

Strengthening the Singapore - Japan economic partnership

Singapore's Golden Jubilee Anniversary and the launch of the ASEAN Economic Community (AEC 2015) are proving to be two significant events for Asia this year.

AEC 2015 aims to bring Asian countries together in order to establish a united manufacturing base with goods distributed more effectively across the region. Capital investments, reduced tariffs, free movement of skilled labor and sector liberalization are expected to create growth across the region.

The region's logistics and financial hub, Singapore is leading the AEC 2015 initiative. The country's involvement is testament to the vision of Singapore's leadership and the continued efforts being made to strengthen the Singaporean economy.

Today, the port of Singapore is the second busiest container port in the world and with GDP per capita ranked amongst the world's top five at US\$ 78,763, Singapore and its people continue to prosper.

As a key regional player, Singapore has attracted a substantial amount of international and regional investment over the years. Today, Japan is Singapore's third largest source of foreign direct investment and ties between the

two countries are stronger than ever.

Economic development throughout the 1970's saw Singapore shift from a regional manufacturing hub to a world-leading services-focused economy.

Japanese companies such as Marnix Corporation, Nissay Asset Management and the Development Bank of Japan (DBJ) continue to strengthen their positions in Singapore.

DBJ, owned by the Government of Japan through the Ministry of Finance, provides loans to medium and large size businesses.

"Our main role is to assist Japanese companies with their cross-border mergers, acquisitions and lending activities with other Japanese and non-Japanese companies," says Toru Hashimoto, President and Chief Executive Officer of DBJ. "The Asian economy continues to grow rapidly and today Singapore, located in the heart of Asia, has become our most important international market".

DBJ hopes to finance the planned high-speed railway connecting Malaysia and Singapore and maintains strong relations with Singapore.

Over the last five decades, Japan and Singapore have actively built on their strong economic partnership and continue to work closely together. The

Japan-Singapore Economic Agreement for a New Age Partnership (JESPA) was signed in 2001. The Japan-Singapore Partnership Programme for the 21st Century (JSP21) provides technical assistance to other countries and is designed to promote the development of countries within ASEAN and support their regional integration efforts.

Japan and Singapore work closely together to offer a variety of technical assistance to ASEAN members on trade facilitation, maritime safety and climate change with the aim of contributing to their socio-economic development. While originally focusing on ASEAN countries, the JSP21 has extended its reach to countries in the Middle East and Africa.

Looking to the future, as 'Abenomics' stimulates Japan's economy through the 'three arrows' of fiscal stimulus, monetary easing and structural reforms, Japanese companies are strengthening their domestic and international activities.

With a population of over 600 million and nominal GDP of US\$2.5 trillion, Japanese companies are focusing on their Asian business activities:

Electrical equipment manufacturer, Meidensha Corporation is celebrating forty years in Singapore, automation



Toru Hashimoto, President and Chief Executive Officer, Development Bank of Japan Inc.

producer, CKD Corporation is commencing manufacturing in Indonesia, Daido Steel is utilizing Singapore as a research hub and industrial systems leader, TMEIC is relocating its regional headquarters to Singapore.

As Singapore celebrates fifty years of independence and the AEC 2015 initiative looks to bring together the region's economies, Asia will remain a growth-driver for the world economy and a region renowned for cooperation and opportunity.

Successfully Engaging with the Dynamic Singaporean Reinsurance Market

As Southeast Asia becomes a more integrated economic community, numerous infrastructure and natural resources projects are being delivered across the region. With significant investments being made, insurance programs play a central role in ensuring the success of large projects.

"Our expertise as a reinsurance broker is based on our leading risk-management solutions and comprehensive consultancy services for engineering, energy and infrastructure projects," says Jun Yamaguchi, President and CEO of Marnix Corporation. "This separates us from our competitors as we are able to leverage the strengths of our holding company, Marubeni Corporation, and deliver comprehensive solutions to our clients."

2011 saw the company establish its Singapore subsidiary, Marnix Insurance Brokers Asia Pte. Ltd. (MIBA). A licensed reinsurance broker approved by the Monetary Authority of Singapore, MIBA was

the first reinsurance broker in Singapore to be fully owned by a Japanese company. By engaging with, and competing in the dynamic Singaporean reinsurance market, MIBA is able to react more quickly to



'Singapore is a strategically important market for gathering information on insurance industry developments.'

Jun Yamaguchi, President and CEO, Marnix Corporation

market opportunities.

"As a financial services hub in the region and a centre for infrastructure transactions, Singapore is a strategically important market for gathering information on insurance industry developments and recruiting new talent," says Yamaguchi.

Last June, MIBA reached an



agreement to acquire a skilled team of professionals and accounts from the Singapore subsidiary of London-based reinsurance broking and risk management company, THB Group.

"While we delivered discretionary reinsurance solutions mainly to Japanese-related businesses, the former THB team focused on international clients," says Yamaguchi. "With its extensive network of close connections with reinsurance markets across the region, our acquisition of THB's Singapore-based team represents our commitment to expanding our business in Southeast Asia. The

strengthening of our presence in the Singaporean market will enable us to provide more refined reinsurance products and services to clients throughout Southeast Asia". www.marnix.co.jp/en

A Global Partner in Industrial Systems Focuses on Asia

Toshiba Corporation and Mitsubishi Electric Corporation integrated their industrial systems divisions in 2003 to establish Toshiba Mitsubishi-Industrial Systems Corporation (TMEIC).

The company is a market leader in different industries among which are pulp and paper, oil and gas, mining and metal industries and also serves the global chemical, electronics, automotive, machinery, and food industries. An increased demand in particular in the South East Asia region has led to the company strengthening its operations and brand equity.

"Our products and solutions are at the forefront of technology," says Dr Stefano Poli, President and Managing Director of TMEIC Asia. "Our goal is to communicate with potential



Kiyotaka Machida, President & CEO of TMEIC

customers across Asia, share our brand values and drive our clients' businesses forward". Italian national, Dr Poli, who

also serves as the President of the European Chamber of Commerce in Singapore and as Member of the Singapore Business Federation Council has been tasked with expanding TMEIC's business in Southeast Asia.



"In line with our goal of becoming a truly global firm, our group placed Dr Stefano Poli in charge of our business in the region to stay ahead of the curve," says Kiyotaka Machida, President and Chief Executive Officer of TMEIC Corporation headquartered in Tokyo.

"We have established an office in Jakarta as part of our expansion plans and this year

we are planning to open an office in Thailand while also looking at Vietnam for future market expansion," explains Dr Poli.

In Singapore, TMEIC delivers among other products and systems Electric Drive Solutions for large compressors used in LNG plants, oil and gas plants and pipeline projects. "Singapore is a very important market for us in our material handling business and we intend to expand our business in the downstream oil and gas industry and focus on middle and upstream activities in the future," underlines Dr Poli.

Representing the importance of Singapore to its activities, TMEIC's Singaporean branch office will be converted into a regional headquarter function in October of this year.

"We are confident of our continued success in Singapore and the region," says Dr Poli. "We will continue to deliver highly technical products and solutions while providing first-class customer service". www.tmeic.com



Stefano Poli, President and Managing Director, TMEIC Asia

Developing Infrastructure and Relationships in Singapore



MEIDENSHA CORPORATION

A decade after Singapore declared independence from Malaysia in 1965, Meidensha Corporation established itself in the city-state to actively contribute to the development of the young nation.

The company brought its expertise and know-how as an electrical equipment manufacturer to power distribution and water treatment projects across the country. Initial close relations with government agencies such as the Economic Development Board (EDB), Agency for Science, Technology and Research (A*STAR), National Water Agency (PUB) and Land Transport Authority (LTA) continue to this day.

"As a government oriented economy, we have developed our relationship with Singapore for many years," says Mamoru Sugii, Director and Senior Managing Executive Officer of Meidensha Corporation and Managing Director and Regional Executive for ASEAN and South and West Asia of Meiden Singapore Pte Ltd. "In line with Singapore's population growth, infrastructure projects in the northern area of Singapore such as railway power-supply systems are being rolled out. By strengthening our activities in Singapore, we aim to be an active player in key infrastructure projects".

Last year, the company received an order to deliver a power-supply system to LTA for the Thomson Line (TSL) project, Singapore's sixth mass rapid transit line linking the country's northern and central areas. Meidensha is also working closely with PUB on a water treatment project at Changi Water Reclamation Plant. The project, when completed, will be one of the world's largest ceramic membrane bioreactor plant to treat and recycle used water.



Mamoru Sugii, Director and Senior Managing Executive Officer of Meidensha Corporation and Managing Director and Regional Executive for ASEAN and South and West Asia of Meiden Singapore Pte Ltd.

As the Asian region continues to develop and become more integrated, Meidensha is working on several infrastructure projects across the region.

"We cover nine markets from our regional headquarters in Singapore and these represent a significant portion of our overseas business," says Sugii. "We would like to congratulate Singapore on its golden jubilee anniversary this year as we celebrate our fortieth anniversary in Singapore. We remain committed to development projects in Singapore and across the region and will continue to transfer our expertise in social infrastructure systems." www.meidensha.co.jp/epages

A Pioneer in Specialty Steels

Founded in 1916, Daido Steel Co. Ltd. delivers specialty steel for automotive, industrial and electrical machinery parts. The company is successfully strengthening its presence across Asia and is committed to developing its business in Singapore.

Specialty steels are used in airplanes, automobiles, power generators and information technology equipment. With Southeast Asia's growing manufacturing sector, Daido Steel is focused on meeting the technical demands for its solutions from clients across the region.

"Our strategy is to reinforce our supply-chain capabilities to meet the demands of our customers," says Tadashi Shimao, President and CEO of Daido Steel. "With a population of 600 million, Southeast Asia is a huge market and we want to work more closely with our clients and supply our customers across the region."

The company has two subsidiaries in Singapore, Daido Amistar (S) Pte. Ltd. and Daido Kogyo Co. Ltd. Singapore



Tadashi Shimao, President and Chief Executive Officer, Daido Steel Co. Ltd.

branch. Working closely with Singapore based oil and gas companies has provided huge opportunities for the company.



"While we began manufacturing in Singapore, today we see Singapore as a test market and center for market research on industry trends and technologies," says Shimao.

With the company celebrating its centenary next year,

Shimao is looking forward to the future.

"The region is developing quickly," says Shimao. "Technology driven sectors such as the aerospace industry are today manufacturing in, and will be sourcing raw materials from Singapore. We intend to supply our existing and future clients, and offer our solutions and know-how to customers so they benefit from our technology, knowledge and expertise". www.aido.co.jp/en

CKD offers unique and better values to customers

Pioneering Automation Company, CKD Corporation has delivered technologies to customers for over seven decades. The Corporation's technologies are used in the lighting, automobile, pharmaceutical, computer equipment and food industries. The Aichi, Japan based company has successfully developed its overseas business and continues to provide developing countries across Southeast Asia with leading automation solutions.

"Over the last five years, we have made significant investments across Asia and our overseas business has driven our company's growth," says Kazunori Kajimoto, President of CKD Corporation. "We recently invested in a new facility in China to increase production and last year we established trading companies in Indonesia and Vietnam. This coming June, we are pleased to announce that we will commence manufacturing at our Indonesian factory."

The division manufactures customized automated packaging machines for the pharmaceutical and food industries as well as machines for lithium-ion battery winding, 3D solder inspection and lamp manufacturing.



Kazunori Kajimoto, President, CKD Corporation

CKD's component division accounts for the company's other business segment. The

company's 7,000 product categories in pneumatic and fluid control components are used in a variety of industries and applications including pneumatic-controlled components for use in folding bus-doors.

"While our component business remains our most significant growth driver in Southeast Asia, demand for our automatic machinery business, particularly for the food industry is increasing," says Kajimoto. "Our Southeast Asian business is being overseen by our regional marketing office in Singapore and we see huge potential for our business in this area. As a leader within our industry in Japan, we are in a strong position to transfer our technologies to countries looking to increase their automation capabilities."

Southeast Asia's growing population and continued economic development is providing CKD with growth opportunities and enabling the company to contribute to social development initiatives across the region.

"While providing key solutions to manufacturing industries in Southeast Asia, we also want to contribute to the im-



CKD Corporation's state-of-the-art automation technology for pharmaceutical packaging (FBP series)

provement of societies," says Kajimoto. "By offering unique and better values to customers, we will continue to develop

our relations in Southeast Asia and Singapore and we look forward to the next fifty years." www.ckd.co.jp/english



A True 'Success Partner' in Singapore

As a regional financial hub, Singapore offers unrivalled accessibility to financial markets and international investors. Nissay Asset Management (NAM), a strategic subsidiary of Nippon Life Insurance Company, one of Japan's largest life insurers, established its first overseas office in Singapore two years ago. Today, the company is taking advantage of Singapore's financial market strengths and expanding its asset management business.

"Nippon Life's investment arm already conducted Asian equity investment projects in Singapore so we decided to use this entity as our first international subsidiary," says Kiyoshi Ujihara, President and Chief Executive Officer of NAM. "We bought the majority stake of the entity from Nippon Life and started our Asian business as Nippon Life Global Investors Singapore ("NLGIS")."

With a reinforced investment team, a strengthened product offering and an expanded client network, NAM has seen its assets under management increase from USD 42 billion (as of 31 Dec 2011) to USD 70 billion (as of 31 Dec 2014) in the past three years.

"We see momentum in our



'We see momentum in our management business and are strengthening our investment capabilities in Japan and the rest of Asia.'

Kiyoshi Ujihara, President and Chief Executive Officer, Nissay Asset Management Corporation

management business and are strengthening our investment capabilities in Japan and the rest of Asia by expanding our client network," says Ujihara.

NAM offers investment services related to equities, fixed income, balanced funds, alternatives and other products to both retail investors and



pension funds. The firm is also strengthening its investment capabilities in Asian equities by hiring investment professionals in Singapore and developing new products such as Asian and Japanese equities which are managed by its Singapore and Tokyo offices.

"Our strategy is to provide products related to Asian investments aimed at our Japanese clients," says Ujihara. "As we move forward, we intend to target institutional investors and high net worth individuals in the Singaporean market".

Singapore will undoubtedly play an important role for NAM as it seeks opportunities in the region, "We see Thailand, Indonesia, Malaysia, Philippines and India as potential markets," says Ujihara. "We are confident that Asia will show strong growth compared to other regions in the long term and will expand our business in Singapore to position ourselves as a 'Success Partner' for our clients". www.nam.co.jp/company/english