

SINGAPORE PERSPECTIVES 2010

Home.Heart.Horizon.

25 January 2010
Raffles City Convention Centre



SINGAPORE PERSPECTIVES 2010

Panel III : One Global City

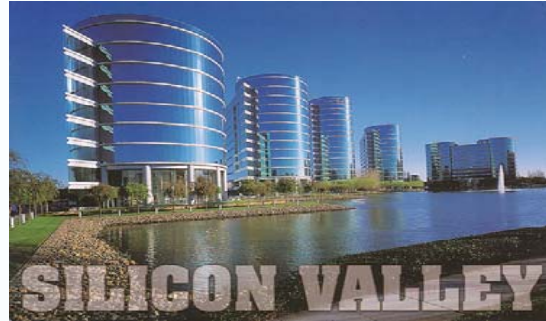
**Mr Lee Kwok Cheong
CEO, SIM**

All we had were
a good location
and

**“a collection of people
who were not meant to come
together as a country”**

Aspirational, Iconic Destinations

- **Silicon Valley**



- **Hollywood**



- **The American Dream**



War for Talents



A Global City - A Magnet for Global and Local Talents

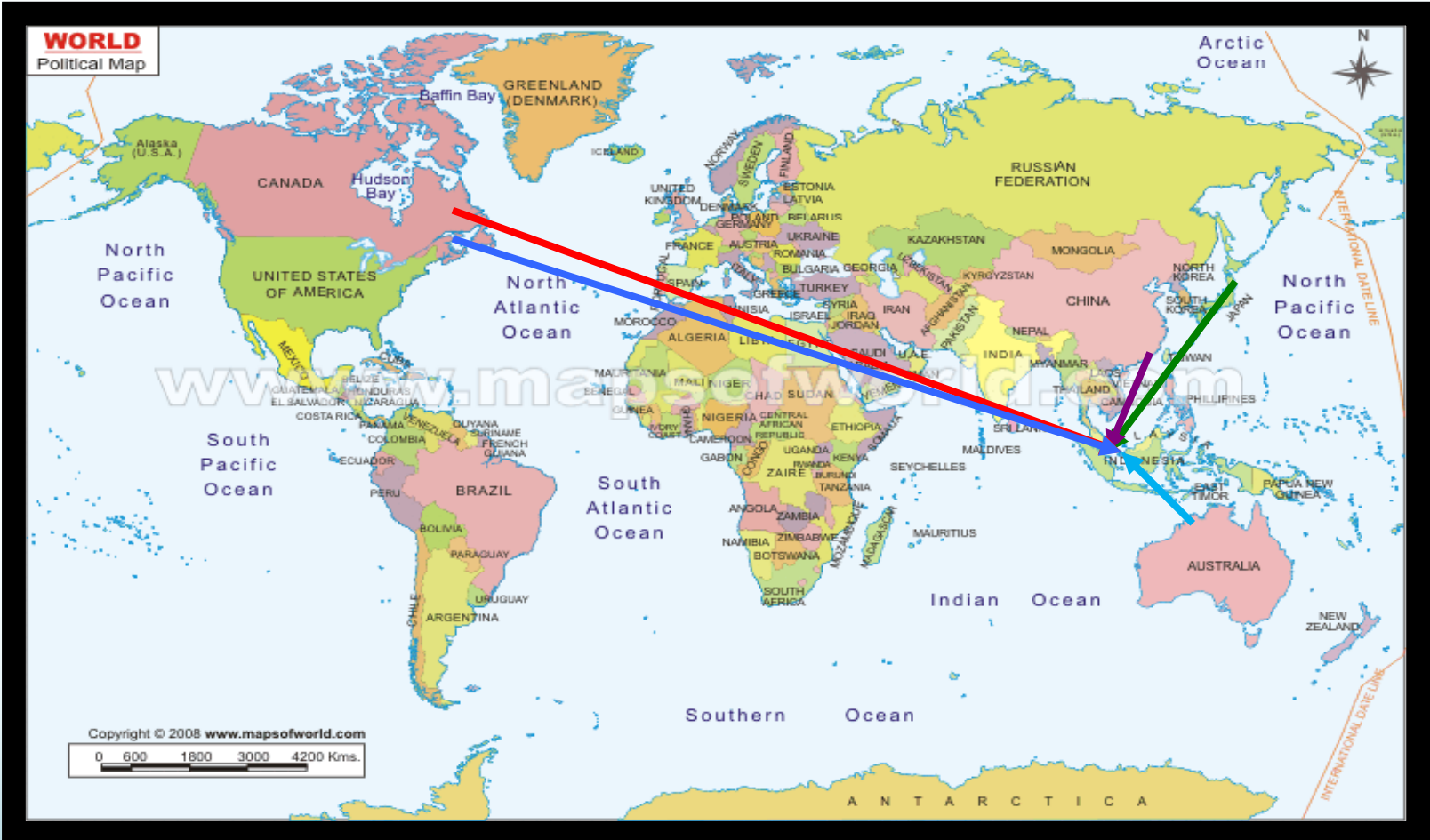
*Practical + **Aspirational** Attractions*

*"What we have are People who are attracted because of our Central Location in the '**Mental**' World"*

Singapore Strait

Demographics Is Destiny

Personal Example





Pupils from 39 nationalities fill the classes at Tanjong Katong Primary School. The cost of education for non-citizens in primary and secondary schools are set to treble by 2012. ST FILE PHOTO

Year	Citizen Residents (‘000)	PRs (‘000)	Non-Residents (‘000)
1990	2,624	112 1 per 23 citizens	311 1 per 8 citizens
2000	2,986	288 1 per 10 citizens	755 1 per 4 citizens
2009	3,201	553 1 per 6 citizens	1,254 1 per 2.6 citizens

Place of Birth

Singapore, London

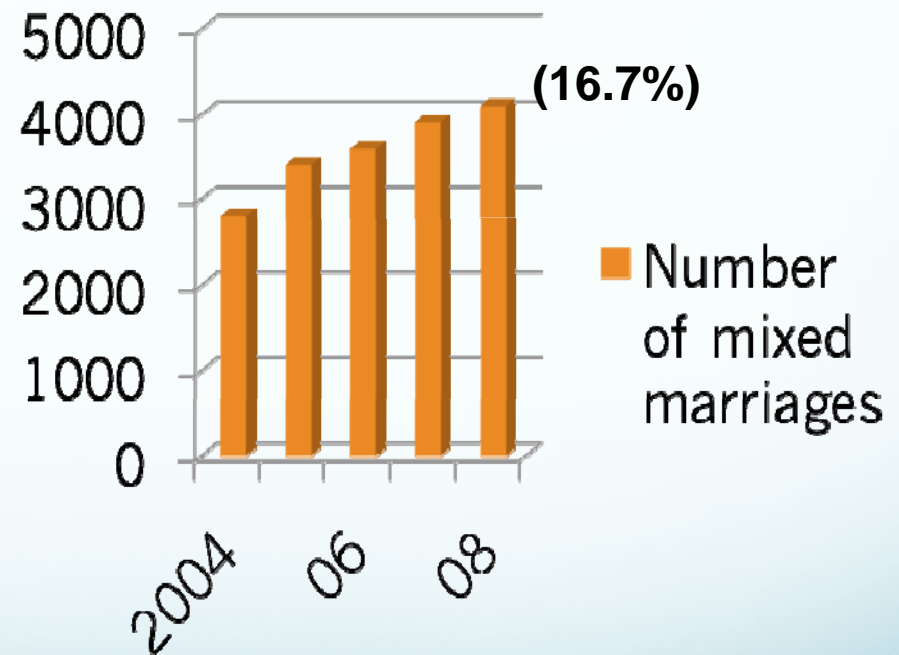
1/3 foreign born

New York

45% foreign born

Inter-racial marriages

Number of mixed marriages

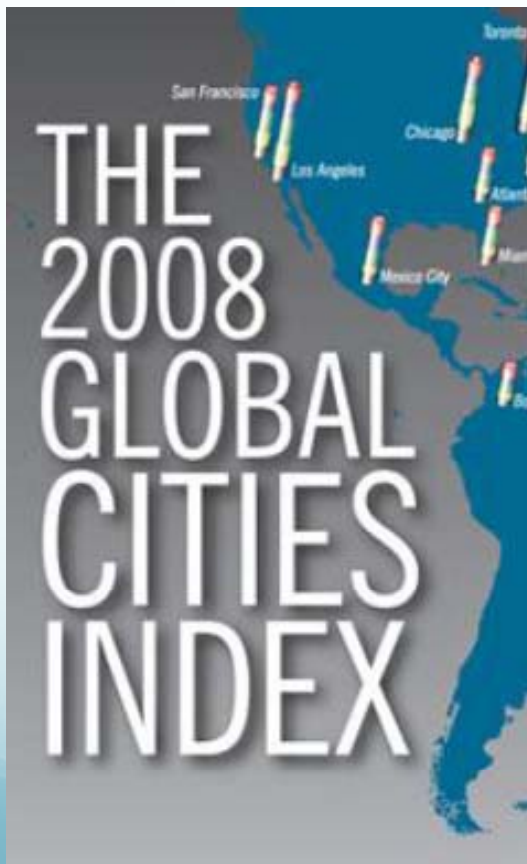


War for Talents



The Vision of Singapore as a Leading Global City

While Singapore has many qualities of a global city, there are opportunities to raise our standing amidst the intense competition.



Ranking	City	Dimension				
		Business Activity	Human Capital	Information Exchange	Cultural Experience	Political Engagement
1	New York	1	1	4	3	2
2	London	4	2	3	1	5
3	Paris	3	11	1	2	4
4	Tokyo	2	5	7	7	6
5	Hong Kong	5	5	6	26	40
6	Los Angeles	15	4	11	5	17
7	Singapore	6	7	15	37	16
8	Chicago	12	3	24	20	20
9	Seoul	1	35	5	10	19
10	Toronto	26	10	18	4	24

Singapore: A vibrant and Authentic Home at the Heart of Asia

- Authentic Culture
- Distinctive Places
- Vibrant Landscape & Diverse Experiences
- Liveable City & Fulfilled Lives
- Compelling International Image

Challenge: Our cultural sector lags behind in scale, diversity & depth

	Singapore	New York	London
Admissions to major theatres	1.5M (0.3 per capita) Source: Sg cultural stats 2008	12.3M (1.5 per capita) Source: London cultural audit 2008	12.4M (1.6 per capita) Source: London cultural audit 2008
Visitorship to top 5 museums	2.6M (0.4M per capita) Source: Sg cultural stats 2008	8.3M (1 per capita) Source: London cultural audit 2008	20.4M (2.4 per capita) Source: London cultural audit 2008
Largest museum	Nat'l Museum of Sg 	Metropolitan Museum 	British Museum 
# of National Museums	3	16 Source: London cultural audit 2008	22 Source: London cultural audit 2008
Contribution to Economy	SGD 164 million 4500 jobs (For live performing arts & heritage only, 2006) Source: Sg cultural stats 2008	USD 5.1 billion 44000 local jobs (Broadway alone, 2006) http://www.lafuch.cuny.edu/wodan/chapter3_2008080717.htm	GBP 1.1 billion 10640 jobs (for City arts cluster, 2005) http://193.167.181.209/Assets/Uploads/Press/1606_01_VIVIAN_0607_0536913600.pdf

Singapore: Best Home for Talent

- Towards a more inclusive definition of talent
- Adopting a Talent-Centric Approach
- **Beyond environment to engagement**

Challenge: Need to go beyond 'hardware' to 'software'

"Beyond Tangibles"

Engagement:
Connection & Commitment

Basics & Lifestyle Factors

Living Environment:
safety, stable government,
Clean & green,
connectivity & infrastructure,
competitive tax regime,
vibrant lifestyle options etc

Opportunity is Key

Opportunities:
Career, Enterprise, Learning, Self-development, etc.

Opportunity and Environment remain key factors we must continue to work on. Beyond that, the challenge is for Singapore to move beyond the tangibles to better engage talent, to build a sense of **connection and commitment**.

Singapore

From :

Practical – captures the “head”



To :

Aspirational – captures the “heart”

Physical Icons



“Friendship” Icon

Pandas worth \$630m to state



Governor-General Quentin Bryce shares a bite with Wang Wang at Adelaide Zoo yesterday

AAP IMAGE/BRYAN CHARLTON

People Icons (“Heroes”)



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Singapore Strait