finance instruments. Shipments are generally made under letters of credit and sight drafts (or bills of exchange), depending on the exporter's preference and the extent of past dealings with the purchaser. Standard credit terms are generally 30 to 90 days and they are allocated on market terms. Quotations are generally made on a C.I.F. basis. Prices given in U.S. dollars should be clearly stated as such to avoid confusion with the Singapore dollar. Exporters making quotations in Singapore dollars should consult their banks for the prevailing exchange rate. Singapore uses the metric system, so it is often beneficial for price/quantity quotations to be prepared accordingly.

### How Does the Banking System Operate

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Singapore is a reputable international financial center. It is a leading world foreign exchange trading center and trader in derivatives. There are about 900 local and foreign banking and financial institutions in Singapore that provide services relating to trade financing, foreign exchange, derivatives products, capital markets activities, loan syndication, underwriting, mergers and acquisitions, asset management, securities trading, financial advisory services and specialized insurance services.

The Monetary Authority of Singapore (MAS) performs all the functions of a central bank including the issuance of currency. The unit of legal tender is the Singapore dollar. The MAS is a wholly owned and controlled statutory board under the Ministry of Finance; it is responsible for all matters relating to banks and financial institutions. Besides regulating financial institutions, the MAS has a Financial Sector Promotion Department that promotes new financial activities, develops IT infrastructure and manpower resources for the financial sector, and designs appropriate incentives to attract international financial firms to conduct activities in Singapore.

Singapore has a deposit insurance program following the enactment of the Deposit Insurance Act in October 2005 which took effect from April 1 of the following year. The program compensates individuals and charities for the first S\$20,000 (about US\$16,000) of their Singapore dollar deposits in standard savings, current and fixed deposit accounts, net of liabilities, in the event that their bank or finance company fails. The program compensates depositors through a fund built up from contributions by full banks and finance companies.

In the worst case scenario where a bank or insurance company fails, especially in view of the current global financial crisis, a safety net is provided by deposit insurance and the policy owners' protection fund respectively. Deposit insurance, which is an explicit guarantee on deposits, provides a payout of up to S\$20,000 to each individual depositor per bank. For deposits in excess of the payout, individual depositors can also claim from assets of the failed bank. Depositors and policyholders, in the case of an insurance company, would rank ahead of unsecured creditors and shareholders in their claims. The MAS, together with the Singapore Deposit Insurance Corporation (SDIC) that administers the deposit insurance scheme, will review the coverage limit regularly, taking into consideration the objectives of the scheme and international norms.

In October 2008, the Singapore government temporarily guaranteed all Singapore dollar and foreign currency deposits of individuals and non-bank customers in banks, finance companies and merchant banks licensed and supervised by the MAS. This was because of the widespread panic caused by the collapse of many well-known financial institutions then. This guarantee expired as of end 2010 but the expiry will not affect the operation of Singapore's deposit insurance scheme.

The MAS is known and respected as an effective regulator/supervisor of the financial services sector. The MAS currently requires branches of foreign banks operating in Singapore to meet the minimum BIS capital adequacy ratio (CAR) of 6.0%, but locally incorporated banks meet a more stringent ratio of 10.0%. Financial statements are in compliance with international standards and internationally recognized accounting firms perform audits. In October 2010, total assets/liabilities of Singapore's domestic banking sector amounted to US\$423 billion, which is an increase from the previous year.

## **Foreign-Exchange Controls**

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Singapore has no significant restrictions on remittances, foreign exchange transactions and capital movements. It also does not restrict reinvestment or repatriation of earnings and capital. In addition, The U.S.-Singapore FTA underpins the shared commitment of the United States and Singapore to the free transfer of capital, unimpeded by regulatory restrictions.

## **U.S. Banks and Local Correspondent Banks**

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As of December 2010, there were 26 foreign full service licensees, 50 wholesale licensees, and 38 offshore licensees operating in Singapore. Of the 26 foreign full service licensees, the government has granted "qualifying full bank" (QFB) licenses to eight foreign banks, including one U.S. bank. Except in retail banking, Singapore laws do not distinguish operationally between foreign and domestic banks. The four U.S. banks with a license to provide full banking services are: Bank of America, Citibank N.A., Citibank Singapore Limited, and JPMorgan Chase Bank N.A.. The MAS maintains a full directory of local and foreign banks and financial institutions (including U.S.-headquartered entities) that operate in Singapore. Access to this directory is free and is available at the following website: [http://www.mas.gov.sg/fi\\_directory/index.html](http://www.mas.gov.sg/fi_directory/index.html).

## **Project Financing**

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Singapore is considered a developed country and does not receive development assistance from multilateral institutions.

U.S. government agencies such as the Export-Import Bank of the United States and the U.S. Department of Agriculture, OPIC, as well as state and local bodies (e.g., Small Business Administration) offer a variety of programs to assist exporters with their financing and insurance needs. Firms seeking such assistance should contact their nearest Export Assistance Center ([http://www.export.gov/comm\\_svc/eac.html](http://www.export.gov/comm_svc/eac.html)).

## Web Resources

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Export-Import Bank of the United States: <http://www.exim.gov>

Country Limitation Schedule: [http://www.exim.gov/tools/country/country\\_limits.html](http://www.exim.gov/tools/country/country_limits.html)

OPIC: <http://www.opic.gov>

Trade and Development Agency: <http://www.tda.gov/>

SBA's Office of International Trade: <http://www.sba.gov/oit/>

USDA Commodity Credit Corporation: <http://www.fsa.usda.gov/ccc/default.htm>

U.S. Agency for International Development: <http://www.usaid.gov>

(Insert a link to the applicable Multilateral Development Bank here and any other pertinent web resources.)

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## Chapter 8: Business Travel

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### Business Customs

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Business discussions are usually conducted in a very straightforward manner. English is widely spoken and most businesspeople are skilled and technically knowledgeable. Most agents/distributors have visited the United States and often handle several American product lines. Corruption is virtually non-existent.

Many Singapore business people are of ethnic Chinese background, and many of them will have “Western” first names (e.g., Nancy Goh). Those who do not will have only their Chinese name on their business card, in which case the family name is listed first. Mr. Chan Yiu Kei would be addressed as “Mr. Chan” and Ms. Wong Ai Lan as “Ms. Wong.”

The names of business people of Malay or Indian descent are written and spoken as given name followed by family name. For the sake of politeness and respect, it is wise to address a businessperson by the last name rather than the first name until invited to use a given name. When in doubt it is not impolite to ask. The common and polite Singaporean phrase is ‘How shall I address you?’

Business cards are a must as they are immediately exchanged during business and social meetings. The East Asian practice of presenting a business card with both hands is observed. There is no need to have special business cards printed in Chinese.

Located a few degrees from the Equator, Singapore has a constant tropical climate year-round. Daytime temperatures average between 85 and 90 degrees Fahrenheit. Humidity is very high and rain showers are frequent. Temperatures at night average between 76 and 80 degrees. All public buildings, indoor restaurants and taxis are air-conditioned.

Summer-weight suits/dresses, several dress-shirts, and an umbrella are recommended for the traveler. Singapore business dress is a long-sleeved shirt and tie for men, although one will not be out of place without a tie. Some formal meetings call for a coat and tie. Businesswomen wear light-weight attire. Evening dinner-dress is a shirt and tie for men but there isn't a strict dress code for women.

Tipping is not customary in Singapore. Restaurants automatically add a 10% service charge and a 7% goods and services tax (GST) to the bill. Singapore's unit of currency is the Singapore dollar. Travelers' checks and currency may be exchanged in the baggage claim area at Changi Airport (at a reasonable rate) or at any hotel (at a less favorable rate). Singapore features dozens of Government-authorized "money changers" located in major shopping centers, offering competitive rates and they will usually accept U.S. travelers' checks as well as major currencies. International credit cards are widely accepted in hotels, restaurants and retail shops. ATMs that accept U.S. cards are widely available.

## Travel Advisory

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Americans traveling abroad should regularly monitor the Department of State's, Bureau of Consular Affairs' web site at <http://travel.state.gov/>, where the current Travel Warnings and Travel Alerts, as well as the Worldwide Caution, can be found. Up-to-date information on safety and security can also be obtained by calling 1-888-407-4747 toll-free in the U.S. and Canada or, for callers outside the U.S. and Canada, a regular toll line at 1-202-501-4444. These numbers are available from 8:00 a.m. to 8:00 p.m. Eastern Time, Monday through Friday (except U.S. federal holidays).

The Department of State urges American citizens to take responsibility for their own personal security while traveling overseas. For general information about appropriate measures travelers can take to protect themselves in an overseas environment, see the Department of State's pamphlet A Safe Trip Abroad. ([http://travel.state.gov/travel/tips/safety/safety\\_1747.html](http://travel.state.gov/travel/tips/safety/safety_1747.html))

While in a foreign country, a U.S. citizen is subject to that country's laws and regulations, which sometimes differ significantly from those in the United States and may not afford the protections available to the individual under U.S. law. Penalties for breaking the law can be more severe than those in the United States for similar offenses. Persons violating Singapore laws, even unknowingly, may be expelled, arrested or imprisoned.

There are strict penalties for possession and use of drugs as well as for trafficking in illegal drugs. Visitors should be aware of Singapore's strict laws and penalties for a variety of actions that might not be illegal or might be considered minor offenses in the United States. Commercial disputes that may be handled as civil suits in the United States can escalate to criminal cases in Singapore and may result in heavy fines and prison sentences.

Singapore customs authorities enforce strict regulations concerning temporary import and export of items such as weapons, illegal drugs, certain religious materials and pornographic material. Singapore customs authorities' definition of "weapon" is very broad, and, in addition to firearms, includes many items which are not necessarily seen as weapons in the United States, such as dive knives, kitchen knives, handcuffs and expended shell casings. Carrying any of these items without permission may result in immediate arrest. All baggage is x-rayed at every port of entry, so checked baggage will also be inspected for regulated items.

Generally, there are four types of dutiable goods in Singapore: alcoholic beverages, tobacco, gasoline and motor vehicles. Travelers entering Singapore at any port of entry

must approach an Immigration and Checkpoints Authority (ICA) officer at the "Red Channel" for payment of duty (e.g. alcohol and tobacco) and goods and services tax (GST) if you have dutiable goods which exceed the GST relief or duty-free concession. It is an offence to proceed to the "Green Channel" for clearance if you have items that are subject to payment of duty and/or GST.

The State Departments Consular Information Sheet on Singapore can be found at: [http://travel.state.gov/travel/cis\\_pa\\_tw/cis/cis\\_1017.html](http://travel.state.gov/travel/cis_pa_tw/cis/cis_1017.html)

## Visa Requirements

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U.S. citizens do not need a visa if their visit to Singapore is for business or social purposes and their stay is for 90 days or less. Travelers to the region should note that Singapore and some neighboring countries do not allow Americans to enter under any circumstances with fewer than six months of validity remaining on their passport. Travelers should note that there are also very strict penalties for overstaying their visas.

Specific information about entry requirements for Singapore may be obtained from the Embassy of the Republic of Singapore at 3501 International Place NW, Washington, DC 20008, tel. (202) 537-3100. Visit the Embassy of Singapore's web site at <http://www.mfa.gov.sg/washington/> for the most current visa information.

U.S. companies should note that Singapore is part of the Visa Waiver Program and that eligible nationals of Singapore are able to travel to the United States without a visa for tourist and business travel of 90 days or less provided they possess an e-passport and an approved authorization through the Electronic System for Travel Authorization (ESTA). Third country nationals living and working in Singapore may have to obtain a visa before visiting the United States. U.S. Companies that require travel of foreign businesspersons to the United States should be advised that security evaluations are handled via an interagency process. Visa applicants should go to the following links.

State Department Visa Website: <http://travel.state.gov/visa/>

U.S. Embassy, Singapore: <http://singapore.usembassy.gov/>

ESTA: <https://esta.cbp.dhs.gov>

## Telecommunications

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Telecommunications and Internet facilities in Singapore are state-of-the-art, providing high-quality communications with the rest of the world. For mobile phone users, third generation (3G) networks and services were rolled out in early 2005. Consumers can currently receive wireless data through their mobile phones at speeds of up to 21 megabits per second (Mbps). Internet connections are available in most hotels. There are three main mobile telephony providers (and seven mobile virtual network operators or MVNOs) and 98 Internet Services Providers. The mobile penetration rate is above 140%. Household broadband penetration is at 80%.

Internet users can go online for free at close to 7,500 Wi-Fi hot spots island-wide at public places such as shopping malls, town centers and the business district. Called

Wireless@SG, this wireless broadband service offers free Internet access at a speed of up to 1Mbps to anyone who signs up for an account. For those who require higher speeds on this nationwide network, they can take up higher speed paid-subscription plans offered by one of the three Wireless@SG operators. (<http://www.infocomm123.sg/wireless>).

As of end-2010, 60% of homes and offices have access to the new, ultra high-speed, all-fiber Next Generation Nationwide Broadband Network (Next Gen NBN). By mid-2012, 95% of the nation will have access to the Next Gen NBN. It is envisioned that this will eventually provide a nationwide ultra-high speed broadband access of 1 gigabit per second (Gbps) and more, to all physical addresses including homes, schools, government buildings, businesses and hospitals. Besides a nationwide broadband network infrastructure, Singapore is well connected by multiple satellite and submarine cable systems with more than 67 terabits per second (Tbps) of potential capacity supporting international and regional telecoms connectivity. It has more than 830 Gbps of international internet bandwidth connectivity to economies such as the US, China, Japan, India, as well as some countries in Europe and ASEAN.

## Transportation

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Situated at the crossroads of international shipping and air routes, Singapore is a center for transportation and communication in Southeast Asia. With more than 80 airlines serving 196 cities in 60 countries, Singapore's Changi Airport has established itself as a major aviation hub in the Asia Pacific region. Singapore was the world's second busiest container port in 2010. The country is linked by road and rail to Malaysia.

Taxis are abundant, metered, safe, inexpensive and air-conditioned, and most drivers speak English. Drivers should be given place names for the destination as these are often more familiar than street names. Traffic flow is good. The Government limits the total number of cars on the road through heavy fees/taxes and imposes a surcharge on vehicles entering the Central Business District during peak hours. In addition, an exceptionally clean, efficient subway system links the major business/shopping areas.

## Language

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English is widely spoken in Singapore. It is the language of business, government, education and the media. Many business people are highly educated and have traveled extensively

## Health

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Good medical care is widely available in Singapore and high-end medical tourism is a growing business. Doctors and hospitals expect immediate payment for health services by credit card or cash and generally do not accept U.S. health insurance. Recipients of health care should be aware that the Ministry of Health auditors in certain circumstances may be granted access to patient medical records without the consent of the patient, and in certain circumstances, physicians may be required to provide information relating to the diagnosis or treatment without the patient's consent.

**MEDICAL INSURANCE:** The Department of State strongly urges Americans to consult with their medical insurance company prior to traveling abroad to confirm whether their policy applies overseas and whether it will cover emergency expenses such as a medical evacuation. [Please see information on medical insurance overseas.](#)

**OTHER HEALTH INFORMATION:** Information on vaccinations and other health precautions may be obtained from the Centers for Disease Control and Prevention's automated information line for international travelers at [877-FYI-TRIP \(877-394-8747\)](tel:877-FYI-TRIP) or via <http://wwwn.cdc.gov/travel/default.aspx>. For information about outbreaks of infectious diseases abroad consult the World Health Organization's website at <http://www.who.int/en>. The World Health Organization also provides additional health information at <http://www.who.int/ith>. The Singapore Ministry of Health's web site, <http://www.moh.gov.sg/>, contains helpful health information.

### Local Time, Business Hours, and Holidays

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Singapore is twelve hours ahead of Eastern Daylight Savings or thirteen hours ahead of Eastern Standard Time. Normal business hours are 8:30 a.m. - 5:00 p.m., Monday-Friday. Government of Singapore agencies and many private sector companies are closed for business on Saturday. Shops are normally open every day from 10:00 am – 9:00 p.m.

The American Embassy closes on American and local holidays. The dates on which holidays are observed in 2011 are listed below:

| OFFICIAL DATE      | U.S. HOLIDAY                        | LOCAL HOLIDAY    | DATE OBSERVED                              |
|--------------------|-------------------------------------|------------------|--|
| January 1          | New Year's Day                      | New Year's Day   | Friday, December 31                        |
| 3rd Mon in January | Birthday of Martin Luther King, Jr. |                  | Monday, January 17                         |
| February 3 – 4     |                                     | Chinese New Year | Thursday, February 3<br>Friday, February 4 |
| 3rd Mon in Feb     | Washington's Birthday               |                  | Monday, February 21                        |
| April 22           |                                     | Good Friday      | Friday, April 22                           |
| *May 1 (Sunday)    |                                     | Labor Day        | Monday, May 2                              |
| May 17             |                                     | Vesak Day        | Tuesday, May 17                            |
| Last Mon in May    | Memorial Day                        |                  | Monday, May 30                             |
| July 4             | Independence Day                    |                  | Monday, July 4                             |
| August 9           |                                     | National Day     | Tuesday, August 9                          |
| August 30          |                                     | Hari Raya Puasa  | Tuesday, August 30                         |

|                           |               |                |                       |
|---------------------------|---------------|----------------|-----------------------|
| 1st Mon in September      | Labor Day     |                | Monday, September 5   |
| 2nd Mon in October        | Columbus Day  |                | Monday, October 10    |
| ** October 26             |               | Deepavali      | Wednesday, October 26 |
| *November 6 (Sunday)      |               | Hari Raya Haji | Monday, November 7    |
| November 11               | Veteran's Day |                | Friday, November 11   |
| 4th Thu in November       | Thanksgiving  |                | Thursday, November 24 |
| *December 25 (Sunday)     | Christmas     | Christmas      | Monday, December 26   |
| *January 1, 2012 (Sunday) | New Year      | New Year       | Monday, January 2     |

\* The following Monday will be a public holiday.

\*\* The date for Deepavali, October 26, 2011, will be checked against the Indian Almanac when it is available. Should there be a change in this date, the Ministry of Manpower will issue a press release to announce the change.

### Temporary Entry of Materials and Personal Belongings

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There is no restriction on the temporary entry of laptop computers, software and exhibition materials into the country. Please see Chapter 5 on temporary goods entry requirement.

### Web Resources

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<http://www.customs.gov.sg/topNav/hom/>

<http://www.mfa.gov.sg/washington/>

[http://travel.state.gov/travel/cis\\_pa\\_tw/cis/cis\\_1017.html](http://travel.state.gov/travel/cis_pa_tw/cis/cis_1017.html)

<http://www.cdc.gov/travel/seasia.htm>

<http://travel.state.gov/visa/>

<http://wwwn.cdc.gov/travel/default.aspx>.

<http://www.who.int/en>

<http://www.who.int/ith>

<https://esta.cbp.dhs.gov>

<http://www.moh.gov.sg/>

<http://singapore.usembassy.gov/>

[http://travel.state.gov/travel/cis\\_pa\\_tw/cis/cis\\_1470.html](http://travel.state.gov/travel/cis_pa_tw/cis/cis_1470.html)

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## Chapter 9: Contacts, Market Research and Trade Events

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### Contacts

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#### Singapore Government Agencies

Accounting & Corporate Regulatory Authority – <http://www.acra.gov.sg>  
Agency for Science, Technology and Research (ASTAR) – <http://www.a-star.edu.sg>  
Building & Construction Authority – <http://www.bca.gov.sg>  
Central Provident Fund Board – <http://www.cpf.gov.sg>  
Centre for Drug Administration (CDA) – <http://www.hsa.gov.sg>  
Centre for Forensic Medicine (CFM) – <http://www.hsa.gov.sg>  
Centre for Medical Device Regulation (CMDR) – <http://www.hsa.gov.sg>  
Civil Aviation Authority of Singapore – <http://www.caas.gov.sg>  
Economic Development Board – <http://www.sedb.com>  
Health Promotion Board – <http://www.hpb.gov.sg>  
Immigration & Checkpoints Authority – <http://www.ica.gov.sg>  
Infocomm Development Authority of Singapore – <http://www.ida.gov.sg>  
Inland Revenue Authority of Singapore – <http://www.iras.gov.sg>  
Institute for Infocomm Research – <http://www.i2r.a-star.edu.sg>  
Institute of Microelectronics – <http://www.ime.a-star.edu.sg>  
Intellectual Property Office of Singapore – <http://www.ipos.gov.sg>  
International Enterprise Singapore – <http://www.iesingapore.gov.sg>  
JTC Corporation – <http://www.jtc.gov.sg>  
Land Transport Authority (LTA) – <http://www.lta.gov.sg>  
Media Development Authority – <http://www.mda.gov.sg>  
MediaCorp – <http://www.mediacorp.com.sg>  
Ministry of Community Development, Youth and Sports – <http://www.mcys.gov.sg>  
Ministry of Defence – <http://www.mindef.gov.sg>  
Ministry of Education – <http://www.moe.edu.sg>  
Ministry of Finance – <http://www.mof.gov.sg>  
Ministry of Health – <http://www.moh.gov.sg>  
Ministry of Information, Communications and the Arts – <http://www.mica.gov.sg>  
Ministry of Law – <http://www.minlaw.gov.sg>  
Ministry of Manpower – <http://www.mom.gov.sg>  
Ministry of National Development – <http://www.mnd.gov.sg>  
Ministry of the Environment and Water Resources – <http://www.mewr.gov.sg>  
Ministry of Trade and Industry – <http://www.mti.gov.sg>  
Ministry of Transport – <http://www.mot.gov.sg>  
Monetary Authority of Singapore – <http://www.mas.gov.sg>  
PSA Corporation Limited – <http://www.psa.com.sg>  
Public Utilities Board – <http://www.pub.gov.sg>  
Singapore Customs – <http://www.customs.gov.sg>

Singapore Power Ltd. – <http://www.singaporepower.com.sg>  
Singapore Science Centre – <http://www.science.edu.sg>  
Singapore Sports Council – <http://www.ssc.gov.sg>  
Singapore Tourism Board – <http://www.stb.com.sg>  
Spring Singapore – <http://www.spring.gov.sg>  
Urban Redevelopment Authority – <http://www.ura.gov.sg>  
Singapore government website – <http://www.gov.sg>  
Singapore website - <http://www.sg>

### **Trade Associations/Chambers of Commerce in Singapore**

American Chamber of Commerce in Singapore – <http://www.amcham.org.sg>  
Association of Process Industry – <http://www.aspri.com.sg>  
Association of Small and Medium Enterprises – <http://www.asme.org.sg>  
Association of the Telecommunications Industry of Singapore – <http://www.atis.org.sg>  
General Insurance Association of Singapore – <http://www.gia.org.sg>  
The Institution of Engineers, Singapore – <http://www.ies.org.sg>  
Instrumentation & Control Society Singapore – <http://www.singics.org.sg>  
Life Insurance Association Singapore – <http://www.lia.org.sg>  
Motor Traders Association of Singapore – <http://www.mta.org.sg>  
Packaging Council of Singapore – <http://www.packaging.org.sg>  
Real Estate Developers' Association of Singapore – <http://www.redas.com>  
Recording Industry Association (Singapore) – <http://www.rias.org.sg>  
Singapore Association of Pharmaceutical Industries (SAPI) – <http://www.sapi.org.sg>  
Singapore Business Federation – <http://www.sbf.org.sg>  
Singapore Chinese Chamber of Commerce and Industry – <http://www.sccci.org.sg>  
Singapore Computer Society – <http://www.scs.org.sg>  
Singapore Cycle & Motor Traders' Association – <http://www.autoparts.com.sg>  
Singapore Dental Association – <http://www.sda.org.sg>  
Singapore Exchange Ltd. – <http://www.sgx.com>  
Singapore Furniture Industries Council – <http://www.singaporefurniture.com>  
Singapore Indian Chamber of Commerce and Industry – <http://www.sicci.com>  
Singapore Industrial Automation Association – <http://www.siaa.org>  
Singapore Infocomm Technology Federation – <http://www.sitf.org.sg>  
Singapore Institute of Architects – <http://www.sia.org.sg>  
Singapore Institute of Planners- <http://www.sip.org.sg>  
Singapore Institute of Surveyors & Valuers – <http://www.sisv.org.sg>  
Singapore International Chamber of Commerce – <http://www.sicc.com.sg>  
Singapore Jewellers Association – <http://www.sja.org.sg>  
Singapore Malay Chamber of Commerce – <http://www.smcci.org.sg>  
Singapore Manufacturers' Federation – <http://www.smafederation.org.sg>  
Singapore Medical Association – <http://www.sma.sg>  
Singapore Plastic Industry Association – <http://www.spia.org.sg>  
Singapore Precision Engineering & Tooling Association – <http://www.speta.org>  
Singapore Retailers Association – <http://www.retail.org.sg/>  
Singapore Shipping Association – <http://www.ssa.org.sg>  
Singapore Society of Radiographers – <http://www.ssr.org.sg>  
Singapore Timber Association – <http://www.singaporetimber.com>  
Textile and Fashion Federation (Singapore) – <http://www.taff.org.sg>  
The Association of Banks in Singapore – <http://www.abs.org.sg>

The Singapore Contractors Association Ltd. (SCAL) – <http://www.scal.com.sg>  
US - Asean Business Council, Inc. – <http://us-asean.org>

## **Market Research**

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To view market research reports produced by the U.S. Commercial Service please go to the following website: <http://www.export.gov/mrktresearch/index.asp> and click on Country and Industry Market Reports.

Please note that these reports are only available to U.S. citizens and U.S. companies. Registration to the site is required, and is free.

## **Trade Events**

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Please click on the link below for information on upcoming trade events.

<http://www.export.gov/tradeevents/index.asp>

[http://www.buyusa.gov/singapore/en/news\\_and\\_events.html](http://www.buyusa.gov/singapore/en/news_and_events.html)

[http://www.yoursingapore.com/content/mice/en/plan-your-event/exhibition\\_convention\\_calendar.html](http://www.yoursingapore.com/content/mice/en/plan-your-event/exhibition_convention_calendar.html)

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## Chapter 10: Guide to Our Services

The President's National Export Initiative aims to double exports over five years by marshaling Federal agencies to **prepare U.S. companies to export successfully, connect them with trade opportunities** and **support them once they do have exporting opportunities**.

The U.S. Commercial Service offers customized solutions to help U.S. exporters, particularly small and medium sized businesses, successfully expand exports to new markets. Our global network of trade specialists will work one-on-one with you through every step of the exporting process, helping you to:

- Target the best markets with our world-class research
- Promote your products and services to qualified buyers
- Meet the best distributors and agents for your products and services
- Overcome potential challenges or trade barriers
- Gain access to the full range of U.S. government trade promotion agencies and their services, including export training and potential trade financing sources

To learn more about the Federal Government's trade promotion resources for new and experienced exporters, please click on the following link: [www.export.gov](http://www.export.gov)

For more information on the services the U.S. Commercial Service offers to U.S. exporters, please click on the following link: (Insert link to Products and Services section of local buyusa.gov website here.)

U.S. exporters seeking general export information/assistance or country-specific commercial information can also contact the **U.S. Department of Commerce's Trade Information Center** at **(800) USA-TRAD(E)**.

**We value your feedback on the format and contents of this report. Please send your comments and recommendations to: [Market\\_Research\\_Feedback@trade.gov](mailto:Market_Research_Feedback@trade.gov)**

To the best of our knowledge, the information contained in this report is accurate as of the date published. However, **The Department of Commerce** does not take responsibility for actions readers may take based on the information contained herein. Readers should always conduct their own due diligence before entering into business ventures or other commercial arrangements. **The Department of Commerce** can assist companies in these endeavors.

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