In recent years, Singapore has become an important player in the global economic landscape, attracting significant investments from various countries. Its strategic location, well-developed infrastructure, and pro-business environment have made it a preferred destination for companies to set up their operations. Here are some key points about Singapore's economic relationship with the United States and Japan:

1. **Investment Flows**
   - Singapore has received over $274.3 billion in U.S. investments since 1970, making it the 12th largest source of U.S. investments globally.
   - The United States is Singapore's largest single trading partner, with a value of transaction of $53.8 billion in 2019.

2. **Trade and Partnerships**
   - Singapore is home to the world's largest logistics operator, DB Schenker, which has operations in the U.S.
   - The Singapore Airlines Group is the world's second-largest air cargo operator, with a significant presence in the U.S.
   - ST Engineering, a Singaporean defense conglomerate, has a U.S. presence, with offices in Washington, D.C., and a presence in the U.S. due to its strategic focus on the U.S. market.

3. **Strategic Partnerships**
   - Singapore and the United States have a long-standing partnership, with the U.S. being the largest single investment partner in Singapore. The relationship between the two countries is characterized by strong economic ties and mutual recognition of each other's strategic importance.

4. **Innovation and Technology**
   - Singapore is a leader in innovation and technology, with strong partnerships with U.S. companies such as Amazon, AirBnB, and Visa. These partnerships have driven significant technological advancements and contributed to the growth of the economy.

5. **Education and Talent**
   - Singapore's education system is highly regarded, and the country attracts many U.S. students and professionals. The United States is Singapore's second-largest source of student visas, with over 12,000 students enrolled in U.S. universities.

6. **Security and Defense**
   - Singapore has a strong defense capability and is a key partner in the U.S.'s security strategies in the Asia-Pacific region. The U.S. and Singapore have conducted numerous joint military exercises and have a robust defense cooperation agreement.

7. **Attractiveness as a Business Hub**
   - Singapore's business environment is highly attractive, with low tax rates, efficient governance, and a stable political environment. This has made it a preferred destination for U.S. companies looking to expand their operations in the region.

8. **Cultural Exchange**
   - Singapore and the United States have a rich cultural exchange, with both countries hosting important cultural events and exhibitions. This exchange fosters a deeper understanding and appreciation of each other's cultures.

Singapore's position as a key pillar of the global economy, with its strong economic ties and strategic partnerships, underscores its importance as a gateway to the Asian market and a hub for innovation and technology. The country's continued commitment to growth and development, combined with its robust partnerships, will likely ensure its continued success in the global economic landscape.
In the ten years since the world financial crisis of 2008, global growth has been weak and productivity growth has stagnated. Today is an era of rapid technological change, where innovation cycles have shortened. It is within this demanding global environment, one of the world’s most prosperous nations, that some of the greatest economic challenges and opportunities exist for the years ahead.

The Committee on the Future Economy (CFE) was convened in 2016 to develop economic strategies that will last for 40 years with over 5,000 stakeholders, including trade associations and chambers, public agencies, companies, academics, experts, and other parties in the process. The CFE identified that, despite the current challenges facing Singapore, its future will be a tale of growth and success if it is able to fully leverage the changing global environment.

As its chief driving force, ASEAN has laid out a path for the future of regional cooperation and integration. The realization of the ASEAN Economic Community (AEC) is a major priority. The AEC is envisaged as a single market and production base that will integrate ASEAN’s economies and people, creating new opportunities, and preparing the region for a more competitive future.

Trade and Industry Minister for how we can harmonize

Mr. Chan, “To remain economically competitive, Singapore needs to establish itself as a global-Asean node. We want to be able to support global MNCs to enter to our markets, and Singapore and Asian firms seeking to operate in other ASEAN member states to be able to do so. This is where the importance of developing approaches beyond traditional trade agreements and a common value framework. We're connecting our people with entrepreneurs in innovation hubs across the world through our Global Innovation Alliance (GIA), so that they can share ideas and co-innovate new solutions with entrepreneurs in innovation hubs across the world, through our Global Innovation Alliance (GIA), so that they can share ideas and co-innovate new solutions that bring value to consumers and businesses worldwide.”

The ASEAN of today has a bright future as an innovative, stable group across the globe.

Amid an increasingly competitive global business environment, Singapore is positioning itself as a location for co-creation, partnering with both local and international companies to drive innovation. A new wave of creativity is sweeping over us, with traditional industries being forced to rethink their business models in the face of their deadweight of new entrants. To meet the challenge of this new technological evolution, the global economy is now a landscape of constant breakneck innovation and gathering change, and in order to survive, no company can afford to stand still.

“Companies are evolving. Industry structures are evolving. In the past, industries existed in very traditional silos. Now, the boundaries are blurring, disrupting traditional companies and jobs. That’s the challenge that we face,” says Tan Kit Hor, Chief Executive of the Enterprise Media Development Authority (EMDA).

Amid this game-changing disruption, Singapore has positioned itself as an advert of open-mindedness in the world’s most dynamic economic region, with the introduction of strategic, entrepreneurial-friendly schemes, goals and policies by the government, to become Asia’s Silicon Valley.

The obvious choice for multinationals

Innovative years, Singapore’s robust infrastructure, ease of doing business and widespread technology adoption has seen it become a natural choice for American companies looking for a place to try out new ideas.

In 2011, U.S. banking giant Citi opened the Citi Innovation Lab in Singapore, which not only allows it to create products by interaction with banking solutions, but provides a place for clients to test-drive them through live demonstrations. One solution created by the bank was last year’s launch of a banking chatbot, “Citi Bot” on Facebook, the first of its kind in Asia. The chatbot, “Citi Bot,” provides live demonstrations. One solution created by the bank was last year’s launch of a banking chatbot, “Citi Bot” on Facebook, the first of its kind in Asia. The chatbot, “Citi Bot,” provides live demonstrations. One solution created by the bank was last year’s launch of a banking chatbot, “Citi Bot” on Facebook, the first of its kind in Asia. The chatbot, “Citi Bot,” provides live demonstrations. One solution created by the bank was last year’s launch of a banking chatbot, “Citi Bot” on Facebook, the first of its kind in Asia. The chatbot, “Citi Bot,” provides live demonstrations. 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With a population of 6.5 million and a nominal GDP of $6.5 trillion, the city-state of Singapore has long been anamber of the East, and an ambition that would turn into one of the world’s largest and most dynamic economies.

It is a vision that has been cosmic in its reach. Singapore’s drive to become a leading global hub and innovation nation has been the focus of its policies for more than three decades.

And it has paid off. In the last few years, Singapore has been recognized as one of the world’s most innovative and digital economies.

The city-state has invested heavily in its digital infrastructure, and has seen a rapid growth in the number of start-ups. As of 2023, Singapore is home to over 20,000 start-ups, making it one of the world’s largest and most dynamic economies.

Singapore is a shining example of how a small city-state can become a global leader in innovation and digital transformation.

In the words of Mr. Lim Chuan Poh, Co-founder and CEO of SingPost: “There is a saying that if you can do it in Singapore, you can do it anywhere. We believe that Singapore is the perfect testing ground for new ideas and technologies.”

And so, as we look to the future, Singapore remains a beacon of hope for countries around the world to emulate.

“Singapore is an example of how the city-state can become a global leader in innovation and digital transformation,” said Mr. Lim Chuan Poh, Co-founder and CEO of SingPost. “We have seen a rapid growth in the number of start-ups, and we are proud to be a part of this global trend.”

In conclusion, Singapore is a shining example of how a small city-state can become a global leader in innovation and digital transformation. As we look to the future, Singapore remains a beacon of hope for countries around the world to emulate. 

**“Singapore is an example of how the city-state can become a global leader in innovation and digital transformation.” - Mr. Lim Chuan Poh, Co-founder and CEO of SingPost.**
Singapore’s Financial Sector Embraces Technological Disruption

Blending finance and technology has become Singapore’s forte, with more than 470 Fintech ventures based in the city-state and over 30 Fintech innovation labs or research centers set up by multinational corporations.

With a tech-savvy population, high smartphone penetration and support from the regulatory authorities, Singapore is among the countries leading the rest of the world in its residents’ attitude towards digital banking alternatives, according to an annual report from tech firm Oracle. And the country’s forward-looking attitudes are reflected in the actions of its financial sector, which has embraced digital disruption both through the digitization of traditional banks as well as through promoting Fintech solutions.

“Fintech can change every aspect of interaction within the financial sector – the way you create, sell, distribute and support insurance, the way you do consumer banking, asset management, the way you do pension plans, corporate banking or investment banking. It can also affect the way public infrastructure is built around financial services and changes the way regulators interact with the industry in terms of monitoring and supervising. That has been the big picture of our strategy for the last three years,” says Sopnendu Mohanty, chief Fintech officer at MAS.

Currently, activity in the Fintech sector is centered on areas such as diverse as payments and remittances, crossborder, wealth, marketplace lending and insurance. “There is something very unique about Fintech,” says Mr. Mohanty. “The bigger the constraint, the more likely new ideas will come.”

Sopnendu Mohanty, Chief Fintech Officer, MAS

“For DBS’s Mr. Gupta, this has been remarkable. We’re seeing that the transition is happening very rapidly,” says Mr. Gupta.

DBS has now exported its digital know-how across ASEAN and beyond, with the launch of digibank – which it calls “an embeddable squeezed to fit into your smartphone” – in India and Indonesia.

Partnership drives innovation

Anбанes around the world grapple with the challenge brought to their business model by the new digital revolution, many are partnering with or even acquiring tech firms, in order to bring in the resilience and agility required to transform the way they do business.

One success story in this respect is United Overseas Bank Limited (UBS). By July this year, it announced an investment in Israel Fintech firm PaisaWache to boost its use of artificial intelligence across its markets in Southeast Asia.

“When they came to us, they looked at our footprint and they were eager to partner with us because of the way we reach out to the different markets in the region,” explains Susan Huse, the bank’s managing director and head of group technology and operations. The bank’s local knowledge, coupled with the Fitbit’s technological might, has enabled the creation of a truly local service – across Asia.

A conducive start-up environment

While Singaporean banks have become leaders in digital banking in ASEAN, support from the Monetary Authority of Singapore (MAS), which has been actively promoting the establishment of clear, digital-friendly rules, has led to the launch of a flurry of Fintech firms in the country.

“Fintech can change every aspect of interaction within the financial sector – the way you create, sell, distribute and support insurance,” says MAS’s Mr. Mohanty.

How do our customers feel about bankingless?

At DBS, we believe that banking should be simple, intuitive, and seamlessly integrated into everything you do, so you can enjoy a lot more life, with a lot less bank.

1. 2. 3. 4. 5. All the above

“In some cases, it is a more efficient way to do things – in India and Indonesia,” says Mr. Gupta.

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ASEAN’s economic growth increases demand for financing

Singapore’s financial service providers are buttressing ASEAN’s development, helping companies internationalize through cross-border financing and capital-raising.

As ASEAN’s financial services hub, Singapore plays a key role in helping the region forward to capture its new phase of dynamism through an increasingly strong focus on finance, infrastructure and enterprises across the region, as well as bringing in private capital.

Banking without borders

As a result, Singapore’s local banks are stepping up to provide new cross-border financing solutions. One such example is the UOB (Malaysia) Bank Bhd, a wholly owned subsidiary of UOB, which has been providing trade and industry associations, including government agencies, its ecosystem of strategic partners, through a completely digital onboarding process.

“We recognized early the importance of supporting the region’s growth. That was a very important realization and has influenced our business focus over many years.”

SUSAN HWEE, AV Head, Group Technology & Operations, UOB

In addition to financial solutions, the bank also supports corporates with business advisory services through its dedicated Direct Investment (FDI) Advisory Unit – a one-stop service for foreign companies looking to set up regional operations. This ecosystem of strategic partners, including government agencies, trade and industry associations and professional service providers across the region.

With regional expansion a major focus for corporate ASEAN, UOB has positioned itself as a fast router, enabling Singaporean businesses to internationalise while providing foreign firms with the support they need to access new markets.

“SGX is the one-stop service for all corporate issuers, linking Singapore’s well-established business environment and highly skilled and cosmopolitan workforce into emerging and frontier markets. As ASEAN’s financial services hub, we see first-hand the opportunities that BRI brings to Singapore.”

JUDY HSU, Co-CEO of Singapore Exchange

ASIA’S growing demand for financing is fuelled by the roll-out of China’s Belt and Road Initiative (BRI). Strategically located to serve the fast-growing Asia-Pacific region, Singapore’s well-established business infrastructure, global connectivity and trade linkages have long made it an attractive location for international banks. Today, over 200 banks have a presence in the city-state, with a growing number basing their operational headquarters there in order to service their regional group activities.

This year, Standard Chartered announced its intention to fully consolidate its business operations through a completely digital onboarding process. “With growing competition among financial institutions to attract and retain talent, banks are well positioned to take back the initiative in ensuring the right people are available for the job, such as the SkillsFuture Singapore’s Professional Conversion Programs which re-skill banking professionals into emerging roles.”

A strong ecosystem of financial institutions and professional service providers, as well as a booming fintech industry, Singapore’s financial services sector has today become truly global, and a place where the world’s banks can come to build solutions to take back to their home markets.

FOREIGN BANKS FIND A BASE IN SINGAPORE

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Unlock opportunities across ASEAN with a trusted partner

Our dedicated Foreign Direct Investment (FDI) Advisory unit helps connect companies to opportunities across Southeast Asia through our regional network, local expertise and strategic partnerships.

To find out more, visit www.oubgroup.com/FDI
The worldfolio
Island, one of Asia’s largest chemical towers stud the skyline of Jurong banks and businesses. Chemicals
On a helicopter ride over the glit-
tions to many issues concerning
throughout the region’s industries.
planning for innovation, disruptive
role in executing the government’s
innovation agenda, helping local
to remain competitive, they need a
innovation to ride the new age
scaling consumer market and although
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As Singapore proceeds on its Future Economy journey, facing technological disruption and equipping students with essential skills plays a vital role.

One of our challenges is to get young people to have more diverse dreams and objectives.

ExxonMobil. Celebrating its 125th
years, making it one of the largest
in the supply chain is to be the
supplier, representing us as
them. This has been a success-
ful business model for us for the
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critical to the world, the
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Having built on existing advantages due to its size, organization and political structure, Singapore's commitment to a create a leading economy powered by technology means it is today one of the smartest cities around, and an example to which its regional peers can aspire.

With increased urbanization and rising global pressures to remain economically and environmentally sustainable in the face of dwindling natural resources, the city-state has turned to technological innovation to drive change in the development of so-called smart cities, which has become a very hot topic.

Urbanization poses a host of issues for cities and their populations worldwide. Major urban sprawls are today a leading concern and are continually expanding with overused infrastructure, crippling traffic congestion, and rising levels of unsafe air and noise pollution. In response, countries and their governments are turning to smart technologies to make cities more livable, while also building capacity for further growth in an environmentally and socially-sustainable way.

According to a recent United Nations report, 56% of the world's population will live in urban areas by 2050, with Asia housing the fastest growing continent along with Africa. Home to 53 percent of the world's urban population, Asia in 2050 will see this expand to 64 percent, with global population projected to peak at 9.7 billion (urban populations of more than 10 million people) by 2050, it assesses. Asia's growth has been driven to help citizens live more comfortably and sustainably.

Vegetation, many could argue that the ASEAN continent is today a leading innovator in the region, the cities of Seoul, Tokyo and Hong Kong are today lauded as futuristic, technology-driven city indicators. Asian cities are also a long way off their overall urbanization potential. The Southeast Asian country is today one of the world's smallest countries, yet boast one of the world's highest GDPs, one of the world's most technologically advanced economies, and the development of an economic model that the world has yet to copy.

A prime example of Singapore’s willingness to harness the innovative power of the public sector is its partnership with global technology giant, Keppel Group to develop an smart urban mobility.

Collaborating with the Government Technology Agency (GovTech), ST Engineering is working on a smart urban mobility technology and planning. The transport operator, a joint venture between Singapore’s Land Transport Authority (LTA) and ST Engineering is also working on a smart urban mobility as well. The agreement will see both companies’ expertise and resources to take advantage of this connected nature for the sake of citizens, and innovative solutions in more attractive location for innovative, idea-driven entrepreneurs.

Having built on existing advantages due to its size, organization and political structure, it is this commitment to a create a leading economy powered by technology means it is today one of the smartest cities around, and continuously setting standards.

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We look forward to contributing our integrated technology and engineering expertise in providing our network of talent and resources towards realizing Singapore’s first digital district.

VINCENT CHONG,
President
ST Engineering

autonomous bus network. Having attained global experience in deploying public and private transportation, Keppel has long been considered a leader in this space, and the team at ST Engineering was selected as a key technology integrator and partner for Smart Nation drive. The group's role is to bring together a team of businesses, a university and a community to create a new urban mobility system.

"The other important aspect of our Business in building tenant relationships with U.S. corporations active in Asia.

WEI YEW KWONG,
CEO, Mapletree Group

Access to technical skill sets related to real estate, logistics, engineering expertise, and our integrated technology and engineering expertise,” he remarks, “as well as contributing our network of talent and resources to the Smart Nation drive. The group's role is to bring together a team of businesses, a university and a community to create a new urban mobility system.

The first project that Keppel and ST Engineering will embark on is Smart Nation City, a 24-hour digital city, envisaged to be the world's first smart city. By 2025, the Smart Nation City aims to have the worldfolio of digital transformation, enabling the creation of new digital streets and buildings, as well as to effectively manage infrastructure and community services.

With this kind of major collaboration, companies have already reaped their innovative solutions. In Singapore, it means a gold or smart city standard has already been effectively set. This will stand future Singapore city projects across Asia, as well as the business models of the companies involved in them, in very good health.

Singapore Real Estate Developer Launches U.S. Portfolio with Student Housing, Corporate Lodging and Logistics Assets

With around $35.3 billion of assets under management, Mapletree Investments looks to the U.S. to diversify and expand its worldwide portfolio. The company currently holds almost $3.8 billion worth of AUM for the U.S. in the largest market for the firm behind Singapore, China and Hong Kong SAR. (Source: currency exchange March 31, 2018)

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Marketing is also a very vital part of the Smart Nation City, which is becoming increasingly expensive, are looking to the risk-averse Chinese investors, building to factories and logistics facilities, analytically smart.

Mapletree is also very active in the United States. More recently, Mapletree acquired a portfolio of completed logistics assets totaling 66,000,000 square meters to meet the increasing demands of e-commerce.

While the Sci-fi-style might not be realistic enough in terms of delivery, but the technology and solutions that can be operationalized are still very much on the smart city agenda. It also means we can have better control and management of the streets, including smart street lighting, smart security management, autonomous vehicles and mobile robots, drone network solutions, and smart environment monitoring.

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Over the past two years, an increasingly prosperous Asia has fueled unprecedented growth in the global property market. While 2017 was the second-best year in the past decade for investment in income-generating commercial real estate, according to Real Capital Analytics, 2018 looks set to go one better. Under the latest research published by consultants Cushman & Wakefield, investment in the global property market has grown 25 percent year-on-year to a new record high of US$1.5 trillion this year, up from US$1.1 trillion in 2017.

As the world’s largest destination for real estate investment (accounting for over half of global outflows), Asia saw Singapore give an aggregated US$100 billion last year overall. In terms of the city-state’s cross-border capitalization, the Group is particularly upbeat about the opportunities being presented by the dynamic digital economy. The critical tipping point will be when connectivity has improved so much that it is possible for individuals across all parts of Asia to be connected to their local smart devices.

For some, this is a tipping point that allows technology, especially web technology, to drive the brick-and-mortar business of real estate, particularly in the retail sector. The impact of the growing digital marketplace on the high street is well documented. However, Mr. Lim says: it doesn’t have to be that way. And CapitaLand – at the forefront of driving digital innovation in the retail sector across Asia through its portfolio of popular shopping malls – is growing apace. With shopper traffic of 1.1 billion across Asia, CapitaLand is poised to tap the region’s growing retail demand. “Shopping malls are no longer a place just for you to sell and buy things. It’s a place where people want to experience something new, different and convenient. It’s about providing services,” he explains. “For us, we focus on building relationships and engaging with our local customers by leveraging digital technology. The focus on customers is why we see technology as an opportunity rather than a threat.”

To this end, CapitaLand is racing ahead to open Singapore’s first online and offline (O+O) shopping mall, Funan, integrating online, offline, data and logistics aimed at empowering retailers’ omnichannel strategy and transforming the customer experience in 2Q 2019. Behind this is a multiasset-class development that is also creating an ‘ex- perience island’ in the heart of Singapore’s central business district.

Besides improving services, digitalization also has the potential for ASEAN to create a ‘network of hubs’, says Mr. Lim – something the sector can additionally embrace and benefit from through facilitating knowledge exchange between the regions. And CapitaLand is poised to tap the region’s growing retail demand. “Shopping malls are no longer a place just for you to sell and buy things. It’s a place where people want to experience something new, different and convenient. It’s about providing services,” he explains. “For us, we focus on building relationships and engaging with our local customers by leveraging digital technology. The focus on customers is why we see technology as an opportunity rather than a threat.”

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Singapore is at the forefront of digital technologies and infrastructure in the shipping industry that will help to improve efficiency and productivity.

The IMO’s ultimate aim is to increase the industry’s value by at least $23 billion and create more than 5,000 jobs by 2050. John Ng, the managing director of Singapore-based global shipping and maritime consultancy Eastern Maritime, praises the initiative. "Innovation will be a key factor, and maritime companies are encouraged and supported to look into developing future capabilities and solutions that build on technologies such as automation, data analytics, and artificial intelligence."

One of the major players in this ambitious embrace of technology is a home-grown maritime port operator PSA International which operates more than 40 port terminals worldwide from Argentina to Saudi Arabia, and from Belgium to Japan. "We as Singapore need to see the future, prepare ourselves ahead, implement those things which will enable us to create value," says PSA International CEO, Tan Chong Meng, who is also president of the International Maritime Consultants’ Association.

"This will permit us to be a leader in maritime technology. A PSA subsidiary is Crimson Logic, the perfect fit for the port company’s global operations, with its wide experience in using trade and border regulatory transactions and providing digital support to a fully integrated global supply chain. CrimsonLogic interacts with the government, the cargo owner, third-party logistics, banking, and all of that to become a real trade enabler," the executive explains.

With CrimsonLogic, PSA has also developed Calista, a digital platform which helps to the efficient cross-integration of physical, regulatory, and financial processes, to help shippers and logistics service providers better coordinate cargo logistics. The digital platform has already linked up more than 6,000 parties worldwide with tremendous growth potential particularly in Asia. Calista will also be connected to other platforms and partners to enable customers to streamline their operations more seamlessly, smoothly and safely. Mr. Tan argues, "that instead of the sector being composed of different role players, i.e. shipper, shipping lines and ports, it should become a community of interconnected, independent shareholders capitalizing on digital capabilities to streamline efficiency. And innovations such as Calista could help

"In Shipping" Singapore firms are adopting Industry 4.0 technologies to bring the centuries-old shipping sector into the 21st century.

Digitalization is reshaping the world as we know it, transforming sectors in ways we would have never recognized just a short time ago. And the age-old shipping industry is no exception with exciting technological changes improving operations just as world trade is booming thanks in no small part to the motor that is transhipment commerce.

One company playing what some would call a disruptive and yet positive role in all of this is Alpha Ori Technologies, a Singapore-based firm that is making the shipping business from archaic analog systems to interconnected and smart digitalization. "Instead of looking at what we do as disruption, I’d rather look at it as an optimizing and utilizing what’s out there and making sure all components and systems of a ship work together for the benefit of all," explains CEO, Rajesh Unni.

"We look at how we can use AI for all of the maritime stakeholders—whether it’s the port manager, the vessel owner, the ship operator or the financial institutions supporting the industry. The three chief aims of Alpha Ori Technologies are enabling the carriers to interact ship-to-ship, ship-to-land and ship-to-ship, in a way that affects the bottom line of the carriers and the industry."

"Big data, for example, allows our team to apply a ship’s automatic identification system and artificial intelligence (AI) to generate new analytics which give perspectives the market did not have before and find new ways for customers to save money," explains the CEO. "There are so many possibilities with data," adds Mr. Tan. "Our current ports don’t have a connected industry park where manufacturers can easily reach the ships. But the new facility will interact with manufacturers’ inventory and with virtual ports and IoT-enabled security. AVIs can potentially go to the client to pick up cargo, then move directly to the logistics.

With its billion-dollar, state-of-the-art port, and a cooperative public-private effort, Singapore is connecting its place as a maritime and logistics powerhouse in the region and the world. "Singapore, Mr. Tan says, "is a catalog of growth. And when there is more growth, there is more benefit for all."

"As Mr. Chua explains, "Aggregated shipping utilizes the power and the quality of an AI- and blockchain platform and rationalizes demand and supply."
metropolis of Singapore is at the heart of this explosive growth, featuring iconic attractions Marina Bay Sands and Resorts World Sentosa.

In 2017 ASEAN attracted 125 million international visitors, making it one of the fastest-growing tourism regions in the world. The culturally-diverse, food-haven Singapore: a standout destination in the world’s most flourishing tourism region

The Association of South East Asian Nations (ASEAN) has perhaps the greatest potential for tourism development of all the geographical zones that come within its territory. The area is rich in natural beauty – more than half the world’s population lives within a seven-hour flight radius, and its diversity of space within our building,” says George Tanasijevich, President and CEO of the Marina Bay Sands. “Apart from it being our number one priority, the beauty of its MICE model is that it is almost completely self-sufficient. It can generate a lot of space for event organizers and also a place to stay and work, and also a place to eat. The infrastructure that’s in place is constantly evolving and improving here.”

Since opening in 2010, Marina Bay Sands has helped Singapore attract over 630 new MICE events, including the YPO, the world’s largest gathering of chief executives. Collectively, these events have brought millions of international delegations to Singapore, further raising its profile as a stopover destination.

“The MICE business is a critical element of our business plan and will take us to a substantial amount of business space within our building,” says George Tanasijevich, President and CEO of the Marina Bay Sands. “We’re taking a very methodical approach to maximising this revenue potential as well.”

The beauty of its MICE model is that Sands Expo & Convention Centre is Singapore’s largest and most versatile meeting space, featuring over 1.3 million square feet of exhibition space. Last year, Sands Expo hosted over 1,300 events with more than 14 events happening each week.
Real estate presence with unparalleled access

A Global Network
The Asian Connection

CapitaLand is one of the largest real estate developers, owners and managers in Asia with a global portfolio. As a Singapore headquartered and listed company, we are at the forefront of Asia’s growth story while offering unparalleled access to customers worldwide. Leveraging our global network, CapitaLand is reinventing physical spaces to better serve this and future generations of customers.

Embarking on a data-rich customer journey. Curating quality experiential offerings.

Charting the future of real estate.