

SINGAPORE CENTRE OPENS IN LONDON

Minister for Trade and Industry, Mr Lim Hng Kiang, officially opened the Singapore Centre in London on 21 September 2007.

2 Located at the Grand Building on Trafalgar Square, the Centre places the Singapore government agencies – Contact Singapore, Economic Development Board, International Enterprise Singapore, Maritime and Port Authority of Singapore and Singapore Tourism Board – under one roof.

3 The consolidation of the government agencies in the Singapore Centre offers a one-stop shop concept to those with multiple dealings with the various agencies. Yearly savings of £44,000 in rental as well as lower operating costs are also expected with the consolidation.

4 The Singapore Centre in London is one of several centres set up in key cities where Singapore has an overseas presence. Singapore Centres have already been set up in Guangzhou, Chengdu and Los Angeles. The next Singapore Centre will be opened in Dubai in 2008.



Background

The Singapore Centres represent a new mode of establishing a Singapore presence in overseas locations for our economic agencies. It allows our government agencies overseas to respond quickly and in a holistic way to new opportunities and represents a new paradigm for projecting Singapore abroad. The Singapore Centres offer an integrated platform to target international talent, potential tourists, investors and business partners. Co-location of our economic agencies provides better customer service by providing a one-stop shop for all interfaces with our economic agencies in overseas locations. It also helps to build a bigger Singapore presence overseas when 'branded' as a Singapore Centre. The first Singapore Centre was opened in Guangzhou in June 2006.

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