

## MEDIA RELEASE

### **New agreement offers opportunities for Singapore and German companies to collaborate and scale**

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1. Enterprise Singapore (EnterpriseSG) has signed a Joint Workplan Agreement with NRW.Global Business GmbH, the trade and investment agency of the German state North Rhine-Westphalia (NRW), to promote two-way internationalisation and innovation collaborations between Singapore and German companies in the areas of advanced manufacturing, green technologies and ICT. The agreement was signed by Mr Tan Soon Kim, Deputy Chief Executive Officer of EnterpriseSG and Mr Felix Neugart, CEO of NRW.Global Business GmbH, and witnessed by Mr Peter Ong, Chairman of EnterpriseSG and Ms Mona Neubaur, Deputy Premier and Minister for Economic Affairs, Industry, Climate Action and Energy of the State of NRW, at the NRW-ASEAN Summit 2023, in Gelsenkirchen, Germany. This is the first agreement between Singapore and NRW.
2. Under the agreement, EnterpriseSG and NRW.Global Business GmbH will work together to support internationalisation efforts of Singapore and NRW companies into Singapore and NRW, and strengthen cooperation in innovation. The two government agencies will also launch the inaugural NRW-Singapore Open Innovation Call to drive co-innovation between Singapore and NRW enterprises. Eligible innovation projects will receive funding and other assistance for the development and commercialisation of solutions. The first call for proposals is targeted to be launched in Q4 this year.
3. Said Mr Ong, Chairman of EnterpriseSG, "This agreement enables EnterpriseSG to better support Singapore companies in exploring collaborations with NRW in advanced manufacturing, green technologies and ICT. Together, we hope Singapore and German businesses can develop new and innovative solutions to address demands in these areas. This collaboration with NRW will also enable German companies to collaborate

with Singapore businesses beyond our respective markets to tap opportunities in Southeast Asia and the European Union.”

4. Said Mr Neugart, CEO of NRW.Global Business GmbH: “Singapore is one of NRW's most important economic partners in the ASEAN states – not only as a central logistics hub in global world trade but also as a high-tech innovation driver in the areas of digitalization, automation and IoT. The 'Joint Workplan Agreement' with EnterpriseSG is a major milestone for our NRW-Singapore connection and helps us to develop joint strategies for economic exchange and international networking of SMEs and startups. Singapore's dynamic corporate and research landscape offers NRW a strong platform for technology partnerships and corporate cooperation. We would like to exploit this potential with our agreement and use it for joint activities.”
5. NRW is Germany's largest state economically, contributing 20% to the national GDP. It is also the most populous state in Germany, with a population of almost 18 million. As the industrial heartland of Germany, NRW is home to many large German corporates such as Bayer, Henkel and Zwilling. The state is also known for its chemical, engineering, manufacturing sectors as well as the vibrant research and startup ecosystem. In addition, NRW is a highly international business hub with more than 20,000 foreign companies set up in this state to manage their German or European activities.
6. Over the years, Germany has remained an attractive market to many Singapore companies, given its strong base in manufacturing and innovation. Singapore's investments in Germany in 2021 reached around S\$6.4 billion. There are currently more than 70 Singapore companies with a physical presence in Germany. Majority are SMEs in the advanced manufacturing and food manufacturing industries, given Germany's strong history and experience in this area. For instance, SP Manufacturing, which supplies to German original equipment manufacturers such as Siemens, has a factory in Monchengladbach. Pacific Logistics Group has a subsidiary in Duisburg that provides rail cargo solutions between Europe and Asia.
7. In recent years, EnterpriseSG has also seen more innovation collaborations and startups venturing to Germany. One example is medical device startup TeleMedC which tapped the Global Innovation Alliance accelerator programme to establish a R&D partnership with the University Medical Center Hamburg-Eppendorf's Department of Ophthalmology. TeleMedC has since embarked on a pilot partnership with Fielmann AG, one of

Germany's largest optical chains, and set up an office in Hamburg. Another example is Next Gen Foods, which recently launched their plant-based products at the largest supermarket chain in Germany, Edeka.

8. EnterpriseSG will continue to assist Singapore companies to expand into Germany by working with key states such as NRW and tapping major trade fairs in Germany, such as Hannover Messe<sup>1</sup>, MEDICA<sup>2</sup> and Anuga<sup>3</sup> to uncover business opportunities and identify key partners.

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**About Enterprise Singapore**

Enterprise Singapore is the government agency championing enterprise development. We work with committed companies to build capabilities, innovate and internationalise.

We also support the growth of Singapore as a hub for global trading and startups, and build trust in Singapore's products and services through quality and standards.

Visit [www.enterprisesg.gov.sg](http://www.enterprisesg.gov.sg) for more information.

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<sup>1</sup> Hannover Messe is one of the world's largest trade fairs.

<sup>2</sup> MEDICA is the world's largest medical trade fair.

<sup>3</sup> Anuga is the world's leading trade fair for food and beverage.