

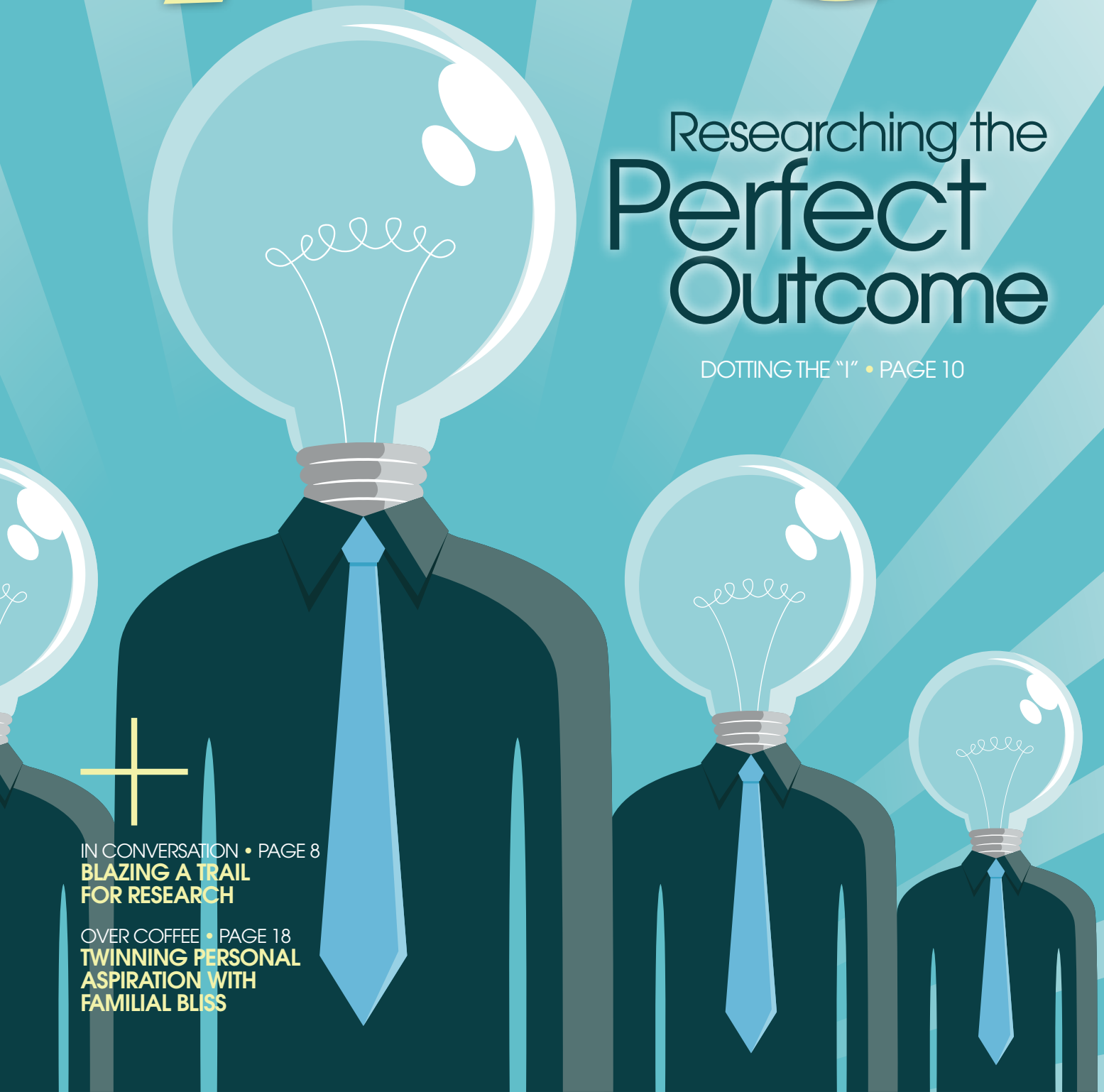
NOV/DEC 2010

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NOV-DEC2010

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Singapore – A Best Seller

Bird's Eye View • IITAAS Partners Contact Singapore to Promote Singapore as a Talent Hub • Paving the Way for Advancing R&D Industry • A Melting Pot of Opportunities • Graduate School Projects@Singapore • When Out to Hire Meets Up for Hire

Blazing a Trail for Research

Researching the Perfect Outcome

Libraries = Bring Knowledge Alive + Spark Imagination + Create Possibility

Twinning Personal Aspiration with Familial Bliss

Mastering Incredible India

Upcoming Events Organised by Contact Singapore



BY
EILEEN NG,
EDITOR

T A L E N T

Singapore - A Best Seller

Like every other issue of Synergy, in the course of putting together this installment, I meet and talk to many people. These encounters usually leave me thinking about Singapore as a brand. If "Singapore" sits on a supermarket shelf alongside other countries, what is the value that would be attached to our brand? How would "Singapore" rank in terms of sales? Would it be a best seller?

From a survey that Contact Singapore commissioned recently, the results suggest that Singapore does present a unique set of propositions to talent in the region. Amongst the various factors identified were career advancement opportunities, exposure to global perspectives, monetary benefits, stability and order and familiarity.

There is no doubt that if Singapore is able to ride on these favourable conditions, we will be successful in attracting the top talent to Singapore. That said, winning talent without a retention strategy is only half a battle won and is not sustainable in the long run. Singapore actively works to deliver promises and exceed expectations by delivering top quality of life at affordable prices and providing a dynamic work environment that allow you - our talent - to unleash your full potential.

All said, Singapore's underlying objective is simple. We do not just want to be a one-time best seller. We want to cultivate the brand loyalty that will keep the talent coming back for more.

So what are you waiting for? Come and try out Singapore!



SINGAPORE ACTIVELY WORKS TO DELIVER PROMISES AND EXCEED EXPECTATIONS BY DELIVERING TOP QUALITY OF LIFE AT AFFORDABLE PRICES AND PROVIDING A DYNAMIC WORK ENVIRONMENT THAT ALLOW YOU - OUR TALENT - TO UNLEASH YOUR FULL POTENTIAL.

BIRD'S EYE VIEW

BAYER HEALTHCARE EXTENDS RESEARCH COLLABORATIONS IN SINGAPORE

Bayer HealthCare Singapore announced an additional \$14.5 million worth of investment that will go into enhancing its expertise in qualifying research and development activities in Singapore to improve early diagnosis and treatment outcomes of cancer patients.

SINGAPORE EXPECTS RECORD 12 MILLION VISITORS THIS YEAR

Singapore expects visitor arrivals to hit a record of around 12 million this year, helped by the success of the city-state's two multi-billion-dollar casinos, Prime Minister Lee Hsien Loong said in November.

INTEREST RATES EXPECTED TO INCREASE IN SINGAPORE

Several economists expect interest rates to climb next year, attributed largely to the increase in forecasted interest rates in the US. Economists predicted interest rates hikes as they expect the US to increase mortgage rates and tighten monetary policy towards the second half of 2011.

MEDIACORP TO ANCHOR SINGAPORE'S NEW MEDIA HUB

Singapore's leading media group MediaCorp has announced it will be the anchor tenant at the country's new Mediapolis@one-north digital media hub. MediaCorp's decision is a big boost to the strategy of establishing Singapore as a media management and distribution hub for Asia.

NANOSTART TAKES SHARE IN MICROLIGHT SENSORS

German-based technology investment company Nanostart AG is investing in a homegrown company Microlight Sensors to develop new products. The company says the investment will be used to develop new products such as an ultrasensitive sensor based on nanomaterial technology and to finance business expansion.

IITAAS PARTNERS CONTACT SINGAPORE TO PROMOTE SINGAPORE AS A TALENT HUB



THE INKING OF THE MOU IN JULY 2010 BETWEEN CONTACT SINGAPORE and the IIT Alumni Association of Singapore (IITAAS) formalised the framework of cooperation between the two organisations. The MOU was a natural evolution of the relationship, given the increasing number of collaborations between the two organisations over the years.

The MOU broadly spelled out the series of activities which IITAAS and Contact Singapore will be collaborating on to promote Singapore as a talent destination hub to IIT students and graduates.

One initiative which recently took place in December was a five-day immersion programme sponsored by Contact Singapore for 17 students from the various IIT campuses. The programme, aptly named "Experience@Singapore: Engineering & Technology", provided the students with a comprehensive experience of Singapore as a destination to live, work and play, and to gain a better understanding of career opportunities in Singapore engineering and technology sectors. The students visited companies such as Schlumberger, Keppel Integrated Engineering and Polaris Software, as well as places of attraction. They also had a networking session with IIT Alumni members who were corporate executives, entrepreneurs and some graduate students who were studying their Master degree in Singapore.

IITAAS will also work closely with Contact Singapore to provide a number of internship positions here for IIT students during summer. These internships will partly be subsidised by Contact Singapore.

As part of the understanding, Contact Singapore will be supporting activities organised by IITAAS, helping the organisation to grow. In October, both organisations jointly reached out to promote Singapore as working destination to IIT professionals globally at the Pan IIT Summit in Delhi.

To commemorate this partnership, IITAAS and Contact Singapore will be publishing a booklet featuring some IIT Alumni members who have chosen to make Singapore their home. This booklet will be distributed at IIT campuses in India as well as key events.

For more information on Contact Singapore, please visit www.contactsingapore.sg. For career opportunities in Singapore, visit Contact Singapore's job portal at www.JobsAtSingapore.sg.

PAVING THE WAY FOR ADVANCING R&D INDUSTRY

THE LATEST ANNOUNCED BUDGET OF \$16.1 BILLION FROM 2011 to 2015 on research and development by the Singapore government, demonstrates Singapore government's commitment in developing research as a key industry. The generous budget augurs well for the researchers who are looking to advance their careers in this part of the world. More significantly, it implies that the demand for talent with keen interests in research would increase exponentially.

A DYNAMIC INDUSTRY

Compared to US and European countries such as Germany, UK and Switzerland, Singapore's R&D industry is small. Nonetheless, the rapid pace of growth in Singapore's R&D industry is similarly unparalleled by any of these countries. Recognising the growth opportunities presented by the republic, a group of 30 student researchers from Europe opted to come to Singapore for their internship through the Experience@Singapore: Research programme.

A SLICE OF THE ACTION

Assigned to the institutions best suited to their research interests, the opportunity provided the students an opportunity to be exposed to the research industry in Singapore. In addition, through the experience, each of them also had a taste of the unique culture in Singapore.

As it turns out, although many of them did their homework in finding out about the Singapore culture and the research landscape here, they conceded that nothing beats the real thing!



"When I first arrived, I stayed pretty much around the area where I am putting up at. For a brief while, I thought that was all that Singapore was about. However, as I start to venture out, I realise that Singapore is actually a very vibrant city."

... SANDRA HEMPEL, GERMANY

"I was a little apprehensive before I came because people told me that Singapore has a lot of fines in place. However, when I came and see how clean, green and beautiful the place is, I understand why some of the regulations were necessary."

... LENKA HERZANOVA, CZECH REPUBLIC

"The opportunity to come here and the experience I acquired from my attachment is amazing. It not only broadened up my world horizons, it also enriched my knowledge in Isothermal Titration Calorimetry experimental therapeutics."

... MAJA MALKOWSKA, POLAND

A MELTING POT OF OPPORTUNITIES



BACKED BY THE RESOUNDING SUCCESS OF THE FIRST RUN, Contact Singapore collaborated closely with the IIM Alumni community to bring back Experience@Singapore for the second time in September 2010. This time round, Singapore hosted 26 students from the Indian Institute of Management (IIM).

Like the first run, the primary objective of the event is to acquaint high calibre Indian talent with career and internship opportunities in Singapore. Supporting this goal, Contact Singapore worked closely with partner companies as well as IIM to line up a series of visits to leading companies in the city exclusively for IIM students. Companies that the entourage visited during their five-day stay here span across different industries. Many of which are leaders in their respective industry, such as McKinsey, Citibank, Barclays and Kraft Foods. Through these visits, the IIM graduates were able to appreciate the plethora of challenging and rewarding career opportunities available in Singapore.

As part of the experience, Contact Singapore gave the students a glimpse into the living lifestyles and standards through a tour to the housing areas in Singapore as well as shared with them the government's future plan in shaping Singapore. On a whole, the experience allowed the students to gain an insight into how working and living is like in Singapore.

With the completion of yet another fruitful run of the programme, one can certainly look forward to the next one soon!

EVENT HIGHLIGHTS

GRADUATE SCHOOL PROJECTS@SINGAPORE

Graduate School Projects@Singapore is a programme that offers graduate students an opportunity to create a project that could impact the Singapore economy. Using Singapore as a focal point of study, the students have to form a team of at least three persons and propose a project that covers any of the key growth industry sectors in Singapore.

Taking the form of a business case study, an industry research paper, technical report, marketing report or other media forms, the project should identify relevant economic

URBAN PLANNING: GROWTH OPPORTUNITIES FOR SINGAPORE IN CHINA

"SINGAPORE IS AN EXCELLENT EXAMPLE of how the combination of land use planning, urban planning, and transportation planning can help create a sustainable city for the 21st century," said Mr Loh Ah Tuan, director of the Environmental Policy and Management Division in the Singapore Ministry of the Environment.

In contrary, urban planning system in China has gone through three distinct historic stages. The great attention paid to it at the beginning, was subsequently suspended during the 1958 to 1978 period. The adoption of reform and open policy restored and promoted urban planning efforts much later.

Recognising the gap between rapidly urbanising China and Singapore, four students from Peking University's Guanghua School of Management proposed to identify the commercial opportunities that exist for Singapore-based real estate developers in mainland China under the Graduate School Projects@Singapore 2010.

The team members were hosted by



PATTY WOO (EXTREME LEFT) AND MARCUS DASS (EXTREME RIGHT) FROM CONTACT SINGAPORE WITH THE TEAM (FROM LEFT TO RIGHT): CHEN YUJIE, DAVID SHALLCROSS, WAN JIN, MU GUANGYU

Keppel Land and CapitaLand, two of the leading real estate developers in Singapore, during their study trip here.

OPPORTUNITIES ABOUND IN CHINA

In the report the team identified problems brought about by the rapid urbanisation of China. They outlined problems that arise from poor planning in the cities – residential overcrowding, strained and/or inadequate infrastructure, pollution and poorly integrated migrant communities. Conceding that many of these problems cannot be totally resolved by urban planning efforts, the team is optimistic that an effective system is a necessary precursor to the eventual resolution of the problems.

The team noted that traditional cities with a fixed centre and well-defined city limits are disappearing and diffused multi-centred urban areas take their place as China urbanises. The team foresees that Singapore would be able to value-add the planning process with its experience.

Referring to Singapore's success in ecological management and Chinese government's growing emphasis on environment conservation, the team is confident that Singapore real estate developers can offer technical, legal and manpower assistance to the Chinese government.

Furthermore, having gone through the transition in the 1980s and 1990s from a manufacturing and export reliant country, Singapore is in a position to help China accelerate their transformation process.

PERCEPTION OF SINGAPORE'S URBAN PLANNING CAPABILITIES

The team observed that Singapore's rapid transformation from a struggling developing country to a booming developed one is a story that is familiar to the Chinese. The role of urban planning in Singapore's success story is also widely accepted and recognised.

In spite of this, the team reconciled that the Chinese have difficulties identifying the companies that were involved in Singapore's urban planning. This means: Singapore real estate developers looking to gain some measure of success in the China market should leverage the "Singapore" brand.

CAPITALISING ON THE OPPORTUNITIES

Singapore's success in urban planning is evident. Although China has a population of over 1.3 billion, the truth is Singapore is approximately 70 times denser with its five million people squeezed onto an island of 710 square kilometres.

It is clear that there is something in the Singapore model that the Chinese government can learn from. The investment of Singapore real estate developers in China present an opportune learning platform. Currently, China's urban planning market policies are friendly in design towards foreign investment, except for the statutory planning projects. In which case, the international companies can seek to cooperate with a domestic company to qualify for consideration.

DID YOU KNOW?

- Sino-Singapore Tianjin Eco-City is a \$22 billion effort to turn an expanse of nonarable salt pan and deserted beaches into a 30-square-kilometre, or 11.5-square-mile, urban area southeast of Tianjin.
- China-Singapore Suzhou Industrial Park is the first urban planning collaboration between Singapore and China. The project covers 80 square kilometres with a planned residential population of 1.2 million.

linkages and deliverables for Singapore, as well as demonstrate the team's knowledge of industry sectors and businesses in Singapore, by translating them into insightful research findings, creative ideas or products.

Open to graduate students of all disciplines with at least two years of working experience, the selected teams with the winning proposals will receive funding for a study trip to Singapore to gather information for the project as well as a stipend to cover associated

expenses for the project.

With two successful cycles behind, Contact Singapore would be starting its third cycle starting in April 2011.

Interested to take part?

Do remember to keep a lookout for it on Contact Singapore's website. Before that though, Synergy gives you a lowdown of the projects from the winning proposals of the first cycle.

SINGAPORE'S POTENTIAL AS REGIONAL CARBON TRADING HUB

EVERYONE IS EAGER TO JUMP ON THE green industry bandwagon these days. Singapore, with its dearth of resources, seems an odd place to develop as a green industry hub. However, four students from the Asian Institute of Management in Philippines thought otherwise. For Contact Singapore's Graduate School Projects@Singapore 2010 programme, the team put up several recommendations to help Singapore gain a strong foothold in the burgeoning market. Their idea of establishing Singapore as a carbon trading hub for the Asia Pacific region was selected among many other proposals and they were awarded the opportunity to carry out their research.

SINGAPORE'S SUITABILITY AS A TRADING HUB

According to the team, Singapore appears to have several factors that worked to its advantage as a potential hub for carbon trading. The strategic geographical location of Singapore allows it to connect Asia Pacific Rim countries and the twin giant economies of China and India.

The South East Asia region is one of the biggest sources of carbon credits after China and India, Singapore's presence

in the region provides an ideal base for companies to tap on the regional market.

In addition, Singapore's pro-business environment, characterised by sophisticated infrastructure and facilities, makes it attractive for businesses to conduct their transactions here. Political stability and transparency were also listed as key factors. Furthermore, the well-developed commodities trading platforms and financial markets in Singapore provide an ideal environment for carbon trading initiatives.

PROPOSED STEPS TO ESTABLISHING A TRADING HUB

To establish a trading hub, the team proposed that Singapore implement a Special Purpose Vehicle funded by government and financial institutions. This Vehicle will provide a common platform for both players from the financial market and the carbon market to access and trade carbon credits.

Considering that this is a green field project, the team encouraged the Singapore government to step in and boost the market activity. Of which, they gave two suggestions - to set up a carbon fund and issue carbon index linked bonds, take the lead to develop

a global carbon index linked to carbon prices across different exchanges.

The team noted that one of the key challenges in developing the carbon industry in the region is the lack of domain knowledge and skills. Education is therefore critical to develop skilled manpower within the country.

A GOOD START

In reality, Singapore has started a drive to establish itself as a carbon trading hub. Aside from investing \$350 million in the clean energy industry, Singapore introduced incentives such as tax holidays for carbon firms to set up shop. These initiatives have yielded results with research and development interest and investments from international players in the wind and tidal energy sectors.

Today Singapore is home to many leading players in the green industry, such as Climate Resources Exchange (CRX) and Tricorona. The setup of origination desks in Singapore for carbon credits by approximately 30 companies - including banks and MNCs - have also bolstered Singapore's position as a hub for carbon services companies in the Asia-Pacific region.



(FROM LEFT TO RIGHT): MOHIT SETHI, DIVYA JAIN, SANDEEP MOILY, SHAZIN SHAHABUDEEN

DID YOU KNOW?

- The carbon trading market grew 89% in 2009.
- The global carbon market is valued at over \$120 billion in 2009.

"The project broadened my horizons. Particularly, the trip to Singapore is fruitful as I get to learn more about the place and exchange ideas and information with the professionals."

... DIVYA JAIN

"My aspiration is to work in either the finance or the energy sector. This project allows me to marry my two passions together, as well as engage the experts and learn from them."

... SANDEEP MOILY

"It is interesting how this project brought me back to Singapore after nine years. Singapore has changed quite significantly. I look forward to coming back soon for work or play."

... MOHIT SETHI

"Being in India and Philippines previously, and now Singapore, it is clear that Singapore has a more international focus. It presents an ideal environment for young people, like me, who are looking to jumpstart our career."

... SHAZIN SHAHABUDEEN

WHEN OUT TO HIRE MEETS UP FOR HIRE

Fuelled by the strong economic recovery, many companies are riding on the momentum to grow their business. Likewise, many individuals are keeping an active lookout for good job opportunities. This trend is especially evident in the recent Careers@ Home 2010 and Careers@ Singapore. Organised by Contact Singapore, the event saw active participation from both the employers and the jobseekers. You can now catch a glimpse of the happenings on that day here!

WHAT THE UP-FOR-HIRES HAD TO SAY ABOUT THE FAIR

"The fair has definitely come at a good time. I have just graduated and am in effect looking for a job. It is therefore interesting to be here and be given the opportunity to touch base with some of the prospective employers."
... SARITA DEVIN

"Although I am not a Singaporean by birth, having grown up here since young, this is home to me. There is definitely not a doubt that I would come back and settle down here. Therefore, it is good to come to this fair and check out the career possibilities."
... CHERYL SIANTAR

"I had some brief working experiences both in Singapore and UK. Between the two, I definitely prefer the working culture in Singapore. The working styles aligned with my personal beliefs more closely."
... FOO CHUAN YI

"There is every reason to come back. The Singapore economy is experiencing a double-digit growth as opposed to the UK economy that is undergoing a recession. It is a foregone conclusion where I would enjoy better career prospects."
... GUO ZHEXI



CAREERS@ HOME 2010

TARGETING ALL SINGAPOREANS studying in the United Kingdom who are seeking internships and full-time employment in Singapore, the career fair provided a platform for these jobseekers to meet with recruiters from top MNCs and Singapore government agencies. Amongst the various employers that were present on the day, there were Singapore Airlines, Bloomberg, SingTel, Unilever, Shell, Economic Development Board and Ministry of Manpower.



"This is our first time participating in the event, so we did not really know what to expect. Nonetheless, all is good as there are quite a few candidates that are trained in relevant fields. We should be back next year if Contact Singapore runs the event again."
... YAN RENYI, SINGAPORE TELECOMMUNICATIONS LIMITED

"The event has been fruitful. We saw a few very prospective jobseekers today. This is not the first time we are participating in a Contact Singapore event. We continue to be encouraged by the responses of the participants to the event."
... KAREN WONG, BLOOMBERG L.P.

"The event is targeted. As a result, although the people that we meet may not be as many as that of some of the other career fairs, the outcome is just as satisfactory, if not better."
... NG SENG TAI, MINISTRY OF MANPOWER

WHAT THE OUT-TO-HIRES HAD TO SAY ABOUT THE FAIR

WHAT THE UP-FOR-HIRES HAD TO SAY ABOUT THE FAIR

"There is no doubt that I am seriously looking to come to Singapore to work after my graduation. From what I can see from the fair, given all the job opportunities and offers, it confirms my decision."
... MEHEK DAVE, INDIA

"I am excited by the career opportunities this career fair offers especially since I had always wanted to come to Singapore to work. Although I am doing my internship with Standard Chartered now in Singapore, my interest is in consulting. Therefore, I hope to be able to move on to a permanent position in consulting after my internship."
... ALEXANDRA BELIAS, FRANCE

"Of the various career options available to me - Malaysia, Singapore or UK, my preference is to work in Singapore. After all, Singapore is closer to home, clean and organised. Of course, the exciting career prospects also helps."
... TAN SHINN YONN, MALAYSIA

"I left home (Singapore) to pursue my MSc/PhD because I was looking for a career switch. Now that my studies are almost complete, it is only natural for me to want to come back. This is home, the place where the heart and the ties are."
... WILSON GOH, SINGAPORE



CAREERS@ SINGAPORE

BUILDING ON THE PAST TWO successes of collaborations, Contact Singapore partnered with the four top UK universities - Cambridge University, Oxford University, Imperial College and London School of Economics - for the third time. Reaching out to about 200 students from the four universities, Careers@Singapore attracted students who are interested to seek employment in Singapore. Prospective employers at the fair featured an equally impressive line-up with the likes of CapitaLand, Standard Chartered, Bain & Company, Bombardier and others.



"Standard Chartered has always been supportive of the initiatives of Contact Singapore. This is no exception. For this particular fair, we saw a great turnout and good quality jobseekers."
... DUNCAN D'PENHA, STANDARD CHARTERED BANK

"This career fair came not only at an opportune time when we are looking to expand our regional footprint, it also provided a perfect platform for us to reach out to top quality talent in the region."
... JENNY WONG, BAIN & COMPANY SE ASIA, INC

"It is our first time being involved in the career fair and we are impressed both by the quality of the jobseekers and the attentiveness of the organising team. As a matter of fact, because we received the resumes of the interested applicants before the actual fair, we were able to establish a contact with these prospects effectively when they come down."
... JOY LIM, BOMBARDIER (SINGAPORE) PTE LTD

WHAT THE OUT-TO-HIRES HAD TO SAY ABOUT THE FAIR



There is no doubt that the research industry in Singapore has come a long way since a decade ago. Undoubtedly, much of this credit goes to the pioneers who worked hard, bravely withstood the remarks of the naysayers and held the faith that Singapore's research industry will take off. In this issue, Synergy had the honour to speak to one of the trailblazers in biomedical research in Singapore – Professor Jackie Yi-Ru Ying, Executive Director of the Institute of Bioengineering and Nanotechnology (IBN).

Taiwan-born Professor Ying had spent much of her childhood in Singapore when her father was on the faculty of Nanyang University. 1981 saw the family migrate to the US and Jackie embarked on what was to be her 22-year stay in the US apart from a brief postdoctoral fellowship in Germany. As one of the youngest full professors at the Massachusetts Institute of Technology (MIT)'s Chemical Engineering faculty, she had many attractive offers but rejected them all in favour of the offer from former Chairman of the Agency for Science, Technology and Research (A*STAR), Mr Philip Yeo, to head IBN in March 2003.

THE DECISION TO RETURN

"When I first discussed with Philip about establishing a bioengineering institute in Singapore, I said I would come if it combined bioengineering with nanotechnology. While I recognised the challenges involved in the task, I was really excited about the opportunity to start a new institute in multidisciplinary research," Professor Ying reminisced.

Since then, there has been no looking back for Professor Ying. For the last seven and a half years, she busied herself with the building of research capabilities and reputation of the institute. Today, IBN has done very well both in terms of publications as well as patents, winning the 2009 and 2010 A*STAR Outstanding Publications and Patent Power Awards for being the most prolific research institute in these areas.

Speaking about the challenges in the early days, she reflected, "Bioengineering and nanotechnology were both new fields at that point and many people did not know what to expect. The turning point came when we moved into Biopolis. We managed to chart a new direction for the institute with the new state-of-the-art facilities."

LAZING A



THE PATH LESS TRAVELLED

When asked if she has ever regretted giving up so much to move back to Singapore, the spirited 44-year-old was candid. "The position at MIT was great. The access to top students and colleagues makes it a wonderful place to do research. Over the 12 years I was there, I had received many good offers that I did not take up for various reasons. However, when the offer from Singapore came up, I happily took the opportunity to come back to Singapore."

Professor Ying elaborated, "Despite the fact that biomedical research was a relatively new enterprise here, the strong support from the Singapore government would bring about a new industry that would highly likely take off. In contrast, biomedical research does not receive as much financial support in the US. Given these and my personal belief that the discoveries in this area would really impact the society and the economy, the offer provided a very attractive

opportunity to do something new and make a difference."

Naturally, personal factors are most persuasive. She observed, "The support network here is good. Very often, recruiters do not realise that one of the top considerations for the talent they are targeting for recruitment is their family. In this aspect, Singapore provides a high quality of life, low taxes, a safe environment and excellent education system for raising a child."

THE ROAD AHEAD

"I think everyone would agree that the achievements of A*STAR are hard-earned. Building a reputation for itself and Singapore on the world stage over a span of ten years is no mean feat. However, in my opinion, this should not be the end-point."

Pointing to the cyclical nature of talent in the field, Professor Ying emphasised the importance of nurturing young talent and the satisfaction that

one can derive from the task, "It is very fulfilling to see young people moving into science and pursuing a research career."

In October 2003, IBN initiated a Youth Research Program for university students, as well as students and teachers from secondary schools, junior colleges and polytechnics. Since then, it has reached out to more than 41,959 students and teachers from 235 local and overseas schools and institutions through Research Attachments, Open Houses, Workshops, Career Fairs and Seminars.

Professor Ying is definitely not calling it a day yet. With over 637 papers published in leading journals and over 1,124 patent applications filed, she has set a blistering pace for the institute. Yet the intrepid researcher would have liked to see more accomplished. "Personally, I would like to see more spin-offs and commercialisation success. We are building up our intellectual properties portfolios to achieve these goals successfully in the next phase." ●

TRAIL FOR RESEARCH



RESEARCHING THE PERFECT OUTCOME

At first glance, one might dismiss the notion of pursuing a career in research in Singapore, as the gross expenditure on R&D here is not comparable to that of countries such as US, Britain, Germany, Japan and Korea. The truth, however, is that nowhere in the world will one find a more rewarding and supportive environment to do research than in Singapore. In this issue of Synergy, let us tell you why that is the case.

In its latest National Survey of R&D, 2009, the Agency for Science, Technology and Research (A*STAR) reported that Singapore's public expenditure on R&D recorded a new high of \$2.3 billion or 0.87% of GDP in 2009. This was a 15.4% increase from \$2 billion in 2008, despite the 3.1% shrinkage in Singapore's GDP from 2008 to 2009.

Particularly, business expenditure on R&D in Biomedical Sciences grew by 23.9% from \$425.8 million in 2008 to \$527.7 million in 2009 while that for Chemicals grew by 17.9% from \$224.8 million in 2008 to \$265.1 million in 2009.

Consistent with the increased expenditure in the R&D industry, the number of Research Scientists and Engineers with a Bachelors degree or higher in both the public and private sectors has also increased by 3.4% from 25,745 in 2008 to 26,608 in 2009.

The implications of the increase in these figures are three-fold. They reflect the government's commitment in growing the R&D capabilities in Singapore; the confidence private laboratories have in Singapore as a research centre; and researchers' favourable perception of Singapore as a destination to develop their research capabilities and build their careers. What exactly do the private laboratories and researchers see in Singapore? ➔

dotting the “i”

IDEAL LOCATION TO DO RESEARCH

A public R&D budget of \$16.1 billion from 2011 to 2015 is an impressive commitment from the Singapore government, especially at a time when countries across the EU and the US are still struggling to find their footing following the global economic crisis and cutting back on their public research budgets.

Fully recognising the importance of a sound research infrastructure to the pace of growth, the Singapore government invested generously in purpose-built research complexes like Biopolis, for biomedical sciences research and Fusionopolis, for physical sciences research. Biopolis and Fusionopolis are home to some 2,300 research scientists and engineers from 23 public research units under A*STAR. In addition, Research Centres of Excellence that build upon and complement the mission-oriented research programmes at A*STAR are also set up within local university campuses to enhance graduate education and train quality research manpower for Singapore.

Aside from building a sound infrastructure that facilitates rapid scientific exploration and breakthroughs, the Singapore government has fostered a conducive environment for scientists and engineers from around the globe – including top minds from Harvard and Oxford – to collaborate and work alongside one another in interdisciplinary research environments to discover solutions to pressing issues such as infectious disease and global warming.

Furthermore, with the presence of many pharmaceutical and technology companies in Singapore and the many corporate laboratories conveniently located within Biopolis and Fusionopolis – including GSK, Novartis, Abbott, Vestas, Fujitsu and HP Labs, it means that there is an effective platform for public-private R&D collaborations to accelerate the translation of discoveries from the lab into commercial products.

The icing on the cake is Singapore’s highly educated and skilled workforce. This, combined with a transparent government and respect for intellectual property rights, makes Singapore a secure place for scientific innovation.

THE RESEARCH SCENE IN SINGAPORE

In Singapore, there are a good number of corporate laboratories as well as public laboratories. While the corporate laboratories tend to carry out more targeted research that are directed towards a certain industry, the public laboratories have more diverse research interests – either investigator-led or mission-oriented.

In the public research scene, there are four key players: the National Research Foundation,

PICTURE COURTESY OF ECONOMIC DEVELOPMENT BOARD.



the Agency for Science, Technology and Research, the National University of Singapore and the Nanyang Technological University. Each of them has several public research institutes under them with specific research disciplines.

NATIONAL RESEARCH FOUNDATION (NRF)

Tasked with leading Singapore’s R&D development, NRF supports development of strategic research areas. This includes Biomedical Sciences – Translational and Clinical Research, Environmental and Water Technologies and Digital Media.

AGENCY FOR SCIENCE, TECHNOLOGY AND RESEARCH (A*STAR)

As Singapore’s lead agency for science and technology growth and talent development, A*STAR directs high-level research in areas essential to Singapore’s manufacturing industries and new growth industries. Organised into two research councils – Biomedical Research Council (BMRC) and Science and Engineering Research Council (SERC), A*STAR oversees 14 research institutes and nine research consortia.

BIOMEDICAL RESEARCH COUNCIL (BMRC)

A*STAR’s BMRC supports and coordinates public sector biomedical research and development activities in Singapore. It works closely with the Ministry of Health and the Economic Development Board in spearheading the nation’s Biomedical Sciences initiative. BMRC oversees seven research institutes and six research consortia that focus on both basic as

In National Survey of R&D 2009 conducted by A*STAR, it was noted that between the public and the private research sector employed 56.6% or 15,068 of research scientists and engineers. Check out who some of these employers are:

SIEMENS The first projects of Siemens Corporate Technology Singapore are dedicated to the mega-trend topic “Water”. The researchers work on development of new membranes, advanced media for water treatment, as well as functional materials and coatings that will improve various water treatment processes. The department also



THE GOVERNMENT HAS PLEDGED 1% OF THE NATION'S ESTIMATED GDP, OR S\$16.1 BILLION, TO SUPPORT R&D IN SINGAPORE FROM 2011 TO 2015 UNDER THE RESEARCH, INNOVATION AND ENTERPRISE 2015 PLAN.

actively screen and assess forms of emerging water treatment technologies.

HEWLETT-PACKARD

HP has identified Singapore as a key country in HP's fastest-growing region, Asia. The research centre that is established in Singapore collaborates with other HP labs in Bristol, England and Palo Alto in California, as well as with HP's services and software groups, on research into cloud computing.

ROCHE In 2010, Roche announced its CHF 100m investment in a "Hub for Translational Medicine" to study how scientific advances from preclinical research can be transferred in practice to patients. Bringing together world-class expertise from Singapore's scientific and medical research institutions with Roche's significant capability in translational medicine and clinical development, this new centre will focus on expanding knowledge of disease biology to develop new personalised treatment approaches.

well as translational and clinical research to support the key industry clusters in Biomedical Sciences. With the strong foundation in basic biomedical research capabilities in place, the Council is extending its focus on translating new knowledge and technologies created at laboratory benches into new clinical applications for diagnosis and treatment that can be delivered at the bedsides of patients.

Currently, BMRC oversees the Bioinformatics Institute, Bioprocessing Technology Institute, Genome Institute of Singapore, Institute of Bioengineering and Nanotechnology, Institute of Medical Biology, Institute of Molecular and Cell Biology and Singapore Institute for Clinical Sciences. In addition to these institutes, BMRC oversees the Experimental Therapeutics Centre, Singapore Bioimaging Consortium, Singapore Consortium of Cohort Studies, Singapore Immunology Network and Singapore Stem Cell Consortium.

SCIENCE AND ENGINEERING RESEARCH COUNCIL (SERC) A*STAR's SERC promotes public sector R&D in science and engineering in a wide range of fields including communications, data storage, materials, chemicals, computational sciences, microelectronics, process manufacturing and metrology. SERC manages seven research institutes with core competencies in these fields to tackle global technological challenges and create future industries from its headquarters at Fusionopolis.

The seven institutes under the care of SERC are the Data Storage Institute, Institute of Chemical and Engineering Sciences, Institute of High Performance Computing, Institute for Infocomm Research,

Institute of Materials Research and Engineering, Institute of Microelectronics, and Singapore Institute of Manufacturing Technology. In addition, SERC also oversees the National Metrology Centre.

NATIONAL UNIVERSITY OF SINGAPORE (NUS)

Home to a thriving academic and research community, NUS is Singapore's flagship university and a top ranked global tertiary institution. The school is known for its supportive and innovative campus environment championed by a highly qualified, international teaching faculty. Its research strengths are in engineering, life sciences and biomedicine, social sciences and natural sciences.

NANYANG TECHNOLOGICAL UNIVERSITY (NTU)

Globally recognised for its strengths in science and engineering, NTU is a research-intensive university with a proven track record in the fields of advanced materials, biomedical engineering, clean energy and environment, computational biology, intelligent systems, nanotechnology and wireless and broadband communication. Expert research oversight comes from a panel of several Nobel laureates at its Institute of Advanced Studies. The university's research hub, the Research Technoplace, boasts four interdisciplinary research corridors and 10 research centres. Research is carried out at all its colleges and at all levels.

BUILDING A GLOBAL R&D HUB

Already Singapore is amongst the world's most prolific research locations per capita. Moving forward, Singapore remains committed to continuing its strong investment in R&D. The government has pledged 1% of the nation's estimated GDP, or S\$16.1 billion, to support R&D in Singapore from 2011 to 2015 under the Research, Innovation and Enterprise 2015 plan. The target is to place Singapore among the top research-intensive countries in the world, establishing Singapore as one of the world's most innovative, and entrepreneurial economies, a global R&D hub, and Asia's Innovation Capital. ●



LIBRARIES = BRING KNOWLEDGE ALIVE

In this fast-paced, technology dependant age of ours, information is easily at hand. Suffice to say if you have a burning question, you should simply google it. The moment of truth, however, comes when the response that comes back is either irrelevant to the question asked or that it comes from an unverified source. So what can we do? In this issue, *Synergy* takes you on a quest to seek the real answers.

+ SPARK IMAGINATION

+ CREATE POSSIBILITY

In this day and age, the Internet presents a quick handy source of information and answers. Very often though, while the information comes easy, there is no guarantee that the source is reliable. Of course, crosschecking with other websites can help sometimes. Other times, it may not be as easy. Especially when the facts uncovered from the different sources do not seem to align.

LIBRARY SERVICES IN SINGAPORE

Not too long ago, before the dawn of the Internet age, when you and I wanted to find out more about a subject or acquire new knowledge, we visited a library. The library was an important avenue to learn new things at very little and/or no costs.

In its traditional sense, a library is a large collection of books and periodicals that is funded and maintained by a city or institution, and is shared by many people who could not afford to purchase so many books. Today, while the definition of the library has stayed the same, its resources are no longer restricted to books and periodicals nor just within its physical premises.

The above especially holds true for the library services in Singapore. Aside from the traditional library services, National Library board (NLB), the manager of the national library, public libraries and the children community library network, offers a wide and expansive database of e-resources to its users.

Thoughtful to the needs of the diverse groups of library users, NLB has installed a "Ask! A Librarian" service to personalise the user experience. The end result is a comprehensive suite of library services that is well catered to every segment of the library users.

TRADITIONAL LIBRARY SERVICES

BOOKS AND SPECIAL COLLECTIONS In general, the library has a collection of

English, Chinese, Malay and Tamil books, magazines and other materials such as references, dictionaries, encyclopedia, almanacs, factbooks, biographies, atlases, music scores and audio visual collection.

Neatly shelved according to the nature of the collection and an organised coding system make the process of locating relevant information simple. The label of the book usually also comes with several other useful elements such as the call number, the barcode of the book and a subject category symbol, such as (RO) for Romance, (COM) for Computer/IT.

MULTIMEDIA SERVICES NLB offers a full range of digital and online library and multimedia services. These digital resources and services can be accessed at either the multimedia stations at libraries or from home via www.nlb.gov.sg.

MICROFILM SERVICE This service provides a collection of archival records of past newspapers – including Straits Times, Sunday Times, LianHe ZaoBao, LianHe WanBao, Business Times, Berita Harian and Tamil Murasu – processed in a microfilm format.

This service is free and available in the Jurong, Tampines and Woodlands regional libraries. The printing of articles, however, is chargeable. ➔

ROMANS

LOOKING FOR A PARTICULAR BOOK?

Well, if you want to be sure that the title that you are looking for is indeed in the library, you could utilise the database search services at catalogue.nlb.gov.sg/

To help you ascertain that the search result is accurate, details of the book such as the name of author and a short summary of the contents of the book is provided. In addition, a list of the library branches that hold the title as well as the status of the book, "On Loan" or "Not on Loan", would be indicated.

If you are concerned that the book might be on loan by the time you make your way down to the library, there is always the option of placing a reservation with the library at a reservation fee of \$1.55. As part of the reservation process, you will be prompted to select the library branch the reserved item is to be picked up at. Once the reserved item is ready for collection, you will be notified by post, email or SMS.

LIBRARY OPERATIONAL HOURS

NATIONAL, REGIONAL AND PUBLIC LIBRARIES

From Monday – Sunday: 10.00am – 9.00pm

LIBRARIES IN SHOPPING MALLS

From Monday – Sunday: 11.00am – 9.00pm

Note: Libraries are closed at 5.00pm on eves of Christmas, New Year and Chinese New Year. They are also closed on Public Holidays.

REPROGRAPHIC SERVICE It is possible to request for reprints of materials stored on microfilm at a fee, subject to copyright law. Reprints can be in Positive Microfilm or Photoprints (plain paper or photographic). This service is available at the three regional libraries. For assistance, approach the librarians at the Reference & Advisory Counter for assistance.

DIGITAL LIBRARY SERVICES

Since the beginning, the library services have evolved. Staying current to the growing information needs of the library users, a wide-range of e-resources is available to help users locate indexes, full-text ejournals, e-newspapers, ebooks and emagazines. Most of these resources, except for selective subscribed databases, enable the users to access the information from the comfort of their home. Comparable to online search engines, this service provides more targeted information, rendering a more fruitful search.

Featuring over a million ebooks, 25,000 audiobooks, 160 subscribed databases, 900,000 e-journals, 2,000 online magazines and comics and 1,400 newspapers in 39 languages, whether the intention is to get research information or for knowledge, there is something relevant for everyone.

PERSONALISED LIBRARY SERVICES

Undeniably, the larger the database of information, the higher the probability of getting the necessary information. However, the complexity of locating the needed information could also become more challenging.

This issue can now be overcome easily by seeking the help of a trained professional – the librarians. Gone are the days where the librarians' key roles lie in facilitating the loan process and ensuring that the library's environment is clean and neat. The NLB librarians are here to save the users' time, letting them focus on using the information found. Searching from reliable and authoritative library resources or other external sources, the librarians work to provide answers or point the user in the right direction within three days of when the question is first posed.

BECOMING A MEMBER

In order to utilise and enjoy the various services at the libraries, it is essential to become a member of the libraries. Like Singapore's transport system, the library system is integrated. Thus, one membership can grant access to the entire suite of library services in the network.

Primarily, everyone can apply to become an NLB member. However, depending on the tier of

MEMBERSHIP REGISTRATION FEES

	SINGAPOREANS	PERMANENT RESIDENTS	FOREIGNERS
Registration	Free	\$10.50	\$10.50 (payable again upon renewal, if membership has expired for more than six months)
Basic Membership Annual Fee	Free	Free	-
Foreign Membership Annual Fee	-	-	\$42.80
Premium Membership Annual Fee	\$39 (discount of \$3 for 2 years) \$56 (discount of \$7 for 3 years)	\$21 (for 1 year)	-
Premium Plus Membership Annual Fee	\$78 (discount of \$6 for 2 years) \$112 (discount of \$14 for 3 years)	\$42 (for 1 year)	-

Payment for the registration can be made by CashCard, ezlink card and NETS at the libraries, or through Pre-paid Account, CashCard and Credit Card for registration via www.nlb.gov.sg or www.pl.sg. Payment for foreign membership is to be made at the Customer Service Counter (excluding Sengkang Public Library). For applicants aged seven and above, they can use their School Smart Card/NRIC as a membership card to borrow library items after registration.

LOCATING THE LIBRARIES

Despite the small physical size of Singapore, there are a total of 19 public libraries, three regional libraries, one community children library and one national library. These libraries are usually conveniently located near the town centres and accessible by public transport – buses and MRTs.

MORE THAN A JUST A LIBRARY

From the number of physical libraries that can be found in Singapore, it leaves little to imagination the importance the republic places on knowledge and education. More implicitly, the proliferation and longevity of libraries suggests that visiting a library is part and parcel of the lifestyles in Singapore.

Beyond the bricks and mortar structure of libraries, libraries today present an added dimension to the users. The welcoming environment, the friendly librarians and the series of engaging events organised and held makes it an ideal place to learn, play and bond. ●

KNOWING THE LIBRARIES IN SINGAPORE!

FACT 1

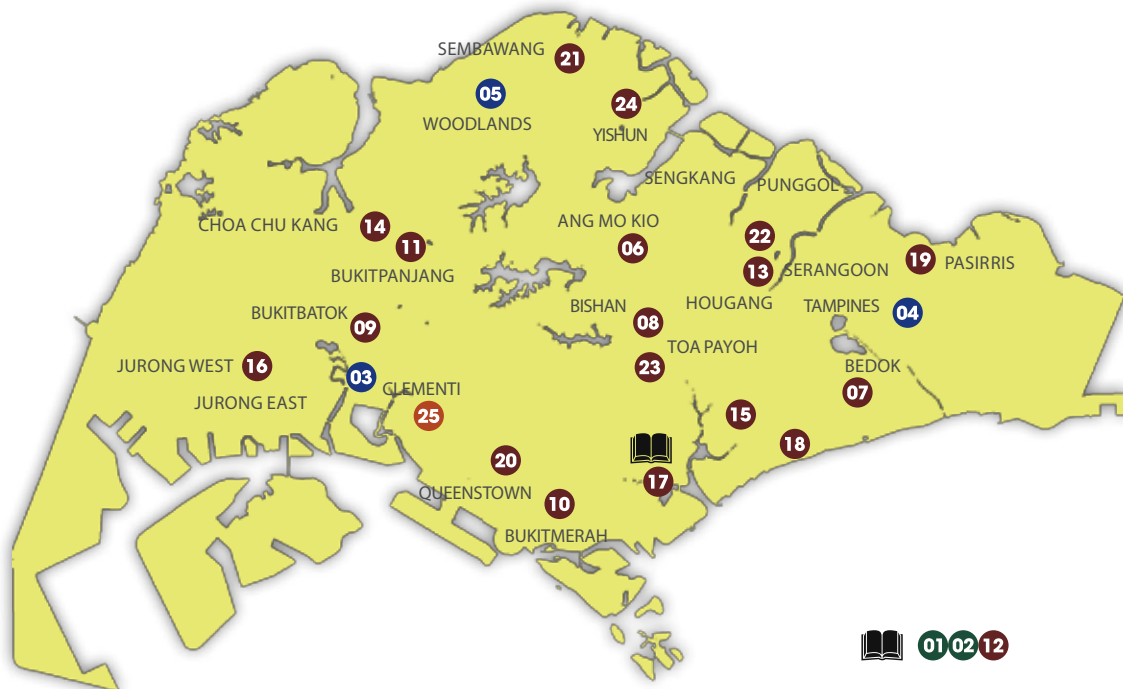
The difference between a regional library and a public library is that the former has a more extensive collection, targeting not only at the people living in that particular township, but also at those who have more specialised information needs. A regional library offers a wider range of reference materials (in both print and non-print formats), in addition to the general collection.

FACT 2

The library@esplanade is Singapore's first dedicated library for the performing arts that offers information and services in the areas of music, dance, theatre and film. Serving as a hub for the performing arts in Singapore, the library has an extensive collection of print and non-print materials to both engage and help users discover the arts in an environment that encourages learning, creativity and innovation.

MEMBERSHIP BORROWING PRIVILEGES

	LOAN ITEMS	LOAN PERIOD	FREE ONE-TIME LOAN RENEWAL
Basic Membership	6 library items (4 books/magazines & 2 additional audio-visual materials/books/magazines/music scores)	21 days for books/music scores	21 days for books/music scores
Premium Membership	8 library items (4 books/magazines & 4 additional audio-visual materials/books/magazines/music scores)		14 days for magazines/audio-visual materials
Premium Plus Membership	16 library items (8 books/magazines & 8 additional audio-visual materials/books/magazines/music scores)	14 days for magazines/audio-visual materials	No renewal for audiovisual materials
Foreign Membership	8 library items (4 books/magazines & 4 additional audio-visual materials/books/magazines/music scores)		Items must be renewed before or on due date



NATIONAL LIBRARIES

- 01 National Library, Singapore
- 02 Lee Kong Chian Reference Library

REGIONAL LIBRARIES

- 03 Jurong Regional Library
- 04 Tampines Regional Library
- 05 Woodlands Regional Library

PUBLIC LIBRARIES

- 06 Ang Mo Kio Community Library
- 07 Bedok Community Library
- 08 Bishan Community Library
- 09 Bukit Batok Community Library
- 10 Bukit Merah Community Library
- 11 Bukit Panjang Community Library
- 12 Central Lending Library (CLL)

- 13 Cheng San Community Library
- 14 Choa Chu Kang Community Library
- 15 Geylang East Community Library
- 16 Jurong West Community Library
- 17 library@esplanade
- 18 Marine Parade Community Library
- 19 Pasir Ris Community Library
- 20 Queenstown Community Library

- 21 Sembawang Community Library
- 22 Sengkang Community Library
- 23 Toa Payoh Community Library
- 24 Yishun Community Library

COMMUNITY CHILDREN'S LIBRARIES

- 25 Clementi Community Children's Library

over coffee

TWINNING
PERSONAL
ASPIRATION
WITH
FAMILIAL
BLISS



DR BRUNO REVERSADE
PRINCIPAL INVESTIGATOR
A*STAR INSTITUTE OF
MEDICAL BIOLOGY

BEEN IN SINGAPORE SINCE FEBRUARY 2008

As a Branco Weiss Fellow, Dr Bruno Reversade was presented with many options. In the end, Singapore won out over Europe, Japan and America. He rationalised "All considered, Singapore is an ideal place to settle down not only for me, but also my family."

SINGAPORE, A RESEARCHER'S UTOPIA

Prior to relocating to Singapore, Dr Bruno had experience conducting research in both France and the US. Comparing the research climate between Singapore and these countries, he quips, "As I tell people, only at A*STAR is the temperature as hot as the action!"

Pointing to Singapore's ever-changing environment and adaptable mentality, Dr Bruno explained, "Things here are flexible, and move at an amazing pace compared to France, where there's a feeling of inertia. Furthermore, the funding here is generous and allows me the freedom to pursue my research interests. I fully intend to live up to expectations while in Singapore."

As the first winner of the A*STAR Investigatorship Award, all eyes are definitely on Dr Bruno and the multi-national team that he leads in human embryology and genetics research. Not in the least deflected by the pressure, passion and commitment shone through as the 35-year-old professed, "I'm doing what no-one's ever done before. I get to test my own ideas, and in the end, I can make a real contribution towards medical science. It's a privileged job."

Indeed, Dr Bruno's research nurtures a bigger aspiration. He hopes to impact public perception of cloning, in much the way In-Vitro Fertilisation (IVF) has now found general acceptance. With applications in regenerative medicine, his investigations involve the natural cloning effect seen in identical twinning. He makes clear, though, that the objective of his work is not to create clones.

The Reversade Lab is situated in Biopolis, a biomedical science Research & Development hub featuring world-class facilities. The complex integrates private and public-sector research institutions for optimal collaborative opportunities. "Collaboration is encouraged, and is easy," Dr Bruno endorsed. "I can just walk over to the next laboratory for a discussion."

SINGAPORE, A PLACE CALL HOME

When not looking after the frogs and fish and mice at the lab, Dr Bruno has his own two children to tend to. Speaking of them, Dr Bruno's face lit up like a proud parent. Turning four years soon, his daughter attends a local preschool. "She speaks Chinese!" Dr Bruno let on. "It just blows my mind to hear her." Even more local than his sister, his 1½-year-old son was born in Singapore.

Confessing that his wife plays a pivotal role in his life, Dr Bruno shared, "My wife has her own career to nurture, so her being able to get a good place was a major consideration in my accepting this post." Currently, his wife works in International Relations at the Singapore Art Museum.

Comfortable with life in Singapore, Dr Bruno exuded a sense of contentment as he spoke of his home in the Bukit Timah area and his ever trusty Vespa scooter that gets him to work in five minutes, does the duty of bringing the wife to the MRT station two minutes away, and the kids to childcare across the road.

Very Singaporean in many ways, he confided about his acquired taste for durians and his family's favourite local haunts – zoo, Sentosa and the Ghim Moh Market. "You won't catch me in a shopping mall though!" he insisted.

ON THE HORIZON

"Singapore is heavily invested in the biomedical sciences. One of my personal goals in being here is to pass on my knowledge in order to build up Singapore's human capital in the scientific arena," Dr Bruno revealed.

Conscientiously working towards materialising this vision, the scientist's life revolves very much around his work. "I wish I could tell you I'm out partying every night, but that's not the case," he laughed. "I can be at the lab seven days a week, sometimes till past midnight, because we deal with live animals."

Dr Bruno's work also frequently leads him out of Singapore, hot on the trail of unusual twinning incidences, which he trawls the news for. The office wall plastered with related articles and pictures said it all. ●

MASTERING INCREDIBLE INDIA



**HO
EE HONG**

DESIGNATION
Area Director for India

CHARACTERISTICS
Quirky sense of humour,
speaks at turbo speed

DEFAULT EXPRESSION
Serious

Despite being away from Singapore for close to two years, the occasional Singlish that Ee Hong punctuated into his responses not only confirmed his identity as a true blue Singaporean, his affable personality also shone through. With his personality, it was no wonder that he can survive and make a mark for himself anywhere in the world, India inclusive.

AS AN AREA DIRECTOR, I HAVE TO... cover the whole of India by engaging and meeting entrepreneurs, potential investors and Indian professionals. The whole idea is to encourage them to invest and/or stay in Singapore.

A TYPICAL DAY AT WORK INVOLVES ME... travelling to the big cities, such as Mumbai, Delhi, Bangalore, Chennai and Pune to meet investors and the working professionals, as well as the schools and universities scattered all around India to speak to the students about employment opportunities in Singapore. Because of my nature of work, it is not unusual for me to fly for seven days a week from place to place.

TRAVELLING ON THE PLANE TO ME... is akin to taking a bus. The only difference is that we need to check-in and check-out in the former instance.

IN MY OPINION, THE MOST ENJOYABLE PART OF MY WORK IS... to be able to talk to all types of people.

THE GREATEST CHALLENGE AT WORK IS... to locate the talent pool. While many times, we might have an inkling as to the profile of talent that we are likely to find in a city, we may not have the actual means to gain access to this pool of talent – short of walking into an office and asking, “Can the people who are interested to work in Singapore come down?” For that reason, we constantly try to find the right person, partner and association who can help us to hook up with the talent and get the message across.

WHEN I COME BACK TO SINGAPORE... I would be sure to catch up on food, drinks, friends and families. In India, they sell buffalo meat rather than beef. You may think that they are the same, but the taste is really quite different. Just like the coffee that you get in India, no matter how you vary your order specifications, you can never get it near to the kopi-see-siew-tai (coffee with less sugar and evaporated milk) from the coffeeshops in Singapore.

I WOULD EVENTUALLY LIKE TO SETTLE DOWN IN... Singapore as this is where the heart is. ●

SINGAPORE CAN DO MORE WITH... Indian professionals who have overseas working experience and are looking to relocate to a place closer to home. These people typically worked in MNCs and are well-acquainted to the corporate working culture of big companies.

THESE PROFESSIONALS SHOULD CHOOSE TO COME TO SINGAPORE OVER ANOTHER COUNTRY IN THE REGION BECAUSE... Singapore tends to be quite neutral in terms of culture – not too Eastern nor Western. With an Indian population of approximately 10%, it is easy to find familiar things in Singapore. In fact, chances are many of these Indians have extended family in Singapore. Therefore, there is really some sense of familiarity. What’s more, working in Singapore may present career opportunities that they may not be able to get in India.

To quote my conversation with an Indian professional previously, “Working in Singapore is comparable to working in another big city in India both in terms of distance and culture. Of course, the culture and food may not exactly be the same as what one can get back home. However, if it had been another big city in India, it would have been impossible to get exactly the same taste too.”

THREE MISCONCEPTIONS INDIANS HAVE OF SINGAPORE ARE...

1 SINGAPORE IS EXPENSIVE. REALITY CHECK The prices of food found in food courts in Singapore is comparable to that of the prices in the food courts in India. There is even a good chance that our prices are lower!

2 SINGAPORE HAS LITTLE TO OFFER. REALITY CHECK Singapore certainly has more to offer in terms of living standards and lifestyles. These values are however, difficult to qualify unless Indians get a chance to come here and experience the comfort for themselves.

3 SINGAPORE DOES NOT WELCOME FOREIGNERS. REALITY CHECK Singapore is different from some of the other bigger countries because we actually need foreigners. They represent a key driving force to our industries’ growth and development.

UPCOMING EVENTS

ORGANISED BY CONTACT SINGAPORE

CAREERS@SINGAPORE 2010 Contact Singapore is organising a series of Careers@Singapore events for global talent interested in a career in the centre of Asia, or an opportunity to network with some of the top leaders in their fields. These events are held in Singapore. For further information, visit www.contactsingapore.sg/CareersSg/2011.

DATE	EVENT	LOCATION
6 Jan	CAREERS@SINGAPORE 2011 Electronics, MNCs, Professional Services, Research	Singapore
6 Jan	CAREERS@SINGAPORE 2011 Healthcare – Allied Health Professionals	Singapore
7 Jan	CAREERS@SINGAPORE 2011 Healthcare – Medical Professionals	Singapore
7 Jan	CAREERS@SINGAPORE 2011 Tourism & Hospitality	Singapore
8 Jan	CAREERS@SINGAPORE 2011 Legal Services	Singapore
22 Jan	CAREERS@SINGAPORE 2011 Financial & Accounting Services	Singapore

CONTACT SINGAPORE WELCOME SESSION A pre-departure briefing where one can learn more about life in Singapore before moving over. For further information, visit www.contactsingapore.sg/welcome_session.

DATE	EVENT	LOCATION
6 Jan	CONTACT SINGAPORE WELCOME SESSION (LONDON)	London
7 Jan	CONTACT SINGAPORE WELCOME SESSION (SHANGHAI)	Shanghai
7 Jan	CONTACT SINGAPORE WELCOME SESSION (MUMBAI)	Mumbai
13 Jan	CONTACT SINGAPORE WELCOME SESSION (CHENNAI)	Chennai
27 Jan	CONTACT SINGAPORE WELCOME SESSION (AUSTRALIA)	Australia
18 Feb	CONTACT SINGAPORE WELCOME SESSION (CHENNAI)	Chennai
19 Feb	CONTACT SINGAPORE WELCOME SESSION (SAN FRANCISCO)	San Francisco

Information accurate as at print.
Do log on to Contact Singapore's website to find out more about the events, indicate your interest to attend or just to chat with us about working and living in Singapore.



For more information please contact:

Australia (Sydney)
sydney@contactsingapore.sg

China (Shanghai)
shanghai@contactsingapore.sg

China (Beijing)
beijing@contactsingapore.sg

Europe (London)
london@contactsingapore.sg

Europe (Frankfurt)
frankfurt@contactsingapore.sg

India (Mumbai)
mumbai@contactsingapore.sg

India (Chennai)
chennai@contactsingapore.sg

Japan (Tokyo)
japan@contactsingapore.sg

North America (New York)
newyork@contactsingapore.sg

North America (San Francisco)
sanfrancisco@contactsingapore.sg

North America (Boston)
boston@contactsingapore.sg

Southeast Asia
seasia@contactsingapore.sg

South Korea (Seoul)
seoul@contactsingapore.sg

Singapore
singapore@contactsingapore.sg

Taiwan (Taipei)
taiwan@contactsingapore.sg

Contact
Singapore 
contactsingapore.sg