

JAPAN

Celebrating the 50th Anniversary of Singapore - Japan relations



Dedicated to engaging with customers across Southeast Asia

IHI Corporation has played an important role in Japan's industrialization over the last 160 years. As a leading international heavy industries conglomerate, the company is involved in the design, manufacture and construction of processing plants, heavy industrial and mass produced machinery, material handling equipment, shipbuilding, offshore marine and steel structures, aero engines and rocket systems.

On the fiftieth anniversary of diplomatic relations between Singapore and Japan, IHI Corporation's Chairman of the Board and Chief Executive Officer, Tamotsu Saito, is proud of the company's contribution to the development of Singapore. As IHI Corporation expands its operations across the region, Singapore also remains the company's headquarters for South East Asia Pacific.

"We wanted to introduce our technologies to international clients and deliver solutions to the rest of the world," says Saito. "Singapore was emerging as a young and vibrant nation and we supported the country's ambitious plans and shared our expertise. We partnered with the Singaporean government in 1963, the same year we opened our Singapore office, and established the Jurong Shipyard. This led to the establishment of Jurong Engineering Ltd. in 1971".

Today, the company has three main businesses in Singapore. Niigata Power Systems Pte. Ltd. manufactures and sells diesel engines for marine, power-gener-



Tamotsu Saito, President and Chief Executive Officer, IHI Corporation and Taizo Suga, President and Chief Executive Officer, IHI Asia Pacific Ptd. Ltd.

ation and rail-traction use while Jurong Engineering Limited constructs power, incineration and steel plants, petrochemical refineries and other infrastructure projects. Since 2012, IHI Asia Pacific Pte. Ltd. (IHI-AP) has been the regional headquarters of IHI Corporation in Asia Pacific.

"We recognise the importance of Singapore's location in terms of accessing market information and engaging with customers in Southeast Asia," says Taizo Suga, President and Chief Executive Officer of IHIAP. "Through our Singapore headquarters, we intend to accelerate our business growth across the region."

IHIAP's research and development activities are taking precedence in

Singapore. In order to drive innovations in chemical engineering, biomedicine and other fields, the company signed a master research collaboration agreement with the Agency for Science, Technology and Research (A*STAR). As a smart-technology traffic supplier, the company also piloted its Vehicle-to-Infrastructure (V2I) safety-technologies testing program in Singapore with the Institute for Infocomm Research (I2R), an institute in A*STAR, and the Land Transport Authority (LTA).

"The V2I system connects laser 'radar' sensors to city buses to warn drivers of pedestrian flows at busy intersections," explains Suga. "Our Singaporean partners, including the LTA, are keen to collaborate with us in developing new technologies and systems for Singapore".

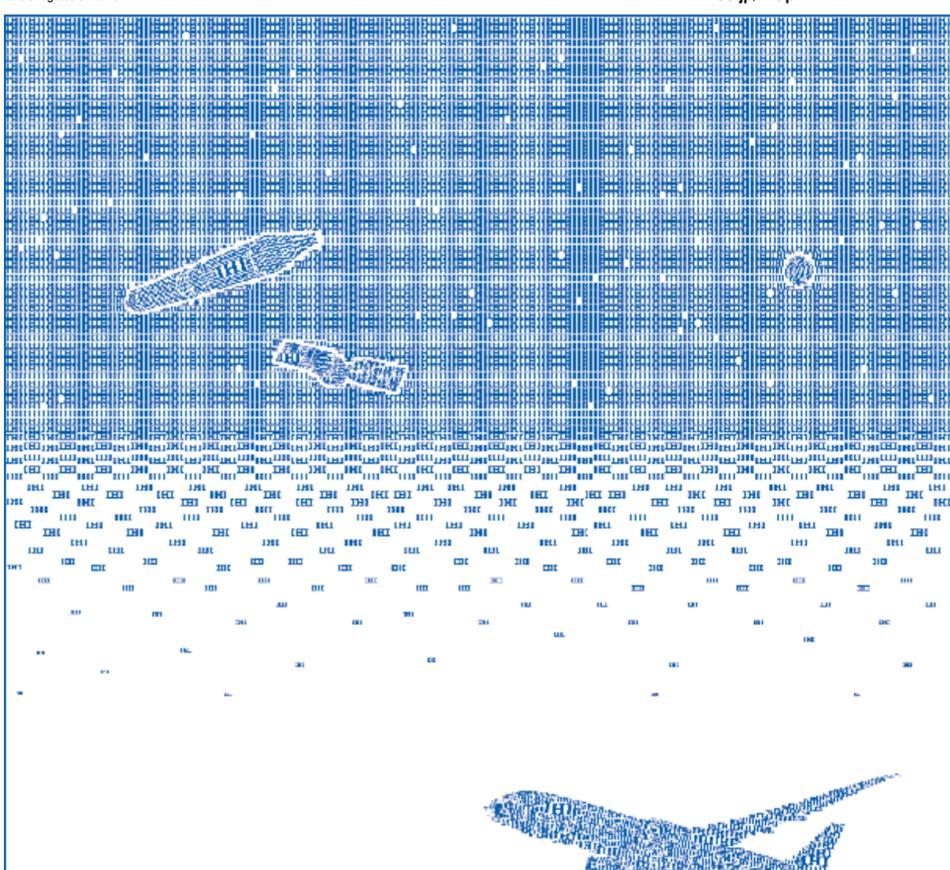
From IHIAP's regional headquarters in Singapore, the company is delivering solutions and systems to Thailand, Malaysia and Vietnam. "As engineers, it is our duty to deliver infrastructure solutions which benefit the countries in which we operate and improve people's lives," says Saito.

Suga concludes, "Today, Singapore is a spring-board for our business across the region and we will continue to collaborate with A*STAR and other Singaporean agencies on key projects while establishing partnerships across the region".

www.ihico.jp/ihiap



Built by IHI, the Nhat Tan Bridge (Vietnam - Japan Friendship Bridge) was inaugurated in January 2015. It is one of the worlds longest cable-stayed bridges, spanning the Red River in Central Hanoi. The five towers symbolize the five ancient gates of Hanoi.



50 years: Stronger than ever

Synergy Media Specialists asked Assistant Managing Director and Japan spokesperson of the Singapore Economic Development Board, Swee Nian Lim about Singapore's relations with Japan.

In light of the 50th Anniversary of diplomatic relations between Japan and Singapore, how would you characterise the trade and economic relationship today?

The trade and economic relationship between Japan and Singapore has evolved over the years into one that is mutually beneficial and greatly valued by both countries.

In the seventies, Japan was Singapore's largest foreign investor and trading partner. Sumitomo Chemical for instance, is one of the earliest and largest investors in Jurong Island, playing a key role in our efforts to develop Singapore as a chemicals hub. Along with capital investments, Japan transferred valuable industrial knowledge, technology as well as skills to our people.

Japan also played a large role in the way Singapore's social policies were constructed. In 1980, the Singapore government studied Japan's labour practices and public security efforts, which led to company labour unions and neighbourhood police posts being implemented.

However, as Singapore's economy grew, so did our role in the partnership with Japan.



Swee Nian Lim, Assistant Managing Director and Japan spokesperson, Singapore Economic Development Board.

In 2002, Singapore became the first country which Japan signed an economic partnership agreement with. And now, the two countries are members of the Trans-Pacific Partnership, with ten major trading partners, including the United States. Singapore is also one of Japan's Asian largest

investors and vice versa.

With Japan and Singapore facing similar problems such as ageing and a shrinking domestic workforce, we hope to continue building upon our strong partnership and jointly develop technologies and solutions to address these issues.

How strong is the present state of bilateral trade, exchange and cooperation between Japan and Singapore?

Singapore and Japan's relationship is now stronger than ever.

Now, Singapore has one of the largest Japanese expatriate communities in the world, outnumbering other thriving Asian cities such as Seoul and Hong Kong. From 2010 to 2014, the number of Japanese residents in Singapore increased by around 50 per cent and the number of Japanese companies, by close to 10 per cent (Japanese Chamber of Commerce & Industry, 2014).

And in the same period, Singapore's cumulative foreign direct investments into Japan was the largest in Asia, coming in just behind the US and UK globally.

These recent data points are indicative of a strong and vibrant relationship between both nations and Singapore looks forward to further strengthening the relationship in the future.

Visit www.synergymediaspecialists.com for the complete interview and more information on Singapore-Japan relations.

Supporting 'nation building' initiatives across Asia



Hiroaki Wakui, Managing Director of Meiden Asia Pte. Ltd. and Ko Yamamoto, Managing Director of Meiden Singapore Pte. Ltd.

Japan's commitment to developing a close partnership with Singapore over the last fifty years has created a trusted friendship between the two nations. Japanese companies such as Meiden Group actively have supported the development of Singapore and the company continues to work hand-in-hand with its Singaporean partners.

Having celebrated its fortieth anniversary in Singapore last year, Meiden Sin-



MEIDENSHA CORPORATION

gapore Pte. Ltd. (the local subsidiary of Meidensha Corporation) continues to play a leading role in infrastructure projects across the country.

"Our most recent projects include the installation of an industrial wastewater recycling plant using Meiden Ceramic Membrane for Singapore's National Water Agency (PUB) - a first in Southeast Asia," says Ko Yamamoto, Managing Director of Meiden Singapore Pte. Ltd. "Last year we also delivered our 20,000th switchgear to the Singaporean power grid".

Meiden Singapore has become a major player in Singaporean power utility and rail infrastructure projects, as well as a key player in water treatment projects. While the company is developing its business within the private sector (oil and gas, petrochemical and manufacturing), long-term public sector partnerships continue to drive its business.

"The Singaporean government is implementing power utility and rail network expansion projects," says Yamamoto. "From planning to delivery, we guarantee our highly-trained local employees will deliver the best quality of service for these projects and we expect our business in Singapore to remain constant in the

short and long-term".

"The Singaporean market makes up approximately half of Meidensha Corporation's Southeast Asian turnover and the company is playing a major role in supporting 'nation building' initiatives. Also, this year marks our fiftieth anniversary in Thailand, and it is the second largest market for our business in the region. We are proud of our long history of working with our partners across Southeast Asia," says Hiroaki Wakui, Managing Director of Meiden Asia Pte Ltd, whose role is specifically to oversee and lead activities by all the group companies in the region through the regional headquarters.

"Today, we are eager to enter developing markets such as India and the Greater Mekong Region, where we see demand for rail, construction and infrastructure projects. With our regional growth-plan in place and our close ties to Singapore, we look forward to celebrating Meidensha Corporation's 120 year anniversary next year. Our offering to clients will continue to combine our distinguished history and our 'Japanese-quality' solutions".

www.meidensha.co.jp
www.meidensg.com.sg

Twenty years of success within Singapore's shipping society

Singapore has successfully established itself as a key international player within the global energy, chemical and shipping industries. By delivering complete value-chain solutions to customers, Singaporean based shipping companies are continuing to successfully connect Singapore to the world.

Privately owned Japanese shipping company Koyo Kaiun Co. Ltd. established Koyo Kaiun Asia Pte. Ltd. in Singapore in 1996 and is continuing to strengthen its Singaporean and international businesses.

"While our company history dates back to 1949, this year marks our twentieth anniversary in Singapore and fifty years since we focused on our international chemical tanker business," says Fujio Sekiguchi, President and second-generation shipowner of Koyo Kaiun Co. Ltd.

"Singapore's position as an Asian center for the chemical industry makes it our most important market and the backbone of our activities; including our Inter-South East Asian regional liner service."

Koyo Kaiun Asia Pte. Ltd. initially covered Singapore, Malaysia, Thailand, Indonesia and Vietnam with only one 7,300 deadweight Tonnes (DWT) vessel. Today,



Fujio Sekiguchi, President and Ryo Sekiguchi, Director, Koyo Kaiun Co. Ltd.

the company has nine vessels between 8,500 to 14,000 DWT and continues to work in close partnership with clients across Asia in order to grow its business.

"Our expansion reflects the strong economic growth we have seen across the Asia over the last two decades," says

Sekiguchi. "Today our client-base includes Japanese trading companies and large international oil and energy sector group companies".

Having developed a reputation for delivering quality-driven logistics services, in 2010 Koyo Kaiun Asia Pte. Ltd. launched its Asia and North American service. With an office in Houston and five vessels currently serving this route, the company is able to provide North American customers with a direct link to Singapore and the region.

As Asia's energy and chemical sectors continue to develop, Sekiguchi is looking forward to Koyo Kaiun Co. Ltd's next twenty years in Singapore.

"We are very grateful to Singapore for welcoming us and hosting us for the last twenty years," says Sekiguchi. "We have the utmost respect for Singapore as a model of development, particularly in its industrial sectors. We will play an active role in Singapore's shipping society and we look forward to continuously better serve our customers in Singapore and around the world".

www.koyotky.co.jp



The M/T "Valentine" (14,214 dwt with 20 stainless steel cargo tanks) is one of nine vessels used by Koyo Kaiun Co. Ltd. for trading within South East Asia.

Singapore plays a key role in TMEIC's success

Toshiba Mitsubishi-Electric Industrial Systems Corporation (TMEIC) has successfully become a leader in the design, development and engineering of advanced automation systems, variable speed drives and large rotating machinery. The company serves the oil and gas, material handling, metals, mining, and industrial sectors, among others.

TMEIC Asia Pte. Ltd., the company's regional headquarters in Singapore, is reaching out to customers across Southeast Asia. The company opened its subsidiary in Indonesia last year and most recently established a Thailand office to provide sales, engineering and services to customers.



Kiyotaka Machida, President & CEO of TMEIC Corporation

"It is very important for us to establish a local presence to serve our customers more efficiently and to be in a better position to penetrate the local market," says Dr. Stefano Poli, President and Managing Director of TMEIC Asia Pte. Ltd.

"Thailand has a very strong industrial base and we were encouraged to establish our office there to capitalize on opportunities and to engage with our customers including PTT Group, one of our key Thai customers," he continued.

"By taking direct control of our commercial activities in Thailand, we have been able to successfully develop our business."

TMEIC Asia Pte. Ltd. provides services to clients in need of industrial system

integration solutions and is working towards developing their business in renewable energy and photovoltaic projects (PV).

Demand for solar-power generation is expected to increase in Thailand, a country with relatively high solar-radiation. The country is set to increase its PV capacity to six gigawatts by 2036. TMEIC is actively promoting solar-power generation through its highly efficient, global market-leading PV inverters. By utilizing this power source, the company is delivering highly-efficient electronic products, motors and drive systems to customers across Asia.

"With strong existing teams in Thailand and Indonesia, we are now evaluating opportunities in the Philip-

pines, Vietnam and Myanmar," says Poli.

"While Singapore remains interesting for Petrochemical and Oil and Gas, we see opportunities in the offshore and marine sectors. Through our expertise, we intend to penetrate other key industries and increase our market share. With our material handling experience, we would also like to partner with PSA Corporation Ltd. in the future."

Poli concludes, "As we strive to reach our medium and long-term goals, Singapore is the best location for a company such as TMEIC. As we continue to strengthen our regional activities, our decision to base the company in Singapore will play a key role in our future success".

www.tmeic.com



Stefano Poli, President and Managing Director of TMEIC Asia Pte. Ltd.

Strengthen the ties between Japan and Singapore's capital markets

Japan Exchange Group (JPX) is a global leader within the exchange industry and home to Tokyo Stock Exchange (TSE) and Osaka Exchange (OSE), respectively providers of one of the world's largest equity markets and prominent Japanese derivative products.

Last year, JPX successfully sought approval from the Monetary Authority of Singapore to convert the TSE and OSE representative offices in the city into official branches. With a strong turnout from the industry at the official launch, JPX was proud to have added another highlight to the city state's jubilee year. The status upgrades also serve as further evidence



that JPX values its relationships with its Singaporean partners as the group strengthens its focus on Asia.

Since establishing a physical presence in Singapore almost twenty years ago, JPX has benefited from Singapore's business-friendly environment and bustling international community and has forged valuable, enduring ties. The group also witnessed the nation's development as a global financial and technological hub and the increasing affluence within Singapore which lead to demand for asset building.

Today JPX is in the process of transforming its markets into the preferred venue for investors in the region. The group



Akira Kiyota, Group CEO, Japan Exchange Group, Inc.

400 index to enhance market quality. By continually upgrade its advanced trading systems and IT networks, JPX has consolidated its underlying infrastructure. In terms of product diversity, JPX has also broadened its Exchange Traded Products and derivatives lineup.

JPX's efforts chimed with Japan's economic policies to bring renewed vibrancy to the Japanese securities and derivatives market in recent years and the group continues to see growing interest from investors in Singapore and other parts of South-east Asia.

The group's Singapore branch offices are delighted to welcome SJ50 in celebration of fifty years of diplomatic relations between Singapore and Japan and intends to continue building bridges to strengthen the ties between Japan and Singapore's capital markets. www.jpx.co.jp/english/

led the formation of Japan's corporate governance code and developed the JPX-Nikkei

Building on its excellent history of successful business in Singapore

In pursuit of 'human-centered' automation, Azbil aims to constantly improve its ability to help its international customers overcome the challenges they face in key global markets.

Since 1906, Azbil has continued to develop leading measurement and control technologies and tailor-made solutions for customers. Marking 110 years of successful business, 2016 sees Azbil redoubling its efforts to expand its businesses globally.

Singapore is an important location for Azbil's business strategy in Southeast Asia. The company installed its first Distributed Control System (DCS) in Singapore in the 1970s at petrochemical plants and incineration facilities.

In 1998, the azbil Group expand its business in Singapore; Azbil Singapore Pte. Ltd. which focuses on delivering building-systems solutions.

Since then, Azbil has continued to provide life-cycle solutions to industries in Singapore.

2000 saw the company supply a DCS for a district cooling-system in Singapore, the first DCS delivered for a district cooling system in Singapore. Azbil has already provided life-cycle solutions to four different plants.

In 2003, Azbil installed its Building Energy Management System (BEMS) at Fu-

sinopolis, a landmark building-complex in Singapore. Key projects followed including the installation of systems in intelligent



Hirozumi Sone, President and CEO, Azbil Corporation

buildings, hotels, schools, hospitals, and data centers across Singapore.

In 2011, Azbil opened a technical service-center on the outskirts of Jurong Island to strengthen its customer support capabilities.



Today, Azbil holds the highest license level from Singapore's Building and Construction Authority (BCA); L6 License for Building Automation, Industrial & Process Control Systems workhead. The company is building on its excellent history of successful business in Singapore and has to date completed several BCA Green Mark Platinum buildings.

Azbil intends to continue providing customers in Singapore with life-cycle solutions developed through the company's high-engineering skills. With attentive customer support, the azbil Group is committed to provide its customers in Singapore and around the world with solutions focused on energy-efficiency, safety, and comfort.

www.azbil.com

Yokoso! - Welcome to Japan!



Niseko ski resort in Hokkaido, Japan boasts world-class conditions during the winter season. The resort's natural beauty provides visitors with an unforgettable skiing experience.

In 2013, Tokyo won the bid to host the 2020 Summer Olympic and Paralympic Games, 60 years since the country last hosted the event. Winning the bid to host the Olympics and other events has shifted the Japan National Tourism Organization (JNTO) into high gear.

"Tourism in Japan was always treated as somewhat of a hobby", says Ryoichi Matsuyama, President of JNTO. "This is no longer the case. Mandated by the Japanese Government, we now view tourism as a major industry and we aim to transform Japan into a world-class tourist destination."

In addition to the Olympics, Japan will also host the World Masters Games in 2021 and the Rugby World Cup in 2019 – the first time the rugby tourna-

ment will be held in Asia.

Japan's inherent ability to plan 'long-term' will ensure the country is ready to welcome the world when these major sporting events take place.

"Our promotion of Japan isn't limited to the breathtaking destinations we have to offer - we are changing the perception of Japan in that it is not the complicated and expensive place it is perceived to be," Matsuyama explains. "We are encouraging 'Ease of Access' within the industry and ensuring there are more English and foreign-language signs in key tourist destinations".

With Asian tourists representing the largest market for Japan, Singapore tourism continues to be a major market (one in every ten Singaporeans visit Japan). This year a 'Memorandum of Cooperation' was signed between JNTO and the

Singapore Tourism Board as part of the fiftieth Japan - Singapore celebrations.



Ryoichi Matsuyama, President, Japan National Tourism Organization

"Singapore is our eighth largest market but more importantly, we consider it a high-quality market for us as we share common values," says Matsuyama.

With an anticipated increase in Singaporean, regional and global tourists to Japan, the country is focusing on providing visitors with quintessential Japanese experiences to complement the abundant destinations, sights and sounds that Japan has to offer.

"As a tourist destination, we are ensuring that visitors recognize that Japan is easy to get to and accessible once visitors arrive in the country. We are committed to improving our services and increasing accommodation capacity ahead of the fantastic world events we will be hosting in the next few years," says Matsuyama. www.jnto.go.jp/eng



Kurobe Gorge Trolley train running through Kurobe Gorge, Japan's deepest V-shaped gorge is on track to head Japanese trolley train tourism. Running the entire 20.1km length of the gorge (1 hour 20 minutes each way) from Unazuki to Keyakidaira. The train offers breathtaking natural views.

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