

PRESS RELEASE

Sino-Singapore Guangzhou Knowledge City (SSGKC) makes exciting progress in key Sino-Singapore collaboration areas

GKC Co signs MOUs in areas of intellectual property protection and social development; new urban designs for development beyond Start-Up Area unveiled

Singapore, 23 October 2013 – Sino-Singapore Guangzhou Knowledge City Investment and Development Co., Ltd (GKC Co) signed six memorandums of understanding (MOU) and a letter of intent (LOI) today, strengthening collaboration between Singapore and Guangdong in key areas such as intellectual property rights protection, social development, and research and development.

The signing ceremony, witnessed by Guangzhou City Mayor Mr Chen Jianhua, Vice Mayor Mr Chen Zhiying, Assistant CEO of IE Singapore Mr Yew Sung Pei and Singbridge Corporate CEO Ms Chong Phit Lian was held in conjunction with a forum organized by GKC Co in Singapore.

These seven projects were signed with Philips from the Netherlands, EON Reality from the US; and five Singapore-based companies and agencies, InnoMem, Xpress Printing, Jurong International, IP Academy and People's Association Youth Movement.

Speaking at the forum, Mayor Chen highlighted SSGKC's significant progress and its role in deepening Guangdong-Singapore relations; setting directions for Guangdong's economic transformation.

"Through the transfer of Singapore Software, SSGKC will steer the development of modern communities with key talent essential for Guangdong's push towards new-age urbanization, modernization of services and industrialization."

Mr Chin Phei Chen, CEO of GKC Co, said that the latest series of agreements showcases on-going efforts to make SSGKC a platform for knowledge-based companies, essential to Guangdong's economic transformation.

“Intellectual property protection has been a hot topic of late as the Chinese government transforms its economy into a knowledge-based one. The MOU between Guangzhou Development District (GDD) and Singapore’s IP Academy is very crucial. It marks the beginning of a strategic collaboration with Intellectual Property Office of Singapore to address key concerns of intellectual property right protection critical to the development of a knowledge-based economy.”

“We are working closely with the local government to develop SSGKC as a model for intellectual property protection and services in China.” Mr Chin added.

Social management, another key collaboration area emphasised by both governments, gained traction with the signing of a Youth Exchange Programme between GDD / Luogang District Youth Federation and Singapore’s People’s Association Youth Movement.

The Youth Exchange Programme will see youth members and leaders from both organisations conduct annual study exchanges, voluntary work, community services and other interactive events.

“A city thrives not only on its hardware, but more importantly on its ‘heartware’. In the next four years, we plan to step up existing efforts by establishing a Sino-Singapore Youth Centre in SSGKC. These are part of our efforts to differentiate SSGKC as a youthful and vibrant city.”

Chairman of the Knowledge City Administrative Committee, Mr Luo Weifeng, also shared with the audience at the forum new urban designs of SSGKC’s 32 square kilometers Central Area and 16 square kilometers Core Area, which will take the development beyond the current Southern Start-Up Area.

Jointly designed by Singapore’s DP Architects and Guangdong Architectural Institute, the new urban designs showcase strong waterfront elements adapted from Singapore’s Marina Bayfront area.

“With basic infrastructure within the current Southern Start-Up Area nearing completion by the end of 2013, this presents a good opportunity for us to look beyond and plan ahead for SSGKC’s future development,” said Mr Luo.

“The new designs have a deeper meaning and reflect the Sino-Singapore strategic

relationship as well, with key characteristics of Singapore’s urban planning integrated with local features for greater synergy.”

Mr Chin also said, “The new urban plans for SSGKC will provide an enlarged development area, essential to providing more opportunities for collaboration between China and Singapore.”

Attended by more than 130 industry leaders and potential investors, the forum discussed opportunities to participate in China’s development in knowledge-based and high value-added industries. The forum also received strong support from International Enterprise Singapore, Intellectual Property Office of Singapore, Singapore Business Federation, Ascendas International and Singapore Chinese Chambers of Commerce and Industry.

Press contact: Romell Song
**Sino-Singapore Guangzhou Knowledge City Investment
and Development Co., Ltd**
Tel: +86 20 3211 2856
Mobile: +86 139 2247 8033
Email: romell.song@ssgkc.com

Annex 1: Projects Details

1. IP Academy of Singapore (IPA) to lend support toward the development of SSGKC into an Intellectual Property Model Hub of China.

Together with Knowledge City Administrative Committee (KCAC), IPA will develop cooperation activities that promote and increase knowledge and capabilities in the fields of Intellectual Property Protection, exploitation and management.

IPA and KCAC will cooperate in areas such as intellectual property awareness and capacity building and training. This may include joint organization of IP study sessions and seminars; IP training for officials, private industries and the public; exchange of research, information and educational materials.

2. Youth Exchange Programme and Centre for Youth between Guangzhou Development District/ Luogang District Youth Federation (GDDYF) and Singapore’s People’s Association Youth Movement (PAYM)

The collaboration between PAYM and GDDYF aims to foster international relations and understanding between youths of both sides through the establishment of a structured programme for interactions and exchanges.

The programme includes activities such as regular visits, forums and tree-planting events, etc. Both parties shall also appoint not more than 15 youth members and leaders of age between 18-45 years old, to the other city annually for study visits, voluntary work, community service or other interactive events.

There is also a plan to establish a Sino-Singapore Youth Centre in SSGKC within four years, which will serve as a platform for the interactions between the Youth and an incubator for various youth social organisations in Guangzhou City.

3. Philips' LED Control Research and Development Centre

Philips will actively cooperate with GKC Co in the development of infrastructure construction in SSGKC, in particular in the area of Smart LED for 14km street and pedestrian lighting application, development of a local solution for the central management and control of street lighting in the Start-Up Area.

Philips intends to use SSGKC as a test-bed for product development for LED lightings, with the aim of rolling out these products from GKC to other parts of China in the future.

4. EON Reality Interactive Digital Centre

EON Reality, headquartered in California, is the world's leading interactive 3D solutions provider for business and education based on Virtual Reality technology.

EON Reality aims to participate in the development of creative and culture industries in SSGKC through the registration of an entity in GKC and the establishment of EON's Interactive Digital Centre business model in GKC.

The business model will offer EON Reality's advanced 3D technologies, management, products and services such as developing 3D solutions to enhance industry training and collaborating with local government, and research institutes to introduce 3D software model to increase productivity.

5. InnoMem China Subsidiary

InnoMem is a spin-off from NUS specialized in nano-technology membrane for water treatment involving research and development, manufacturing-engineering-procurement-construction, sale of water treatment system and/or related membrane modules.

Aiming to bring its strong research and development capability and intellectual properties into SSGKC, InnoMem intends to establish its first subsidiary in SSGKC through which it would focus on China provinces with a significant textile industry such as Zhejiang, Jiangsu and Guangdong. The subsidiary may also act as the operation headquarters for related businesses in Southern China.

6. Xpress Printing

Xpress is a Singapore based company that offers the full range of print management services that include conceptualisation, design, copywriting, translations, typesetting and colour proofing; printing; post-press packaging; global distribution and delivery, listed on the SGX Mainboard on 28 June 1999.

Xpress will set up its Operational HQ (OHQ) in SSGKC to conduct the operation and the sales of several outlets in Guangzhou Development District. GKC Co will also work with Xpress to support its business expansion and other activities related to the establishment and operation of the OHQ.

7. Masterplan and Design of Business Parks by Jurong International

Jurong International is a wholly-owned subsidiary of Jurong Town Council Corporation (JTC Corp), a Statutory Board under Singapore's Ministry of Trade and Industry. Jurong International provides multi-disciplinary consultancy services, Master Planning related services, Building related services and Facilities Management services.

Jurong International intends to be a strategic partner for providing master planning, urban design and estate and property management consultancy services to both GDD and SSGKC.

Background Info

Sino-Singapore Guangzhou Knowledge City

Positioned as a model and catalyst for the economic upgrading and environmental enhancement of Guangdong, Sino-Singapore Guangzhou Knowledge City (SSGKC) will lead in creating innovations, new ventures and high-value products and services; and in building a sustainable, low-carbon city.

With a total site area of 123 sq km, half of which will be preserved as forest, the remaining 60 sq km of land in GKC is expected to be developed in phases over the next 15-20 years.

SSGKC is located about 35 km from the Guangzhou city centre and 25 km from Guangzhou Baiyun International Airport, merely a half-hour drive from the Guangzhou city centre. It will benefit from a convenient transportation network encompassing expressways, highways, metro lines as well as inter-city rail linking it to Guangzhou Baiyun Airport, downtown Guangzhou and major cities in the Pearl River Delta region.

Sino-Singapore Guangzhou Knowledge City Investment and Development Co., Ltd.
Sino-Singapore Guangzhou Knowledge City Investment and Development Co., Ltd. (GKC Co) is a 50-50 joint venture company established by Singbridge and Guangzhou Development District Administrative Committee (GDD). GKC Co is the master developer of SSGKC – developing the 6.12 sq km Start-Up Area (SUA) as the first phase, and subsequently the rest of the 123 sq km SSGKC Project in stages.