

Contact
Singapore 

SYNERGY

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About Contact Singapore

Contact Singapore is an alliance of the Singapore Economic Development Board and Ministry of Manpower. It aims to attract global talent to work, invest and live in Singapore.

With offices in Asia Pacific, Europe and North America, Contact Singapore is the one-stop centre for those who wish to pursue a rewarding career in Singapore, as well as individuals and entrepreneurs who are keen to invest in or initiate new business activities here. Contact Singapore actively links Singapore-based employers with global talent and provides updates on career opportunities and industry developments in Singapore. We work with private sector partners to facilitate the interests of potential individual investors in Singapore.

For more information on working, investing and living in Singapore, please visit www.contactsingapore.sg

Contents

News

- 04 Surprising Singapore
- 05 Two new contact points in North America
- 05 Upcoming events

Lifestyle

- 06 Transport goodies for the commuter

Legal Services Sector

- 09 The long reach of the law
- 10 Lawyers go for boutique search firms

Features

- 13 Partner profile: Far East Organization
- 14 Aerospace industry flies high
- 16 Employer profile: ST Aerospace
- 17 Know your facts: National Integration Council

Work And Live In Singapore

- 18 Equal opportunity for all
- 19 Folks at Contact Singapore: Jynn Goh, Area Director, New York

Cover photo: Biopolis, Singapore's custom-built biomedical research and development hub

Surprising Singapore

You would probably assume that the cost of living in Singapore is higher than that of many Asian cities, but the Associate Director of Standard Chartered Bank Lee Boon Bee begs to differ.

“The transport costs in Singapore are really cheap – travelling across the country via the MRT train only costs about S\$2; the same distance in Malaysia will cost about S\$3 or S\$4 by a similar train,” he said.

The 31-year-old also highlighted why he considered the cost of food and beverage in Singapore was very reasonable compared to Malaysia as he shared his experiences garnered from his eight years of working in Singapore with 17 undergraduates from Malaysia’s Taylor’s University College and University of Nottingham.

They were in town in March as part of the Experience@Singapore programme, which aims to give them a realistic idea of what it is like to work, live and play in Singapore.

During their four-day stay, they had the opportunity to meet and chat with top management of companies and government organisations as well as visit key infrastructural projects in Singapore.

On the careers front, they visited a careers fair, had networking sessions with some recruitment companies and listened to a Malaysian who had come to work in Singapore.

That Malaysian, Mr Lee, said he was motivated to work in Singapore because he wanted to be part of one of the biggest Asian financial hubs. Said the Monash University graduate, “Even though I only travelled to Singapore once in primary school, I was willing to take the risk and apply for a job in this foreign land.”

His account of the benefits of working in Singapore inspired the undergraduates to look to Singapore for a job. Said 22-year-old student participant Kan Yip Wai, “This programme has helped me a lot in terms of understanding what jobs Singapore has to offer. What has impressed me most is the country’s well-organised infrastructure – not only is the transport system efficient and fast, the Internet and telecommunications infrastructure are also top-notch. These factors make it an ideal place to work and establish my career.”

His schoolmate 23-year-old Nguyen Thi Tuyet Nhung echoed the same sentiments. “Singapore has a high standard of living and it also has a lot of good job offers for graduates. I want to work in an international accounting firm as it will provide better opportunities to grow as well as a competitive working environment,” she said.



Upcoming Experience@Singapore Programmes

Date of Programme	Open to select universities from these countries	Open to students in the following disciplines	Students in the following year(s) of study	Total Number of spaces
13 to 17 July	US, UK, Australia	Mechanical, Electrical, Process, Chemical, Biomedical engineering	Year 3/ Year 4/ Postgraduates	50
27 to 31 July	China & Korea	Mechanical, Electrical, Process, Chemical, Biomedical engineering	Year 3/ Year 4/ Postgraduates	30
1st week of Dec	India, Malaysia & Taiwan	Mechanical, Electrical, Process, Chemical, Biomedical engineering	Penultimate, final year undergraduate and Masters students	45

More information at www.contactsingapore.sg/experience@singapore

Two New Contact Points In North America



Contact Singapore (CS) has opened offices in New York and San Francisco to expand its presence in North America. These two new offices are in addition to its Boston office.

The offices will function as a one-stop centre for individuals who wish to pursue a rewarding career in Singapore, as well as business leaders and entrepreneurs who are keen to invest in or initiate new business activities here. As such, they will assist CS headquarters in Singapore to reach out and interact with talent in North America.

“The opening of these new offices reflects the attractiveness of talent in North America, from graduating students to working professionals, to employers in Singapore and also addresses the increasing interest shown by talent to work in Singapore,” said CS Executive Director Ng Siew Kiang.

The New York and San Francisco offices are headed by Area Directors Jynn Goh and Tan Lee Sar respectively. Both have been working with CS and are familiar with the US market.

“I am excited to set up a new CS office in a different city and look forward to working with the different educational institutions and search agencies in a win-win partnership,” said Ms Tan.

Photo: Stock photo

UPCOMING EVENTS

Contact Singapore will be holding a number of events as well as participating in career fairs around the world in the coming months. Do log on to our website www.contactsingapore.sg to find out more if you're interested to attend the events, or if you want to chat with us about working and living in Singapore.

DATES	EVENT	LOCATION
April to May	Networking sessions with Interns from Indian Institutes of Management (IIMs)	Singapore
23 to 25 April	Careers@Singapore: Singapore Day 2009 Event website: www.contactsingapore.sg/careers@singapore_uk	London, UK
28 April	MIT Spring Career Fair	Boston, US
29 April	University of Sheffield Spring into Jobs Fair	Sheffield, UK
April to June	eCareers@Singapore: Interactive and Digital Media Event website: www.careers-singapore.com	Beijing & Shanghai, China
1 May	Annual Asian Diversity Career Expo	New York, US
6 May	University of Birmingham Career Fair	Birmingham, UK
27 & 28 May	Summer Graduate Recruitment Fair in Scotland	Glasgow, UK
29 May	Edinburgh Graduate Recruitment Fair	Edinburgh, UK

Transport Goodies For The Commuter

Four new MRT lines, three new extensions to the existing MRT network, more comprehensive and convenient bus routes, two new expressways – these are some of the more visible enhancements commuters in Singapore can look forward to as the Land Transport Authority (LTA) continues to implement its vision for moving people in the foreseeable future.



LTA's Chief Executive
Yam Ah Mee

In the meantime, various immediate public transport improvements have already facilitated urban journeys. For example, the MRT (mass rapid transit) system saw some 900 additional train trips per week since the beginning of 2008. As a result, there were about 12% more train trips during the morning and evening peak periods.

In the same way, the frequency of buses has improved by an average of 2.3 minutes and more than 100 additional bus trips were added during the morning and evening peak periods.

These are just the tip of the ongoing enhancements to the transportation system under the Land Transport Master Plan (LTMP), which was launched last year to guide developments over the next 10 to 15 years.

"Our goal is to build a people-centred land transport system – one that puts the needs of the commuters at the forefront, while protecting the environment to ensure that Singapore becomes an even more vibrant and liveable city," said Mr. Yam Ah Mee, Chief Executive, LTA.

That is not all. Besides the constraint of limited land available for roads and other modes of transport, the challenge is to accommodate the transport needs of a rising population of locals and tourists as well as of economic growth. The LTA's Master Plan is tailored to cater to a projected increase of 60% in daily travel demand, from the current 8.9 million journeys a day to 14.3 million by 2020.

A key strategy to cope with the increase in travel demand is to promote public transport since it is the most efficient



people-mover. The target of the LTMP is to increase the public transport modal share during the morning peak hours from 63% today to 70% by 2020.

“To achieve this, we plan and build the public transport system from our commuters’ point of view. This means catering to our people’s needs from the time they leave their homes to the time they arrive at their destinations. Besides expanding the system capacity, we will invest in the quality of the public transport system and services to enhance the total journey experience of commuters and make public transport a more attractive option,” said Mr. Yam.

For the rail system, service quality measures include improvements such as the refurbishment of 66 first generation trains and the deployment of Service

Ambassadors at busy stations during peak periods to assist commuters and tackle potential bottlenecks before they slow down traffic.

On the roads, premium buses, which provide more comfort and a more direct journey have become more available. Today, there are over 70 such services compared to only 10 two years ago. Their popularity is increasing as average daily ridership figures show an increase of almost 60% between November 2007 and the end of 2008.

A major structural change to improve the bus system is due this year. It should be transparent to the commuter, except for its positive effects.

“Today, the bus routes are planned by the public bus operators based largely on commercial considerations.



As a result, we often receive feedback on circuitous routes and long waiting times. By 2009, LTA will take on the central planning of the bus network. We will adopt a more commuter-centric approach in planning the bus routes, taking into account the rail and road infrastructure to improve the integration of the overall transport system.

"Feeder bus services will run more direct routes and operate more frequently to bring commuters quickly to the major transfer hubs – the bus interchanges and MRT stations. Commuters can therefore expect more seamless and hassle-free transfers," explained Mr. Yam.

In addition, the hubs will be designed to include retail and food and beverage outlets so that commuters can



catch a snack or shop in air-con comfort in between their train and bus rides. Some integrated hubs like Toa Payoh already provide such facilities and give a glimpse of what can be expected.

Another convenience that commuters can look forward to is a MRT station within range of a five-minute walk anywhere in the central area by 2020. By that time, the existing rail network of 138 km of track will have doubled to 278 km with the completion of existing and new projects.

There will be four new lines – the Circle Line, which is nearing completion, the Downtown Line, which has started construction, the Thomson and Eastern Region lines, which are in the planning stage – and three extensions to existing lines – the Boon Lay, Tuas and North-South line extensions, of which the Boon Lay extension has been completed and opened in February 2009.

As part of the people-centric approach, a major effort has been made to cater to the elderly and the less abled.

The number of wheelchair accessible buses will double by the end of this year with the purchase of

466 such buses by the operators. This will make one in five buses wheelchair friendly, with the ratio going up to 100% by 2020.

As for the rail system, all existing MRT stations already have at least one station entrance fitted with a lift and a barrier-free route. Currently, LTA is installing 17 additional lifts to 16 stations and building ramps so that 70% of stations will have at least two barrier-free routes by 2011.

For the average Joe, more protection from the hot sun and the pouring rain is on the cards: more pedestrian overhead bridges will be covered. One in six is already covered and the percentage will go up to 80% by 2010.



In a country where car ownership is much sought after, no Master Plan can ignore road usage. So, keeping the traffic flowing smoothly is a priority that is being met by managing the demand for road usage.

New roads to serve new developments are in the pipeline. As the existing network of highways is already extensive, only two new ones will be built. They are the 5-km Marina Coastal Expressway (MCE), which will be finished in 2013 and a 21-km North South Expressway (NSE), which will be opened to traffic by 2020.

At the same time, policy tools such as the vehicle quota system to control the growth in vehicle population and the electronic road pricing system to manage demand on congested roads will continue. The bottom line is that the LTA has ambitious but specific goals to ensure the transport system not only keeps up with Singapore's development but also goes beyond current standards.

Said Mr. Yam, "By 2020, Singaporeans will have a more advanced and affordable public transport system that enables them to get to their destination efficiently and safely."

The Long Arm Of The Law

Currently home to around 4,400 practising lawyers and 870 law firms, including nine out of 10 of the world's top law firms, Singapore is a key legal hub for South-east Asia and, increasingly, the Indian subcontinent.

Singapore has also become an important centre for international arbitration. A 2007 report published by the ICC International Court of Arbitration ranked Singapore as the top city in Asia for ICC arbitrations, and one of the five most popular arbitration venues alongside Paris, London, Geneva and Zurich.

A new milestone will be set with the launch in July this year of Maxwell Chambers, the world's first integrated dispute resolution complex. It will house top international alternative dispute resolution institutions such as the Permanent Court of Arbitration, the ICC International Court of Arbitration and the International Centre for Dispute Resolution – a collaboration between the American Arbitration Association and the Singapore International Arbitration Centre.

In the context of the vibrant legal scene, the Ministry of Law sets out the opportunities and challenges for lawyers in Singapore.

Q. What are the challenges and career opportunities for lawyers?

As a key financial centre for the region, lawyers in Singapore have the opportunity to be involved in large-scale and complex cross-border transactions.

Singapore law firms are increasingly international in their outlook and

practice while six international law firms have been awarded licences to practise Singapore law in corporate areas. We therefore expect strong demand for both foreign- and Singapore-qualified lawyers in the local and international firms.

In addition, all international law firms are now allowed to practise Singapore law in the context of arbitration. With Singapore cementing its position as a regional and international arbitration centre, and with an increase in the number of international disputes in the current climate, the demand for arbitrators and arbitration lawyers will be considerable.

Q. What kind of talent is Singapore looking for?

We welcome lawyers from all practice areas, especially:

- International Arbitration
- Projects, including Oil & Gas and Clean Energy
- Shipping
- Islamic Finance
- Biosciences
- Competition
- Intellectual Property
- Tax
- Technology, Media and Telecommunications

Q. What are the requirements for overseas law graduates to practise here?

If you are admitted, qualified or authorised to practise in any foreign jurisdiction, you can practise as a Foreign Lawyer in Singapore by simply registering with the Attorney General's Chambers.

If you want to practise Singapore law as well, you will need to be admitted to the Singapore Bar. To be admitted, you will need to fulfill certain eligibility criteria, such as being a Singapore citizen or permanent resident and having attained at least Lower Second Class Honours from an approved university.

In addition, you will need to pass Parts A and B of a newly-introduced Bar Examination, complete the Practical Law Course, and fulfill a one-year Training Contract. Exceptions and exemptions may apply for those with experience.

In the longer term, a new Corporate Practice Exam will be introduced to allow Foreign Lawyers to practise selected areas of Singapore law.

For more information, please visit the Ministry of Law's website www.minlaw.gov.sg (click on 'Admission to the Singapore Bar').



Today, lawyers looking for career opportunities in Singapore can turn to recruitment companies that specialise in the legal field. A mere 20 years ago, such companies were unheard of. Now, there is a thriving niche market largely driven by lawyers who use their domain knowledge and experience to ensure a good fit for the individual and the employer in Singapore.

Legal Labs Recruitment is typical of the boutique firms that populate the sector. Its founder and managing director, Surene Virabhak, was an IT lawyer in one of the largest law firms in Singapore before changing course.

"Starting a legal recruitment company was not a very original idea as it is a well-established business in other developed legal markets. I myself had worked for another firm for a year before I went on my own and set up Legal Labs in 1999. We are one of the longest established in this market," she said.

Lawyers For Bo Search

The sector has also attracted non-Singaporeans. Miss Julia Lee, who said she knows of at least eight to 10 legal search companies in Singapore, is an Australian lawyer who opted for legal recruitment after eight years of practice. She chose to establish JLegal in Singapore in 2007 after working in Sydney, Hong Kong and here.



Go boutique Firms

"On a personal level, I have two kids and considerations such as schooling and health and safety are all excellent here. So again, it's a great place for us as a family," she explained.

As for why many legal recruiters are ex-practising lawyers, she said, "It is a great alternative career, capitalising on your understanding of and contacts in, the legal profession but doing something more entrepreneurial and commercial."

Giving the other side of the picture, Miss Virabhak pointed out, "Law is a highly specialised field and a recruiter with a legal background can leverage off it."



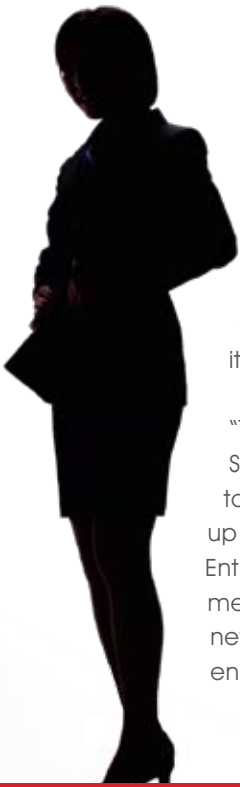
Surene Virabhak, Managing Director, Legal Labs



Julia Lee, Managing Director, JLegal



Jeremy Small, Director, Law Alliance



"Singapore is a great place to be, both from a professional and personal view. Our business is regional as our clients are mainly multinational corporations and international law firms. Singapore is a natural base for these clients as well, so it makes sense to be here with them.

"The business and tax infrastructure in Singapore made it a very easy decision to set up here. When I decided to set up my own business, I found that the Entrepass Scheme was a very attractive means of doing so, and the tax breaks for newly incorporated companies were very encouraging as well.

The industry itself has put down roots and sprouted in tandem with the explosive growth of the region. According to Mr Jeremy Small, Director of Law Alliance, another legal recruitment company, there were virtually no specialist legal recruitment agencies in Asia before 1990.

"Legal recruitment services are a new phenomenon in Asia. The industry has grown as the legal industry has expanded. Today, there are over 100 international legal firms in China alone where there were none in 1990," he said.

Law Alliance itself was founded in Hong Kong by an English lawyer, Conor Greene, in 1999 and has been in Singapore since 2004. Since then, it has expanded from one consultant to nine in Singapore and has a total staff of 27 between the two cities.

"The market has been very good," said Mr Small, a lawyer who joined Law Alliance's Singapore office shortly after its opening. And in more ways than one. Demand by its clients for related staff such as legal secretaries and office managers led Law Alliance to start The Alliance Group to handle non-legal recruitment.

"We wanted to capture the ancillary market without diluting the Law Alliance brand. Meanwhile, The Alliance Group, which was started in 2006 in Hong Kong, has expanded there into other recruitment areas such as IT and accountancy staff," he said.

Law Alliance itself services a mixture of private practice law firms which may require local or international lawyers, government entities, large financial institutions and corporate enterprises with an in-house legal department. It also has dedicated recruiters servicing the compliance and company secretarial sectors.

Legal Labs caters to much the same clientele: financial institutions, government-linked companies and multi-national corporations from various industries, including communications, technology, manufacturing, oil & gas, logistics and retail.

Besides placing lawyers of all levels from partners and heads of department to juniors, it handles compliance, corporate secretarial and paralegal staff. It also provides staff for contract management. The company now employs seven consultants, all ex-lawyers except one, and has an office in Hong Kong to cater to the Greater China market.

"Our presence is a function of client demand. Recruitment is a very personal relationship and what works well in one jurisdiction, will in others. So, satisfied clients will often give us the mandate for other jurisdictions" said Miss Virabhak. "At the same time, legal talent is also very fluid and lawyers can easily move jurisdictions. It's a borderless industry, in that sense. If a candidate comes along wanting to move, we have somewhere for them to go to."

JLegal has also expanded from its original owner consultant to include two other full time consultants, both ex-lawyers, and one office manager. "We are a boutique outfit but we work with many household names and international law firms," said Miss Lee, who attributes the increasingly crowded legal recruitment field to the draw of lucrative fees.

In spite of – or perhaps due to – the increasing competition, the companies are in an expansionist mode geographically. Legal Labs has invested considerable time in developing the China and India markets, and is looking to set up offices there in the near future.

As for Law Alliance, Mr Small revealed that he has been tasked to open an office in London this year while Miss Jacqueline Keddie, an ex-Australian lawyer, takes over in Singapore.

He said, "A dominant player in the Asian legal market can grow beyond Asia. As for our choice of London, there are more law firms there, I know the market, having practiced as a lawyer there for five years, and we will be essentially dealing with the same clients as in Asia. We are already on the panel of these firms, so hopefully it will not be so difficult to penetrate the market.

"After the UK, perhaps we will set up a branch in the Middle East, where today we do 40% of our business, and also in Australia. We are in the business for the long-term. We have been through several downturns before.

"If they work hard, good consultants will survive and flourish when the market rebounds."

Some legal recruitment firms in Singapore

JLegal Pte Ltd

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Hitachi Tower
Singapore 049318
Tel: +65 6622 0701
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Law Alliance Consultancy Services Pte Ltd

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Email: resume@legallabs.com



Far East Organization



Property Giant Leverages On Contact Singapore

With interests in all aspects of property development as well as estate management and hospitality, Far East Organization together with its Hong Kong-based sister company, Sino Group, requires a large and diverse workforce.

Together, they employ over 13,000 staff worldwide and are in constant need of good calibre staff from the rank file to specialists and experts. When it comes to sourcing for talent, no channel is ignored. Among others, it has tapped on Contact Singapore to access global talent.

As the largest private property developer in Singapore, it requires staff for operations that span the full spectrum of the real estate market, from residential to hospitality, commercial, retail and industrial sectors. In the process, it has left a definite mark on Singapore's skyline, having developed over 700 properties since its start in the 1960s.

On the hospitality front, the Organization, is an owner-operator of six Singapore hotels – Orchard Parade



Hotel, The Elizabeth Hotel, Albert Court Hotel, Golden Landmark Hotel, Changi Village Hotel and the newly-opened Quincy.

It is also the largest owner-operator of serviced residences and corporate housing in Singapore. Staffing requirements run the gamut from the general manager to the executive chef to sales executives.

Its sister company, Sino Group, has The Fullerton Hotel and will open the Fullerton Bay Hotel by end 2009.

On a different note, one of the Organization's public-listed companies, Yeo Hiap Seng Limited, is a food and beverage company with a long history. With manufacturing plants in Singapore, Malaysia and China, Yeo Hiap Seng produces more than 200 varieties of Yeo's goodies such as traditional Asian drinks, fruit juices, jelly drinks, canned food, Asian sauces and instant noodles which are distributed throughout the world.

Aerospace Industry Flies

Like the rest of the global economy, the aerospace industry in Singapore is passing through a pocket of turbulence. But it has already climbed to a high altitude and is capable of maintaining its position as it heads towards sunny skies in the long-term.

Looking back from the current vantage point, the Singapore aerospace industry has grown at an average rate of 13% since 1990 to become the most comprehensive maintenance, repair and overhaul (MRO) hub in Asia, responsible for about a quarter of the Asian MRO market. In 2007, it achieved a record output of S\$6.9 billion, and employed some 19,000 people.

More than 100 aerospace companies populate the sector. Besides home-grown ST Aerospace, household names such as Boeing, Rolls-Royce and GE Aviation Services have set up shop. Other names renowned in the industry include EADS (European Aeronautic, Defence and Space Company) and Goodrich Corporation, which carries out comprehensive nose-to-tail MRO services from airframe maintenance to engine overhaul to aircraft modifications and conversion.

Aside from MRO, Singapore is also seeing a growing number of aerospace design and manufacturing operations. Engine gears, valves, and galley equipment are some of the products manufactured in Singapore.

Factors going for the aerospace industry begin with its proximity to its market. Changi International Airport, one of the aviation hubs in the region, is a stone's throw away. Consistently voted one of the best airports in the world, it handles more than 4,000 weekly flights operated by some 80 airlines.

In 2007, it was the 19th busiest airport in the world for passenger traffic as well as one of the busiest cargo airports handling 1.89 million tonnes of cargo.

Backing up the routine MRO business that Changi generates is the sale of aircraft and equipment sealed at an air show. The venue of the Asian



Photo: Stock photo

Aerospace show from 1981 to 2006, Singapore now hosts the Singapore Airshow at a new site that boasts a 40,000 sq m fully air-conditioned exhibition hall and 100,000 sq m of outdoor exhibition space. The inaugural event in 2008 saw the announcement of sales worth over US\$13 billion. The event will be held every two years.

Markets are not enough if the skill sets in demand are not available. As the aerospace industry has stringent safety and quality standards, a pool of qualified and experienced personnel is critical.

To meet demand, Singapore's tertiary institutes



High

have geared up related courses. Since 2003, the number of aerospace professionals graduating each year from Singapore's universities, polytechnics and technical institutes has tripled. New courses have been introduced, such as the engineering degree offered by UniSim in collaboration with Cranfield University and the technical training offered by the partnership between Temasek Polytechnic and Lufthansa Technical Training. The EDB (Economic Development Board) has also launched a S\$70 million scholarship programme to develop precision machinists.

On the R&D front, A*STAR (agency for Science, Technology and Research) has launched an aerospace programme under its Science and Engineering Research Council to drive innovation. The Council will work with industry partners on pre-competitive R&D that looks at the entire value-chain in the aerospace industry, from design to manufacturing and maintenance.

Last but not least, Singapore is investing in physical infrastructure to support the industry. The centrepiece of this effort is the transformation of Seletar Airport into the Seletar Aerospace Park.

Spread over 300ha, the dedicated industrial park will host a wide range of activities including:

- Aerospace MRO
- Design and manufacture of aircraft systems, components, and potentially light aircraft

- Business and general aviation activities
- Regional aerospace campus, which will house educational and training institutes and research facilities

It will also have an upgraded airport designed to support industrial and business aviation activities. This will include a 1,800-metre runway, aircraft parking areas and an engine run-up bay.

Several dominant international aerospace players, such as Pratt & Whitney have already signed on. It is establishing an MRO campus at Seletar while ST Aerospace, which is the largest, third-party MRO company in the world today, has opened new hangars for airframe maintenance and modifications, including passenger-to-freighter conversions. Rolls-Royce has also bought in. It is setting up a futuristic plant to manufacture engines for large aircraft.

The commitment of these major players, and more, augurs well for the future of the aerospace industry in Singapore.



Photo: Stock photo

ST Aerospace

The world's largest independent, third party MRO offers a suite of services

Home-grown ST Aerospace has a staff strength of over 7,000 certified engineers and administrative specialists located at international offices and facilities in key aviation hubs in the Americas, Asia Pacific, Europe, and the Middle East.

The world's largest independent, third party aviation maintenance, repair and overhaul (MRO) company, it provides support services for commercial and military aircraft. Through its two business segments, Aircraft Maintenance & Modification (AMM) and Component & Engine Total Support (CETS), it offers airframe, engine and component maintenance, repair and overhaul, engineering, design and development, and aircraft spares supply and management services.

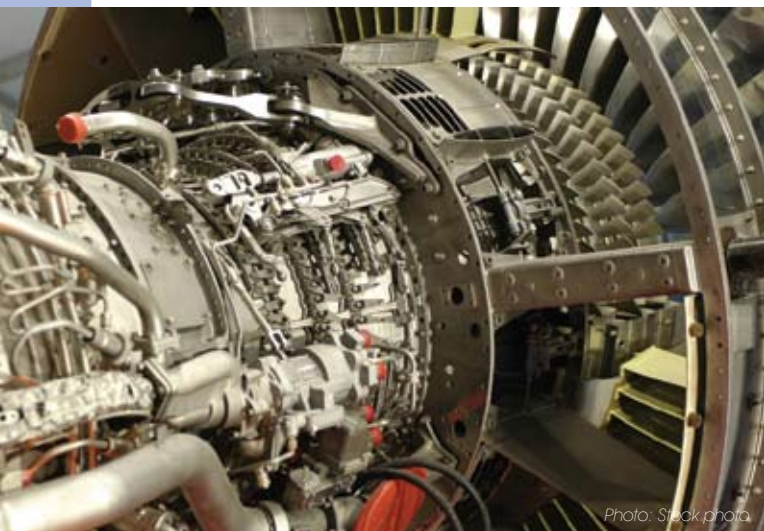


Photo: Stock photo

On the MRO front, it has performed light and heavy maintenance, upgrades and conversions for more than 3,500 commercial aircraft. Its maintenance, structural repair and ageing modification work extend to a broad range of commercial aircraft including Airbus, Boeing, McDonnell Douglas, Lockheed Martin, Cessna and Embraer fleets.

With over 3,300,000 sq ft of total space, it is able to accommodate 25 wide-body and 43

narrow-body aircraft in its global facilities. It also has one of the most extensive helicopter maintenance centres in the world.

With regard to military aircraft, it has successfully harnessed state-of-the-art technology to deliver advanced avionics upgrade solutions for the F-5 fighter. Besides being an authorised maintenance centre for the C-130, Fokker 50, Bell and Super Puma helicopters, it also provides convenient one-stop maintenance services for the C-130 Hercules aircraft, A-4 Skyhawk and F-5 Tiger fighters.

Extending beyond MRO support, ST Aerospace's engineering and development capability includes aircraft design engineering services. It offers a wide range of customised solutions for F-16 Falcon and F-5 Tiger fighter aircraft. It also develops solutions for commercial aircraft in collaboration with partners.

As a component repair and overhaul station with capabilities for over 25,000 military and commercial aircraft components, ST Aerospace has serviced more than 600,000 components. Its capabilities consist of avionics (including electrical, radar/communications, instruments and electro-optics) and mechanical components (including the heli-dynamics, hydraulics, pneumatics and propellers).

It also provides a wide range of aircraft component management and support services, including warehouse and material management, aircraft-on-ground spares and service support, aircraft parts trading, aircraft operating lease and OEM (original equipment manufacturer) representation.

Whether it is depot level maintenance, interior refurbishment, systems integration, retrofits or test flights support services, it prides itself on providing efficient fast turn-around to mitigate aircraft down time.

National Integration Council

Building bridges for a harmonious integration

Singapore has set up a National Integration Council (NIC) to help new citizens integrate into Singapore's society.

Dr Vivian Balakrishnan, Minister for Community Development, Youth and Sports, explained the rationale to Parliament, "Integration requires both the local-born Singaporean, as well as the newcomer, to realise that it doesn't come about naturally,

"Yes, many of our events in our community, e.g. the multicultural shows in our community centres, invite comments from some that it is contrived. But behind the attempts at even contrived shows, is a more important message – the commitment that we are trying to build bridges. And we are trying to remind everyone that it is important to welcome, and



integrate, and create, a Team Singapore out of our disparate members."

Composed of leaders from the public, private and people sectors, the NIC has been tasked with promoting mutual trust and understanding, while fostering a common sense of belonging to Singapore.

It will develop physical spaces and social platforms to encourage meaningful interactions. It will work through four sub-committees focusing on the community, school, media and workplace respectively. Each sub-committee will be led by a different government ministry while the Chairman of the NIC itself will be Mr Balakrishnan.

Until now, integration was largely in the hands of community organisations. The People's Association, for example, had over 700 'integration and naturalisation champions' who paid house visits to new immigrants.

Their number has been climbing. In 2008, 20,513 foreigners took up Singapore citizenship compared to 17,334 in 2007. Another 79,167 became permanent residents last year, up from 63,627 in 2007.

The NIC is the newest initiative to ensure that they all feel at home in Singapore.

Said Mr Balakrishnan, "We must find effective ways to integrate people. Everyone who lives, works and plays in Singapore must feel that they are welcome here, and that Singaporeans not only have an open door, but they have open minds and open hearts."



Equal Opportunity For All



The opportunity for individual development is the most exciting thing about being in Singapore, says Wunna Aung, a 28-year old engineer from Myanmar who is now a Singapore citizen.

"Everything is systematic and convenient," he explains. "There is opportunity for upgrading of skills and know-how. There are educational opportunities which can add value and widen your career perspectives."

He has benefited from the education system first hand, having moved to Singapore at the tender age of 12 to attend school. Back then, he spoke very little English, but says he did not experience much culture shock.

"My first impression was that it was very clean and everywhere was air-conditioned," he says with a chuckle. "I tried to be as open-minded as possible and was willing to understand how people in Singapore behave and interact."

He thoroughly enjoyed his schooling here and managed to sail through Singapore's rigorous education system, completing his degree in electrical and electronic engineering at the Nanyang Technological University. Wunna now speaks English, German and even some Mandarin. He attributes his international outlook to growing up in Singapore's open society and global environment.

"It has made me knowledgeable about different cultures and international practices," he says, and this has prepared him for the challenges of a rapidly changing world environment.

Now at Infineon Technologies, Wunna has the opportunity to further deepen his technical expertise in the field of automotive electronic research and development.

Work aside, he likes the free and easy lifestyle in Singapore, and enjoys simple pleasures like jogging by the beach, playing soccer with old school pals, watching movies, shopping for electronic gadgets and just hanging out with friends over coffee at one of the city's many cafes.

Having spent more than half of his life in Singapore, he feels rooted here. Most of his good friends are Singaporeans or Myanmar who have lived here for some time. His parents have also become Singapore citizens and now live with him. Given Singapore's connectivity, they have found it easy to maintain close ties with family and friends back in Myanmar, by calling regularly and visiting every couple of years.

As a newly-minted citizen, Wunna sums up Singapore's appeal to young professionals very succinctly, "Equal opportunity for everyone. Better education system and last, but not least, a clean environment."

Folks At Contact Singapore

Interview with Area Director Jynn Goh, who heads the New York office



1. How can the new Contact Singapore (CS) office in New York raise the profile of Singapore as an attractive place to work and live?

CS has had offices in North America since 1997. Since then, we have established an extensive database of individuals interested in working in Singapore. We have also built up a strong network of partners who help us profile Singapore and reach out to more talent.

The new CS office in New York will continue to allow ourselves to create and sustain a bigger mindshare in Singapore amongst global talent. The Big Apple is a key location for CS, being at the centre of where the action is.

2. Why should talent in North America consider working and living in Singapore?

I think the question is really why not? Singapore is very similar to North America, yet so different due to our Asian culture and influences. Singapore's globalised and cosmopolitan society makes them feel as if they have never left home, while the charming local flavour brings along new adventures and experiences. The ability to enjoy the best of both worlds, a unique blend of "East meets West" is one of the main reasons why I think Americans should be attracted to Singapore.

Beyond an appealing lifestyle, there is the draw of Singapore's location. Most of Asia's fastest growing economies – China, India, Southeast Asia – are within a seven-hour flight radius. Singapore is therefore a gateway to business in Asia, besides being a touristic hub, close to exotic resorts like Bali and historic monuments like Angkor Wat.

3. How does your background help you in your job?

Prior to CS, I worked on macroeconomic issues to build a globally competitive workforce at Singapore's Ministry of Manpower. At CS, I have been able to translate the policy intent into concrete initiatives on the ground to attract and facilitate talent in the US and Canada to work and live in Singapore.

On the personal front, I have lived outside Singapore for four years before joining CS – three as an undergraduate in the UK and one while I was doing my masters in the US. Having lived overseas has helped me to better understand the considerations overseas Singaporeans face, when deliberating whether to return home. For those heading to Singapore for the first time, my personal experience of living in the US as a student has also put me in a better position to comment objectively on how Singapore compares with the US.

4. What do you miss about Singapore while working in the US?

Food, definitely the food! Boston and New York have a great selection of cuisines too, but I still miss the local Singaporean street food like chicken rice, char kway teow, fried carrot cake, etc, which are not as readily available in the US.

But besides my gastronomic needs, I also miss the warm tropical climate that Singapore enjoys all year round. The convenience of living in a compact city where all amenities and facilities are within a short distance away is also something I enjoy.



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