

CLAIR Singapore Newsletter Volume. 60 December 2013

CLAIR Singapore Visits Indonesia's Ministry of Home Affairs

To further enhance mutual cooperative ties, delegates from CLAIR Singapore, led by Director, Mr. Adachi Masahide, made a courtesy visit to Indonesia's Director-General of General Administration in the Ministry of Home Affairs, Mr. Saut Situmorang, on 26 August 2013, where representatives from both sides held a keen exchange of opinions during the meeting.

Apart from providing an update on some of CLAIR Singapore's latest programs and activities, CLAIR Singapore also expressed our appreciation once again to Indonesia's Ministry of Home Affairs for their constant kind support and cooperation towards CLAIR's programs such as the Local Government Exchange and Cooperation Seminar, as well as the Regional Exchange Promotion Program that was partly held in Indonesia last year. Following the signing of the Collaboration Agreement between both organizations in June 2012, CLAIR Singapore also conveyed our wish to continue working together with the Ministry in further collaborations in the future.

In response, Director-General, Mr. Saut Situmorang, indicated that in addition to maintaining the cooperative ties between both organizations through current existing programs, it is also important to explore new potential areas and projects for both parties to collaborate in. One such area as mentioned during the meeting was in fire and disaster-prevention, where relevant organizations in Indonesia are interested to learn more about the approaches and measures that are being adopted in Japan.

Going forward, CLAIR Singapore hopes to continue enhancing our cooperative ties with Indonesia's Ministry of Home Affairs and looks forward to carrying out further collaborations that will be beneficial and valuable to both sides.



*Opinion-exchange session held at Indonesia's
Ministry of Home Affairs*

CLAIR's Overseas Economic Seminar in Tokyo

On 13 September 2013, CLAIR Singapore conducted a seminar at our Tokyo Headquarters office, where participants were gathered to explore how collaborations between Singapore and Japanese local governments could possibly bring about new opportunities to revitalize Japan's local economies and industries.

In recent years, many Japanese local governments have been examining ways to attract more foreign businesses into their local areas as well as analyzing means to provide support and assistance to their local businesses and firms that are looking to venture overseas. Meanwhile, with attracting foreign investments as a fundamental core of the nation's policies, Singapore's economic and industrial promotion organizations have been constantly exploring the possibilities of business and investment opportunities between Singaporean and Japanese companies, in particular with Japan's small and medium enterprises that possess advanced technological skills and services. Yet, despite the existence of such demands from both markets, collaborations between businesses in the two countries are often faced with difficulties, due in large part to a lack of information on Japan's local businesses.

Recognizing the situation, CLAIR Singapore aims to help facilitate this collaboration process and thus conducted the above seminar that is directed at all Japanese local governments and related organizations in Japan. For the seminar, we were happy to have invited representatives from various partners and stakeholders from both Singapore and Japan to be our presenters and speakers. They were namely, Mr. Lee Hoi Leong, Regional Director of North Asia and Pacific Group of International Enterprise (IE) Singapore; Mr. Saito Takeshi, Director of Invest Japan Coordination Division of Japan External Trade Organization (JETRO); Mr. Fujishiro Masaki, Chairman of Curetex Corporation which provides overseas market development support to Japanese businesses in Singapore and Shanghai; Mr. Momota Sho from Kochi Prefectural Government Office, which has had successful results in exporting Kochi Prefecture's yuzu fruit into the Singapore market; Mr. Kameyama Yoshihiro, Associate Professor from Kagawa University's Graduate School of Management; as well as Mr. Adachi Masahide, Director of CLAIR Singapore.

The small-size of Singapore has long made local companies used to the concept of expanding their businesses overseas, and many Singaporean businesses and firms have also grown to be adept with the business



Presentation by IE Singapore

model of bringing in products and solutions from all over the world into Singapore and integrate them locally, before re-distributing these goods overseas. There are also cases of successful business developments and collaborations between these Singaporean companies and Japanese companies, with one such example being Hyflux Ltd., Singapore's leading desalination plant provider. Using RO membranes from Japanese corporations such as Nitto Denko and Toray, Hyflux now not only has business operations in Singapore, but has also successfully expanded into the Middle-East and China markets. Another successful example is the joint venture of Singapore's leading F&B corporation, BreadTalk Group, and Japan's quality ramen producer from Niigata Prefecture, Sanpou Group. Together, the two F&B giants came up with the brand concept of RamenPlay, which has now opened a total of 8 outlets in both Singapore and Shanghai. Apart from these successful cases mentioned above, one of our seminar speakers, Mr. Lee from IE Singapore, also pointed out that there are still many other untapped business areas and opportunities available in Japan which could be further developed to benefit from collaborating with Singaporean companies. Some of these sectors include environment, renewable energy, tourism, beauty, healthcare and eldercare etc. As countries such as Singapore and many other Asian nations are gradually moving towards an ageing society, the advanced technology and products of Japan's eldercare industry in particular is seen as an area with high business development potential.

With regards to the overseas business expansion of Japanese companies, Chairman of Curetex Corporation, Mr. Fujishiro, advised, "While it is important to choose products that are suitable to the demands in the overseas markets, it is also necessary for Japanese local governments who are supporting their local companies, to ascertain the level of determination and seriousness that these companies have towards expanding their businesses overseas." In association with this, Mr. Momota from Kochi Prefectural Government commented that "In supporting local companies in developing their markets overseas, it is also important for Japanese local governments to keep in mind the kind of support system structure that they will

have in-place for these companies to continue exporting their products overseas, once the distribution channels have been established."

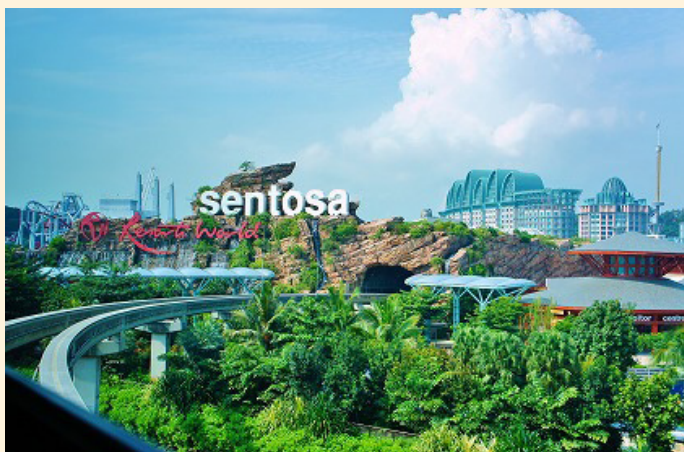
Several Japanese local government participants indicated that they would like to learn about more actual examples of overseas collaboration between Japanese and Singaporean companies, and the overall response that we have received on our seminar has been very positive. We would like to take this opportunity to express our appreciation to all our invited presenters and speakers, as well as participants for taking time to join us at the seminar. CLAIR Singapore will continue exploring initiatives to assist and support Japanese local governments in revitalizing their local economic activities, as well as sharing current trends and latest information on the ASEAN and Indian markets with our stakeholders in Japan.



During the panel discussion

Japan–Singapore Study Program 2013

Often seen as the hub of Southeast Asia, many Japanese local governments have been showing increasing interests towards Singapore and its advanced policies in the recent years. In line with this, CLAIR Singapore organized and held the Japan–Singapore Study Program for the first time this year over the duration of a few days in July and October respectively. With an aim to let Japanese local government participants gain further insights on some of Singapore's major policies and state of affairs, the focuses of this year's program were particularly on two areas of high interests in Japan, namely tourism promotion and overseas market development strategies, as well as urban infrastructure policies for sustainable development. Through visits and exchange-sessions with various related organizations in Singapore, program participants were



the Resorts World Sentosa

able to pick up the necessary information and knowledge that will assist them in their policy-making process at their respective local governments.

- Course 1: Tourism Promotion & Overseas Market Development Strategies
(Held on 9 – 10 July 2013)

In CLAIR Singapore's support to Japanese local governments in their various overseas activities, it is clear that more and more Japanese local governments have been shifting the focus of their activities to the ASEAN region over the years, against the backdrop of rising economic development in Southeast Asia and a general favorable sentiment towards Japan within the region. An important part of Japanese local governments' activities held in economically-advanced Singapore is largely related to attracting more Japan-bound tourists from the city-state, as well as enhancing the promotion and exports of Japanese local products into the country. In addition to Singapore, more promotional activities by Japanese local governments can also be expected in neighboring markets in the future, such as Thailand, Malaysia, as well as Indonesia.

Amidst such situations, this program has arranged for participants to be given briefings on the latest economic and tourism trends observed in Singapore by representatives from the Singapore offices of the Japan National Tourism Organization (JNTO), Japan External Trade Organization (JETRO) and The Bank of Fukuoka. In addition, participants also visited the Resorts World Sentosa, Hong Thai Travel (a local travel agency), Kochi Prefecture Singapore Representative Office, as well as Japanese and local supermarket chains like Isetan and Cold Storage, to learn more about the current state and conditions of product and market development of Japanese products in the Singapore market. Through hearing first-hand information from frontline personnel in these various organizations, the Japanese local government participants were able to gain fruitful information and knowledge that will be useful in the development of their future activities in Singapore.

- Course 2: Sustainable City Development
(Held on 28 – 29 October 2013)

On the other hand, the 'Sustainable City Development' course was designed around the theme of innovative urban infrastructural management policies in order to allow participants a better grasp of Singapore's various efforts to overcome limited resources to create a more pleasant living environment.

It is widely known that despite space constraints, high population density and continued economic growth, Singapore has been able to maintain a beautiful, clean city with lush greenery and very little waste and garbage left strewn in public. Even its problem of scarcity of water has become a motivation for coming up with innovative water technologies that could instead provide business opportunities for the city-state.



Participants listen to a briefing at the incinerator

With the intention to learn about these strategies, participants were brought through a series of policy briefings that started with an overview of Singapore's city planning concepts, followed by the strategies of maintaining a clean & green environment, water management policies to raise self-sufficiency in water and finally, waste management and recycling efforts amidst a growing economy. In each instance, staff from each of the corresponding public institutions explained about the underlying concepts of the policies and arranged for the participants to tour related gallery exhibits as well as the actual facilities in an incinerator, thereby greatly increasing the participants' specific understanding at each place of visit.

CLAIR Singapore intends to continue to organize such study programs with emphases on areas that are of particular interest to Japanese local governments. Through these programs, we hope to encourage more exchange between Japanese local governments and counterparts in Southeast Asia, thereby broadening the scope of local level activities in future.

Celebrating 5 Years of Friendship Ties between Fukuoka Prefecture and Hanoi City

Coinciding with the 40th anniversary of the establishment of diplomatic relations between Japan and Vietnam this year, Fukuoka Prefecture and the City of Hanoi celebrated the 5th anniversary of the establishment of their friendship ties and both sides agreed to bolster cooperative and friendly relations in future. The Governor of Fukuoka Prefecture, Hiroshi Ogawa led a delegation of 27 members to Hanoi from 27 August to 1 September to attend the signing ceremony of a new Memorandum of Understanding (MOU) and other related commemorative events.

In the new MOU, Governor Ogawa and the Chairman of Hanoi People's Committee, Nguyen The Thao agreed to deepen mutual exchange in the areas of environmental management, youth, economy, academics and culture.

The Fukuoka delegation also paid a courtesy call to Vietnam's President, Truong Tan Sang, during which the Vietnamese leader highlighted Japan as Vietnam's strategic partner and expressed high expectations for exchange at the local level to aid in the further strengthening of the friendship between the two countries.

In conjunction with the anniversary, various commemorative events promoting Fukuoka prefecture as well as celebratory receptions hosted by the Hanoi People's Committee and the Embassy of Japan in Vietnam were held. CLAIR Singapore had supported and provided logistics support where necessary to facilitate the successful completion of the commemorative events.



MOU Signing Ceremony between Hanoi People's Committee and Fukuoka Prefectural Government.

Signing of MOU between Japan's Wakayama Prefecture and India's Maharashtra State Government

The promotion of international relation with local governments worldwide has been a key area of focus for Japan's Wakayama Prefecture in recent years, and this endeavor is further strengthened by the signing of a Memorandum of Understanding (MOU) between the prefecture and the State Government of Maharashtra in India. On 9 October 2013, a MOU to enhance cooperation in the fields of tourism promotion and agro-food processing technology was concluded between Wakayama Prefecture and Maharashtra State Government. The MOU is expected to promote tourism receipts and catalyze investment activities across the 2 states.



Mr. Yoshinobu Nisaka, Governor of Wakayama Prefecture (front row, left) and Mr. Prithviraj Chavan, Chief Minister of Maharashtra State Government (front row, right) shaking hands during the MOU signing ceremony

Wakayama Prefecture and Maharashtra State Government share many things in common; both states boast an abundance of tourism resources that include UNESCO-certified World Heritage sites, and in both states there exists a concentration of agricultural activities and a full-fledged agro-food processing industry. As such, there is a wealth of potential for collaboration between the 2 states, and this was the major factor that led to the conclusion of the MOU. In fact, the idea of the MOU was first brought up by the former Consul General of India in Osaka-Kobe.

During the signing ceremony of the MOU in the morning of 9 October 2013 at the State Guest House in Mumbai, Wakayama Prefecture was represented by the Governor, Mr. Yoshinobu Nisaka, whereas the State Government of Maharashtra was represented by the Chief Minister, Mr. Prithviraj Chavan. In addition, Mr. Kiyoshi Asako, Consul General of Japan in Mumbai, Mr. Chhagan Bhujbal, Maharashtra Tourism Minister, as well as Mr. Radhakrishna Vikhe-Patil, Minister for Agriculture of the State Government of Maharashtra also graced the

ceremony. A press conference was held in the afternoon of the same day, in which the conclusion of MOU between Wakayama Prefecture and Maharashtra State Government caught the attention of local media.

After the signing ceremony of the MOU, Mr. Yoshinobu Nisaka, Governor of Wakayama Prefecture also attended a travel seminar held in Trident Nariman Point Hotel and delivered a presentation to promote the popular tourist destinations in Wakayama Prefecture. Wakayama Prefecture is putting in a concerted effort to attract more Indian tourists to visit the prefecture.

CLAIR Singapore provided the necessary support to Wakayama Prefecture related to the conclusion of the MOU, and we aspire to assist in the establishment of more friendly ties between Japanese and foreign local governments.



Governor of Wakayama Prefecture (third from left) attending to media enquiries

Specialist Dispatch Project in Surabaya, Indonesia

Renowned for its “Green and Clean” initiatives, Indonesia’s Surabaya City has successfully transformed itself into an eco-city that is widely recognized in the country. In line with the city administration’s vision of materializing an intelligent eco-city in Surabaya, various infrastructures in the city are currently being upgraded, including its sewerage systems. Sewerage management, in particular management of drainage networks throughout the city has been a key issue to the city administration. In order to learn from Japan’s experience in drainage management, Surabaya City Government has participated in CLAIR’s “2013 Specialist Dispatch Project”.

Mr. Koki Senba, a specialist in drainage management from the Naka Land Development Office of Japan’s Fukuoka Prefectural Government was dispatched to Surabaya from 20 ~ 25 October 2013 so as to provide the necessary training to the employees of Surabaya City Government. The training focused on the latest technologies and machinery that could be incorporated to effectively clear and prevent blockages caused by



A scene from the local site visit

wastes as well as sediments in box culverts along the local drainage networks.

Around 30 employees from the various departments of Surabaya City Government, for example Department of Public Works, Department of Spatial Planning and Department of Environment participated in the training program. During the lectures, the specialist introduced the techniques and machinery used in Japan for clearing clogged box culverts. At the same time, Mr. Senba recommended methods and machinery that could be used by Surabaya City Government in accordance to the local context.

The specialist also had the opportunity to visit the actual sites of box culverts and rivers clogged with wastes as well as sediments. During the visits, Mr. Senba provided advice to the participants on the methods of clearing blockages and also ways to prevent further accumulation of wastes as well as sediments at these places. The specialist commented on the importance of creating awareness among the local residents to prevent illegal dumping of wastes at public places. In addition, he also stated that it is imperative for the city administration to ensure that the local infrastructures are well-maintained so as to prolong the lifespan of these infrastructures.

Through the Specialist Dispatch Project, CLAIR aspires to promote a higher level of knowledge transfer between local governments in Japan and the ASEAN region as well as India. Kindly contact CLAIR Singapore for further information on the project.



A group photo with participants

Mayor of Surabaya City visits CLAIR Singapore

To ensure the effective formulation and implementation of public policies that will strengthen the city's competitive advantage and sustainable development in the long term, Indonesia's Surabaya City Government is channeling efforts in the capacity building of its employees. With this objective in mind, Surabaya City Government regularly sends its employees to attend overseas trainings, so as to enable its employees to stay up-to-date with the latest developments in public policy formulation.

In view of the close and cordial relations with CLAIR Singapore, a delegation from Surabaya City Government led by the Mayor, Ms. Tri Rismaharini visited CLAIR Singapore's office on 10 September 2013. CLAIR Singapore organized a specialized training program for the delegation from Surabaya City Government entitled "Urban Planning Policies of Singapore" during the visit.



A scene from the training program

Around 20 delegates, who are mainly employees from the Department of Spatial Planning, participated in the training program.

During the training program, Mayor Tri Rismaharini of Surabaya City Government expressed her appreciation towards CLAIR Singapore on the implementation of the training program, as well as her wish to further enhance Surabaya City Government's cooperation with CLAIR Singapore. The training program focused on examining the highly effective long-term and medium-term urban planning policies that have enabled Singapore to maximize the usage of its land resources for the country's sustainable development. Delegates from Surabaya City Government had a lively exchange of ideas with CLAIR Singapore's staff on the subject matter, and it is hoped that the delegates will fully utilize the acquired knowledge in the future to benefit residents in Surabaya City.



Left: Ms. Tri Rismaharini, Mayor of Surabaya City Government
Right: Mr. Adachi Masahide, Director of CLAIR Singapore

In addition to the training program as illustrated in the above, Surabaya City also actively participate in CLAIR's programs such as the Specialist Dispatch Project and Local Government Officials Training Program (LGOTP), whereby the city government is able to strengthen its relation with Japanese local governments. CLAIR Singapore welcomes government organizations and local governments in the ASEAN region as well as India to participate in its programs. Kindly contact CLAIR Singapore for further information on the participation of its programs and activities.

About CLAIR

CLAIR is a joint organization founded in 1988 by 47 prefectures and 20 major cities in Japan in order to assist Japanese local authorities with the implementation of their international exchange policies. With its headquarters in Tokyo, CLAIR has seven overseas offices in New York, London, Paris, Singapore, Seoul, Sydney, and Beijing.

CLAIR Singapore office was set up in October 1990. It supports and promotes international activities and friendly relations between local authorities in Japan and their counterparts in Singapore and the ASEAN countries as well as India.

For further information on our activities, please contact CLAIR Singapore.

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