



Singapore - City Business Guide

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Overview

Created in 1819 by Sir Thomas Stamford Raffles as a British colony, Singapore today is a fascinating mosaic of a city. The Chinese, Indian, Malay and Indonesian cultures that make up the unique Singapore heritage are a key part of the city's history and the traditions that continue to be prevalent. This city-state, called "The Lion City" is a highly modernized economic center, boasting one of the world's highest GDPs. Home to the port with the most traffic in the world, Singapore's major industries are communications, electronics, chemicals, steel, ship construction, drilling equipment and plastics. A busy urban area of imposing office towers and modern bridges as well as of bustling food stalls and vivid marketplaces, Singapore, which received the title of number-one business city worldwide, is also one of the cleanest and safest cities.

Business Etiquette

- * In formal contexts and for first introductions, a person's title and family or personal name should be used.
- * Respect is shown by avoiding eye contact or looking down, particularly by a person with a lower status.
- * Greetings among persons of Asian descent usually involve saluting, waving or bowing with palms together. If handshakes are used in greeting they should be gentle rather than firm.
- * There is some ceremony about presenting or receiving business cards give or take it formally with both hands, smile, and look at it for a few moments with respect and attention.
- * Punctuality is appreciated. When arriving as a group in professional contexts, present yourself in ranking order.
- * If a schedule is in place, it should be followed.
- * The questions "Have you eaten?" and "Where are you going?" are used like greetings in place of "How are you?" and "Good evening."
- * Men should not compliment a female associate's appearance; this is often interpreted as making advances.
- * Appropriate subjects of conversation that go beyond business include music, the arts, food, tourism, or mutual acquaintances. Topics that are not appropriate are politics, sex, religion, racism, money, personal relations, and criticizing administrative policies or practices.
- * Gift giving in professional contexts must be handled delicately as it may be misconstrued as bribery. A celebration, such as a banquet, for closing a deal is an exception. Gifts to individuals should be made in private. It is appropriate to give gifts to the entire group or office.
- * Hostess gifts such as chocolate, sweets, pastries, exotic fruit or flowers are a suitable gesture when invited to a person's house.

Chamber of Commerce

- American Chamber of Commerce** 1 Scotts Road, #16-07 Shaw Centre; Tel.: +65 6235-0077
- German Centre For Industry & Trade** 25 International Business Park; Tel.: +65 6562 8020
- Japanese Chamber of Commerce and Industry** MAS Building, 10 Shenton Way #12-04; Tel.: +65 6221-0541
- Singapore Chinese Chamber of Commerce** SCCC Building, 47 Hill Street #09-00; Tel.: +65 6337-8381
- Singapore International Chamber of Commerce** 6 Raffles Quay, #10-01 John Hancock Tower; Tel.: +65 6224-1255; 6227-0618

Embassies and Consulates

- Embassy of Brazil** 1101 Thomson Road, #09-05 United Square, Singapore 307591, Tel. +65 256-6001
- China** 150 Tanglin Road ; Tel: +65 6479 3250
- Czech Republic** 7 Temasek Boulevard, #18-02A Suntec Tower One; Tel.: +65 6332-2378
- France** 101-103 Cluny Park Road; Tel.: (65) 6880-7800
- Germany** 50 Raffles Pl #12-00 Singapore Land Tower ; Tel: + 65 6533 6002
- Italy** 101 Thomson Road, #27-02 United Square; Tel.: +65 6250-6022
- Japan** 16 Nassim Road; Tel.: +65 6235-8865
- Korea, Republic of** 47 Scotts Road Goldbell Towers; Tel.: +65 6256-1188
- Mexico** 152 Beach Road, #06-07/08 Gateway East; Tel.: +65 6298-2678
- Netherlands** 541 Orchard Rd, Liat Towers; Tel.: +65 6737 1155
- United Kingdom** British High Commission Tanglin Road Singapore 247919 Tel: + 65-6424 4244
- United States of America** 27 Napier Road; Tel.: +65 6476-9100

Business Centers

- Business centers provide a range of services that include secretarial, translation/interpretation, and office services, including computer rentals, audio/visual equipment rentals, cellular phone rentals, copy and printing services, and temporary office space and staff.
- The Executive Centre** Levels 14&15, Prudential Tower, 30 Cecil Street; Tel.: +65 6232-2777
- Singapore Centennial Towers** Centennial Tower-Regus, 3 Temasek Avenue, Level 21; Tel.: +65 6549 7000
- Singapore UOB Plaza 1** 35th and 36th Floor, UOB Plaza 1, 80 Raffles Place, Tel.: +65 6248 4500
- Penthouse Level** Sentec Tower 8 Temasek Boulevard; Tel.: +65 6550 9888
- Trump Business Place Pte Ltd**, 9 Temasek Blvd; Tel.: +65 6336 6988

Conference and Exhibition Centers

- Suntec Singapore International Convention & Exhibition Centre** 1 Raffles Blvd Suntec City Mall Singapore 039593; Tel.: +65 337-2888
- World Trade Center Singapore** 1 Maritime Square, World Trade Centre, #13-01, Tel.: +65 274-7111

Translation Offices

- Atec Translation Pte Ltd** 1 Science Centre Road; Tel: + 65 6665 1051
- Boudville Translation Centre** 220 Orchard Rd #02-09 Midpoint Orchard Singapore 238852 ; Tel: + 65 6732 3364
- First Interlingua 301 River Valley ; Tel.: +65 6738 0111
- Asia-Link Translation Services Tel.: +65 6223 3972
- ACTC Translation Centre 7 Meyer Road Meyer Tower Tel.: +65 6295 6120
- Multi-Lingual Connection** 0 Maxwell Rd #08-010 Maxwell Hse Singapore 069113 ; Tel: + 65 6223 1028
- Lingua Tech** 9 Shenton Way #03-02 Singapore 068813 ; Tel: + 65 6324 1181 ; http://www.linguasg.com
- Translation Express** 9 Shenton Way # 04-03 Singapore 068813 Tel : +65 6327 8280 Fax : +65 6327 8480
- Syntax Translation Service**, 30 Onan Road; Tel: +65 6440 3933
- Elocalization Network** 8a Stanley Street ; Tel.: +65 6220 5348

Courier/Messenger Services

- TNT** Tel.: 1800 214 1111 (Toll free)
- AJ Couriers** Tel.: +65 251-3322
- City-Link Express** Tel.: +65 5569 2188
- DPEX Worldwide Express** Tel.: +65 6781 8888
- DHL** Tel: +65 6880 6060
- FedEx** Tel: 1-800 743 2626 (toll free) +65 67432626
- UPS** Tel: 1-800-738-3388 (Toll-free)

Internet Connection Place

- All upper-range and most medium-priced hotels are equipped with dataports that allow guests to use laptop computers. Many hotels offer business centers equipped with computers and Internet access.
- Cyberia** 545 Orchard Road Far East Shopping Centre; Tel.: +65 2 6732 1309
- Cyber Amazon** Tel.: +65 6742 7619
- Everest Web City** 545 Orchard Road Far East Shopping Centre; Tel: + 65 2 6235 2106
- Gekcyber Cafe** Tel.: +65 6445 3100
- Zig-Zag Cafe.Com** Tel.: +65 6337 2866
- Cyberarena** Tel.: +65 6333 5739

Visas & Customs

Citizens of the European Union, the U.S. Japan, the Republic of Korea, Brazil, and Commonwealth countries do not need a visa to enter Singapore. Unless you specify how long you intend staying, you'll normally be stamped in for fourteen days. Citizens of the U.S., Japan, , the Republic of Korea, Brazil, the European Union, and Commonwealth countries may stay up to 90 days without visas. Citizens of the People's Republic of China need to obtain a visa to enter Singapore. duty free allowances : 1 litre of spirits, 1 litre of wine and 1 litre of beer, also 200 cigarettes or 50 cigars or 250 grams of tobacco.

Phone Information

Singapore's country code is 65.

Emergency Phone Numbers

- Police** 999
- Fire and Ambulance** 995

Tips and Rules for Use of Phone in Country

Singapore has no area codes. Toll-free numbers start with 1-800. Public phones are abundant and can be operated by coins or by phone cards. However, card phones are taking over from coin-operated payphones. International calls can be made from all public cardphones and credit-card phones. IDD calls made from hotel rooms in Singapore carry no surcharge. To call abroad, dial 001 + IDD country code + area code minus first 0 + subscriber number.

Tips and Rules for Use and Rental of Mobile Phones

Singapore Telecom is the major service provider, offering AMPS and ETACS for analogue users, and GSM and DCS for digital. Mobile telephone numbers usually come with prefixes 011 or 010. Mobile phone calls are very expensive in Singapore. If you choose to bring your cellular phone into Singapore, be sure to check with your home cellular service provider to establish compatibility of your phone with systems abroad. Rent a locally compatible cellular phone before you arrive to obtain reasonable rates and reliable service.

Money

The local currency is the Singaporean dollar (SG\$). Currency can be exchanged at banks, some hotels, and licensed money changers. Some shops accept foreign currency, but the applied exchange rate tends to be lower. ATM is widely available in Singapore, and banks provide cash advances on credit cards. Travelers' checks and credit cards are accepted in many shops and restaurants.

Tippling

- Tippling beyond the pre-set service charge is prohibited at the airport and in most hotels and restaurants. It is not customary to tip taxi drivers and discouraged by the government, though it will not be refused by the driver
- * **Taxis** Round fare to nearest dollar
- * **Restaurants** 10% service charge is added to the bill
- * **Hotel porter** One dollar

Time Difference

Singapore is eight hours ahead of Greenwich Mean Time (GMT).





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VAT & Taxes

3% goods and services tax (GST) applies to all goods and services, but visitors can claim a refund on purchases of SG\$300 or more at retailers displaying a Tax Free Shopping sticker. Many hotels and restaurants feature rates followed by "+++" The first + is the GST. The second + is a 1% tax levied by the STB on all tourism-related activities. The third is a 10% gratuity.

Voltage

The electrical current in Singapore is 220V to 240V, 50 Hz AC. Electrical plugs are three-pronged with a square pin, the same of those found in the U.K.

Local Transportation

Driving is on the left in Singapore, and traffic, albeit city-like, is fairly safe and logical. Taxis are a simple way to get around the city, and one can usually be hailed with little effort. The standard rate is around SG\$2.40 for the first kilometer and 10 cents for each additional 240 meters. There is a 50 percent surcharge between midnight and 6am. The bus system in Singapore is excellent. Fares start at 60 cents for the first 3.2 kilometers and 10 cents for each additional 2.4 kilometers (a little more for air-conditioned buses). You can pick up a Singapore Explorer ticket for unlimited bus travel for one or three days (SG\$5 or SG\$12). The easiest way to travel between downtown and the airport is by Airbus. This transport serves most of the downtown hotels and runs every 20 minutes from 6am to midnight (tel. 542-1721). The cost is around SG\$5. Bus number 16 has a half-hour ride to the downtown area for SG\$1.50. Anyone who is used to subway travel in an urban district is sure to be impressed by Singapore's world-renowned underground Mass Rapid Transit system (MRT). Fares run from 60 cents to SG\$1.50 for a longer trip.

Health Info

No proof of vaccination is required unless you have come from an infected area within the past six days. The risk of dehydration is fairly high due to extreme heat and humidity, so drinking plenty of water is recommended.

Climate

Temperatures hover around 85 F (30 C) throughout the year in this hot and humid climate. Rain is common in Singapore, with thunderstorms occurring on 40% of the days of the year, and on 67% of the days in April. The rainy season lasts from November to February.

Public Holidays

- * **New Year's Day** January 1
- * **Hari Raya Puasa** Held in December to January, depending on the phase of the moon
- * **Chinese New Year** Two days in January or early February
- * **Hari Raya Haji** Usually celebrated in March or early April
- * **Good Friday** Friday before Easter
- * **Easter Sunday** in mid-March or early April
- * **Labor Day** May 1
- * **Vesak** One day in May
- * **National Day** August 9
- * **Deepavali** October or early November
- * **Hari Raya Puasa** December
- * **Christmas** December 25

Where to Eat

Man Fu Yuan is an elegant restaurant that serves up an exquisite selection of Cantonese dishes with a unique slant. **Hai Tien Lo** offers refined dining in a sumptuous setting with a spectacular view of Singapore. Fusion cuisine can be found in an elegant interior at the **Compass Rose Restaurant**, spread over three levels of the Westin. **Doc Cheng's** provides an upscale trans-ethnic cuisine, which uses unusual combinations of ingredients such as char-boiled miso butter fish. For French cuisine in a setting that evokes Paris's cafés of legend, **La Brasserie** merits a visit. Freshly made pasta with refined sauces made from ingredients imported from Italy is on the menu at **Da Paolo e Judie**. One of Singapore's most lauded establishments is the **Tiffin Room** in the Raffles Hotel.

Local Gift Ideas

For those who love to shop, Singapore offers a multitude of choice and bargains.

Electronic goods, watches, jewelry, fabrics and custom-made suits are some of the items that might be worth investigating. Good deals may also be found on certain antique objects like brassware, porcelain, idols and Chinese furniture. Shopping districts with a high concentration of retail outlets, as well as of people, include Orchard Road, Chinatown, and Little India. Many interesting items can also be found in Singapore's curio shops, which sell merchandise ranging from souvenirs to small crafts items from China to antique objects.

Leisure Time

Singapore's cultural offerings include the National Museum and Art Gallery, the Asia Civilizations Museum, the Mandai Orchard Garden and the Singapore Art Museum. Proof of the numerous religious communities present in Singapore, Chettiar Temple, Thian Hock Keng Temple, Sri Marimman Temple, Temple of 1,000 Lights, Sultan Mosque, St Andrew's Cathedral and the Armenian Church may all be visited. Walking tours are a popular way to experience Chinatown, the city's cultural center. Another favorite attraction of historical interest is the Raffles Hotel, which is among Asia's most regal hotels. Singapore's liveliest nightlife venues are located in the Colonial District, and on Boat Quay and Orchard Road. Sentosa Island, near the city, is the setting of several recreational sites. The Bukit Timah Nature Reserve and Singapore Botanical Gardens offer calm, green spaces.

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