



# Singapore: Your Gateway to ASEAN\*

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March 2017

\*Association of Southeast Asian Nations



# ASEAN Economic Community at a Glance



# ASEAN at a Glance



Image: Myanmartrip.org



Image: Nikkei Asian Review



Image: The Asian Foundation

- 3<sup>rd</sup> largest economy in Asia
- Second fastest growing economy in Asia
- Half the world's population
- Expanding middle class



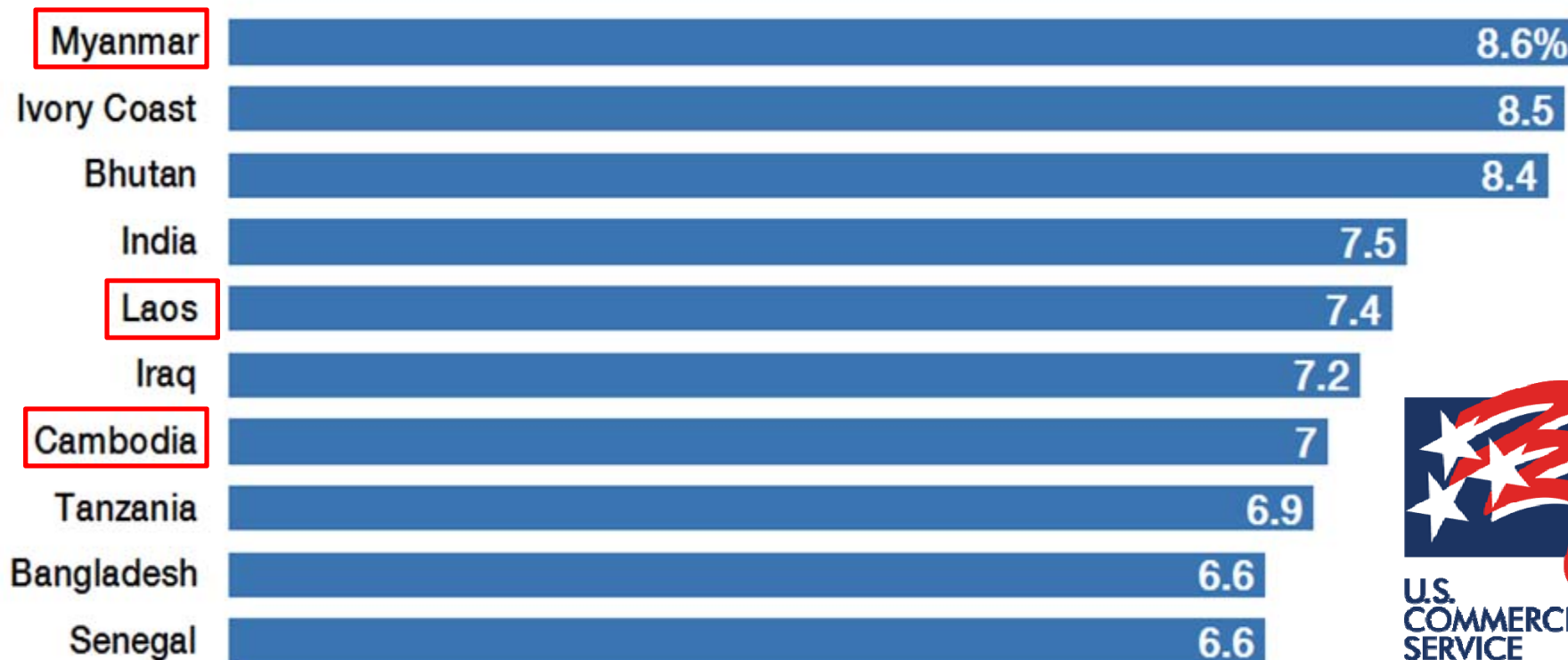


# World's Fastest Growing Economies



COMMITTED TO  
IMPROVING THE STATE  
OF THE WORLD

Projected percentage real GDP growth, 2016



**U.S.  
COMMERCIAL  
SERVICE**  
United States of America  
Department of Commerce

Source: IMF World Economic Outlook April 2016

# ASEAN – Key Trends

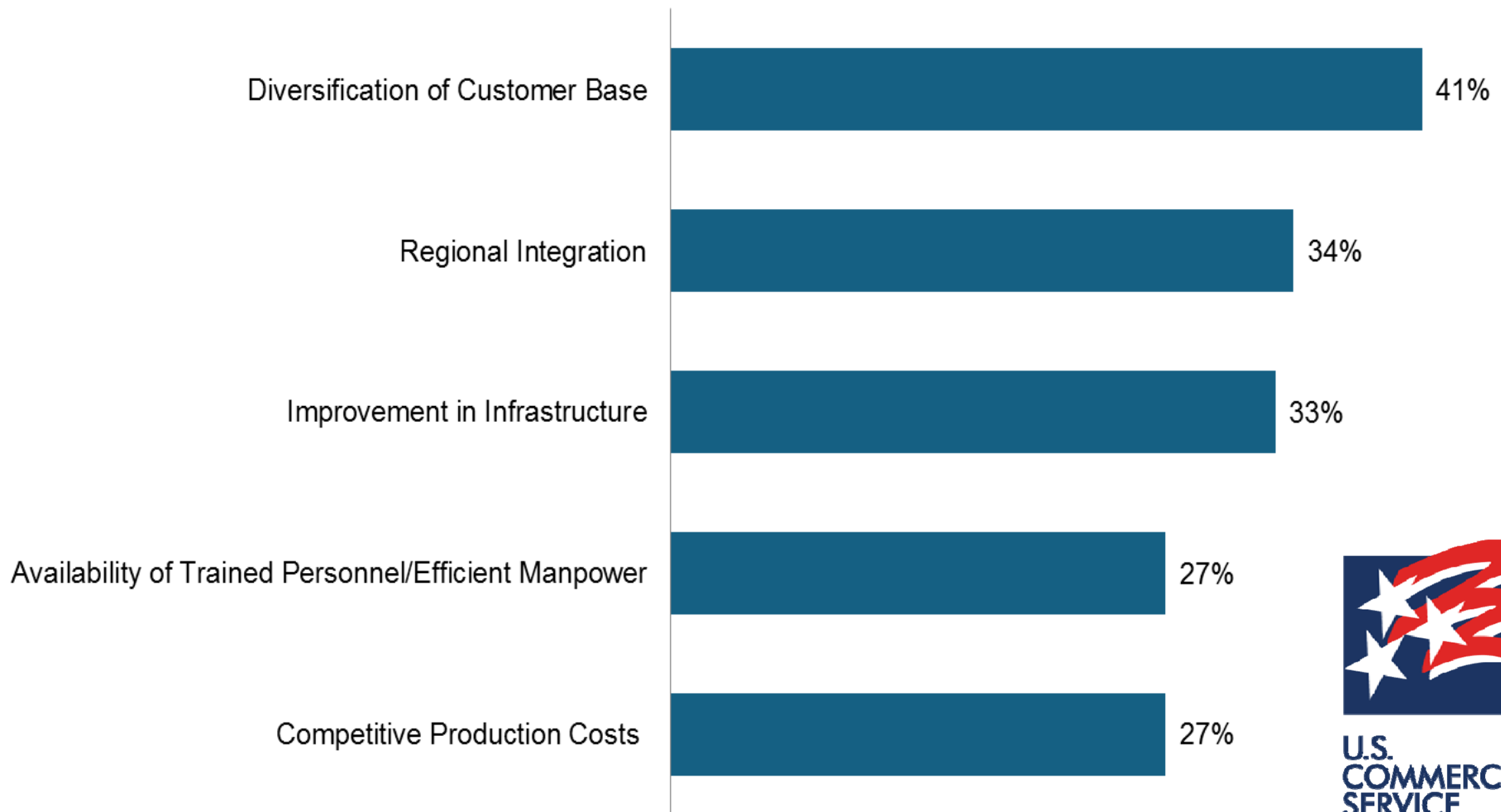
- Infrastructure
  - AIIB
- China
- Growth opportunities
- Scale
- Youth/Social media
- Supply Chain



Image: [www.argentus.com](http://www.argentus.com)



# Top Reasons Companies expand Trade & Investment in ASEAN 2016



# Why Singapore?

## It's Safe, Familiar and Easy



Image: Ilya Genkin

- Location, location, location
- Strong IP Protection
- Stable and predictable
- Advanced Logistics Platform





# Singapore at a Glance



**POPULATION:** 5.61 million  
*100% URBAN*

**GDP:** \$294 BILLION

**GDP PER CAPITA:** \$54,000

Source: singstat





# Singapore Government



Lee Hsien Loong  
Singapore's Prime Minister Since 1994



Image: [www.singaporelawblog.sg](http://www.singaporelawblog.sg)

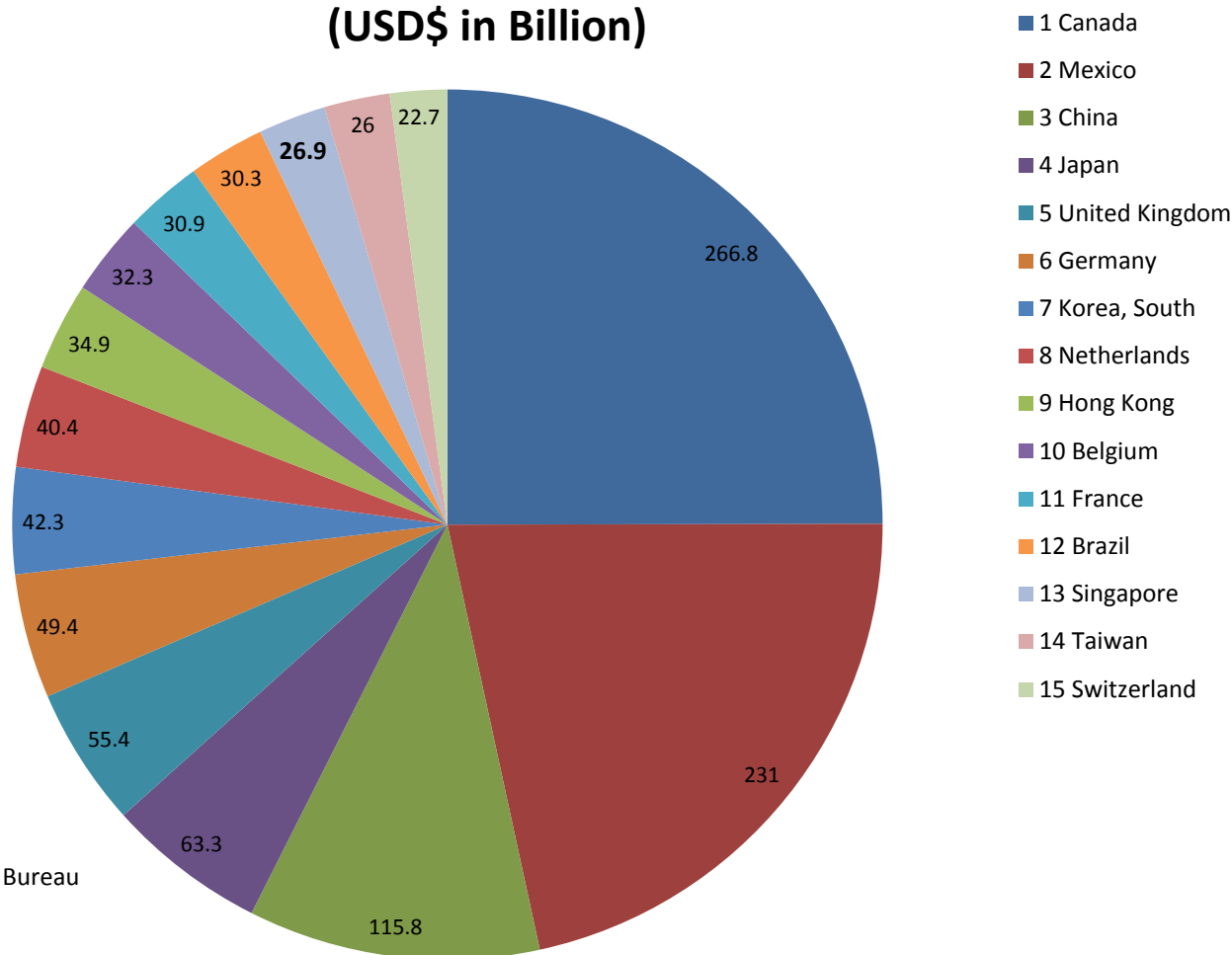
- Currently, longest serving Prime Minister in Asia
- Unitary, multiparty, parliamentary republic\*
- One of the five founding members of ASEAN\*\*
- People's Action Party (PAP) has won every election since self-government began in 1959\*\*\*
- Seat of the APEC Secretariat\*\*\*\*



\*Singapore Academy of Law; \*\*Singapore MFA; \*\*\*The Economist; \*\*\*\*APEC

# Singapore – An Economic Miracle

2016 US Exports Market  
(USD\$ in Billion)



Source: U.S. Census Bureau



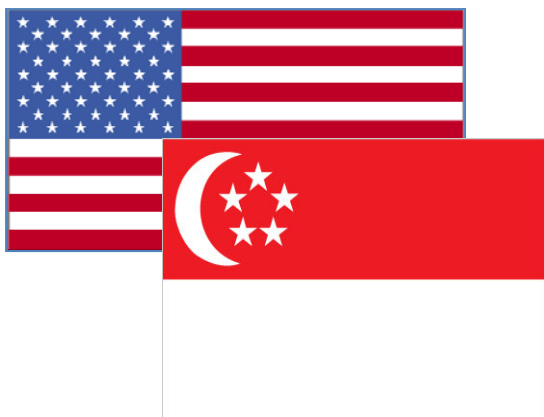
# U.S. – Singapore Free Trade Agreement

- **Entry into force:** January 1, 2004
- **Increase in U.S. goods exports since entry into force:** 62%
- **Increase in U.S. services exports since entry into force:** 58%
- **U.S. goods trade surplus with Singapore in 2016:** \$9.1 Billion
- *Source: US Department of Commerce*





# 50<sup>th</sup> Anniversary of U.S. – Singapore Relations



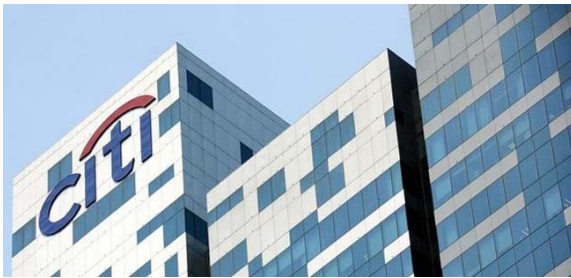
## Official Visit of Prime Minister Lee: August 2-3, 2016

- ✓ DoC-Ministry of Trade & Industry MoU
- ✓ DoC *Discover Global Markets: Building Smart Cities* Conference
- ✓ FinTech Festival - CS Singapore strategic partner with the Monetary Authority of Singapore

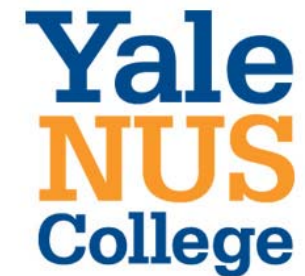
Source: [whitehouse.gov](http://whitehouse.gov)



# Singapore Small Country, Global Reach



# 3700+ U.S. Companies





# CS Regional Program

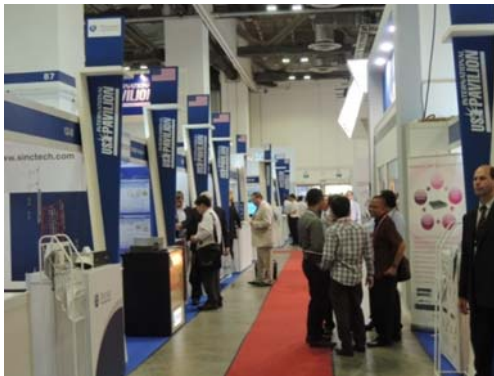
- Follows model established by 3,700 U.S. businesses using Singapore as a gateway to ASEAN
- Standardizes and concentrates CS efforts across seven offices
- Greater value for US exporter through enhanced regional engagement
- RSCO coordinates overarching strategy, programs and resources to maximize efficiency; SCO is POC at Embassy; desk officer is POC @ HQ; USEAC is local POC



# Trade Fairs – Singapore The Las Vegas of ASEAN



Singapore Airshow  
February 2016



CommunicAsia  
June 2016



ITB Asia  
October 2016



Singapore International  
Water Week July 2016



**U.S.  
COMMERCIAL  
SERVICE**  
United States of America  
Department of Commerce

# Industry Working Groups

- Composed of CS staff across ASEAN who communicate virtually
- Enables sharing of best practices
- Benefits clients through identification of “next step markets” for clients already in or entering the region
- Aides with identification of market access barriers

HEALTHCARE	POWER/ENERGY	EDUCATION
ICT	SMART CITIES	DIGITAL ECONOMY
AEROSPACE AND DEFENSE	TRAVEL AND TOURISM	CYBERSECURITY





# Digital Economy Initiative

- Joint Commerce/State Initiative
  - CS – 12 Attachés Worldwide – 2 in ASEAN
- Digital Economy Board of Advisors – Two-year term
- Enhanced Strategy to address 21<sup>st</sup> century digital trade barriers
- Focus on 4th Industrial Revolution
  - eCommerce
  - Smart Cities
  - FinTech
  - Health IT
- Commercial Service Role
  - Trade Promotion, Policy and Commercial Diplomacy
  - Bringing Value to Clients (i.e. use social media platforms)



# Digital Economy Initiative - Issues

- Data Localization and Data Flows



- OTT Regulations

- Intermediary Liabilities



- De Minimis Customs



- IP Laws & Regulations



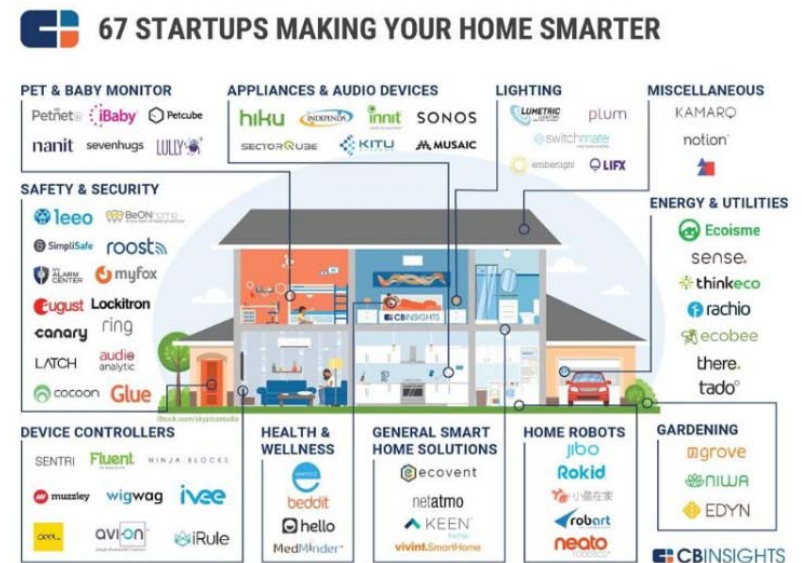
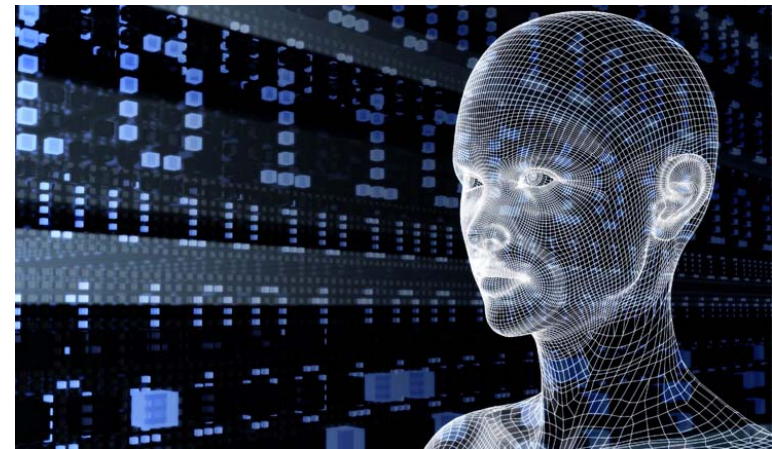
- Educating Governments



# Digital Economy Initiative – The Future



- Smart Phone Use
- Artificial Intelligence
  - Online Travel
  - Smart Manufacturing
- eCommerce
  - eGovernment
  - Benefits to local businesses
  - Benefits to U.S. businesses
- IoT – “*Intelligence of Things*”
- Streaming Services & IP
- Cloud Computing & Cyber Security





# Fastest Growing Internet Market in the World

260M

Users already online; 4<sup>th</sup> largest internet market in the world

3.8M

Users coming online every month; fastest growing internet market in the world

700M

Mobile connections; 130% of population

Source: Worldbank , Google

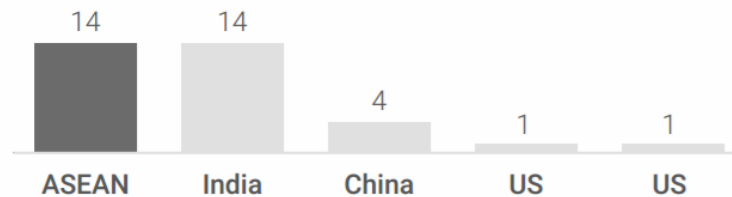


# Fastest Growing Internet Market in the World



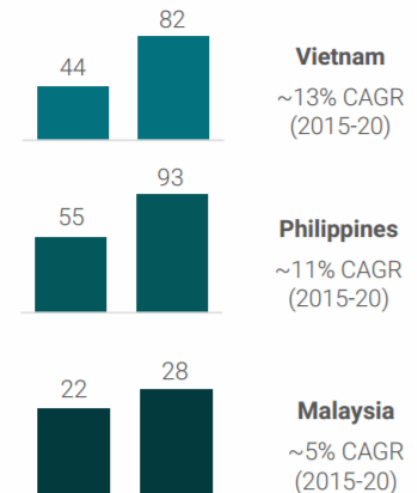
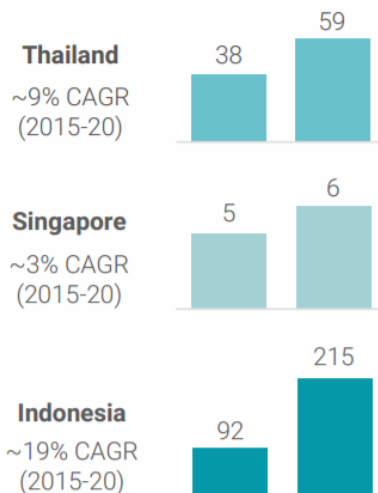
480 million users by 2020 with Indonesia as the fastest growing nation in the world

Growth in internet users  
(CAGR%, 2015-20)



Indonesia is the fastest growing internet market in the world

Internet users by country<sup>1</sup> (# m, 2015-2020)



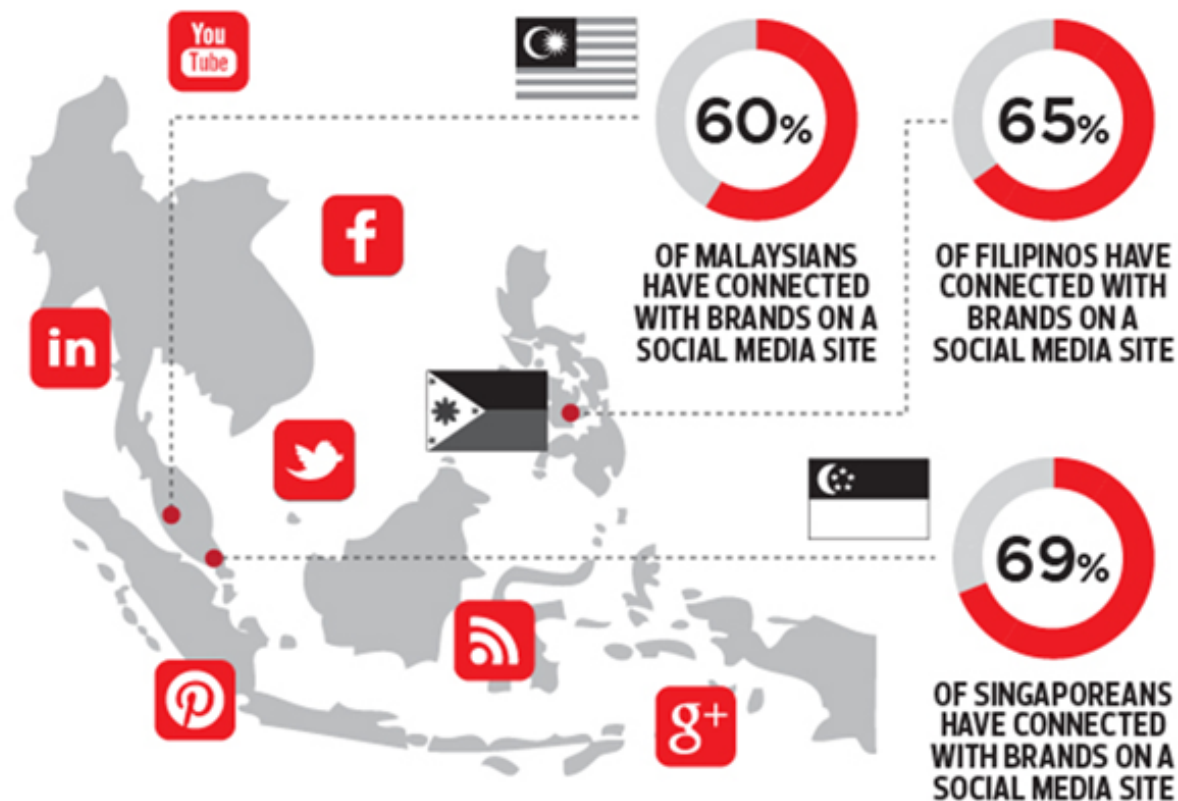
Source: Worldbank , Google

# Social Media Facts in ASEAN

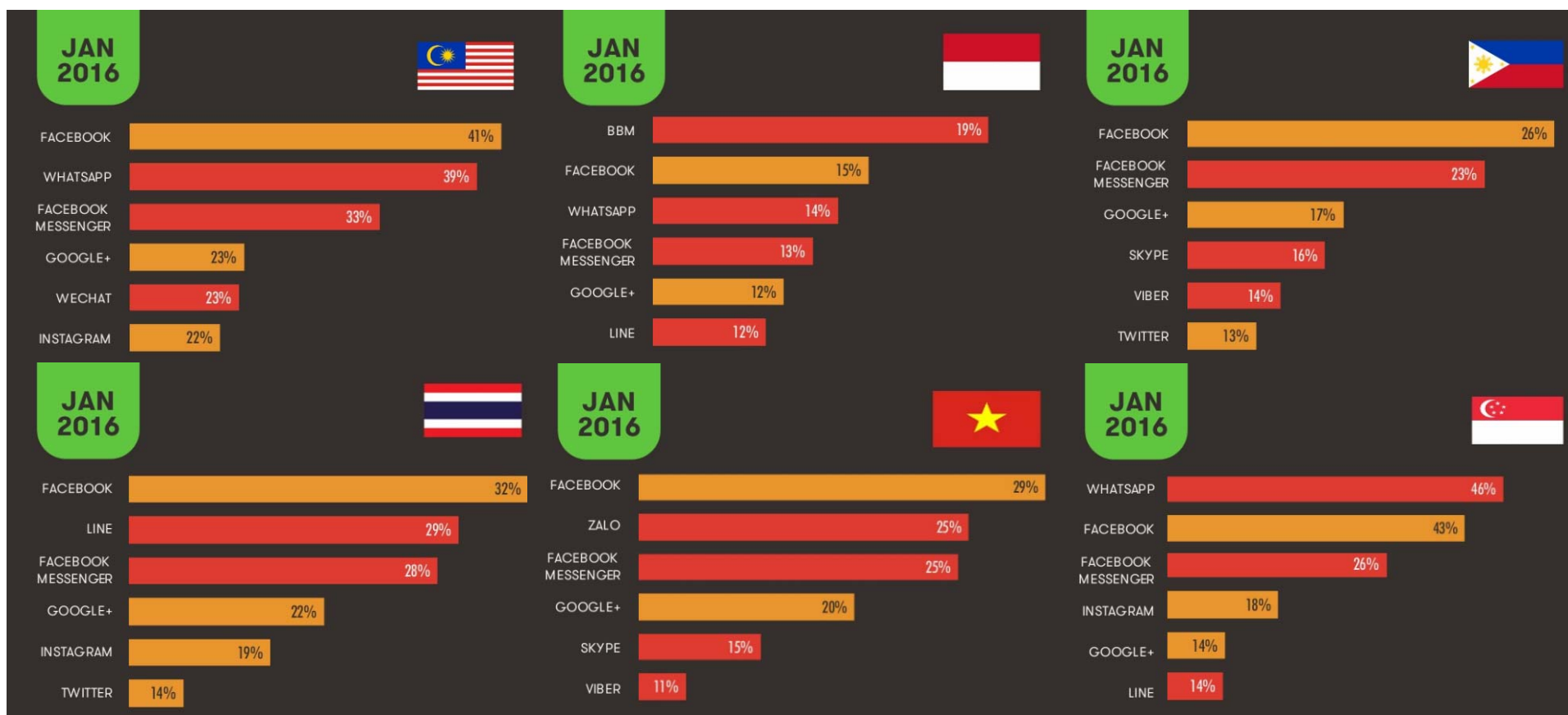
## It's All About Business!

**SOCIAL MEDIA IS HERE TO STAY,  
ESPECIALLY IN SOUTHEAST ASIA.**

**THE REGION SHOWS HIGH SOCIAL MEDIA  
ADOPTION RATE FOR EVERY COUNTRY.**



# Social Media Platforms in ASEAN




❖ Facebook is the most popular social media platform in ASEAN



# Facebook to Enhance Client Services






**U.S. Commercial Service, Singapore**  
@CommercialServiceSingapore

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 **U.S. Commercial Service, Singapore**  
Yesterday at 2:27pm · 🌐

Oceanology International North America (OINA) is happening now in San Diego. CHAN Y K from Commercial Service Singapore shared with U.S. exporters on market trends and opportunities in Singapore and Southeast Asia.




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 Write a comment...

American Embassy Bangkok, Commercial Section


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June 29, 2016 · 🌐

University of North Texas นำเสนอหลักสูตรปริญญาโททางด้านการท่องเที่ยวอย่างยั่งยืนระหว่างประเทศ ซึ่งเป็นหลักสูตรพิเศษ และคุณจะสามารถเริ่มต้นชีวิตในมหาวิทยาลัยของคุณในโลกกลางเมืองของรัฐเท็กซัส คลิ๊กเพื่อเรียนรู้เพิ่มเติมเกี่ยวกับมหาวิทยาลัยและโปรแกรมหรือติดต่อสมหญิง (มด) ได้ที่ Thailandoffice@unt.edu หรือ 02-104-9103

Does a career in hospitality and tourism management interest you? Do you see yourself working with and becoming a global leader in the hospitality industry? Consider a Bachelor's degree in Hospitality Management or a Master's degree in International Sustainable Tourism from the University of North Texas (UNT). Set your goals high and let UNT help to prepare you to be a leader in the hospitality industry. To learn more about how UNT can help you achieve your goals, contact Somying (Mod) Soonthornwat at Thailandoffice@unt.edu or call 02-104-9103

[See Translation](#)





# THANK YOU

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