

Official Delegation

IoT Trade Mission to Singapore

25th March to the 28th March 2019

Closing date for applications 31st Jan 2019

Includes full access to exhibition, conference, tours, events, workshops and networking events at the
Internet of Things - Asia.

Internet of Things – Asia connects technology solution providers, enablers, end-users and potential IoT technology adopters from online to offline. As an award winning event, it brings solutions providers, technology heads, design / solution architects, engineers, academic institutions, investors and start-ups together for an enriching learning and sharing experience.



www.singaporetrademission.org

info@tradecouncil.org

[Introduction]

The International Trade Council, in cooperation CPA Partnership, SingEx, Internet of Things Asia and associated Chambers of Commerce, is delighted to announce the 2019 Trade Mission to Singapore.

The Trade Mission will take place over a period of 5 days and includes full access to the 6th Edition of the Internet of Things (Asia) exhibition and conference.

Benefits:

- **Meet officials from the Singapore Government, the Economic Development Board of Singapore, Enterprise Singapore, SingEx and our associated Chambers of Commerce.**
- **2 day 'All Access Pass' to the 6th edition of IoT Asia.**

180 Sponsors & Exhibitors, 8,000 Corporate / Trade Attendees and 100 Speakers

The exhibition, conference and workshops will address the needs and interests under these segments - Smart Cities, Industrial IoT, Artificial Intelligence, Blockchain, Data Analytics and Enablers.

- Full Access to the IoT Asia Opening Ceremony
 - Full Access to Unplugged Stage
 - Full Access to Centre Stage
 - Full Access to TechSpace
 - Full Access to the Arena
 - Full Access to Workshops
 - Full Access to Conferences
 - Full Access to Site Tours
 - All Day Free Dining at Eureka2 in the Exhibition Area (27th & 28th March)
 - Access to the Exhibition and the Networking Reception Night (Wednesday, 27 March)
- **Meet face-to-face with Singapore-based C-Level executives through our pre-scheduled appointments with pre-qualified targets**

A minimum of 5 appointments will be set for each Mission Participant based on your specified target industries.

- **Make on-site visits to organizations within the participants specified target market(s).**



- **Custom target list of contacts in Singapore (collated per your requirements).**
- **Full access to private delegate welcome breakfast and ITC scheduled networking events.**
- **Participation in panel discussions and business round-tables aimed at providing information on the Singapore marketplace and answering any questions that you may have.**
- **Pre-visit Mission Briefing Kit.**
- **Online access to appointment calendars and leads.**
- **Welcome Pack.**
- **Up-to-date market intelligence.**
- **Intra-group exchanges and tourist activities.**

... and for those organizations wishing an exclusive booth at IoT Asia – we can provide access to exhibition booth space at up to 70% off

Positive effects of International Trade Council Trade Missions include higher sales revenues, lower procurement costs and better sourcing, education, cultural/international business savvy, preparedness, professional development, visibility/goodwill and perspective.

An additional benefit is that the mission participants develop close friendships among themselves and a useful, professional network.

All participants will receive a customized 1:1 business-to-business meeting schedule and schedule of site visits.

Why Singapore?

Direct Access to 3 Billion People – The Business Hub of Asia

Singapore is located in one of the most important strategically important locations in the world, making it possible for businesses to access a market of 3 billion people within a few hours flight. It is the economic gateway between East and West as one of the world's most important trade routes – on the Malacca straits. It is also home to the world's largest transshipment and logistics port.

World Renown – The World's Easiest Place to Do Business

Strong trade and investment makes Singapore the most competitive Asian country and the world's easiest place to do business. **26,000 international companies and 154,000 small and medium local enterprises call Singapore home.** Business owners all over the world regard Singapore as an ideal location to grow their businesses, with many of them using the country as a springboard to tap into other emerging markets in Asia.

Pro Business Environment – Great Infrastructure – English Speaking

Singapore has a unique position in the global economy and a pivotal role as a business epicenter in the heart of Asia. The city-state has been consistently acknowledged as a global business hub – one that features a responsive and business-savvy government, developed infrastructure, political stability, open business policies, a skilled workforce, the use of English as the main working language, world class services from a leading financial center and respect for intellectual property rights.

Numerous Free Trade Agreements – International Expertise

Singapore is Enterprise Greenhouse. Singapore has signed numerous free trade agreements (FTAs) in the past years and currently has the most extensive FTA network in Asia. FTAs remove the barriers to trade and investment, thus creating a freer flow of goods, services and people. Singapore's network of FTAs now includes 21 bilateral and regional FTAs in force and 41 Investment Guarantee Agreements. These agreements facilitate business and trading across borders and make it less costly for Singapore firms to expand their operations internationally.

Your Ideal Business Partner – Open – Transparent – Pro-Business

Due to a limited domestic market, Singapore companies set their sights beyond the city's shores. Their extensive experience of doing business in the region and the world has enabled them to evolve into excellent business partners with a strong track record of delivering integrated solutions and high quality products. English is the official language of administration and commerce, making Singapore conducive for business. The city-state's reputation for transparency, pro-business policies, trusted legal and corporate governance systems means you can be assured when you partner a Singapore company.





[Internet of Things - Asia]

Organizers:

SingEx Exhibitions is wholly owned by Singapore's investment company, Temasek Holdings. The company harnesses insights and its strategic networks to organise and manage a series of trade exhibitions and conferences in various industries including automotive, education, environment, e-commerce and logistics, technology, healthcare and lifestyle. These events aim to connect businesses in Asia and globally; and facilitate business matching opportunities and knowledge sharing. For more info visit www.singex.com.

Incorporated since 1982, **SIAA** is a professional association for companies and professionals in the Automation, Internet-of-Things (IoT) and Robotics sectors. SIAA plays a crucial role in galvanizing the Automation, IoT and Robotics (AIR) business community, through its extensive line-up of highly-valued programs and events. As SIAA spearheads the automation related initiatives, it also aims to foster industry collaboration and advancement through staging of flagship industry platforms. Please visit www.siaa.org

Event Information

The 6th edition of IoT Asia is a dedicated business platform at the forefront of creating collaboration and knowledge sharing opportunities for professionals in the Internet of Things value chain. The event connects technology solution providers, enablers, end-users and potential IoT technology adopters from online to offline.

As an award-winning event, it brings solutions providers, technology heads, design / solution architects, engineers, academic institutions, investors and start-ups together for an enriching learning and sharing experience. The exhibition, conference and workshops will address the needs and interests under these segments - **Smart Cities, Industrial IoT, Artificial Intelligence, Blockchain, Data Analytics and Enablers**



[Singapore Smart Nation]

Singapore's status as a Smart Nation is internationally recognized and is an indisputable leader when it comes to smart mobility, safety, healthcare and convenient administrative services.

Smart Mobility

Singapore has applied smart, connected traffic solutions, in conjunction with very strong policy curtailing car ownership in an effort to reduce the number of vehicles on its roads. This vision makes Singapore the perfect place to experiment with smart alternatives to cars based on the sharing economy. In 2017 and 2018, Singapore has seen the consolidation of ride-hailing services. The Singapore-based Grab acquired Uber's Southeast-Asian business in March. Singapore has also seen the arrival of stationless shared bicycles oBike, Ofo or Mobike and the first electric car sharing service, BlueSG. BlueSG plans to deploy 1,000 cars, which makes it the world's second biggest electric vehicle car-sharing programme after Paris. "Smart mobility is the possibility to combine multiple options of commuting to go from point A to B faster and at a lower cost. BlueSG is just another alternative" explained managing director Franck Vitte during a conference.

Smart Administrative Services

The Singapore Government has also accelerated the delivery of key strategic national projects, including the National Digital Identity portal SingPass, the adoption of PayNow which makes e-payments more integrated and interoperable, and the Moments of Life application which aims to address citizens' pain points when transacting with the Government.

Smart Urban Planning

Virtual Singapore is another ambitious project. It allows scientists and urban planners to conduct experiments and run simulations through a data-rich, 3D model of Singapore at the touch of a button. When looking at a representation of a building, the computer knows what kind of building it is, and what kind of roof, walls, doors and windows it has. Therefore, you could find all the roof surfaces for buildings of a certain height and calculate how much energy you could expect to generate by installing solar panels on the building, for example.

Smart Infrastructure

The government is even turning lampposts that dot roadsides to sensors to collect everything from temperature to wind speed, and even record and recognize faces of people walking the streets. These capabilities may be used for performing crowd analytics and supporting follow-up investigation in event of a terror incident

But that's just the beginning. The Smart Nations has many more projects in the pipeline. Visit <https://www.smartnation.sg/> to find out more about Singapore Smart Nation.



Sunday, 24th March 2019

Throughout the Day
Throughout the Day

Arrival at Singapore Changi Airport
Hotel Check-in

Monday 25th March 2019

7:30 AM

7:45AM – 8:00AM

7:45 – 9:00AM

9:15AM – 9:30AM

9:30AM-10:30AM

10:30AM – 10:45AM

10:45AM-12:30PM

12:30PM – 1:30PM

1:00PM-5:00PM

6:00PM-7:30PM

Assemble at lobby of Orchid Hotel, 1 Tras Link

Transit to TKP Conference Center, 137 Cecil Street

Distribution of welcome kits and free networking breakfast

Welcome speeches and formal remarks

Panel Discussion “Doing Business in Singapore”

Tea break

Panel Discussion *Continued...* “Doing Business in Singapore”

Free networking lunch + appointments with meeting scheduler

Pre-Scheduled 1:1 Meetings

Optional Free Tour of Singapore

Tuesday, 26th March 2019

8:30AM-5:00pm

Pre-Scheduled 1:1 Meetings

(Meetings taking place outside of ‘Internet of Things – Asia’)



[Schedule ... continued]

Wednesday, 27th March 2019

8:30AM-Midday

Day 1 - Internet of Things ASIA + Match Making Meetings + Opening Ceremony + Individual Workshops, Round-Tables and Conferences

Midday-1:00PM

Lunch break

1:00PM-5:30PM

Day 1 - Internet of Things ASIA + Match Making Meetings (Continued)

Thursday, 28th March 2019

8:30AM-Midday

Day 2 - Internet of Things ASIA + Match Making Meetings

Midday-1:00PM

Lunch break

1:00PM-5:30PM

Day 2 - Internet of Things ASIA + Match Making Meetings (Continued)

Friday, 29th March 2019

9:00AM-11:00AM

Optional Briefing and Goodbyes @ ITC Office

Preferred Hotel for Delegates

Orchid Hotel – 1 Tras Link, Singapore

Venue for Panel Discussions, Business Round-Tables and Export Café:

TKP Conference Center - 137 Cecil St, Singapore

Pre-Trade Mission Delegate Briefing

All successful applicants will be required to attend a pre-Trade Mission briefing – this will take place via webinar at least two weeks before the trip and will give each delegate invaluable information about the economic, political and cultural backdrop to doing business in Singapore.

Offsite Visits & Appointments with Buyers

Offsite visits and one-to-one meetings will be pre-booked by ITC trade specialists and SingEx prior to your arrival in Singapore. A venue for meetings will be available at ITC office (throughout the week) and ITC stand at Internet of Things Asia (Wed & Thursday) however certain companies may wish you to visit them at their offices directly.

Should you wish to make any appointments of your own for the Mission please let us know as soon as possible so we can help coordinate those with other meetings we are setting for you.





[Support for the Mission]

One-to-one Meetings

Prior to the Trade Mission you will be contacted by an accredited International Trade Council Export Consultant who will work to understand your business, your market potential and your desired target audience. They will then work with SinEx to set appointments for you.

We also strongly advise that you also use any contacts you may have or are looking to establish, to arrange your own meetings. Businesses that have the most success on our missions have always done a mix of meetings they have sourced as well as those arranged via the Council.

Pre-Mission Web Conference

A webinar briefing will be held at least two weeks prior to the Trade Mission. The briefing will provide market information and advice on how to do business in Singapore. It is also an opportunity to connect with other participants in advance of the Mission and discuss the Mission logistics.

Mission Brochure

The Council will produce a brochure to promote the companies taking part in the Mission. The text and contact details will be taken from your application form. If you're successful in your application we'll ask you to supply a high-resolution head and shoulders photo to include in the brochure.

Press Coverage

We'd like to promote your connection with the Trade Mission. Therefore, if you're successful in your application we'll share your details with our public relations team.

Shared Intelligence

Businesses attending the Trade Mission will have different levels of experience in the market. Those new to the market will benefit from the experiences of others. Members of the Trade Mission are invited to join other members of the group and our sponsor's representatives each evening for dinner which provides an opportunity to discuss issues and ideas.





[Eligibility]

We're looking for highly ambitious businesses who've been trading for a minimum of two years and have plans to increase customer base, employ more people and expand to new markets (*including the designated market*) in the next 24 months.

Eligibility Criteria:

Participants need to be:

- Financially sound.
- Currently exporting or demonstrate export readiness.
- Represented during the mission by an employee or officer of the company.
- Already retain, or have the capacity to obtain, a valid passport for overseas travel.

Please be advised that:

- **You don't need to be a member of the International Trade Council to qualify for a delegate place.**
- There is a maximum of 2 delegate places per company offered.
- Distributors, agents or other in market representatives may be invited to participate in events, however are not automatically entitled to all the privileges of a Trade Mission participant.
- The International Trade Council reserves the right to determine your eligibility for participation in the trade mission.
- Applicants must participate in all events attached to their Mission program unless discussed and agreed in advance with the program manager.
- All company representatives must conduct themselves in a professional manner having regard to the spirit and intent of the Trade Mission.

Full terms and conditions can be found at the end of this information sheet.



Although we're heavily subsidizing the cost of the Trade Mission for those successful applicants, each delegate will be required to contribute \$1125 USD for those registering before the 31st January 2019 (discounted fee of \$900 for International Trade Council members).

Extra persons from your company

Option 1: Attending All Events (Includes All Access Pass to IoT Asia)	Option 2: Only ITC-hosted networking events (Monday & Friday), 1:1 Meetings (Throughout the week) and 'Trade Access' only to IoT Asia
ITC Member: \$500 USD Non-ITC Member: \$800 USD (Only for those registering prior to 31 st January 2019)	ITC Member: \$300 USD Non-ITC Member: \$500 USD

The above fees contribute to the overall mission costs incurred by the Council which include:

- pre-mission briefing costs
- production of the group brochure
- generation of personalized lead lists, one-to-one appointments and site visits
- production of market intelligence and Trade Mission package
- opening ceremony + ceremony venue hire, refreshments and organization
- full 'All Access Pass' to Internet of Things – Asia + all day dining at 'Internet of Things' - Asia
- panel discussions including venue hire and refreshments
- room hire, setup and tear down for export café
- welcome breakfast, networking lunches etc
- general set up, tear down and other associated costs

The Trade Mission fee amount is payable with your application. **Please note, applications that are received without the fee will not be accepted.** If your application is not accepted, then your payment will be refunded. Registrations received after 31st January 2019 will be charged at the standard rate of \$1950 USD.



Airfares and accommodation costs

It is the responsibility of each delegate to book and pay for their own airfares, accommodation and meals outside of the scheduled welcome dinner, after 5 drinks and networking breakfast.

The recommended hotel is: Orchid Hotel (orchidhotel.com.sg) located at 1 Tras Link, Singapore. Current rates are \$113 USD per night (*already discounted*). [You can book here.](#)

You can make your own travel arrangements but it is recommended that you stay in the mission hotel in order to make the most of the networking opportunities. **Please do not book any travel or accommodation prior to receiving confirmation of your place on the Trade Mission.** The Council can assist in booking airfares and accommodation where requested.

Insurance

Trade Mission members are strongly advised to take out adequate travel and sickness insurance. We always recommend that this insurance includes cover for cancellation of the visit for reasons beyond the control of the International Trade Council. If a mission is cancelled for reasons beyond our control, the International Trade Council can take no responsibility for any loss you may incur.

Vaccinations

Please check necessary individual health precautions for the countries of the market visit with your local travel nurse. The International Trade Council accepts no responsibility for advice in this specialized field. Please click here for important information for citizens of countries where yellow fever is endemic: <https://www.ica.gov.sg/enteranddeparting/before/yellow>

Visas

Most countries do not require visas to enter Singapore for stays of up to 7 days. The Council will issue an official Letter of Invitation to those participants who do require a visa. Please check here if you require a visa. <https://www.ica.gov.sg/enteranddeparting/before/entryvisa>



[Terms and Conditions]

Cancellation regulations:

If you decide not to join the Trade Mission, and inform us by fax, letter or email, arriving on or before 15th February 2019 and we shall refund 50% of the Mission participation fee. After 15th February 2019 there will be no refund.

General terms and conditions:

- Pricing is for 1 applicant per organization. Additional attendees from the same organization are priced per the schedule found in this brochure.
- The participant must submit a completed and signed registration form and supplemental application materials, including adequate information on the company's products and/or services, primary market objectives, and goals for participation.
- Upon signature of the registration, the participation for the Trade Mission will be binding and the participation fee will be due.
- The International Trade Council reserves the right to evaluate the ability of the applicant to meet the criteria above.
- The participant must hold and maintain travel and other appropriate insurances in connection with attendance at, and participation in, the Trade Mission.
- Flight from your country of origin to Singapore and all hotel, food or ground transportation expenses outside the denoted meals and activities are borne by the participants.
- The participant accepts full responsibility for all the business and organizational outcomes arising from their participation. The International Trade Council will not be held responsible for the commercial endeavors of any party that participates in the trade mission.
- The International Trade Council reserves the right to reject any application without being obliged to discuss the reasons for doing so. Any decision made by the Council will be final and no correspondence will be entered into.

Application Form

Please return this form to any of the following contacts:

Ron Nolasco
 International Trade Council (USA)
Tel: +1 202 869 0988
Fax: +1 202 869 1121
Email: ron.nolasco@tradecouncil.org

Ranjani Rangan
 International Trade Council (Singapore)
Tel: +65 6836 2011 / +65 6879 9360
Fax: +65 6835 5173
Email: ranjani.rangan@tradecouncil.org

Organizational Contact Information:

Company Name:				
Address:				
City / State:		Country:		
Telephone:		Fax:		
Email:		Website:		
No of Employees:		Year Established:		
Target Sector:				
Contact Person:	First Name:		Surname:	
	Phone:		Mobile:	
	Email:			
Participant 1:	First Name:		Surname:	
	Position:		Nationality:	
	Phone:		Mobile:	
	Email:			
Participant 2: (note - extra costs)	First Name:		Surname:	
	Position:		Nationality:	
	Phone:		Mobile:	
	Email:			

<p>Company Profile:</p>	<p>Please specify your business, products, service with 150 words, which would be included in the company catalogue for the event, and to identify business partners for you.</p>
<p>Match Making:</p>	<p>Please specify the type of businesses you are looking to meet and provide details of your intentions. If you are focusing on a specific product or project rather than your entire offering please specify. This information will be used to identify potential business partners for you. Please make it very clear.</p>
<p>Mission Objectives:</p>	<p>Please describe your objectives for participating in this mission for the brochure (max 30-40 words). eg. market research, seeking new customers, a new agent, JV, etc.</p>

Authorization:

1. We wish to apply for the Trade Mission to Singapore.
2. We enclose payment for the participation fee of \$1125 USD (*International Trade Council Members - \$900 USD*) and second delegate fee (*if applicable*)
3. I have read and agree to International Trade Council Terms and Conditions for this Mission.

First Name:		Last Name:	
Position:		Company:	
Signature			

Payment via Credit Card:

I hereby authorize Chamber Trade Solutions LLC, on behalf of the International Trade Council, to deduct the appropriate market visit fee from the card below. I have read the cancellation terms and conditions in the Trade Mission application package and agree to be bound by them.

I am the card holder*/I am authorized to sanction credit card payment on behalf of the cardholder* (*please delete as appropriate*)

Type of Card:	American Express <input type="checkbox"/> Discover <input type="checkbox"/> Diners Club <input type="checkbox"/> JCB <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa <input type="checkbox"/>		
Name on Card:			
Card Number:			
Expiry Date:		Card Security Number:	3 – 4 digits on back of card
Signature			
Date:			

If you wish to pay securely online please tick here. An invoice will be sent to your email:

Payment via Bank or Wire Transfer

If you prefer to pay via bank transfer or wire please contact Melanie Walker via email (accounts@tradecouncil.org).

[Exhibitor Booth Space]

Should you wish for your own booth at Internet of Things – Asia – the Council has a limited number of dedicated booths available at a discounted rate of \$3000 USD (additional to Trade Mission fees).

Entitlements:

- Enhanced Booth (18 SQM)
- Exhibitor Passes: 8 (based on sqm)
 - Access to exhibition floor only
- Lunch & Tea Breaks Vouchers: 8 (per event day)
- Day 1 Evening Networking Reception Tickets: 8
- Extra Full Access Conference Passes: 4 (1 per company)
 - Access to exhibition floor & Day 1 Networking Reception
 - Inclusive of **All Day Dining**
- Hi-Res Logo with hyperlink to exhibitor's website on event website
- Company Profile on event website & mobile app (100 words)
- Logo on Event Collaterals
- eDM: Announcement (with logo featured only) to pre-registered attendees
- Connect with Me button on Internet of Things Asia website (inclusive)
 - Promote on Company Profile only
 - Button to generate leads



***For illustration purposes only. Layout can be changed according to no. of participating companies.*