

Technology Trade Mission to Singapore, 22-23<sup>rd</sup> October  
Visit Report

**Visit Report: Singapore 22-23<sup>rd</sup> October 2018**

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**Executive Summary**

The technology sector team in the UK & Singapore delivered the largest cohort of UK technology companies to Singapore from 22-23<sup>rd</sup> October for 1-2-1 commercial discussions with international partners. The mission focused on 4 technology verticals, **HealthTech, Deep Tech, Smart Cities and Cyber Security**. DIT delivered 270 B2B meetings for 28 companies, as well as access to relevant government departments, investors and local business support.

The mission was introduced by HMTc Natalie Black, PwC Singapore Executive Chairman Mr Oon Jin Yeoh, as well as representatives from Singapore government and industry. Additional sessions, in partnership with PwC, provided valuable insight on accessing Singaporean investment, expanding operations across ASEAN & Australia, setting up a business internationally and a roundtable on Cyber security in Singapore. The Digital Safari pitching session provided 15 UK companies the platform to engage with an audience of 75+ Singaporean guests, creating further commercial opportunities and engagement.

Throughout the mission UK companies were given chance to network, with the Eden Hall reception on Monday evening providing 175+ mission stakeholders a chance to connect, with speeches from HMTc Natalie Black and High Commissioner Scott Wightman highlighting the importance of the event.

**Overview of Mission Programme**

**Location report**

**Sunday 21<sup>st</sup> October**

- Location:** **1927 Rooftop bar and lounge, SO Sofitel Singapore, 35 Robinson Road, Singapore**
- 17:15 – 18:45** Pitching Training, hosted by Reuben Sinclair, Cyber Security Industry Representative. Provided UK delegates an opportunity to refine pitches to ensure pitching sessions were delivered effectively across the mission programme.
- 18:45 – 21:00** Welcome drinks – allowing DIT team to meet and learn about UK delegates ahead of the mission. Session was well attended with 9 businesses involved, despite short notice and travel limitations.

**Monday 22<sup>nd</sup> October**

- Location:** **7 Straits View, Marina One East Tower, Level 12, Singapore, 018936**
- 9:00 – 9:55** Delegate briefing and opening remarks from Mr Oon Jin, Executive Chairman PwC Singapore, Natalie Black, HM Trade Commissionaire for Asia Pacific, Mr Luke Lee, IMDA's Deputy Director of Internationalisation Platforms and Partnerships, Mr Gordon Heap, Honorary Secretary, SGTech Smart Nation Chapter and Ms Teoh Ming Wei, Manager, JTC. These talks set the scene for the mission and provided a rounded overview of the opportunities available in the Singaporean market.
- 10:30 – 17:00** 1-2-1 B2B meetings / Digital Safari / PwC "Singapore set-up clinic" Session. Meetings organised based on the requests of the UK businesses. Meetings could be accepted/declined to ensure only relevant/high quality meetings took place. UK businesses were provided personal meeting spaces to ensure the mission ran smoothly and comfortably. Meetings were well attended with very little drop-out due to their relevance and the careful organisation of the sector team.
- Location:** **Eden Hall, British High Commissioner's Residence**
- 18:30 – 21:00** UK Tech Mission to Singapore 2018 Evening Networking Reception, Eden Hall

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Attended by 175+ guests, with remarks from HMTC Natalie Black and High Commissioner Scott Wightman. Provided an opportunity for networking across a wide range of mission stakeholders. Kino-Mo displaying their holographic technology. Positive feedback from delegates on the quality of the venue and networking opportunities.

**Tuesday 23<sup>rd</sup> October**

**Location:** 7 Straits View, Marina One East Tower, Level 12, Singapore, 018936

**9:00 – 17:45** 1-2-1 B2B meetings / PWC Experience Centre / Singapore: Cybersecurity Round-table / PWC “Doing Business in Australia” Session. Continuation of 1-2-1 meetings with additional sessions organised in collaboration with PwC. The doing business in Australia session was well attended with 10+ individuals engaging with PwC’s Australia specialists.

**Location:** 32 Carpenter Street, Singapore, 059911

**18:30 – 20:30** SGInnovate ‘Future Economy: AI and the future of work’, panel discussion and networking session. This optional session provided delegates with the opportunity to learn about the role of AI and it’s likely impact on the workplace. Natalie Black was a member of the panel.

**Mission Summary:**

1. Secured PwC as our strategic partner/venue provider, in view of the lack of budget. Savings of more than SG\$100k.
2. Had support from IMDA, SGTech, IPI and SIAA to promote the event to their network. High level government support added credibility to our work and allowed us to organise a wealth of meetings.
3. Drop-out of only two UK companies in the run up to event, well below the level of previous missions. Companies that dropped out were Assuria and Crystal Apps. Unmanned Life reduced their visit by a day due to involvement in the Dutch Royal Family visit.
4. Average number of meetings per companies = 10 (exceeding our target of 8).
5. Despite complex coordination with multiple stakeholders, DIT put together a well managed and efficient event. UK delegates found the event well organised and valuable with extensive access to the right contacts.

**Positive feedback from the companies :**

**Arctic Shores:**

“Genuinely exceptional and very professional. Mission will give me access to up to £500k of contracts.”

“Really impressed with the organisation and opportunities you have set up for me. This has far exceeded my expectations and has shown a level of professionalism and drive that I would have been surprised at even in the private sector.”

**Redwood:**

“Very well organised, both DIT and PwC were very welcoming. Many of the meetings would progress, though would have liked to qualify the leads prior to the event.”

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**Jazz Networks:**

Great selection of companies, very well organised loved the pitch preparation as well as the Digital Safari. Great access as well as simple logistics making a great use of 2 days. Convenient to have all meetings in the same facility. Saves a lot of time. Great to be able to demo our product live in the meeting room. Good organisation, quality and diversity of meetings, ability to pitch and demo (safari), logistics (online scheduling, location)

**Mitra Innovations:**

“Interesting variety from large corps such as RR(Rolls Royce) / Sembcorp to SMEs.”

**Unmanned Life:**

“Such has been the quality and consistency of these initial engagements, that we are now planning to return to Singapore on the week starting December 17th, for a full five days, to sign off on pilots and move to the next stage of negotiations on contracts, partnerships and investments.”

**Learning Points**

**1. PwC**

- i) Having PwC as our partner meant that we are obliged to deliver their objectives
- ii) Using PwC’s office space was slightly limiting as it meant UK companies could not be in the same place for 2 days consecutively and some did not have a private room.
- iii) More staff required for ushering/event management duties.
- iv) Digital Safari was suggested only 3.5 weeks before the event and we were told that we had to reduce one meeting slot only 2 weeks before the event, after meetings had already been arranged. We were under pressure by PwC to invite many participants to Digital Safari. Catering was insufficient as PwC did not provide the final numbers for Digital Safari even though they were aware of the final catering numbers
- v) Cyber security round table – We were pressured to invite government speakers even though it was communicated on the onset that the round table was their responsibility.
- vi) PwC provided only a handful of Singaporean contacts for the business matchmaking even though they were given the wish list of the UK companies weeks before the event
- vii) Limited meeting rooms and last minute confirmation of meeting rooms

**2. Bray Leino**

- i) Duties delivered by Bray Leino (creating OMIS, getting information from delegates for the brochures and chasing specialists for their write-up) had to be delivered by HQ. HQ could have spent the time to understand UK delegates needs instead. The reason HQ did this was because there was not sufficient budget to pay for Bray Leino’s costs and run the event.

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**3. Recruitment of UK companies**

- i) Recruitment reached out to more than 10,000 UK companies through our network both in UK and Singapore and through DIT's database. Total of 100+ UK companies applied for the mission which we eventually sifted down to 30 UK tech companies. We did not accept 30+ companies, as they were not suitable for the focus of this mission and Singaporean partners we were targeting.
- ii) Recruitment deadline closed on 17 Sep to ensure DIT were able to make introductions to international guests prior to travelling to ensure the quality of meetings during the mission.

**Action :** *close the recruitment deadline 3 weeks earlier to allow more time for business matchmaking and for preparation of directory.*

**4. Last minute trip cancellation by 2 companies**

**Action :** *Unavoidable but close follow up with UK companies to minimise the risk.*

**5. Meeting mojo**

- i) HQ and Post colleagues had to do a lot of manually creating company profiles due to lack of interest from the companies to do it themselves.

**Suggestions:**

- i) *Capture all exceptional meetings. (such as lunch meeting and 20 minute pitch session)*
- ii) *Auto reminders sent by system with meeting cancellation*
- iii) *Deadline could be set for meeting acceptances and rejections as Post & HQ had to assume that meetings are going ahead.*

**6. Budget / staff resources**

- i) There was insufficient budget allocated which resulted in significant problems in the execution of the event.

**Recommendation:** For future missions / events sufficient budget headroom should be made available to enable the use of Bray Leino, so freeing up staff resources in the UK and post to focus on the areas of ensuring meetings are available. Also sufficient budget would avoid the need to rely on a third party to ensure delivery of the event.

- ii) Post underestimated the amount of staff that would be required to undertake this event.

**Recommendation:** Resource planning for both staff and finances need to be properly addressed before agreeing to future large scale events.

**Publicity Campaign**

**Social Media Platforms**

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- Twitter (Primary: @tradegovukSGP, Secondary: @UKinSingapore)
  - Total Posts: 46
  - Total Impressions: 49,431
  - Engagement: 1,384
  - Engagement Rate: 2.86%
- Facebook (@UKinSG)
  - Total Posts: 6
  - Total Reach: 4,477
  - Total Likes / Comments / Shares: 36
- Instagram (@UKinSingapore)
  - Total Posts: 4
  - Total Reach: 1,217
  - Total Likes: 156

### **Mainstream Media**

- The Business Times, 18 Oct 2018, HMTC - Building a new era of global innovation - <https://goo.gl/zPnvvm>
- Money FM, 22 Sep 2018, HMTC- UK-SG Trade and The Future of Work - <https://goo.gl/8WgShx>
- Channel News Asia, 23 Oct 2018, HMTC with Ian Jones of AMPLYFI - Impact of Artificial Intelligence - <https://goo.gl/6vdk5M>

### **Next Steps**

- 1) Feedback forms were given to the UK delegates on 23 Oct. We have received 10 forms. Bray Leino is chasing the other delegates for their completed forms.
- 2) Post will follow up with UK delegates that have immediate follow up meetings with Singaporean companies.
- 3) Natalie Black to email delegates to thank them and remind them of the importance of sharing Export Wins with DIT.
- 4) HQ Sector team will ring round the UK businesses after 1 month to understand the immediate benefits of the mission.
- 5) Post will follow up with UK companies (i) 1<sup>st</sup> week January 2019 (ii) last week March 2019 (iii) last week June (iv) last week September 2019
- 6) Post is sending a survey monkey to obtain feedback from Singaporean companies that attended the event (business match making and/or Eden hall reception) on (i) the quality of the event (ii) outcomes of the meetings they had with UK delegates (iii) their wish list of UK technology / UK companies.

### **Companies & Events**

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Company	Region	Sub-sector	Datahub Ref
AMPLIFYFI	Wales	Deep Tech	<a href="#">10136167</a>
Arctic Shores	London	Deep Tech	<a href="#">10111994</a>
Inavya Ventures	London	Deep Tech	<a href="#">10144339</a>
Luminance	London	Deep Tech	<a href="#">10185763</a>
Medopad	London	Deep Tech	<a href="#">339369</a>
Unmann ed Life	London	Deep Tech	<a href="#">10169499</a>
Yotta Laboratories	North West	Deep Tech	<a href="https://www.datahub.trade.gov.uk/companies/b43c630b-b859-46d4-8d73-410e7a9e82b8/interactions/5809568a-da68-423f-866e-b872109fd155">https://www.datahub.trade.gov.uk/companies/b43c630b-b859-46d4-8d73-410e7a9e82b8/interactions/5809568a-da68-423f-866e-b872109fd155</a>
Wirex Asia	London	Deep Tech	<a href="#">10167845</a>
Assuria	South East	Cyber Security	<a href="#">131851</a>
Behavior ec	London	Cyber Security	<a href="#">10084261</a>
Digital Shadows	London	Cyber Security	<a href="#">308038</a>
Jazz Networks	London	Cyber Security	<a href="https://www.datahub.trade.gov.uk/companies/c813b1d4-d6ac-41a8-a6be-f156c82224c9/interactions/1b7f4233-80eb-4735-955a-e41f673a492e">https://www.datahub.trade.gov.uk/companies/c813b1d4-d6ac-41a8-a6be-f156c82224c9/interactions/1b7f4233-80eb-4735-955a-e41f673a492e</a>
Kindus	Yorkshire and Humber	Cyber Security	<a href="https://www.datahub.trade.gov.uk/companies/f96cbb4f-d9c7-4d6b-8922-f1bb585d3ced/interactions/c5aecdec-1de6-4acf-81da-4a50059057b2">https://www.datahub.trade.gov.uk/companies/f96cbb4f-d9c7-4d6b-8922-f1bb585d3ced/interactions/c5aecdec-1de6-4acf-81da-4a50059057b2</a>
NCC Group	North West	Cyber Security	<a href="#">253969</a>
Nominet	South East	Cyber Security	<a href="#">217366</a>
Omnicyber Security	West Midlands	Cyber Security	<a href="#">10125783</a>
Trustonic	East of England	Cyber Security	<a href="#">10024384</a>
Cannon Technologies Group	South East	Data Analytics	<a href="#">123526</a>
Elements Talent Solutions	London	Data Analytics	<a href="#">10188532</a>

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First Derivatives	Northern Ireland	Data Analytics	<a href="#">184246</a>
Mitra Innovation	London	Data Analytics	<a href="https://www.datahub.trade.gov.uk/companies/ebfbd072-076e-4f29-91ff-e5fd5010ecb8/interactions/9567935a-9cc3-499e-a3cc-a9ba2f9e77c7">https://www.datahub.trade.gov.uk/companies/ebfbd072-076e-4f29-91ff-e5fd5010ecb8/interactions/9567935a-9cc3-499e-a3cc-a9ba2f9e77c7</a>
Whitespider	East Midlands	Data Analytics	<a href="#">10161982</a>
Metasphere	South East	Smart Cities	<a href="#">196455</a>
Opinsta	West Midlands	Smart Cities	<a href="#">10157792</a>
Redwood Technologies Group	South East	Smart Cities	<a href="#">00068410</a>
Scott Brownrigg	London	Smart Cities	<a href="#">210638</a>
Micro Focus	South East	Cloud/XaaS	<a href="#">159689</a>
ApplianSys	West Midlands	Communications	<a href="#">230900</a>
EOS IT Management Solutions UK	Northern Ireland	Communications	<a href="#">10051257</a>

Event	Location	Focus
Pitch Training Sunday	1927 Rooftop Bar, SO Sofitel, Singapore	Allow the companies an opportunity to practice, refine and polish a short pitch of their solution/product offering in around two minutes.
Digital Safari	PwC, Marina One East Tower, Singapore	15 UK companies have a 1 minute pitch and the opportunity to showcase their technology to international stakeholders. Positive feedback from businesses in creating further commercial opportunities + general visibility through this event. This is a format the tech sector team will look to refine and use in future events.
Cyber roundtable	PwC, Marina One East Tower, Singapore	Commercial and governmental discussions on Cyber Security between UK-Singapore. Positive feedback around providing a clear picture of the Singapore governments focuses within Cyber security. Allowed businesses to identify the key areas of focus. Provided access to high

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		level government officials and contacts with DIT and PwC for all cyber businesses in the delegation.
PwC Experience Centre Tour	PwC, Marina One West Tower, Singapore	Experience Centre, showcasing the latest innovation and technology used by PwC and their partners. To provide insight into the latest technology and give you an opportunity to see the technology in action.