
Singapore

Country brief

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Key economic indicators

Economic Indicator	Singapore
Population	5 million (2009)
GDP	US\$182 billion (2009)
GDP Growth Rate	-1.3% (2009)*
GDP Per Capita	US\$39,660/SGD\$53,143 (2009)
Inflation (consumer prices)	0.6% (2009)
Total Imports	US\$183.2 billion (2009)
Total Exports	US\$196.9 billion (2009)
Currency	Singapore dollar
Exchange Rate: NZ\$	NZ\$1 = S\$0.99 (July 2010)

Source: EIU, Oanda

* However, Singapore has grown substantially in 2010, with Singapore's Ministry of Trade and Industry forecasting 2010 GDP growth to be between 13 to 15%. Singapore is now set to outpace China's GDP growth in 2010 (Source: EIU)

Overview

Singapore is an affluent city-state, the size of Lake Taupo and is dependent on international trade. It is a gateway to Asia and in particular the ASEAN region and is a market leader for the region. The market is open, decision making is transparent and it is an easy country in which to do business.

New Zealand companies exporting to Singapore have found they are competitive in a wide range of products and services including food and beverages, telecommunications, ICT (medical software, telecommunications), clean technologies, digital media and education.

Significant opportunities also exist for alliances with Singapore-based companies into third markets. Many international companies have their South East Asia hubs in Singapore, capitalising on Singapore's pool of world class talent and R&D facilities as well as a wealth of incentives offered by the Singaporean Government.

The Singaporean Government encourages collaboration between Singaporean and international companies, and Singapore's access and networks to global markets is extensive. Many Singapore companies are involved in projects across South East Asia, India and China. New Zealand companies interested in entering the region should consider partnering with Singapore firms to take advantage of their extensive networks and knowledge and experience of operating in the region.

Singapore is one of Asia's most dynamic economies. It has the highest per capita GDP among ASEAN countries. It has a large population of affluent customers who continually seek to improve their standard of living. They particularly enjoy shopping and dining out. Advertising heavily influences Singaporean consumers and the market is very brand conscious. However, value for money influences most buying decisions and there is a wide choice of products and services from around the world.

The Singapore Government encourages investment in high-skilled, high technology areas particularly in the manufacturing (electronics, chemicals and pharmaceuticals) and service sectors (education, tourism, finance and retailing). The Government is also committed to the development of the life sciences and creative industries. Other initiatives include encouraging the further establishment of world-class research and development centres.

Singapore is a free market economy, featuring an open and corruption free environment. It is a globally connected pro-business environment with the infrastructure to support its many industries. The economy depends heavily on exports, particularly in electronic equipment and machinery.

The main industries in Singapore are manufacturing of electronics, transport engineering, pharmaceuticals, construction, information and communications services, financial services, business services, wholesale and retail trade, hotels and restaurants and other services.

Political

The Republic of Singapore is a social-democratic city state which has a parliamentary system based on the British model. The President who is the Head of State is elected for a fixed term of 6 years. The Cabinet is led by the Prime Minister. The Parliament is elected by general election every five years. The Prime Minister is the head of the government, and the current Prime Minister of Singapore is Lee Hsien Loong.

The Peoples Action Party (PAP) has been in power since 1965. The last election was held in 2006, with the PAP winning by an overwhelming margin and continuing its status as the only party to govern in Singapore. The next election is due in 2011.

Free Trade Agreements with Singapore

New Zealand has a variety of Free Trade Agreements with Singapore that companies need to be aware of. They are the following:

New Zealand – Singapore Closer Economic Partnership

This agreement between New Zealand and Singapore came into effect in 2001. It is the most comprehensive trading agreement, outside of Closer Economic Relations with Australia that New Zealand has negotiated. The CEP aims to build on the close historical ties between Singapore and New Zealand by improving opportunities for trade in goods, services and investment.

The CEP covers goods, services, investment and technical and hygiene/quarantine barriers to trade in goods. Under this agreement, tariffs between New Zealand and Singapore are zero.

Trans-Pacific Strategic Economic Partnership Agreement

The Trans-Pacific Strategic Economic Partnership Agreement (TPP, previously known as 'P4') between Brunei Darussalam, Chile, New Zealand and Singapore was signed in 2005.

Both the Closer Economic Partnership and the Trans-Pacific Strategic Economic Partnership Agreement exist concurrently. In an arrangement between New Zealand and Singapore, exporters from both countries will be able to choose the better of the treatment afforded under either agreement. This is designed to ensure that no trader is left worse off.

Australia/New Zealand/ASEAN Free Trade Agreement (AANZFTA)

As part of the Association of South East Nations (ASEAN), Singapore was a signatory for this Agreement alongside other ASEAN nations (Brunei, Singapore, Malaysia, Myanmar, the Philippines, Viet Nam and Thailand) Australia and New Zealand. The Agreement will enter into force for the remaining ASEAN member countries (Indonesia, Cambodia, Lao PDR) 60 days after they provide formal notification of the completion of their internal ratification procedures.

The AANZFTA represents a significant milestone in New Zealand's engagement and ongoing integration into one of the world's most economically dynamic regions. ASEAN is our third largest export market - growing 79% since 2004, with two-way trade in goods worth \$9.5 billion in 2009. Globally ASEAN represents a market of more than 566 million people and accounts for more than US\$1,400 billion in trade.

The AANZFTA will liberalise and facilitate trade in goods, services and investment between New Zealand, Australia and the ASEAN economies. It contains measures to improve business flows and promote cooperation in a broad range of economic areas of mutual interest. This is of particular importance to companies wishing to base themselves in Singapore as a hub for other commercial activities across South East Asia.

Tariffs on 99 percent of New Zealand's current exports to the four key ASEAN markets of Indonesia, Malaysia, the Philippines and Viet Nam will be removed over time. The Agreement also provides more robust and transparent rules for investments into Singapore and other South East Asian economies (e.g. access to binding investor-state arbitration procedures if an ASEAN Government breaches certain investment provisions).

The AANZFTA also contains measures relating to customs procedures and cooperation, sanitary and phyto-sanitary measures, standards, technical regulations and conformity assessment procedures, electronic commerce, intellectual property and competition policy. These are all designed to reduce barriers to doing business in ASEAN, as well as to improve dialogue and cooperation between New Zealand and the ASEAN member countries.

For more information on the AANZFTA please visit www.asean.fta.govt.nz

For more information on these agreements, please visit the Ministry of Foreign Affairs and Trade website: www.mfat.govt.nz

In addition to the FTAs with Singapore, there are several Memorandums of Understanding (MOU) signed between New Zealand and Singapore. They are:

- MOU ICT New Zealand and the Singapore Infocomm Technology Federation (SiTF) in June 2005 (email jill.tan@nzte.govt.nz for more info)
- MOU International Enterprise (IE) Singapore and New Zealand Trade and Enterprise in 2004 (email ziena.jalil@nzte.govt.nz for more info)
- Co-Production Agreement Media Development Authority (MDA) of Singapore and New Zealand Film Commission in July 2004 imports

Singapore's Top Ten Imports

Singapore's Top Ten Imports (US\$ Billion)	2008	2009
Electrical and electronic equipment	82.5	56.2
Oil (refined)	50.8	38.7
Oil (crude)	33.6	20.1
Machinery	48.9	16.3
Methanol	5.0	3.9
Iron & steel products	4.9	3.7
Aircraft	3.6	3.6
Precious metals	5.6	3.2
Plastics	4.5	3.7
Chemical products and preparations	2.5	2.5
Total imports	319.7	183.2

Source: Trade Map©

Singapore's Top Ten Exports

Singapore's Top Ten Exports (US\$ Billions)	2008	2009
Electrical and electronic equipment	108.9	73.5
Oil (refined)	60.7	40.1
Oil (crude)	46.0	21.0
Machinery	56.7	17.8
Organic chemicals	11.5	11.7
Plastics	9.0	6.5
Chemical products and preparations	3.4	3.0
Precious metals	4.3	3.0
Medical equipment and devices	7.8	2.4
Ships and boats	2.0	2.3
Total exports	338.1	196.9

Source: Source: Trade Map©

New Zealand's Top Ten Exports to Singapore

New Zealand's Top Ten Exports to Singapore, FOB NZ\$ millions	2008	2009
Crude oil	174.5	319.2
Milk powder	198.0	169.0
Electrical and electronic equipment	83.8	83.1
Beef	33.6	35.2
Medical equipment & devices	17.6	29.8
Butter	45.6	24.5
Fish and seafood	11.8	23.0
Fresh fruit	16.2	20.1
Methanol	7.4	18.7
Casein	19.2	18.0
Total exports	863.2	1,100.3

Source: World Trade Atlas: A Product of GTI©.

Recent Trends

In the year ended December 2009 Singapore was New Zealand's 7th largest export destination. Food and beverage accounts for more than half of New Zealand's exports to Singapore, with dairy products dominating nearly 34 percent of total exports in 2009.

In addition to merchandise trade, there are significant exports of services to Singapore. In the year ended June 2009 Singapore was New Zealand's fourth largest destination for service exports over this period.

Sector opportunities

Food and Beverages

Singapore is a highly developed market for food and beverage, with affluent and sophisticated consumers looking for quality and value for money.

Because there is very little domestic food production, Singapore is very reliant on imports. There is consumer demand particularly for wine (with dominant French imports being challenged by Australia, New Zealand and the Americas), beer, seafood, meat, and organic products. A growing brand-conscious youth market has led to strong demand for foreign brands, particularly coffee.

A range of New Zealand food and beverage products have achieved a good profile in the market. This includes dairy, wine, beef and lamb, aquaculture and seafood, honey and processed foods such as jams, sauces and olive oil

The HRI sector is mature and very competitive. Singapore is the tourism and transportation hub of Southeast Asia, which has contributed to the development of a large foodservice industry. In a developed industry like HRI, there are a number of major suppliers covering different sub-sectors (e.g. meat, seafood, fruits, vegetables, chilled products, dried food, beverages, dairy products, desserts/dessert mixes, delicatessen products, etc). Some of the major industry players include Fraser & Neave (F&N), Asia Pacific Breweries (APB), Singapore Food Industries (SFI), Angliss, Nestle, Frosts Foods and Beverages and Indoguna.

The HRI sector is highly cost-conscious, partly due to the saturation of the industry with local and overseas suppliers. Buyers are spoilt for choice and tend to be very price sensitive, especially when the brand is new or unknown to the market. New Zealand companies must be prepared to price products competitively to respond to international competition. The HRI sector usually prefers to deal with local suppliers rather than importing directly from overseas.

Singapore has recently completed two 'Integrated Resorts' – the Marina Bay Sands and Resorts World at Sentosa Island. These combine retail, hotel, conference facilities, casino and food and beverage outlets. These are expected to bring together greater structural development in the HRI sector with more food and beverage establishments and increase the demand for food and beverage products. The two integrated resorts serve more than 70,000 meals a day.

Trade Event: Food and Hotel Asia (Singapore) – www.foodhotelsasia.com

Clean Technology and Green Buildings

Cleantech has been identified by the Singaporean Government as a major driver for economic growth over the medium to long term. As a result, it has invested heavily in a wide range of initiatives designed to position Singapore as a global hub for clean technologies. This covers clean energy (wind, solar, tidal), energy efficiency (e.g. smart grids), environmental management (water and waste management) and alternative fuel solutions (e.g. waste to fuel, biomass),

Singapore has invested heavily in R&D facilities and has been successful in attracting international firms to relocate their R&D facilities to Singapore to collaborate with Singapore researchers (e.g. Vestas, the world's largest wind turbine manufacturer, has its largest R&D facility outside Denmark in Singapore). Singapore is also building a clean tech park later in 2010, designed to showcase 'best in class' to attract international collaborations.

The building sector contributes around 16% of Singapore's carbon emissions. In 2005, Singapore introduced a 'Green Mark' system for measuring the environmental impact of buildings. Recently, the Government announced a target of 80% of all buildings to achieve at least Green Mark certified rating by 2030. A SGD \$100 million programme has been set up to encourage private building owners of existing buildings to undertake improvements in energy efficiency. The scheme provides a cash incentive that co-funds up to 35% of the costs for energy efficiency improvement.

Opportunities exist for New Zealand companies in clean technologies particularly those looking for R&D partnerships and collaboration, access to capital and international markets. Singapore also offers a good opportunity for New Zealand companies to test bed their technologies before entering other markets.

ICT

Singapore is a hub for telecommunications providers across South East Asia and has attracted a large number of international companies to establish their R&D facilities in Singapore. Opportunities exist for New Zealand companies in particular, in the area of digital content and telecommunications software.

Telecommunications Software

Some New Zealand companies are already established in the market. New Zealand web-enabled programs which offer comprehensive solutions are beginning to be appreciated. Singapore-based companies are keen to consider investing in such New Zealand companies if there is a compelling business case and an identifiable impact upon the bottom line. In particular, telecommunications software is an area of opportunity for New Zealand companies, as well as health IT, e-learning, security and wireless products.

Digital Media

Singapore offers rigorous IP laws and from 2006, invested \$500million SGD over five years to develop the interactive and digital media sector. Companies that have located their South East Asian operations in Singapore include Yahoo!, Google and LucasFilm.

New Zealand's film and digital media industry is well regarded in Singapore and opportunities exist for New Zealand companies to collaborate in Singapore. Companies should also explore opportunities under the New Zealand and Singapore Co-Production Agreement signed in 2004

Education – Corporate, Institutional and Government

Opportunities exist for New Zealand education providers in the area of corporate training and professional development for the private and public sector, curriculum development and education-related services (e.g. online software). In particular, New Zealand is well regarded as encouraging innovation and creativity in education and for providing value for money. Singaporean educators are also interested in New Zealand's strengths in early childhood education and education outside the classroom.

For comprehensive information on the opportunities for these New Zealand export sectors, please contact your New Zealand Trade and Enterprise client manager or call the New Zealand Trade and Enterprise on 0800 555 888.

Market entry

Given the compact size of Singapore and excellent infrastructure, different market entry strategies can be employed. Commitment to market, time to market and relationship building are keys to ensuring a market presence.

- Importers generally undertake the warehousing/distribution function.
- There are some specialist distributors to the hotels, restaurants and institutions (HRI) trade in particular who do not import.
- Many retailers import direct.
- Specialist logistics centres exist.
- After sales service is important. Promotional support for importer/agent activities is generally well received and can help develop a market presence.
- New Zealand exporters should 'work' the market with their agents. Agents should not be expected to undertake all the market development work without input from New Zealand.
- Electronic connectedness is expected and companies should aim to reply promptly to any business enquiries.
- Trade fair participation can be extremely valuable.
- Flexibility in pricing is important.

Market entry requires a wide range of information. You have to make decisions on all kinds of issues that will ultimately affect your approach to the market. New Zealand Trade and Enterprise can provide you with hard data ranging from trends and segments in the market to distribution, competition and market demographics. For further information, please contact your New Zealand Trade and Enterprise client manager or call 0800 555 888.

Food and Beverage

The most effective entry strategy for many New Zealand companies is to appoint a capable local distributor for their products. Finding the right distributor is critical. Ensure you complete due diligence and choose a local distributor with a well-established network and a good knowledge of local trends and demands. It is also important to look for a distributor that will present your products well and offer you access to the retail outlets best suited to your product. Adopting a group strategy (a network of different product suppliers coming together) may also be effective, especially for small companies. Promotions at hotels and restaurants are also very common and should be considered as a means of achieving recognition.

Companies who are committed long-term to the Singapore market should think about establishing a permanent presence in the market. This is extremely advantageous in building the brand and reputation, responding faster to opportunities presented in the local market and obtaining contacts.

New Zealand companies should leverage the sustainability credentials of New Zealand and their product, but also be prepared to engage local buyers on points of differentiation that New Zealand products can offer.

Regulatory issues

Below is an outline of some of the regulatory issues New Zealand importers to Singapore need to be aware of:

E-Business

Singapore is one of the most electronically connected countries in the world. The Government is driving the adoption of e-commerce and a wide range of incentives exist to encourage companies to upgrade. Online trading sites based in Singapore have dwindled in the past few years, although B2B (business to business) transactions are growing.

Environmental

Environmental considerations are increasingly important. The Environmental Health Department and Pollution Control Department are key agencies. Singapore is also trying to position itself as the nerve centre of new environmental technologies, particularly in collaboration with companies from Europe (see Clean Tech section above).

Health Regulations

Proper health and veterinary certification is required for imports of meat, seafood and other highly perishable products. The guidelines regarding food imports and the sale of food are spelled out in The Sale of Food Act.

The Food Control Division (FCD) of the Agri-Food and Veterinary Authority of Singapore (AVA) oversees food safety, licensing, inspection and import control. Importers of most Food and Beverage products are required to register with the AVA, and for some products, such as meat, imports can only come from sources approved by the AVA.

Detailed information about the import requirements, procedures and fees, and also food labelling requirements, is available on the AVA website: www.ava.gov.sg

Import Barriers

Singapore is virtually a free port. The main dutiable items are petroleum products, liquor, motor vehicles and tobacco products.

Import Quotas and Licences

Some items can only be imported if an importer has an endorsement or import licence. These include animals, meat products, arms and explosives, publications, films/tapes/CD-ROMs, medicines and telecommunications equipment.

Prohibited imports include revolvers, toy currency notes, toy coins, firecrackers and chewing and bubble gum.

Marking and Barcodes

Barcoding is a standard packaging requirement on most items for retail sale.

Packaging and Labelling

There are few regulations. Products complying with New Zealand regulations should be acceptable in Singapore. The name and address of the importer must be clearly written in English for food and beverage imports.

Under Singapore's food regulations all pre-packed food products for sale in Singapore must be labelled with the following basic information in English:

- The name or description of the food
- A list of ingredients
- The nett quantity
- The name and address of the manufacturer or importer
- The country of origin of the product

Some products are also required to be labelled with the expiry date of the food. A list of the products required to be labelled with an expiry date, and also requirements relating to claims that can be made on food labels are available on the AVA website: www.ava.gov.sg

Since 1 January 2008, registrable goods must carry energy labels under the Environmental Protection and Management Act (EPMA). Registrable goods include new:

- Refrigerators
- Air conditioners and
- Clothes Dryers

The Energy Label is affixed only after the National Environment Agency (NEA) has issued the Certificate of Registration for the model. Retailers are only allowed to display models that have the label affixed on them. Further information can be found on Singapore's National Environment Agency website: www.nea.gov.sg

Safety Regulations and Product Liability

SPRING (previously The Productivity and Standards Board) administers the Product Listing Scheme and the Singapore Quality Mark to ensure products comply with safety and quality standards. Industries served include electrical, electronic, IT, telecommunications, chemical, food, building, mechanical, aerospace, marine and consumers. You can find more at www.spring.gov.sg

Tariffs and Duties

Import duties are levied on a limited range of items such as liquor, tobacco, motor vehicles and petrol. Since 2001 New Zealand's exports to Singapore have been able to enter duty free. However, an excise tax on imports of alcohol, which apply to imports from all countries, continues to apply to New Zealand.

A list of the duty rates for alcohol is available of the Singapore Customs website: www.customs.gov.sg/leftNav/trad/val/List+of+Dutiable+Goods.htm

Taxation

A goods and services tax of 7 percent is levied. A 10 percent service charge and 1 percent government tax are levied on accommodation and food and beverages consumed in hotels and restaurants. More information on individual, corporate and property tax can be found at www.iras.gov.sg

Freight

Air Freight

Singapore Airlines have scheduled daily flights between the two countries. Singapore Airlines operates two cargo freighter services from Auckland every week. Other airlines tranship (eg via Australia). Note that Jetstar has announced it will also be offering services from Singapore to Auckland from March 2011.

Sea Freight

Major shipping lines servicing Singapore include P & O Nedlloyd and Pacific International Line. However other shipping lines also provide services to Singapore, either directly, on round the world routes, by charter or through transhipment in other ports.

New Zealand Trade and Enterprise has basic information on air and shipping freight options to this market, but for details on rates and schedules, exporters will be referred to a range of appropriate service providers.

Doing business with Singapore

Cultural and Business Tips

Singapore is relatively Westernised, but it does have business customs that differ from New Zealand's. It is important to follow them to avoid offending or alienating business contacts. The following points should be kept in mind when doing business in Singapore.

Seventy five percent of the population is of Chinese origin, 15 percent Malay and nine percent Indian. These groups have retained their cultures and traditions.

Business cards are necessary in all business introductions in Singapore. Cards should be handed over with both hands. When receiving a card, make a point of looking at it carefully for a few moments. This is considered a sign of respect and politeness.

Dress is generally conservative. Men should wear a long sleeve shirt and tie for most business meetings. It is suggested that women wear either a suit or a formal blouse and skirt. A jacket is sometimes necessary for evening cocktail parties or other events. When in doubt about what to wear, check with your host.

Many Chinese Singaporeans have both a European name and a Chinese name. The surname or family name usually follows the European name. The Chinese name follows the surname, e.g., Andrew Tan Yew Meng – the surname here is Tan and the person should be addressed as Mr Tan. However Singaporeans are also quick to drop formalities depending on the situation and how comfortable they feel with the person. You may then reciprocate by using their European name.

Pay careful attention to body language. Singaporeans do not always express their disagreement verbally. Many are reluctant to say 'no' because it could offend.

Seniority whether in age or title is respected. Deferring to an older or more senior manager to reply or comment on a question raised is customary.

Decision-making can be very centralised. The smaller the company, the more likely is it that the manager will decide everything. However, even in large companies, decision-making is most often made by the manager.

Contacts are very important in Singapore and who you know counts.

Establishing personal relationships can take time. Business lunches often help cement working relationships. Invitations to after office hours entertainment or dining are more widespread and acceptable in the private sector, but less so with government employees. Thought must also be given when sending gifts to government employees as these gifts have to be declared, be it just a bottle of wine or a food hamper.

Don't be put off by industrial styles buildings; not all Singaporeans show their wealth.

Remember that Muslims do not eat pork or drink alcohol. Strict Buddhists and Hindus do not eat beef.

Language: Singapore is largely bilingual, with English and Mandarin most commonly spoken. Southern Chinese dialects, Malay and Tamil are also spoken. Singaporeans are expected to learn English which is considered to be the language of administration and international business.

Some guidelines for giving presentations:

- Stick to a simple and short presentation, without being too wordy and keep your presentation duration to 20 or 30 minutes. If the presentation is longer than an hour, the audience will expect a Q&A and a short break in between.
- Also bring copies of your slide presentation.
- Bring your own laptop, network card, cable and adaptor.
- Do not be in a hurry to finish off the meeting unless the party you meet has given you some verbal cues, but keep to the time allotted.
- If there is a reference site, ensure that this is working.
- If there's a question on pricing, ask that you have a better understanding of their requirements before giving them the answer. This provides you with an opportunity to communicate with the person again either in the form of an e-mail or to arrange for a follow-up meeting.
- Close off the presentation with a 'questions and answer' session.

Health risks

Dengue Fever Warning

Dengue fever is a viral disease transmitted by certain types of tropical mosquitoes (distinguished by their black and white stripes) which are active in the day time. It is prevalent in tropical urban areas after rainfall. One strain causes severe internal bleeding which is fatal if not treated.

The incubation period is about a week after being bitten. Symptoms are very painful and include severe headaches, rashes, cramps, and bone and muscle pains. (For this reason, dengue is sometimes called "break bone fever".) Fatalities usually occur when people mistake dengue fever for flu, and fail to seek early medical advice.

New Zealand Trade and Enterprise advises exporters to Asia to be particularly aware of the symptoms of dengue fever and to wear insect repellent when outdoors in any area where there may be sources of still water (even as apparently innocuous as water saucers around pot plants).

H1N1 Influenza

In February 2010, the Singapore Ministry of Health formally reverted its alert level for the H1N1 Influenza virus to the lowest level possible. Residents are asked to remain vigilant, but it is now being treated like any other flu and no additional precautions are required.

Visa requirements

New Zealand passport holders enter Singapore visa free.

For information on the current travel situation, including travel advisories, please consult the Ministry of Foreign Affairs Safetravel website: www.safetravel.govt.nz.

To report the loss of your passport, you will need to file a police report and contact the New Zealand High Commission (which is co-located on the same floor as New Zealand Trade and Enterprise). Bring a copy of the police report to the Visitor Services Centre, located on the 4th storey of the ICA (Immigration and Checkpoints Authority) Building to obtain a Special Pass at:

ICA Building
10, Kallang Road
Singapore 208718
(Next to Lavender MRT station)
Tel: +65 6391 6100
Fax: +65 6298 0843 / 6298 0837
Website: www.ica.gov.sg
Email: ica_feedback@ica.gov.sg

Operating Hours

Weekdays	8.00 am to 5.00 pm
Saturdays	8.00 am to 1.00 pm
Closed on Sundays and public holidays	

Time difference

Singapore is four hours behind New Zealand except during daylight savings (October-March) when it is five hours. To find out the current time in Singapore, go to www.timeanddate.com.

Contacts

New Zealand Trade and Enterprise

Freephone	Phone 0800 555 888
Website	www.nzte.govt.nz

New Zealand Trade and Enterprise Singapore

Trade Commissioner	Ms Ziena Jalil
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Singapore New Zealand Chamber of Commerce

Address	391A Orchard Road Ngee Ann City Tower A - #15-06/10 Singapore 238873
Phone	+65 6235 7119
Fax	+65 6737 6784
Email	info@nzchamber.org.sg

Useful websites

Organisation	Web Address
Singapore Government Information	www.gov.sg
Singapore Economic Development Board	www.edb.gov.sg
International Enterprise Singapore	www.iesingapore.gov.sg
Statistics Singapore	www.singstat.gov.sg
Singapore Customs	www.customs.gov.sg
Asia Food Journal -	www.asiafoodjournal.com
Straits Times	www.straitstimes.com

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