

Brand Singapore

Passion made possible
in a divisive world



SINGaPOre
Passion Made Possible

Closing Keynote:

Rick Buck Song Koh

*City Nation Place Global Forum
London*

9 November 2017



HARD POWER

Hard power is the exercise of influence through coercion, relying on tactics like **military force**, **payments**, and **economic sanctions**.



VS

SOFT POWER

Soft power use attraction and persuasion to change minds and influence behaviour. Its sources include **culture**, **political values**, and **positive global engagement**.



MULTI-CULTURAL SOCIETY



The Telegraph

**Revealed: The most 'welcoming' city on Earth
(where chewing gum is banned)**



Singapore took the top spot

Oliver Smith, Digital Travel Editor

31 October 2017 •

The world's most welcoming city? According to a new ranking, it's not free-spirited New Orleans, hip Berlin or sociable Stockholm, but a place where chewing gum is banned and eating or drinking on the metro can result in a hefty fine. It's Singapore.

**TravelBird ranking,
based on:**

- **World Tourism Organisation data**
- **15,000 travel journalists survey**

London: 29th

Kearney

Read full report

Global Cities 2017

Leaders in a World of Disruptive Innovation



GlobalCities



9 June 2017

We set you thinking
FRIDAY 9 JUNE 2017

Read the PDF
print edition

daily focus | china & india | world | **business** | tech | sports | entertainment | lifestyle | blogs | photos | videos

management | impact | sme | property

singapore

Singapore tops Global Cities Index for 'online presence'



SINGAPORE

Maximum S\$1,000 fine for man who caused security scare at Hougang MRT Station

32 MIN 40 SEC AGO



WORLD

Malaysia wants SOS button in Uber.

Become a
Supporter

theguardian

news / opinion / sport / arts / life



Billionaire Brexit supporter says UK should emulate Singapore

Campaign donor Peter Hargreaves says leaving EU would cut red tape and make Britain more globally competitive



i

2, 2016



The New York Times



Sunday Review

SUBSCRIBE | LOG IN

OP-ED COLUMNIST

Make America Singapore



449



An obstetrician stitches the abdominal incision after a cesarean-section delivery at Raffles Hospital in Singapore.

SUHAIMI ABDULLAH / GETTY IMAGES

MARCH 18, 2017



**Passion
Made
Possible**

**Our people and
their stories
best convey the
spirit & attitude
of this place**

**There is no
place like this**



Passion Ambassadors



Malcolm Lee

MICHELIN-STARRED CHEF

The Michelin-starred chef serves up a taste of his passion.

Passion Ambassadors



Kyra Poh

WORLD'S FASTEST FLYER

The indoor skydiving champ soars with limitless passion.



**FOREST TRIPS,
WATCHING &
LIFE IN THE CITY**

is a self-taught nature guide who has
doors his second home for over 35 years.
on the wild side of Singapore where
ainforests are just 30 minutes apart.
self within Singapore's natural habitats with
aj. Wander through the concrete
isitSingapore.com

Singapore
Made Possible

SUBARAJ RAJATHURAI
WILDLIFE CONSULTANT & NATURE GUIDE

Subaraj Rajathurai, nature guide



WHERE
**392 SPECIES OF BIRDS,
NATURE WALKS
& THE GARDEN CITY**

MEET

Sungei Buloh Wetland Reserve is the perfect getaway for a breath of fresh air. In this diverse ecosystem, you'll find Subaraj Rajathurai seeking inspiration for his many nature tours. Discover Sungei Buloh's extensive network of trails or take a leisurely stroll through the many gardens within the city. Easily immerse yourself in Singapore's natural habitats and numerous parks with explorers like Subaraj. Wander through the concrete and the jungle at VisitSingapore.com



city-state's burgeoning creative
Singapore Council's Innovation
ference, held earlier this year,
erse line-up of designers, makers,
business mavericks from all over
only need to look at the skyline to
ore has the capacity to support
stantial way, allowing some
creativity to become reality,'
atrix Ong, consultant on the
view Square. Ong describes
unique melting pot of Southeast
with a global aesthetic'.
osition of tradition and
influx of fearless young talent
intersection of culture', as Ernesto
ef design officer of Johnson &
it, that makes contemporary
ibrane. Adds Mauro Porcini,

chief design officer at PepsiCo, 'It's like entering
a parallel dimension, totally projected into
the future, conceived and produced by the
imagination, the spirit of innovation and the
creativity of its people. In the streets of
Singapore, nature dances with architecture,
creating jazz for your eyes, food for your mind,
and inspiration for your soul.'

'As with the Netherlands, Singapore is built on
artificial land,' says the Dutch artist Daan
Roosegaarde, founder of social design lab Studio
Roosegaarde. 'Creativity and technology is what
made us survive and evolve. The future of
Singapore's design will not be another chair but
a hybrid of nature and technology to create our
home of tomorrow.'

'Singapore,' concludes Quinteros, 'is uniquely
positioned to become the hybrid-vigour
epicentre of this century.'

Our group of designers
were photographed at the
National Gallery Singapore,
designed by Studio Milne

Singapore Revealed

HYPER SPACE

Singapore's burgeoning design scene,
and the creatives drawn to its flame

Photography: Jovian Lim | Writer: Simon Mills



EATRIX ONG

Luxury fashion
accessories designer

LOW CHEAW HWEI

Head of design,
Philips ASEAN Pacific

PATRICK CHIA

Director, Design
Incubation Centre

ERNESTO QUINTEROS

Chief design officer,
Johnson & Johnson

MAURO PORCINI

Chief design officer,
PepsiCo

CHELSIA LAU

Chief designer,
Ford Motor Co

ANDRÉ FU

Architect,
founder of AF50

DAAN ROOSEGAARDE

Artist, founder of
Studio Roosegaarde

"Singapore revealed
Wallpaper
(Time Inc.)

EDGE
singapore



**Passion
Made
Possible**



*Saitoh
Actor, model, singer*

International launch

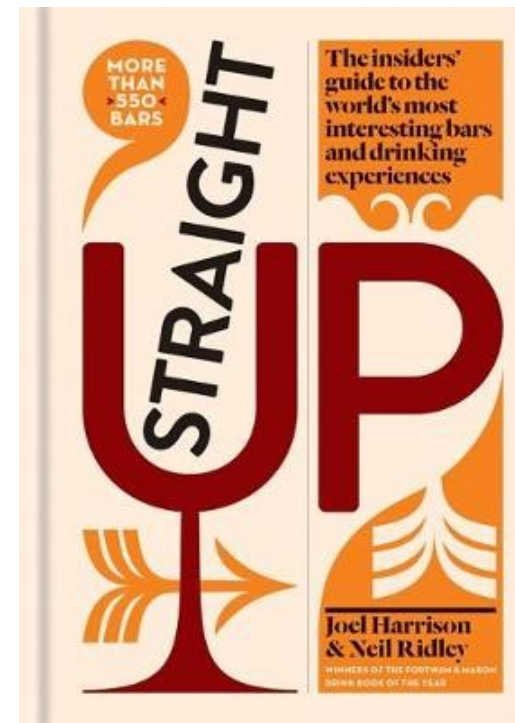
**13 out of 15 top markets
since August 2017**

*Kare
Gaffiti artist, Indonesia*



LONDON COCKTAIL WEEK

2-8 OCTOBER 2017



Joel Harrison & Neil Ridley

*Panying Lee
eg & Clove Bar
Singapore
Top 30,
's 50 Best Bars*



**“Singapore is arguably
the most vibrant place
for cocktails in
Southeast Asia.”**



SINGAPORE
Passion Made Possible



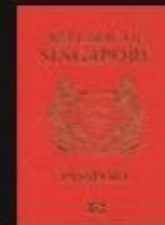


Global Passport Power Rank 2017

Passports of the world ranked by their total free score.

Filter by:

PASSPORT POWER RANK: 1



SINGAPORE

159

VFS

KOH BUCK SONG

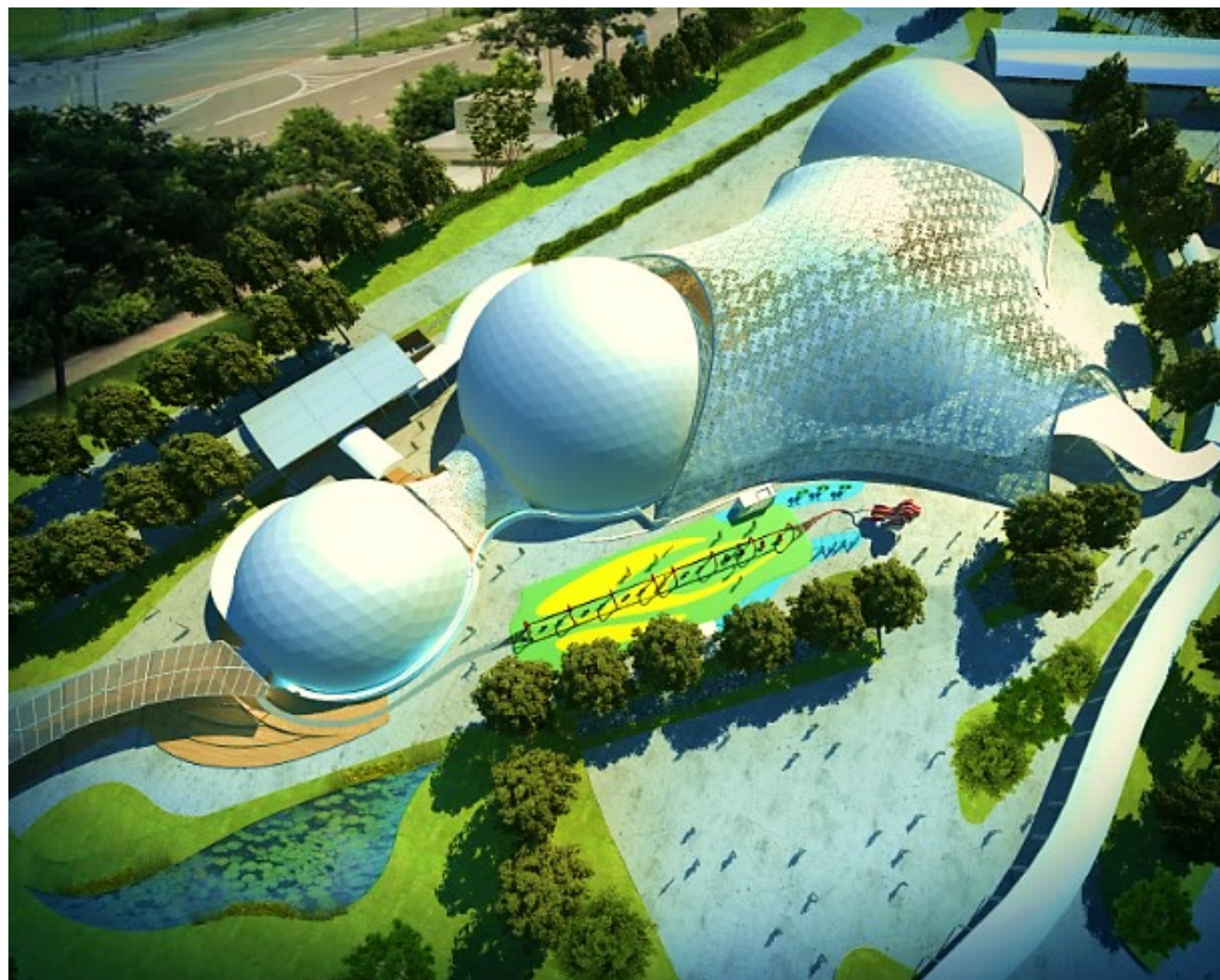


SECOND
EDITION

NATION BRANDING
AFTER LEE KUAN YEW,
IN A DIVISIVE WORLD

"An illuminating and entertaining account of the building
of Singapore's 'brand'." — Simon Long, *The Economist*, UK











Soft power
goes
regional





**Singapore:
21 Free
Trade
Agreement
with 32
trading
partners**



Tengah "Forest To



“An iconic image that emphasises harmony and stability... as the world still struggling with regressive issues regarding women and Islamophobia.”



- **Dr Siti Mariah Mahmud**
Islamic party Aman
Malay

RhymeAndReason – ALiterarySeries

Flower dome Singapore

the world keeps coming to this rare home, some to stay on:
baobabs, other species, of Argentina, Africa, Australia,
some new hybrids, born of, say, cactus and bromeliad
jellyfish-shaped, they all adapt, maritime-attuned species
now self-sufficient in water, sunlight, other nutrients
on this island of myriad cultures, inside this sun-globe,
an air-conditioned, fertile, harmonious microcosm of diversity

long-distance migration's trauma is more than tempered
once nestled into this safest, most welcoming, of havens,
a showcase where jostling admirers visit by the thousands to tilt
only cameras at tulip blooms, 'invaders' from the land of windmills,
just as the *sakura*, beauty so fragile, transient yet resilient,
might never have felt more secure, amidst perpetual spring,
quake-free, so shielded from pests, pestilence, drizzle, even breeze

in a universe where DNA can just vanish without trace,
this is one way for identity, community, to seed, to be retained:
optimal conditions, conditioning, always trading space
for serenity, often offering up openness to be constrained

for livelihood is embraced as a harvest of mastering the elements,
adjusting to co-exist, accepting fruit from promises of sustenance



Singapore bicentenary 2019



Brand Singapore

Passion made possible
in a divisive world



SINGaPOre
Passion Made Possible

Closing Keynote:

Rick Buck Song Koh

*City Nation Place Global Forum
London*

9 November 2017