



2008/2009 Annual Report



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EXECUTIVE DIRECTOR'S MESSAGE



Dear Members,

The last 12 months marked a period of transformation for The American Chamber of Commerce in Singapore. With the support of the Board of Governors, the new Executive Office focused on enhancing the value of membership. We worked arduously to improve the quality of our business briefings, networking events, and advocacy initiative, in four ways.

First, we focused on improving the effectiveness of our committees. We hired Melissa Petros, Industry & Issues Manager, to improve the quality and relevancy of 12 committees, which are divided by function and industry. Melissa defines key industry and policy issues in collaboration with Committee Chairs, members and delivering relevant outputs such as position papers, articles, and recommendations.

Second, we made a concerted effort to ensure our business briefings addressed pressing global issues. In 2008, we introduced the U.S. elections series to provide information, discussion and insights on the impact of the U.S. elections on Asia. After the elections, we have held a series of analyses on the new Obama administration. In view of the global economic situation, we decided to focus on equipping our members with strategic business insights and strengthen their network. We hosted a new series of events, called the Personal Interest Series, which aims to offer our members insights and information for their personal development.

Third, we championed Corporate Citizenship throughout all AmCham activities. In the past, we have encouraged Corporate Social Responsibility among our member companies through Corporate Community Day (CCD). In 2008, over 1,300 volunteers from 30 organizations worked with local charities to help more than 1,500 local

beneficiaries in need. Employees of AmCham member companies participated in 27 separate activities for the needy, the underprivileged and even the environment. In 2009, we plan to enhance our focus on Corporate Citizenship further by ensuring that our committees, industry briefings, and networking events tackle corporate citizenship issues.

Lastly, we established stronger links between the AmCham and the public sector. We established stronger platforms for feedback with Singapore Government. In addition, we have a set of recommendations that will serve as guidance to the Obama Administration on how to strengthen the effectiveness of U.S.-Asia relations.

The results of these new efforts started to yield results. In 2008, we saw a great increase in the number of executives sign up as AmCham employee members. We started 2008 with 2,672 members. In March 2009, we have 3206 members, an increase of 17%. This deeper penetration within member companies accounts for the higher attendance rates at our events. With approximately 230 events a year, AmCham hosts more than twice the number of events than any other chamber of commerce in Singapore.

2009 promises to be one of most exciting years in AmCham's 35-year history. This year, we've had the privilege of hosting the Asia Pacific Council of American Chambers (APCAC) Spring Conference 2009. Over 240 people attended the conference on March 19 and 20, with delegates from all over Asia Pacific, Singapore and the U.S. This was the first time the Spring Conference has taken place in Singapore in ten years, and we are grateful for the opportunity to host and organize it. Moving forward, we will also be working with the Asia-Pacific Economic Cooperation (APEC) to promote the APEC Summit taking place here in November.

AmCham Singapore has had a wonderful 2008 and looks forward to 2009 offering even greater opportunities to promote the interests of our members in Singapore and the region. Our accomplishments in 2008/2009 were the realization of our chairman, Steven Okun's vision and leadership. I would like to thank the Board of Governors, the Executive Office staff and all our members for their support and contributions to The American Chamber of Commerce in Singapore.

Laura Deal, *Executive Director*
AmCham Singapore

BOARD OF GOVERNORS



Front Centre: Steven Okun (*Chairman*)

Front row from left: Andrew Benbow (*former Acting Executive Director*), Laurence Chin, Prof. Howard Hunter, Craig Gledhill, Andrea Muller, Edmund Sim, David Boden and Laura Deal (*Executive Director*)

Back Row from left: Kristin Paulson, Scott Whyman, Bob Turner, Daniel Thompson (*U.S. Embassy Liaison*), T. Scott Douglas, John Phipps, Jonathon Gould, Devin Kimble and Colin Low

Not present: Piyush Gupta, Christopher Muessel and Michael Stephen

THE 18-MEMBER BOARD OF GOVERNORS WORKS AS:

STRATEGISTS, seeking out opportunities to develop AmCham to its fullest potential

POLICY MAKERS, formulating strategies for AmCham

IMPLEMENTER OF STRATEGIES, deciding priorities and getting things done through committees

VISIONARIES, sensing new opportunities for AmCham and developing action plans, and

AMBASSADORS, presenting the public voice of AmCham's leadership to members, external organizations and potential members

CORPORATE CITIZENSHIP

CORPORATE CITIZENSHIP

AmCham Singapore continues to incorporate and encourage Corporate Citizenship with a special focus on the environment, community and the workplace. AmCham is working to reach out to its membership community through several initiatives, events and committee meetings and by providing information through our website.

INITIATIVES

- > AmCham awarded its AmCham-Singapore Management University Scholarship to Nurul A'in Mohamed Yusop. The scholarship is valued at \$24,000 or \$6000 per year, and is tenable for the duration of the scholar's studies, up to four years. This is an annual scholarship awarded to a student who has demonstrated academic excellence, high co-curricular achievements, excellent leadership qualities and character and a demonstrated interest in business.
- > AmCham held its 6th Annual Corporate Community Day (CCD 2008) on Saturday, November 22, 2008. Over 1,300 volunteers from AmCham member organizations worked with local charities to help more than 1,500 local beneficiaries in need. CCD 2008 consisted of 27 separate volunteer events, in which volunteers participated in activities ranging from tree planting, food distribution, a carnival for children of the underprivileged and visits to homes, hospitals and hospices. This year saw an increase of 400 volunteers in comparison to 2007.
- > AmCham established a Women's network starting with an event on Why Women Mean Business
- > AmCham's Executive Office was certified Carbon Neutral
- > AmCham's Executive Office signed the Employers' Pledge of Fair Employment Practices, an initiative by the Tripartite Alliance for Fair Employment Practices.

EVENTS

- > Energy Sustainability Development Panel Discussion
- > Building a more inclusive and better world: Social Innovation
- > AmCham's Black & White Ball showcased projects and initiatives of seven local charities to raise awareness and provide information on volunteer opportunities.

COMMITTEES

- > The Supply Chain and Manufacturing Committee hosted Environmental Sustainability - a supply chain imperative
- > Marketing and Communications Committee hosted Green it, fad or reality
- > Financial Services Committee adopted aidha, a local charity, focused on teaching domestic workers financial planning with a focus on saving.

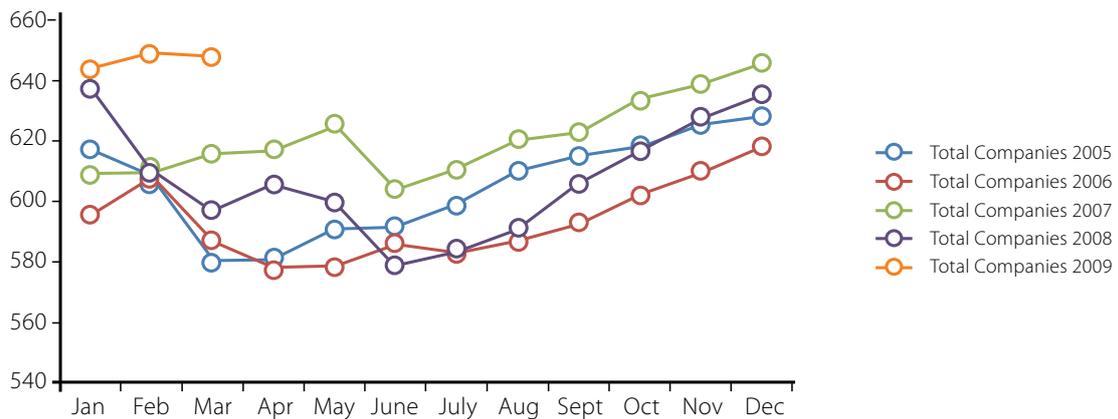


MEMBERSHIP

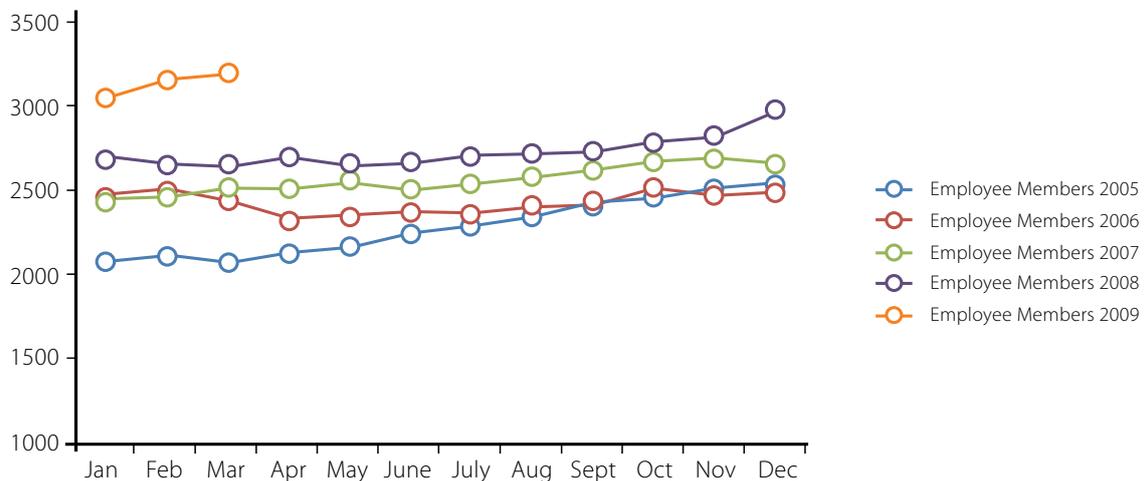
AmCham's membership grew from 2,543 executives in 2005 to 3,206 executives at the end of March 2009. The number of member companies has also increased from 628 at the end of 2005 to 648 companies as of the end of March 2009. Please refer to graphs below.

New members were recruited through target lists to fill industry gaps, referrals, networking, and email marketing.

TOTAL COMPANY MEMBERS

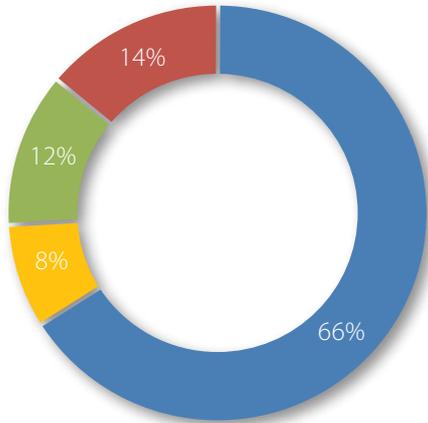


TOTAL EMPLOYEE MEMBERS



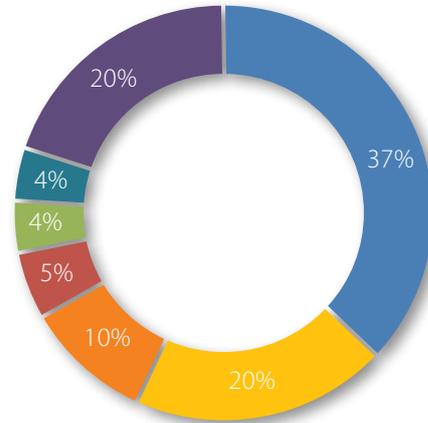
DIVERSE MEMBERSHIP

COMPANY ORIGIN



- American
- Singaporean
- European
- Other

NATIONALITY OF EXECUTIVES

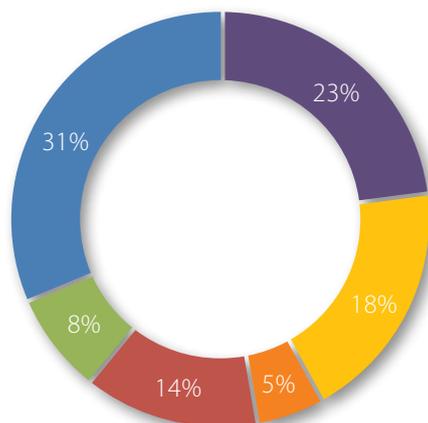


- Singaporean
- American
- European
- Australian/NZ
- Indian
- Malaysian
- Other

BROAD INDUSTRY REPRESENTATION

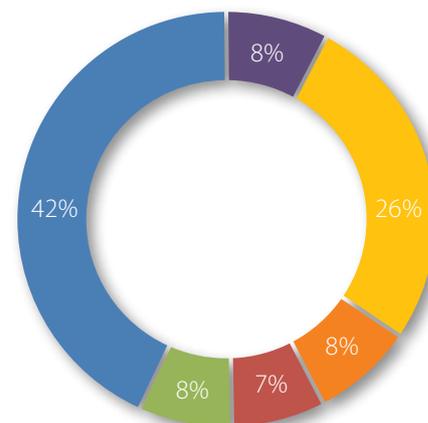
Reflects Singapore's Economy

SINGAPORE



- Financial Services
- Commerce and Industry
- Health and Education
- Hospitality and Entertainment
- Information and Communication
- Business Services

AMCHAM SINGAPORE



- Financial Services
- Commerce and Industry
- Health and Education
- Hospitality and Entertainment
- Information and Communication
- Business Services

EVENTS

Throughout the year, AmCham hosted a wide range of events and hosted many high-profile speakers.

Here is a recap of events from April 2008 to March 2009.

APRIL 2008

- > *How Should You Lead In Asia*
- > *Tour of Changi Airport's Terminal 3*
- > *Discover a Whole New Singapore*
- > *U.S. Elections Series: A View from the Wall Street Journal – The Election to Date, the Upcoming Pennsylvania Primary and on to the Convention*
- > *Quarterly Briefing with the U.S. Embassy*
- > *The Marketers' Marketplace: The Crossroads for Invaluable Marketing Exchange*
- > *Singapore Cultural Series: Indian Culinary Experience*
- > *Money, Oil & Politics*



MAY 2008

- > *Managing the Dragon: How I'm Building a Billion Dollar Business in China*
- > *Tex-Mex Night at the Races: Cinco de Mayo*
- > *Global Leaders Series with Don Peppers, Founding Partner, Peppers & Rogers Group*
- > *Iskandar Malaysia Business Tour*
- > *Roundtable Discussion with Marvin Ott, Professor, National War College*
- > *Joint Movie & Networking Night: Worldwide Premier of Indiana Jones and the Kingdom of the Crystal Skull*
- > *Asia Leaders Series With Michael Ma, Group CEO and Founder of IndoChine*



JUNE 2008

- > *Panel discussion: Anti-Bribery and Anti-Money Laundering Laws and Regulation*
- > *Media and Telecommunications: Today and Tomorrow in Asia*
- > *The Labor Crunch: Attracting Talent Without Compromising Your Customers' Experience*
- > *Beer & Burgers at the U.S. Embassy*



JULY 2008

- > *Joint Movie & Networking Night: Worldwide Premier of The Dark Knight*
- > *Sunset Beach Party*



AUGUST 2008

- > *Breakfast Discussion with the U.S. Congressional Delegation*
- > *Using Employer Branding to Attract & Retain Quality Employees*

- > *Breakfast with the U.S. Navy's Chief of Naval Operations Admiral Gary Roughead*
- > *American Community Event (ACE) Series: Welcome Back American Community*

SEPTEMBER 2008

- > *ICT Joint-Networking Night*
- > *Global Leader Series with Ray Anderson, Founder and Chairman of Interface*
- > *Flexible Benefits: Winning Asia's War for Talent While Containing Costs*
- > *Building Customer and Employee Allegiance*
- > *I.T. - Making the World a Smaller Place to Do Business and Driving Global Productivity*
- > *U.S. Election Series – A Primer On The Campaign*
- > *Mad Hatters' Night at the Embassy*
- > *Sustainability Development Panel Discussion*
- > *Roundtable with John Haley, President & CEO of Watson Wyatt*
- > *Asian Leaders Series with Ho Kwon Ping, Chairman of Banyan Tree Hotels and Resorts*



OCTOBER 2008

- > *The Marketers' Marketplace: The Crossroads for Invaluable Marketing Exchange*
- > *U.S. Election Series: The View From Washington DC*
- > *New Members' Cocktail*
- > *Leveraging State-of-the-Art Technology to Prevent, Respond to and Recover from Disasters and Conflict*



NOVEMBER 2008

- > *Joint Movie & Networking Night: Screening of James Bond - Quantum of Solace*
- > *U.S. Presidential Election Day*
- > *Building a More Inclusive and Better World: Social Innovation*
- > *Panel Discussion: Financial Market Crisis & its impact on the U.S., Asia and Singapore*
- > *U.S. Election Series: Post U.S. Election – What Does It Mean for Asia and The World?*
- > *Managing Stress At Work*
- > *Private Equity Business in ASEAN*
- > *Corporate Community Day*
- > *Corporate Community Day Thank you Reception*
- > *2008 AmCham-Eurocham UPS Thanksgiving Day Golf Tournament*



DECEMBER 2008

- > *Global Leaders Series with Paul Tagliabue, Former Commissioner of the National Football League*
- > *Black & White Party*
- > *Breakfast Discussion with Senator Jim Webb*



JANUARY 2009

- > *An Essential Guide to Doing Business In India*
- > *World Development Report 2009: Reshaping Economic Geography*
- > *The Inside Story: Marina Bay Sands*
- > *Financial Meltdown and You*
- > *Launch of Young Professionals at supperclub*
- > *Global Leaders Series with Bill Amelio, CEO of Lenovo*
- > *American Community Event (ACE) Series: Singapore Inauguration Party*
- > *U.S. Election Series: The U.S.-Southeast Asia Policy Under President Obama*



FEBRUARY 2009

- > *Why is it important to be Carbon Neutral?*
- > *Becoming and Remaining an Employer of Choice: Best Practices in Redeployment and Outplacement*
- > *Business Strategies in China – Managing Crisis and Opportunity in Turbulent Times*
- > *Singapore Budget Update*
- > *Fresh from Davos – The Implications for Business from the 10th Annual Asia Pacific Trust Barometer*
- > *Young Professionals at Bellini Grande*
- > *Tax Briefing for U.S. Expatriates: How To File Your Taxes*
- > *Corporate Risk Management for Challenging Times Ahead*
- > *Break the Rules and Close More Sales*
- > *U.S. Relationship with the Middle East, on the new U.S. Administration's policy and its implications*
- > *Doing Business in Vietnam*



MARCH 2009

- > *Tax Briefing for U.S. Expatriates: How To File Your Taxes*
- > *Benefits and Challenges of Becoming a Singapore Permanent Resident*
- > *U.S. Election Series – Can the New U.S. Administration Meet the Expectations of the World?*
- > *Why Women Mean Business: Understanding the emergence of our next economic revolution*
- > *APCAC Spring Conference*
- > *U.S. Expatriate Tax Issues for 2008 and Beyond*
- > *Lunch Briefing with Curtis Chin, U.S. Executive Director of the Asian Development Bank*
- > *An ICT Analysts Panel Presents: Telecommunications Trends in Asia Pacific – What's on the Horizon for 2009?*
- > *Young Professionals at Mimolette*
- > *New Members' Cocktail*



COMMITTEES

AEROSPACE/DEFENSE

The Committee's purpose is to enhance U.S. aviation and defense business in Singapore by improving government to industry relationships, increasing understanding of U.S. and Singapore aviation and defense priorities and regulations; and increasing the U.S. defense industry's ability to compete for Singapore business.

The Committee held regular AmCham briefings during the year including:

The Road to Agility, Shifting to Services

Speaker: Mike Hackerson, Partner, Accenture

Andersen Air Force Base, Guam

Speaker: Lt. Col. Rudy R. Kube, United States Marine Corps Joint Guam Program Office Forward Operations Director, Andersen Air Force Base, Guam

Airline Technology: Trends and Implementation

Speaker: Randy Pizzi, Vice-President and Managing Director of ARINC

Presenting Association of Aerospace Industries Singapore

Speaker: Dr Aloysius Tay, Chief Executive, Association of Aerospace Industries Singapore (AAIS)

Aviation Emissions

Speaker: Carl E. Burluson, Director of the Office of Environment & Energy, Federal Aviation Administration and Kurt Edwards, Senior International Advisor for Environment, U.S. Federal Aviation Administration

The Committee also oversaw the *Evolution of Flight Experience* event where a few of the members had the chance to fly the flight simulator. The Committee also organized tours of the Seletar Air Base, allowing members to learn more about the Seletar Aerospace Park Development, and the Singapore Aviation Academy.

ENERGY

The Committee serves as a primary networking tool for the energy sector of Singapore. Along with regularly scheduled internal briefings and networking events, the Committee is also active in tracking legislation, regulations and studies, with regards to policies towards the industry and its relations to the American business community.

The Energy Committee organized briefing sessions including a presentation on The Maryland-Asia Environmental Partnership research into sustainable environmental solutions by Peter Gourlay, President of Maryland Asia Environmental Partnership.

During the first quarter of 2009, AmCham Singapore re-launched the Energy Committee to encourage more active participation, and thus create a more vibrant and interactive platform for information-sharing and shaping policy. As part of this re-launch process, the Energy Committee hosted its kick-off event, *Industry Perspective Series: Impact of Falling Oil Prices* exploring different perspectives on opportunities and challenges that lie ahead with the fluctuation of the oil prices. Expert panelists including Alan F Sides from GE Energy, Seelan Naicker from Deloitte Consulting and Tony Regan, an independent energy consultant, provided their perspectives and predictions on this timely topic, including future opportunities and challenges of fluctuating oil prices, and trend predictions on oil pricing as it relates to the changes in the business climate in the region. The session was moderated by the Energy Committee Co-Chair, Byron Wong of Chevron Corporation.

FINANCIAL SERVICES

The Committee enables exchange of information on local and regional financial issues through presentations by speakers and informal networking opportunities. Representatives of major American and international financial institutions also exchanged views on issues for potential advocacy to local or regional authorities.

The Financial Services Committee coordinated AmCham discussions and presentations over the year including:

South-east Asia Regional Macro-Economic and Financial Sector Issues

Speaker: Susan Baker, Financial Attaché for Southeast Asia, U.S. Department of the Treasury, U.S. Embassy Singapore

Local Credit Shocks - Global Consequences: Structured Finance within the current credit environment

Speaker: Marjan van der Weijden, Managing Director, Head of Structured Finance Asia Pacific, Fitch Ratings

Analysis of the U.S. Market and the Implications for Asia

Speaker: Jay Bryson, Global Economist, Wachovia Corporation

The Global Credit Crisis: Implications for Asia

Speaker: Peter Redward, Director, Head of Rates Research, Emerging Asia, Barclays Capital

Behavioral Finance

Speaker: Philippa Huckle, Founder and CEO of The Philippa Huckle Group

The Committee also held a roundtable discussion on the situation of the current global financial turmoil with Jack Jennings, Division of Banking Supervision and Regulation, The Federal Reserve Board and led a panel discussion on the financial market crisis & its impact and private equity in ASEAN.

As part of an AmCham-wide initiative to become more engaged in corporate citizenship, the Committee also piloted a joint project with aidha, a not-for-profit organization that serves women migrant workers by providing confidence-building, money management, and entrepreneurship training, as well as micro-credit services necessary to launch small businesses back home. As part of the ongoing relationship, Committee members and their companies have agreed to donate computer equipment, meeting room space, and color copies as well as their time and skills to mentor the women.

GOVERNMENT AND REGIONAL AFFAIRS COMMITTEE

The Committee assists members with identifying and responding to economic and commercial matters taking place in Singapore, the region, and in the U.S. Members maintain contact with Singapore and U.S. Governments on matters of mutual concern and conduct programs based on member interests, including region-wide and country-specific information programs. It also serves as the focal point for developing AmCham positions on regional issues.

The Committee arranged meetings and roundtable discussion with a series of distinguished government leaders including:

- > Assistant Secretary of Homeland Security for U.S. Immigration and Customs Enforcement (ICE), Julie L. Myers
- > U.S. Ambassador to Laos, The Honorable Ravic Huso
- > Deputy U.S. Trade Representative, Ambassador John Veroneau
- > Deputy Assistant Secretary for Southeast Asia and Ambassador for ASEAN Affairs, Scot Marciel
- > Senator Jim Webb (D-VA)
- > Staff Attorney and Project Director, Federal Judicial Center, Robert J. Niemic
- > Director of the World Development Report (WDR), Chief Economist, Europe and Central Asia of The World Bank, Indermit S. Gill

Committee members have had the opportunity to meet several APEC officials traveling to Singapore, including Pat Haslach, U.S. Ambassador to APEC and Dr. Jared Ragland, Director of the Office of Intellectual Property and Innovation at USTR, through AmCham's collaboration with various business organizations.

Throughout 2009, AmCham Singapore will continue to be involved in APEC preparations and we anticipate many future meetings with APEC officials.

HEALTHCARE

The Committee promotes and represents the U.S. healthcare industry in Singapore and the region by helping to shape healthcare policy, providing a channel for communication between members and government, and providing a platform for information sharing among various sectors, including service provision, pharmaceuticals, and medical device and equipment manufacturers.

The Committee facilitated a site tour of the Singapore Institute of Manufacturing Technology. The tour consisted of a roundtable discussion, Opportunity and Challenges in Medical Technology – Research, Development and Outsourcing led by Stephen Wong, Director, Industry Development Office, SIMTech.

As part of the Committee's re-launch process in early 2009, the Healthcare Committee has expanded its efforts to reach out to and actively engage a good mix of healthcare service providers, research institutes, pharmaceuticals, and medical device manufacturers as well as business partners from the professional services sector, in order to best promote and represent the interests of all stakeholders in the healthcare sector.

The Healthcare Committee organized breakfast meetings to keep members updated on emerging trends in healthcare and biomedicine science including:

Tapping Tele-Healthcare: Options for enhancing the quality and efficiency of patient care

Speaker: Ron Emerson, Global Director of Healthcare Markets for Polycom and Chair of the American Telemedicine Association Industry Council

R&D in Life Sciences in Singapore and the region

Speaker: Alex Matter, Head of Novartis Institute for Tropical Diseases in Singapore

Latest Developments in Healthcare in Singapore

Speaker: Gabriel Lim, Director (Industry Development & International Co-operation), Singapore Ministry of Health

HOSPITALITY

The Hospitality Committee works with local and American companies in Singapore that conduct or support business in the food & business and hospitality industries. The Committee, through alignment with the AmCham Singapore mission, focuses on delivering: education and information related to hospitality in the Asia Pacific region; business networking and peer group forums; access to industry leaders, government agencies, and other related

businesses; relationships with other chambers, committees and organizations for opportunity to network and increase AmCham's exposure among the business community; and to support and initiate advocacy efforts as related to the hospitality industry in Singapore.

The Hospitality Committee hosted a series of informative presentations focusing on new developments in the hospitality sector in Singapore and the region, as well as ways for companies in the hospitality industry to address changes brought about by the global economic climate. A few of these presentations included:

Understanding the Impact of Casinos in Las Vegas, Macau, and Singapore

Speaker: Dr. Andy Nazarechuk, Dean of University of Nevada Las Vegas-Singapore

Trends in the Management of Corporate Travel in Asia Pacific from a "Buyer" Perspective

Speaker: Michael T. Molloy, Director of Corporate Real Estate and Services of Asia Pacific from Credit Suisse

Cost Effectiveness in Delivering Quality Service

Speaker: Dr. Jochen Wirtz, Associate Professor of Marketing, the founding director of the UCLA – NUS Executive MBA program, and Associate Fellow at the Saïd Business School, University of Oxford.

Total Demand Profit Optimization

Speaker: Steven Pinchuk, Vice President of Profit Optimization Systems for SAS Institute

HUMAN CAPITAL

The Committee aims to keep AmCham members apprised of the current trends in the Singapore labor market and to provide member input to the Singapore government on various labor issues.

The Committee continued to remain active in organizing regular breakfast meeting during the year, some of which are:

Employer Branding: Retaining Staff from the Organization's Core

Speaker: Hany Constantin, Partner, Constant Consultant

Managing Gen X and Gen Y

Speaker: Taranjeet Singh Bhagwan, Business Development Lead, Hewitt Associates

Employee Performance Assessments – A 3M Perspective

Speaker: Debra Tong, Head of Human Resources from 3M

Developing the Leadership in Asia

Speaker: Michael Jenkins, Vice President and Managing Director, Center for Creative Leadership Asia-Pacific

Interim Management

Speaker: Dennis Heath, Director, X-PM Partners Pte Ltd

Paradigm Shifting Times and the Relevance of Professional Coaching

Speaker: Tara Kimbrell Cole, Managing Director, SYNOVATIONS

In addition to regularly scheduled monthly Committee meetings, the Committee hosted several AmCham-wide events, themed to reflect the current needs of AmCham members in the changing global economy. These events included panel discussions on, *Becoming and Remaining An Employer of Choice: Best Practices in Redeployment and Outplacement* and *Personal Interest Series: Forum on Career Transitions*.

INFORMATION, COMMUNICATION & TECHNOLOGY

The Committee provides a forum for interaction and advocacy regarding information technology and telecommunications development. ICT Committee also presents several annual educational series that focus on keeping the AmCham Membership current on the latest and still-emerging trends in the industry.

Through their monthly breakfast meetings, the ICT Committee explored and discussed various topics such as:

Technology Transformation in the Travel Industry

Speaker: Bruce Sweigert, Associate Partner at IBM Global Business Services

Singapore Infocomm Masterplan iN2015 - Opportunities for you and your business

Speaker: Low Aik Lim, Deputy Director, Industry Development Division, Infocomm Development Authority

Green it: fad or reality?

Speaker: Yves Nolin, Sales & Marketing Manager, Hewlett-Packard Asia Pacific

Telco Brunch on the Credit Crunch

Speaker: Eric Handa - Vice President of Sales for M3Com

The Committee also hosted its annual analysts series event, Telecommunication Trends in Asia Pacific - What's on the Horizon for 2009 with Bertrand Bidaud, Managing Vice President of Gartner Asia/Pacific, Manoj Menon, Partner at Frost & Sullivan Singapore, and John Ure, Director and Associate Professor of Telecommunications for Research Project Corporate, providing insights on telecommunications trends for 2009, implications of the economic downturn on the telecommunications industry, and which telecommunications technology will lead the next wave of service growth. The panel discussion was moderated by Kenneth James, Technology Editor of The Business Times.

MANUFACTURING & SUPPLY CHAIN MANAGEMENT

The Committee provides members with opportunities to share information and network, and advocates issues relevant to the manufacturing & Supply Chain Management sector. It focuses on the industrial and trade policies in Singapore and the region that have a direct effect on U.S. manufacturers, including policy changes related to WTO, APEC, and ASEAN (AFTA and AICO) trade and investment commitments.

The Committee met monthly to review trends and issues in manufacturing and supply chain logistics and to discuss key topics based on presentations such as:

Reverse logistics outsourcing: Opportunities and Challenges

Speaker: Dr. Kent Goeking, leader of Accenture's ASEAN Supply Chain

Environmental Stewardship – A Supply Chain Imperative

Speaker: Gordon Smotherer, Senior Industry Advisor, Rutgers University, Center for Supply Chain Management

The Impact of your Manufacturing and Supply Chain Strategy on Trade Compliance and Costs

Speaker: Frank Debets, Partner of PricewaterhouseCoopers.

Sustainable Supply Chain Finance

Speaker: Miguel J. Martins, Sustainability Expert, Global Financial Markets, IFC

The Manufacturing and Supply Chain Management Committee also held a roundtable discussion on the long-term future of Asia's logistics industry, as part of a study commissioned by the Hong Kong Trade Development Council, aimed to project opportunities and challenges in the logistics industry over the next ten years in Asia and Hong Kong.

In order to increase utility and relevance of Committee meetings to the wide range of members from both the manufacturing and supply chain sectors, the Committee has renewed its role as an interactive discussion forum for industry professionals to share best businesses practices and strategies, with a focus on dealing with the challenges of the changing business climate in the region.

MARKETING & COMMUNICATIONS COMMITTEE

The Marketing & Communications Committee (MCC) serves as a voice of marketing and communications interests of American and other companies in Singapore. The MCC focuses on delivering education and information related to marketing and communications in the Asia Pacific region, business networking and peer group forums, relationships with other chambers, committees and organizations, and advocacy efforts as related to marketing and communications in Singapore.

The Committee continued to remain very active with consistently well-attended monthly committee meetings on a myriad of topics ranging from e-marketing with nano budgets to sports marketing and sensory branding. Recent topics include:

Marketing in a Down Economy

Speaker: Kyle Hegarty, President of Ridge Asia.

Personal Branding

Speaker: Kathy O'Brien, Managing Director, Red Shoe Communications

Maximizing Your Brand with the Media in These Challenging Times

Speaker: John Davidson, Singapore Editor of Marketing Magazine

The Committee also hosted The Marketers' Marketplace providing invaluable networking opportunities for Marketing and Communications professionals to meet their peers as well as potential clients and customers.

SMALL & MEDIUM SIZE ENTERPRISES (SMES)

The Committee represents the interest of small and medium-sized enterprises within AmCham through informative committee meetings with guest speakers, educational seminars and government advocacy.

The SME Committee held several briefing sessions with presentations such as:

Growing Your Business in a Time of Great Change

Speaker: Dr. John Doggett, Professor at The University of Texas, Austin and Visiting Professor for HSE Executive Education, Singapore

Enterprise Development- The View from SPRING Singapore

Speaker: Simon Lim, Director of Precision Engineering, Electronics and General Manufacturing, Industry Development Group, SPRING Singapore

In order to provide more value for AmCham's SMEs, the Committee is developing a reference guide listing of companies that provide goods/services to SMEs. Additionally, the Committee is currently exploring ways to partner more closely with SMU through a proposed internship program for SMU students with AmCham's SME member companies, and with SPRING Singapore.

COMMITTEE LEADERS

AEROSPACE/DEFENSE

Co-Chair: Ray Corrigan, Raytheon International

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Co-Chair: Cass Meyers, Werner Aero Services

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Deputy Chair: Torbjorn Karlsson, Heidrick & Struggles

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ENERGY

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Co-Chair: John Viverito, Gibson, Dunn & Crutcher LLP

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Co-Chair: Gwynne Master, Barclays Bank PLC

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GOVERNMENT AND REGIONAL AFFAIRS/TAX

Co-Chair: Elizabeth Hernandez, GlaxoSmithKline Pte Ltd

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Co-Chair: Andrew McGuire, Caterpillar Asia Pte Ltd

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HEALTHCARE

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In addition to the Committees listed above, we have a group of organizing committees that counsel AmCham's Executive Office on specific topics and areas of expertise. If you are interested in joining these groups, please contact the AmCham staff listed below:

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Membership Committee

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AMCHAM EXECUTIVE OFFICE

THE EXECUTIVE OFFICE'S MISSION:

To provide the membership and the organization with administrative and information services through a strong executive staff
 To provide the membership with an opportunity for participation in an expanded level of chamber activities and an increased number of relevant services;
 To broaden the chamber's perspective in relation to the expanding regional role of Singapore and member organizations of the chamber.



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THE YEAR IN PICTURES



The American Chamber of Commerce in Singapore
by the numbers...

35 years of experience leading the business community

3200 members

650 companies

130 committee meetings a year

100 general events a year

13 committees

It's easy to understand why **60%** of Fortune 500 companies based in Singapore are AmCham members and **53%** of our members have been with us for **5** years or more.



AmCham
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For more information, visit www.amcham.org.sg.

THE YEAR IN PICTURES

