

Attn: SBF Members



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## REGISTRATION OF INTEREST

### Singapore Business Mission To APEC Green Showcase and Green Device 2010 in Japan (Tokyo + Yokohama) (8 – 14 Nov 2010)

#### BACKGROUND

The **Singapore Business Federation (SBF)**, together with Energy Market Authority (EMA) and Japan External Trade Organization (JETRO), is bringing a Singapore business delegation to APEC Green Showcase and Green Device 2010 as part of APEC Japan 2010 which will also include attendance at APEC SME Summit. Briefings by local govt officials, site visits, business networking and 1-to-1 business matching sessions, and other business programmes will also be specially arranged for participating companies.

#### KEY OBJECTIVES:

- Explore the clean and green markets in Japan;
- Identify business and technology collaboration and investment opportunities for Singapore companies;
- Build links with local business, industry and government agency partners to facilitate future collaboration;
- Study leading edge technology innovations & adoptions in Japan and across APEC economies

#### APEC SME SUMMIT

(<http://www.apec-smesummit2010.com/>)

Since its inception in 2007, the APEC SME Summit has served as a vital forum for exchanges and cooperation among APEC Leaders, Ministers, and SME managers, emphasizing economic growth and prosperity. Organized by the Japan Chamber of Commerce and Industry (JCCI), the 2010 Summit will address crucial issues for SMEs, such as entrepreneurship, sustainable business practices, access to the global markets, access to finance, development of human capital, and utilization of information technology.

#### APEC GREEN SHOWCASE

As part of **APEC Japan 2010**, the Ministry of Economy, Trade and Industry of Japan (METI), in cooperation with JETRO, is organizing an APEC Green Showcase, which will promote environmentally-sustainable growth and the formation of a green economy. It will allow APEC members to introduce and promote their green business opportunities, technologies and projects to Japan's green tech business community, e.g. through exhibiting solar panels or displaying information on renewable energy policies, etc. **Interested companies pls register with SBF to participate in the Singapore pavilion by EMA & SBF on a first-come-first-served basis.** Other govt agencies involved in the showcase are BCA and NEA.

#### GREEN DEVICE 2010 (<http://expo.nikkeibp.co.jp/greend/2010/english/>)

With over 290 exhibitors and 55,000 visitors in 2009, the Green Device 2010 is Asia's leading event for devices and manufacturing technologies that will support low carbon society including solar cells, LEDs, smart-grid, power semiconductors and energy efficient components. Co-located is FPD International – a world-class exhibition of the latest display technologies incl. Flat Panel Displays (FPDs) (LCD, OLED, PDP), next-G display technologies e.g. touch panels, e-paper & 3-D, and cutting-edge manufacturing.

#### JAPAN'S ECOBUSINESS SECTOR

Japan's ecobusiness sector has been reinforced by its world class environmental and clean energy technology underpinned by a large number of environment and clean energy related patents. In addition, the enforcement of climate change-related legislation has further stimulated investment in environmental and clean energy technology development.

#### YOKOHAMA SMART CITY PROJECT (YSCP)

YSCP is one of the "Next-Generation Energy and Social Systems Demonstration Areas" that are being advanced in 4 regions around Japan by METI. They are aimed at building up smart communities which improve heat and electric energy efficiency at the district level and establish stable energy supply, while widely introducing renewable energies and responding to new demand for next-generation motor vehicles, etc. The four demonstration areas are Yokohama City, Toyota City, Kansai Science City (Kyoto Prefecture) and Kita-Kyushu City.

Date	Tentative Program
8 Nov	Depart from Singapore to Tokyo by SQ •Arrival and Check-in to Tokyo hotel • Meeting with business, industry and government leaders in energy and environment sectors in Japan
9 Nov	Meeting with officials from METI, NEDO, JSCA, JETRO, JEITA, JCCI, Green IT Promotion Council, etc.
10 Nov	Visit Green Device & FPD 2010 & APEC Green Showcase • Participate in Green Device Forum • One-to-One Pre-scheduled Business Meeting • Networking Dinner
11 Nov	APEC SME Summit in Yokohama Royal Park Hotel
12 Nov	(Cont'd) Visit Green Device & FPD 2010 & APEC Green Showcase • •One-to-One Pre-scheduled Business Meeting •Japan-Singapore Networking Seminar on Energy and Environment
13 Nov	Site Visit to Yokohama Smart City Project
14 Nov	Flight back to Singapore

#### IE SINGAPORE FUNDING

Participants can tap on IE Singapore's IMAP funding which supports up to 60% of eligible expenses for companies including support for economy airfare and hotel accommodation for the trip.

#### Supported by :



More information on the mission incl costing will be given based on companies' indication of interest. Deadline to confirm participation with payment is **18 Oct**. For any enquiries, please contact Ms. Jasmine Seah (DID: 6827-6829) or email us at [industry@sbf.org.sg](mailto:industry@sbf.org.sg).

**REGISTRATION OF INTEREST FORM - Attn Jasmine Seah (Closing Date: 18 Oct 2010)**

**Ref No: SVCS 184/081110/09W**

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<b>Company:</b>	
<b>Name as in Passport:</b>	
<b>Designation:</b>	
<b>Tel:</b>	
<b>Email:</b>	
<b>Specific Business Interest:</b>	<input type="checkbox"/> Participation in Singapore Pavilion at APEC Green Showcase (Pls send me more info) <input type="checkbox"/> Others: _____