

## **MISSION STATEMENT**

### **ASIA TECH x SINGAPORE 2024 ICT BUSINESS DEVELOPMENT MISSION TO SINGAPORE**

**Dates: May 27 – May 30, 2024**

#### **I. MISSION DESCRIPTION**

The United States Department of Commerce, International Trade Administration (ITA), is organizing an ICT Business Development Mission to Singapore from May 27 – May 30, 2024. This mission will be run in conjunction with the Asia Tech x Singapore 2024 (ATxSG 2024) trade show and forum whose dates are from May 29 – May 31, 2024.

The purpose of the mission is to expand opportunities for U.S. companies in Singapore and the Southeast Asian region at the intersection of telecommunications services, 5G, SaaS applications, cybersecurity and the digital economy. This mission will also be part of delivering and advancing U.S. technology, standards and commercial interests in this vital region of the world.

The objective is to identify, where appropriate and in line with U.S. policy objectives, trade promotion opportunities that will help cement U.S. technology organizations as global leaders in this rapid-growth industry, while also creating new commercial opportunities and encouraging strong regulation and supervision worldwide.

The mission is designed for U.S. firms and organizations who play a part in the technology industry, especially those with products in the following categories:

- Telecommunications & 5G
- Cybersecurity
- Artificial Intelligence
- Digital Economy
- Smart Cities Technology Applications

This list is not intended to be exhaustive of all opportunities but shows best prospect sectors. Applications from companies selling products or services within the scope of this mission, but not specifically identified, will be considered, and evaluated by the International Trade Administration on a case-by-case basis.

#### **II. COMMERCIAL SETTING**

##### **SINGAPORE**

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Singapore is one of the most wired countries and technologically advanced Information and Communications Technology (ICT) markets in the world. It serves as the region's trading center, and is recognized as the leading tech hub in the Indo-Pacific, attracting more than 5,000 American businesses. Singapore has one of the most advanced and highest valued markets in the Asia-Pacific (APAC) region. In 2022, Singapore had over USD 29 billion in spending on ICT equipment, software, and services.<sup>1</sup> The market is forecast to reach USD 38 billion by 2026 with a 6.9 percent compound annual growth rate (CAGR) between 2023-2026.<sup>2</sup> This establishes Singapore as one of the fastest growing APAC markets for ICT goods and services. The high-growth technology segments include networking and storage, security, telecom and systems infrastructure, and applications development and services.

Singaporeans are highly digitally connected, with 99% of Singapore households having internet access, 90% of households having computer access and significant mobile penetration of 169.6%. Singapore is renowned for its digital infrastructure, ranking first in the International Institute for Management Development's World Competitiveness Yearbook 2022. Moreover, Singapore has become the first country in the world to achieve full coverage of standalone 5G in 2022.

On May 12, 2023, Singapore's Infocomm Media Development Authority (IMDA), a statutory board and regulatory authority of the Ministry of Communications and Information (MCI), announced plans to open more radio frequency spectrum to facilitate advanced Wi-Fi connectivity and complementing Singapore's Nationwide Broadband Network and 5G mobile networks. This is done by allocating 500 MHz of spectrum in the 6 GHz spectrum band for Wi-fi use and paves the way for deploying Wi-Fi 6E technology.

The Singapore Government plays an important role in driving technology adoption and digital transformation through notable initiatives like the Smart Nation initiative, Digital Economy Framework, Digital Connectivity Blueprint and Industry Transformation Map (ITMs). Over the last five years, the government has spent approximately SGD 16 billion (USD 12.03 billion) on ICT. It is projected to spend SGD 3.3 billion (USD 2.48 billion) in 2023, with SGD 2.5 billion (USD 1.88 billion) directed towards projects awarded through bulk tenders. These tenders will focus on three key areas of enterprise software-as-a-service, cloud and on-site hosting support service and the replacement of more than 100,000 personal computers and printers. Additionally, over SGD 1 billion (USD 0.75 billion) will be dedicated to the development of applications on the Government Commercial Cloud (GCC), which serves as a platform for government agencies to adopt commercially available cloud solutions.

Sustainability is a key consideration in Singapore's ICT sector. The government plans to incorporate environmental sustainability criteria into its contracts from 2024, with sustainability accounting for 5% of the tender evaluation. Singapore aims to achieve net-zero emissions in the public sector by 2045 and on a national level by 2050. Sustainable ICT efforts encompass supply chain, equipment and devices, cloud and data centres, software and data.

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<sup>1</sup> IDC Blackbook

<sup>2</sup> IDC Blackbook

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To drive its digital transformation, Singapore has identified five strategic priorities. These priorities include providing capacity to double the number of submarine cable landings within the next ten years, building seamless end-to-end 10 gigabits per second (Gbps) domestic connectivity within five years, ensuring resilience and security of digital infrastructure, pioneering the growth of Green Data Centers, and driving greater adoption of the Singapore Digital Utility Stack.

Singapore is actively developing frontier areas for future opportunities, such as quantum-safe technology and pervasive autonomy. The country also promotes “Green Software” to address environmental impact and leverages Low Earth Orbit satellite services for innovative solutions.

Singapore and the United States launched the U.S.-Singapore Partnership for Growth and Innovation (PGI) in October 2021 to promote inclusive economic growth, strengthen bilateral commercial relations, and advance discussions on key policies impacting the broader Southeast Asia and Indo-Pacific regions. The PGI includes a pillar dedicated to digital economy and smart cities issues and initiatives. In June 2023, Under Secretary Marisa Lago visited Singapore and met with Ministry of Trade and Industry Permanent Secretary (Policy) Gabriel Lim for the PGI’s second annual dialogue.

Singapore’s digital landscape showcases advanced infrastructure, robust government initiatives, sustainability focus, and strategic priorities for digital transformation. The country’s achievements and collaborations with international partners position it as a leader in the global digital economy. U.S. companies are encouraged to partner with Singaporean organizations to drive innovation and utilize their experience to expand across the Asia-Pacific region.

The 2024 ICT Business Development Mission to Singapore will be centered around the annual ATxSG event, where mission participants will receive access to the show and participate in mission planned activities around the conference. ATxSG is organized by IMDA and Informa Tech and supported by the Singapore Tourism Board (STB). ATxSG has consistently attracted more than 15,000 participants from around the world. ATxSG 2023 featured more than 350 speakers from private and public sectors who participated in plenary sessions, industry panels, and roundtables. ATxSG Expo saw over 1,000 sponsors and exhibitors including multiple international country pavilions. Under Secretary Lago participated in 2023 ATxSG panel discussions and other knowledge exchanges during her June 2023 Singapore trip. Commerce Secretary Gina Raimondo also participated virtually in a 2022 ATxSG fireside chat with Minister for Communications and Information Josephine Teo.

### **Other Products and Services**

The foregoing analysis of the technology opportunities in Singapore is not intended to be exhaustive, but illustrative of the many opportunities available to U.S. businesses. Applications from companies selling products or services within the scope of this mission, but not specifically identified, will be considered and evaluated by the U.S. Department of Commerce. Companies whose products or services do not fit the scope of the mission may contact their local U.S. Export Assistance Center (USEAC) to learn about other business development missions and services that may provide more targeted export opportunities. Companies may go to <https://trade.gov> to obtain such information.

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### III. MISSION GOALS

The goal of this trade mission as highlighted in the bullet points below is to increase the commercial presence and cooperation of the United States in Singapore by showcasing U.S. technology solutions to Singapore’s public and private officials, as well as to regional participants at ATxSG 2024.

- Strengthen connections between U.S. solutions providers and Singaporean technology companies in a key market in Southeast Asia, leveraging the ATxSG trade show to maximize potential meetings;
- Promote U.S. technology products and services (subsectors include Cybersecurity, Telecommunications, 5G, Digital Economy, Smart Cities, Artificial Intelligence) in the Singaporean market; Facilitate delegates’ participation at ATxSG and coordinate meetings with international buyers, potential partners and Singaporean officials for further access into the Singaporean market and to leverage the show’s regional scope, throughout Southeast Asia;
- Reinforce messaging pertaining to the U.S.-Singapore Partnership for Growth and Innovation and the U.S.-ASEAN Smart Cities Partnership and facilitate the pursuit of policy priorities within these frameworks.

### IV. MISSION SCENARIO

The mission will be based in Singapore, where the ATxSG 2024 trade show & forum is held. There will also be an opportunity for trade mission participants to network with Singaporean solutions providers at their facilities through a programmed site visit. The U.S. Commercial Service will maintain a booth within the U.S. Pavilion, where each participant may display company literature and conduct meetings with visitors to ATxSG 2024. Participation at the trade show will allow trade mission participants to extend their exposure throughout Southeast Asia since this is a trade show and forum which attracts regional stakeholders.

U.S. Commercial Service staff will be on-site and available to provide market information and offer logistical assistance to ATxSG 2024 participants. An evening reception will be organized at an Official Residence.

### V. PROPOSED TIMETABLE:

**\*Note:** The final schedule and potential site visits will depend on the availability of host government and business officials, specific goals of mission participants, and ground transportation.

<b>Sunday</b>	<ul style="list-style-type: none"><li>• Arrive in Singapore</li></ul>
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<b>May 26, 2024</b>	
<b>Monday May 27, 2024</b>	<ul style="list-style-type: none"><li>• Official Trade Mission programming begins</li><li>• Welcome Remarks &amp; Introductions</li><li>• Embassy Briefing</li><li>• B2B Meetings</li></ul>
<b>Tuesday May 28, 2024</b>	<ul style="list-style-type: none"><li>• Site visit to Singaporean companies looking to do business with U.S. companies</li><li>• Capability assessment of what U.S. technology firms can provide</li><li>• Evening reception at an Official Residence</li></ul>
<b>Wednesday May 29, 2024</b>	<ul style="list-style-type: none"><li>• ATxSG 2024 trade show participation</li><li>• On-site showtime business-to-government and business-to-business meeting program</li></ul>
<b>Thursday May 30, 2024</b>	<ul style="list-style-type: none"><li>• ATxSG 2024 trade show participation</li><li>• On-site showtime business-to-government and business-to-business meeting program</li></ul>

### VI. PARTICIPATION REQUIREMENTS

All parties interested in participating in the trade mission must complete and submit an application package for consideration by the DOC. All applicants will be evaluated on their ability to meet certain conditions and best satisfy the selection criteria as outlined below. A minimum of 10 and maximum of 15 firms and/or trade associations will be selected to participate in the mission from the applicant pool.

### VII. FEES AND EXPENSES

After a firm or trade association has been selected to participate on the mission, a payment to the Department of Commerce in the form of a participation fee is required. The participation fee for the ATxSG 2024 Trade Mission to Singapore will be \$3,200 for small or medium-sized enterprises (SME)<sup>3</sup>; and \$4,500 for large firms or trade associations. The fee for each additional firm representative (large firm or SME/trade organization) is \$1,000. Expenses for travel, lodging, meals, and incidentals will be the responsibility of each mission participant. Interpreter and driver services can be arranged for additional cost. Delegation members will be able to take advantage of U.S. Embassy rates for hotel rooms.

If and when an applicant is selected to participate on a particular mission, a payment to the Department

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<sup>3</sup> For purposes of assessing participation fees, an applicant is a small or medium-sized enterprise (SME) if it qualifies under the Small Business Administration's (SBA) size standards (<https://www.sba.gov/document/support-table-size-standards>), which vary by North American Industry Classification System (NAICS) Code. The SBA Size Standards Tool [<https://www.sba.gov/size-standards/>] can help you determine the qualifications that apply to your company.

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of Commerce in the amount of the designated participation fee below is required. Upon notification of acceptance to participate, those selected have 5 business days to submit payment or the acceptance may be revoked.

Participants selected for a trade mission will be expected to pay for the cost of personal expenses, including, but not limited to, international travel, lodging, meals, transportation, communication, and incidentals, unless otherwise noted. Participants will, however, be able to take advantage of U.S. Government rates for hotel rooms. In the event that a mission is cancelled, no personal expenses paid in anticipation of a mission will be reimbursed. However, participation fees for a cancelled mission will be reimbursed to the extent they have not already been expended in anticipation of the mission.

If a visa is required to travel on a particular mission, applying for and obtaining such a visa will be the responsibility of the mission participant. Government fees and processing expenses to obtain such a visa are not included in the participation fee. However, the Department of Commerce will provide instructions to each participant on the procedures required to obtain business visas.

Trade Mission members participate in trade missions and undertake mission-related travel at their own risk. The nature of the security situation in a given foreign market at a given time cannot be guaranteed. The U.S. Government does not make any representations or guarantees as to the safety or security of participants. The U.S. Department of State issues U.S. Government international travel alerts and warnings for U.S. citizens available at <https://travel.state.gov/content/passports/en/alertswarnings.html>. Any question regarding insurance coverage must be resolved by the participant and its insurer of choice.

## **CONDITIONS FOR PARTICIPATION**

Applicants must submit a completed and signed mission application and supplemental application materials, including adequate information on their products and/or services, primary market objectives, and goals for participation that is adequate to allow the Department of Commerce to evaluate their application. If the Department of Commerce receives an incomplete application, the Department may either: reject the application, request additional information/clarification, or take the lack of information into account when evaluating the application. If the requisite minimum number of participants is not selected for a particular mission by the recruitment deadline, the mission may be cancelled.

Each applicant must also certify that the products and services it seeks to export through the mission are either produced in the United States, or, if not, are marketed under the name of a U.S. firm and have at least fifty-one percent U.S. content by value. In the case of a trade association or organization, the applicant must certify that, for each firm or service provider to be represented by the association/organization, the products and/or services the represented firm or service provider seeks to export are either produced in the United States or, if not, marketed under the name of a U.S. firm and have at least 51% U.S. content.

A trade association/organization applicant must certify to the above for all of the companies it seeks to represent on the mission.

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In addition, each applicant must:

- Certify that the products and services that it wishes to market through the mission would be in compliance with U.S. export controls and regulations;
- Certify that it has identified any matter pending before any bureau or office in the Department of Commerce;
- Certify that it has identified any pending litigation (including any administrative proceedings) to which it is a party that involves the Department of Commerce; and
- Sign and submit an agreement that it and its affiliates (1) have not and will not engage in the bribery of foreign officials in connection with a company's/participant's involvement in this mission, and (2) maintain and enforce a policy that prohibits the bribery of foreign officials.

In the case of a trade association/organization, the applicant must certify that each firm or service provider to be represented by the association/organization can make the above certifications.

## VIII. SELECTION CRITERIA

Targeted mission participants are U.S. firms, services providers and trade associations/organizations providing or promoting U.S. products and services that have an interest in entering or expanding their business in the mission's destination country. The following criteria will be evaluated in selecting participants:

- Suitability of the applicant's (or in the case of a trade association/organization, represented firm's or service provider's) products or services to these markets;
- The applicant's (or in the case of a trade association/organization, represented firm's or service provider's) potential for business in the markets, including likelihood of exports resulting from the mission; and
- Consistency of the applicant's (or in the case of a trade association/organization, represented firm's or service provider's) goals and objectives with the stated scope of the mission.

Balance of company size and location may also be considered during the review process.

Referrals from a political party or partisan political group or any information, including on the application, containing references to political contributions or other partisan political activities will be excluded from the application and will not be considered during the selection process. The sender will be notified of these exclusions.

## IX. TIMELINE FOR RECRUITMENT AND APPLICATIONS

Mission recruitment will be conducted in an open and public manner, including publication in the Federal Register, posting on the Commerce Department trade mission calendar (<http://export.gov/trademissions>) and other Internet web sites, press releases to general and trade media, direct mail, notices by industry trade associations and other multiplier groups, and publicity at industry meetings, symposia, conferences, and trade shows. Recruitment for the mission will begin immediately and conclude no later than **January 31, 2024**. The U.S. Department of Commerce will review

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applications and inform applicants of selection decisions on a rolling basis. Applications received after **January 31, 2024**, will be considered only if space and scheduling constraints permit.

### X. CONTACTS

#### **Project Lead**

##### **Andrey Piroozgar**

International Trade Specialist

Chicago, IL/U.S. Field

Email: [Andrey.Piroozgar@trade.gov](mailto:Andrey.Piroozgar@trade.gov)

#### **Recruitment Lead**

##### **Molly Ho**

Global Technology Team Leader

Denver, CO/U.S. Field

Email: [Molly.Ho@trade.gov](mailto:Molly.Ho@trade.gov)

##### **Christian Koschil**

Digital Attaché

Singapore/CS Singapore

Email: [Christian.Koschil@trade.gov](mailto:Christian.Koschil@trade.gov)

##### **Amelia Yeo**

Commercial Specialist

Singapore/CS Singapore

Email: [Amelia.Yeo@trade.gov](mailto:Amelia.Yeo@trade.gov)