



**Enterprise  
Nation**

# Go Global 2017



**Singapore**

Supported by



SDL<sup>®</sup> Managed Translation



**UK-ASEAN**  
BUSINESS COUNCIL

SINGAPORE AIRLINES



A STAR ALLIANCE MEMBER

# Dear Go Globaler!

Welcome to Go Global Singapore and congratulations to you for taking a step in exploring a new market. This is Enterprise Nation's third mission of this year and part of our campaign to help small businesses Go Global.

Singapore, has been named repeatedly as one of the easiest places in the world to start, run and do business. It is the UK's largest trading partner in South East Asia, with two thirds of British exports to the region heading into Singapore.

It is the perfect location for ambitious British brands with benefits including a common language, strong historical ties and similar business and legal practices. It is also recognised as having Asia's strongest intellectual property protection, with a highly skilled and educated local population.

We hope on completion of this mission you will have gained:

- ▶ an understanding of the business landscape in Singapore
- ▶ the ins and outs of tax, legal, trade and finance process and systems
- ▶ opportunity to make sales, connections and collaborations with local agencies, government representatives, accelerators and your fellow mission goers
- ▶ meetings with entrepreneurs who will share their learnings and successes

We wish you the best of luck.

**Let's #GoGlobal**

# Mission Itinerary

## 20-23 September

### Wednesday 20 September

#### Flight from Heathrow, terminal 2 to Changi Airport Singapore

Flight no: SQ317

Departing: 11.25am local time

Arriving: 7.30am (+1)

#### 9.30–11.00am

##### Go Global departure reception

Singapore Airlines lounge, terminal 2

Hosted by Singapore Airlines

#### 11.25am

##### Flight departs

#### 12.30pm

##### Walk to next stop at KPMG (8 minutes)

KPMG, Level 22, Hong Leong Building, 16 Raffles Quay, Singapore, 048581

#### 1.00–1.30pm

##### Singapore, the gateway to Asia

Ross Hunter from the UK-ASEAN Business Council explains how Singapore can be used as a base to explore many markets in Asia. The Association of Southeast Asian Nations (ASEAN) has grown to include ten countries: Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand, and Vietnam.

#### 1.30pm–3.45pm

##### Doing business in Singapore: The ins and outs

Experts at KPMG walk you through tax, legal and trade processes plus you'll get a tour of the KPMG Digital Village. Bringing together corporates, start-ups, investors, and government bodies together in a collaborative ecosystem to drive the adoption and integration of innovative solutions.

- ▶ Mr Ho Kah Chuan, director, tax, KPMG in Singapore
- ▶ Mr Edmund Lim, associate director, Digital Village, KPMG in Singapore

### Thursday 21 September

#### 7.30am Land in Singapore

Drop luggage at Hotel Jen Tanglin, 1A Cuscaden Road, 249716, Singapore

#### 10.30am Depart hotel

Shuttle to Muru-D 115 Amoy St, #02-00, Singapore, 069935

#### 11.00am

##### Let's get down to business!

Craig Dixon, Entrepreneur in Residence at Muru-D outlines how the Telstra backed accelerator is investing in start-ups across Singapore and Asia with innovative technology and global growth plans. Muru-D gives start-ups access to a valuable mentor network of serial entrepreneurs, corporate leaders and savvy angel investors.

## Friday 22 September

### 3.45pm Shuttle to HSBC

20 Pasir Panjang Road, East Lobby, #09-21  
Mapletree Business City, 117439

---

### 4:00pm

#### Welcome from HSBC

Rachel Speed, regional director small businesses in South West welcomes delegates to HSBC Singapore.

---

### 4.10pm

#### Innovation Investment in Singapore

Prateek Dayal, SVP of Innovation and Client Solutions, Global Liquidity and Cash Management. Prateek will give an overview of the innovations lab & how HSBC are investing in innovation to help businesses grow.

---

### 4.40pm

#### How the British Chamber of Commerce can help you in Singapore

Carole McCarthy and Lucy Haydon from British Chamber of Commerce explain what they do and how they can support you as a small business owner.

---

### 5.00–7.00pm

#### Evening reception at Harry's bar, 28 Boat Quay

Networking event at the end of day one with afternoon speakers and delegation.

---

### 7.00pm

#### Shuttle back to Hotel Jen Tanglin

### 8.30am

#### Depart Hotel Jen Tanglin

Shuttle to Singtel Inno8, 71 Ayer Rajah Crescent, #02-22, Singapore 139951

---

### 9.00–11.30am

#### Space and support to start and grow

##### Morning tours of:

Singtel Innov8: A corporate venture capital fund with its own set of decision-making, approval and funding processes. It has a fund size of US\$250m.

Level3: The place to get connected. Level 3 provides scalable connections and a comprehensive portfolio of services that help enable application performance, data security and network efficiency in Asia.

---

### 11.30am

#### Shuttle to the Economic Development board

Economic Development Board, 250 North Bridge Rd, #28-00 Raffles City Tower, 179101

---

### 12.00pm

#### How Singapore government can help you set up in business and offer you business!

With representatives from the Economic Development Board and the one stop e-procurement portal, GeBIZ.

---

### 1.30pm

#### Shuttle to Iris Worldwide

Iris Worldwide, 19 China Street, #02-02, Far East Square, Singapore, 049561

## Saturday 23 September

**2.00pm–5.00pm**

### **Creative afternoon with Iris Worldwide**

Meet local partners and solve a creative challenge with one of the world's most creative agencies.

Iris Worldwide work with some of the world's biggest brands including Samsung and Adidas, with over 1000 employees and 14 worldwide offices, they have been recognised as one of the most premier agencies in Asia. Their bustling office in Singapore fuses the best in skills and services, from Advertising to B2B, Creative to Content, Data to Digital - in order to meet the needs of clients in the world's fastest growing markets.

Could your solutions help their global clients?

---

**5.30pm**

### **Walk to next stop at**

#### **RHTLaw Taylor Wessing (7 minutes)**

RHTLaw, 6 Battery Rd, Singapore 049909

---

**6.30pm**

### **Evening reception at**

#### **RHTLaw Taylor Wessing**

Network with representatives from RHTLaw Taylor Wessing and fellow mission goers from Innovate UK and Department for International Trade.

---

**8.00pm**

### **Return to hotel for a free evening**

---

**8.30am**

### **Depart Hotel Jen Tanglin and Shuttle to Adelphi Digital**

Adelphi Digital Consulting Group, #04-01, 21 Tg Pagar Rd, Singapore 088444

---

**9.00am Brits in Singapore**

Hear from local entrepreneurs on how they've been there and done it, offering you top tips and advice on how to do business in Singapore.

- Margaret Manning, founder, Adelphi Digital
- Tim Webb, founder, Sequebb
- Andrew Pickup, director of communications for Asia, Microsoft
- Steve Melhuish, founder, Propertyguru.com
- Nick Holmes, founder, clippings.me

---

**11.00am**

### **Shuttle back to hotel**

Or make your way into town from here

---

**12.00pm**

### **Free afternoon**

---

**8.30pm**

### **Coach pick up from hotel, shuttle to airport**

---

**11.55pm**

### **Return flight, Singapore Airlines SQ322**

# Meet the missionaries

## Monochrome

**Adrian Munn, partner  
and co-founder**

Monochrome is an award winning globally focused digital agency with a proven track record of combining expertise in user experience, complex technical development and design to create digital experiences that transform how businesses organisations and consumers function online.

## Big Cat

**Anthony Tattum, managing director  
and co-founder**

Big Cat is a no-nonsense marketing communications agency with a Birmingham HQ. We believe in a thing we called creative clarity. Whether it's advertising, design, PR or digital, we think the most effective communications are the most simple.

## Stratability

**Julie Choo, founder**

Stratability is your go to learning, advisory and coaching function, designed and structured to help your organisation, your people and your teams to build strategic capabilities and leverage the power of data in order to accelerate your business performance and growth.

## Northern Star

**Fraser Bell, founder**

We are an outsourced IT support company. Technology is fluid, moving all the time, but it's not just keeping up to date with the latest innovations that sets us apart, it's a combination of a number of different ways of working which we've developed over the years and found helps all of our clients enormously.

## Somerset Business Agency

**Patricia Marks, managing director**

SBA provides advice, guidance and support to individuals, micro businesses and start ups as well as those businesses looking to grow. We also support individuals to develop new skills and take the next steps in their careers.

## The Social Kinetic

**Claire Cater, founder**

We help organisations and governments add value by improving quality of care, sustainability, outcomes and services for patients, healthcare professionals, staff, leaders, scientists, innovators and the third sector.

### **Made by Factory**

#### **Andonette Wilkinson, founder**

We are a small digital agency who work with small to medium size business, primarily in the warehousing, supply, distribution and manufacturing industries to help them bring their whole digital ecosystems up to date. This can include data platforms, websites and digital marketing. We are badged Google Partners.

### **Compass Video**

#### **James Chetwode, founder**

Compass Video are business storytellers. We use our technical expertise and combine it with years of business know how to create stories of how our client's products and services have transformed the way their customers work or live. We use video and animation to bring these stories to life in whatever way best suits that audience. The company has been going for over a year and is run by the founders James and Keith out of the beautiful Dorset countryside.

### **Intercom2**

#### **Andy Couroussopoulos, founder**

Intercom2 develops communication and management platforms for residential developments. These are comprised of a mobile app (residents) and a web/mobile app (management). These apps provide access to a database for managing residents, parcels, keys and access, chat messaging, and content hosting (digital residents guide).

### **Apex E-commerce**

#### **Chris Thomas, founder**

We're an Ecommerce Consultancy first of all. Unlike most digital agencies Apex Ecommerce specialises in being able to take a holistic view of your business, understanding where digital fits in on how best to maximise your returns.

### **The House London**

#### **Michael Murdoch, founder**

We are a digital branding agency established in 2009 and we love to dream, create and amaze. Our network of designers, animators and coders diagnose your business challenges in order to design, develop and deliver amazing solutions which help you grow.



## Also joining us in Singapore on day 2 will be delegates from 2 other trade missions:

### **Amplyfi**

#### **Ian Jones, chief strategy officer**

Our proprietary AI-powered technology, DataVoyant™, has been used to assess and determine the impact and implications of both societal and consumer behaviour change under the growing Access (or Sharing) Economy phenomenon.

### **BriteYellow**

#### **Fredi Nonyelu, chief executive**

Briteyellow provides indoor positioning and navigation and virtual and augmented reality software-as-a-service platform (SaaS) for pedestrian smart mobility applications.

### **Bronze Software**

#### **Richard Howells, CEO & founder**

Our Framework42 product has been used in innovative projects for improving rail travel and station operations, citizen engagement for local authorities and city flood resilience

### **CitiLogik**

#### **Stephen Leece, managing director**

Citi Logik is committed to making sense of urban environments through an improved understanding of vehicle and pedestrian movements enabled through the use of aggregated anonymised data to help create a reliable picture of the interaction between static, slow moving, vehicle and rail movements.

### **DriverNet**

#### **Ant Chisnall, CEO**

DriverNet's driver and customer facing apps connect logistics partners together in swifter, safer and more sustainable ways via a cloud infrastructure.

### **EM Solutions**

#### **Dr kieran williams, business development director**

EMS is industry's environmental partner. We work with clients to ensure that regulations, legislation and environmental goals are met. Our expert team have years of experience providing environmental monitoring, consultancy and training services.

### **Masabi**

#### **Giacomo Biggiero, head of business development APAC**

Masabi's JustRide transit ticketing platform is a cloud-based, deployment-proven, end-to-end mobile ticketing and fare collection system.

### **MassiveAnalytic**

#### **George Frangou, founder & executive chairman**

Smart Cities Urban Analytics. Transport for London Surface Intelligent Transport System giving early warning of heavy congestion. Trained on cellular movement data, Oscar AI technology demonstrated accurate traffic congestion prediction.



## Red Ninja

### Harvey Beilinson, director of smart cities

Intelligent Mobility Sensors that leverage open data from city systems to improve urban planning, transport systems and security through insightful designed data driven applications that can be co-created with customers using design thinking. Customers include municipalities, transport authorities and airports.

## Connected Space

### David Gregory

Emerging technology (e.g. IoT, machine learning) and digital transformation. Industries we work in include mobility, smart cities, sport.

## Quantimetrika

### Yianni Doumenis, CEO

Quantimetrika Ltd. is a UK technology company with a footprint also in US and Greece enabling voice control of any device with its own proprietary small footprint software.

## Energenie / Sandal Plc

### Oliver Tadd, commercial director

Energenie manufactures a wide range of IOT Smart Home hardware which enables users to control heating, lighting, power and sense their surroundings. We offer a fantastic opportunity to white label an existing and robust IOT platform.

## Inavya Ventures

### Michael Wilkinson, director

With R&D funding from InnovateUK, Inavya has developed an AI and machine learning technology that enables an individual to create, own and share their digital self (avatr) to receive personalised services in markets such as healthcare, retail, education, and fintech.

## KW Special Projects

### Keiron Salter, founder & managing director

KWSP is a high performance engineering services provider specializing in providing solutions to industrial automation and digital manufacturing, 3D printing and Additive Manufacturing. KWSP is cross sector but often include, healthcare, meditech, automotive, aerospace, defence, and industry.

## Savortex

### David Wilson, international sales director

We have developed the most Eco-Friendly, energy saving Hand dryers for corporate washrooms. In addition we have launched recently the world's first multi-media ad Dryer, where our customers can actually derive revenues from advertising on an Intel screen to the captive audience. Essentially we are encouraging our customers to create new revenue streams from previously expensive and unsustainable.

### **Sensat**

#### **Jack Lomas, COO of technology applications**

SenSat have created Mapp, a technology that allows anyone to interact with the digital world through a cloud based platform.

### **Unloq**

#### **Mircea Patachi, co-founder and CEO**

UNLOQ is a distributed authentication & authorisation system with enterprise level encryption. Data is AES-256-CBC encrypted and we use TLS on all communication. Your data is securely saved with trusted providers like Amazon Web Services and Bahnhof.

### **VST Enterprises**

#### **Tong Ip, director of operations, APAC**

VSTE has been widely recognised for its development of VCode® which, among other applications, has the potential to revolutionise financial transactions on the internet in both the public and private sectors. The versatile VCode® technology allows genuine users to authenticate themselves, and / or a product, across a variety of online transactions and interactions.



## Information

Join the conversation  
on the mission

-  @e\_nation / #GoGlobalSGP
-  @e\_nation / #GoGlobalSGP
-  Enterprise Nation

[enterprisenation.com/blog](http://enterprisenation.com/blog)

## Team on the mission

### Enterprise Nation team on the mission



**Emma Greenfield**  
head of events  
and promotion  
+44 (0)75 8419 0534

Emma and the events team deliver over 100 events a year in the UK ranging from expert workshops through to Enterprise Nation's biggest event of the year 'StartUp' for 2,500 business owners. Emma also runs Enterprise Nation's programme of Go Global trade missions.



**Kieran Bunting**  
head of partnerships  
+44 (0)77 8896 6274

Kieran manages key relationships for Enterprise Nation, ensuring the company work with top brands who support small businesses to create opportunities and education for you as a business owner.

### Partners on the mission

#### ASEAN Business Council

##### **Ross Hunter, executive director**

Ross has been executive director since September 2013 and has previously held a variety of roles across government including: heading up UK Trade & Investment's Sponsorship Team; serving as a diplomat in Kuwait, Iraq and South Africa; and working as a Private Secretary for government ministers.

#### HSBC

##### **Rachel Speed, regional director for small business in the South West**

Following a degree in Business Management and International Management at Cardiff University, Rachel has progressed through a variety of Commercial roles at HSBC. Today she works closely with a range of businesses ensuring they are able to fulfil their aspirations.

#### Marcus Greenslade

##### **digital content and marketing manager, UK ASEAN Business Council**

A politics graduate with a particular interest in Southeast Asia, Marcus joined in 2017 and is responsible for keeping web content and social media engaging and up to date. Previously he has worked on training and technical materials for Network Rail.

[www.enterprisenation.com/goglobal](http://www.enterprisenation.com/goglobal)

Design by [studiocorko.co.uk](http://studiocorko.co.uk)