

MEDIA RELEASE

**EnterpriseSG opens first non-coastal office in Austin  
to step up support for Singapore firms' growth in the US**

*New office unlocks strategic access to tech, energy and manufacturing opportunities in Texas*

MR No.: 016/26

Singapore, Tuesday, 14 April 2026

1. Enterprise Singapore (EnterpriseSG) opened its Austin Overseas Centre as part of a strategic expansion to provide Singapore companies with greater access to the fast-growing Central United States (US) market. This marks its first non-coastal office and fourth overseas centre in the US, complementing existing centres in New York, Los Angeles and San Francisco. The new office strengthens Singapore's presence in Texas and deepens two-way trade, investment, and innovation partnerships between Singapore and the US.
2. The launch was officiated by Singapore Deputy Prime Minister and Minister for Trade and Industry Mr Gan Kim Yong and attended by Chairman of EnterpriseSG Mr Lee Chuan Teck, Austin Mayor Mr Kirk Watson and Texas Secretary of State Ms Jane Nelson. Around 90 representatives from government, academia, investors, innovation community, industry associations and businesses from US and Singapore were also present.
3. The new Austin Overseas Centre will provide Singapore companies with the latest market intelligence, networks and advisory services to facilitate market expansion and foster cross-border partnerships. This builds on EnterpriseSG's existing efforts in Texas, including its partnership with the City of Austin to deepen collaboration and create more opportunities for Singapore companies in the market. EnterpriseSG also expanded its Global Innovation Alliance (GIA) network to Austin last year,<sup>1</sup> to support Singapore-

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<sup>1</sup> The [Global Innovation Alliance](#) (GIA) initiative by EnterpriseSG supports startups and tech SMEs in accessing global innovation ecosystems and market expansion opportunities. Its network spans over 50 countries, with acceleration programmes in Austin, New York and San Francisco in the US.

based startups to land in the US by connecting them to in-market partners and opportunities to validate, test and commercialise their solutions.

4. “We see compelling opportunities for Singapore companies in Texas’ large and vibrant economy. Through our new Austin office, EnterpriseSG is building a network with local partners and opening new pathways to participate in their technology, manufacturing and energy sectors,” said Mr Lee.
5. “Austin has built one of the most dynamic innovation ecosystems in the world for businesses and entrepreneurs thanks to the strength of our talent base, ability to create high-skilled jobs, and ability to attract investment,” said Mr Watson. “With the opening of EnterpriseSG’s Austin Overseas Centre, we have the opportunity to strengthen and deepen our economic partnership between Austin and Singapore, and create pathways for collaboration, mutual investment, and understanding.”
6. Ms Nelson said, “Texas is a centre for technology, research, and entrepreneurship making it a global destination for investment. This new office will serve as a bridge—connecting Singapore companies with opportunities in Texas and across the US, while also opening new doors for Texas businesses to engage with Singapore as a trusted trade partner.”

### **Texas as a strategic market for US expansion**

7. Texas was Singapore’s second largest state-level trading partner in 2025, with total bilateral goods trade amounting close to US\$9 billion.<sup>2</sup> With a population of more than 30 million and a GDP exceeding US\$2.7 trillion, Texas is also one of the 10 largest economies in the world. The state has emerged as a key destination for Singapore businesses, with one of the largest concentrations of Singapore companies in the US after California and New York. Close to 60 Singapore companies operate in Texas, across a variety of sectors including advanced manufacturing, logistics, energy and technology.
8. For example, **Augmentus**, an AI robotics company specialising in no-code robotics solutions, is supporting US manufacturers to adopt automation. Its technology combines 3D vision, physical intelligence and automated toolpath generation to eliminate the complexities of industrial robot programming in manufacturing environments.

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<sup>2</sup> Source: US International Trade Administration (trade.gov).

9. In technology, **igloo** made its first foray into North Americas through Texas and has since grown to generate close to 60% of its revenue from the market. The parent company of igloohome offers innovative smart locks and access control solutions to consumers and enterprises across multi-family rentals, property management and hospitality sectors, supporting US clients from its operating base in Austin.
  
10. Larger corporates are also expanding into Texas. **CapitaLand Investment** partnered with an Austin-based developer in 2020 to complete The Bond, a 341-unit multifamily project in Austin's Domain district next to Q2 Stadium. The real asset investment management firm is in pre-development for 1,100 housing units in Liberty Hill and exploring industrial, logistics and advanced manufacturing opportunities across the US, including other major Texas cities. Similarly, logistics and supply chain solutions provider **PSA BDP**, a subsidiary of PSA International, has established a strong Texas presence, managing end-to-end supply chains across the US and globally for industries such as chemicals, healthcare and retail.

#### **Expanding US-Singapore economic ties**

11. Singapore and the US continued to deepen their economic ties. Total trade between US and Singapore reached S\$139.2 billion in 2025,<sup>3</sup> making the US Singapore's fourth largest trading partner.
  
12. Interest among Singapore companies in the US market has remained robust. The US is one of the top five markets for Singapore companies, with more than 250 firms present across close to 90% of US states (45 states). This underscores the growing reach of Singapore businesses and the breadth of opportunities across the US market.

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<sup>3</sup> Source: Department of Statistics Singapore

**Annex:** Welcome remarks by EnterpriseSG's Chairman, Mr Lee Chuan Teck

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### **About Enterprise Singapore**

Enterprise Singapore is the government agency championing enterprise development.

We partner committed companies to build capabilities, innovate, and go global. We drive growth – empowering local businesses and shaping industries, anchoring Singapore as a trade and startup hub, and establishing trust in products through quality and standards.

We're here, for wherever you're growing. Visit [www.enterprisesg.gov.sg](http://www.enterprisesg.gov.sg) for more information.

**REMARKS BY ENTERPRISE SINGAPORE CHAIRMAN AT  
THE LAUNCH OF ENTERPRISE SINGAPORE'S AUSTIN OVERSEAS CENTRE  
ON 13 APRIL 2026, FAIRMONT AUSTIN**

Deputy Prime Minister and Minister for Trade and Industry, Mr Gan Kim Yong,  
His Excellency, Mr Lui Tuck Yew, Singapore's Ambassador to the United States,  
Mayor of Austin, Mr Kirk Watson,  
Texas Secretary of State, Ms Jane Nelson,  
Distinguished partners and guests,  
Ladies and gentlemen,

1 Good evening. A big thank you to all of you for joining us today for the launch of Enterprise Singapore's Austin Overseas Centre.

2 Enterprise Singapore is a government agency that supports and facilitates Singapore companies when they expand internationally. We have more than 35 offices worldwide.

3 We have been present in the US for around 50 years, but mainly on the two coasts – in New York, Los Angeles and a few years ago in San Francisco. We have always wanted a presence inland. We considered various locations and finally landed on Austin, Texas. Why Texas, and why Austin?

4 We believe Texas presents compelling opportunities for Singapore companies. It is the leading US exporting state, accounting for over a fifth of national exports. Over the past two years, Texas' economy sustained strong economic growth at around 4%, outperforming the national average of about 2 – 3%<sup>4</sup>. We see many exciting opportunities for Singapore companies, particularly in energy, advanced manufacturing, and technology. We were also attracted by the state government's pro-business stance. Indeed, the Singapore companies who are already here spoke positively about their experience here.

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<sup>4</sup> According to the US Bureau of Economic Analysis, the Texas economy expanded faster than the nation as a whole in 2024, at 3.95% for Texas and 2.79% for the US. State-level GDP figures for whole of 2025 are not available yet.

5 Within Texas, it was a close call amongst the main cities. But what drew us finally to Austin was its fast-growing startup and tech ecosystem. We see this as a valuable launchpad for Singapore companies seeking to enter Texas and the broader US market.

6 Our Austin office will be building on strong economic ties between Singapore and Texas. In 2025, Texas was Singapore's second largest state-level trading partner, with total bilateral goods trade already amounting close to US\$9 billion<sup>5</sup>. There are close to 60 Singapore companies in Texas and some of them are represented in this room. We have large companies like PSA, ST Aerospace and CapitaLand, and on the other end of the spectrum, smaller startups but exciting ones like igloo and Augmentus.

7 We expect many more businesses to be drawn here. Despite having commenced operations in Austin just nine months ago, Enterprise Singapore has already facilitated 5 business missions from Singapore to Texas, with many more in the months ahead.

8 To accelerate bilateral trade and investments, Enterprise Singapore is working closely with the City of Austin. Together with Mayor Kirk Watson, we signed a comprehensive Memorandum of Understanding last year to create pathways for Singapore and Austin-based companies to collaborate across advanced manufacturing, infrastructure and connectivity, energy, and technology and entrepreneurship.

9 Beyond Austin, Enterprise Singapore is also keen to foster engagements with other major economic centres in Texas, including Houston and Dallas-Fort Worth, to facilitate commercial collaborations with Singapore companies. We hope to work alongside the various economic multipliers and business chambers that are here today to introduce more Singapore companies to your network and get connected with commercial opportunities across Texas.

10 Finally, let me extend my heartfelt appreciation to all partners and stakeholders who have contributed to the successful launch of our new centre. We hope that you will continue to journey with us as we continue to grow the economic relationship between Singapore and the city of Austin, the state of Texas and the United States of America.

11 Thank you.

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<sup>5</sup> In 2025, Texas has trade surplus with Singapore of US\$5.38 billion (source: US International Trade Administration)