

Creating Enriching Experiences

For businesses, communities & people



Vision & Mission

Our Vision

A leader in sustainable urban development that catalyses economic transformation and enriches lives

Our Mission

We will undertake urbanisation projects leveraging Singapore's experience and create total business environments that inspire people to excel

Strong Track Record in Economic Transformation Projects

- Pioneered first work-play concept at Singapore Science Park
– drive Singapore's transformation to knowledge economy
- Pioneered Ready-Built Facilities concept in Suzhou Industrial Park, China
– attracted first foreign investors and catalysed China's industrial growth
- Pioneered first IT Park in Whitefield in Bangalore, India
– spearheaded India's development as World's IT outsourcing hub



Ascendas-Singbridge At A Glance



- Total Assets Under Management (AUM): **S\$20.9 billion***
- Projects span a total land area of more than 1,600 sq km
- Presence in 28 cities across 9 countries
- Over 2,600 customers including MNCs, local corporations, national agencies, SMEs & start-ups



* As at 31 Dec 2016

Sino-Singapore Guangzhou Knowledge City

- **Model of economic transformation**
 - Smart City, Eco City, Learning City
- **First and only pilot zone** for China's intellectual property rights reform
- **Total land area** – 123 sq km
- **Start-Up area** – 6.27 sq km
- **Target industries** – Next Generation Information and Communications Technology; Culture and Creative; Biotechnology and Pharmaceuticals
- **Target population** – 500,000 people

Fenghuang Lake



Innovation Centre



SSIJRI



Smart Technology Park



Biotech Park



IPR Hub



Sino-Singapore Guangzhou Knowledge City Start-Up Area

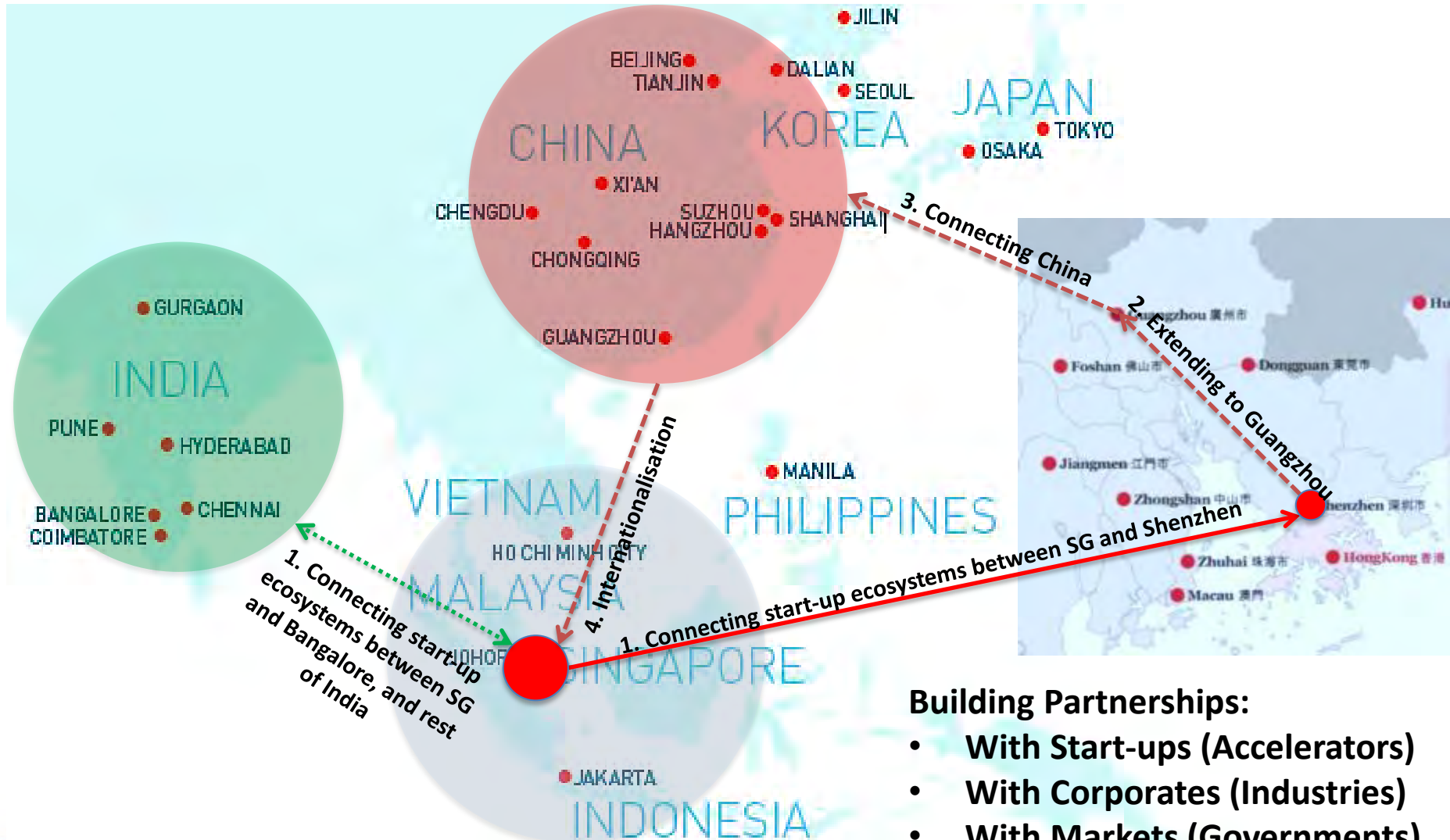
Sino-Singapore Jilin Food Zone



- A world-class, integrated and sustainable model food zone tailored for the quality and safe food production in China
- Accredited Foot and Mouth Disease Free Zone
- **Total land area** – 1450 sq km
- **Core area** – 57 sq km
- **Target industries** – Production, processing and other supporting industries for: Dairy, Crop cultivation, Meat, Vegetables, Aquaculture and Changbai Mountain produce



Our Vision - Connecting Innovation Ecosystems through Singapore



ASB Create Initiatives

1



Connecting Makers to Markets

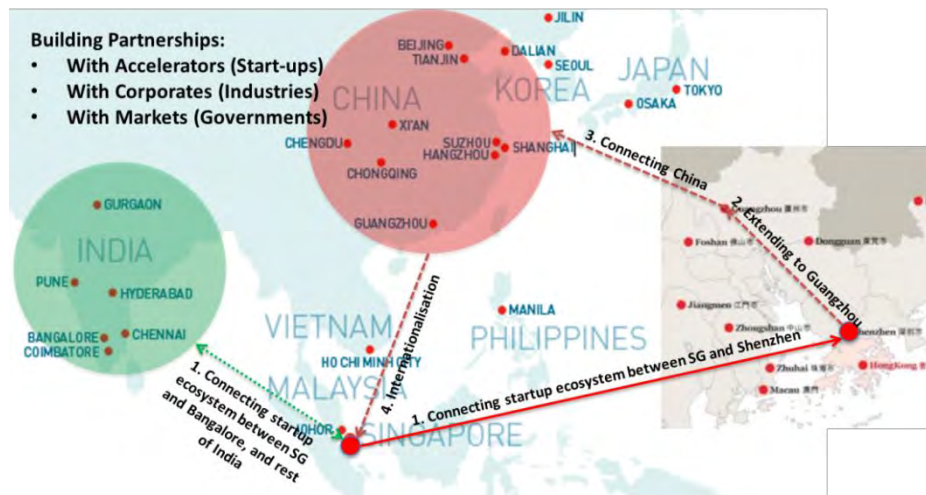
Founding Partners:



Industry Partners:



- Leveraging the strengths of the partners' resources and network to provide start-ups with technology, exposure, experience, and connections to market opportunities in the region.



2



Deep Tech Hub

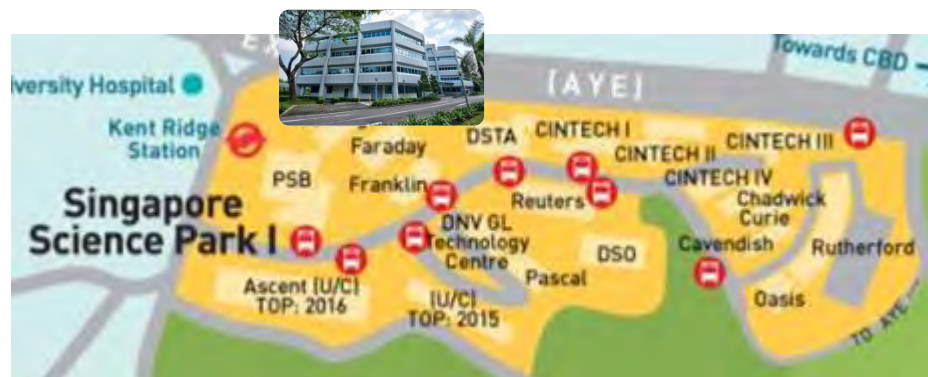


Partnership:



NUS Enterprise

- Facilitate technology transfer and technology commercialisation, and exchange of talents among academic and research institutions, start-ups and corporations through a dedicated facility in Singapore Science Park.



AIRmaker – Connecting Makers to Markets

- AIRmaker is **an IoT- focused cross-border programme** that connects start-ups with two of Asia's most vibrant and developing innovation ecosystems, Singapore and China.
- AIRmaker aims to be the conduit for start-ups seeking to **develop their solutions, launch and grow in Asia and beyond.**
- **Leveraging the strengths of the partners' network** to provide start-ups with product development and production exposure, market access and connections to an extended eco-system.

Pre-Accelerator
(AIRmakerX)

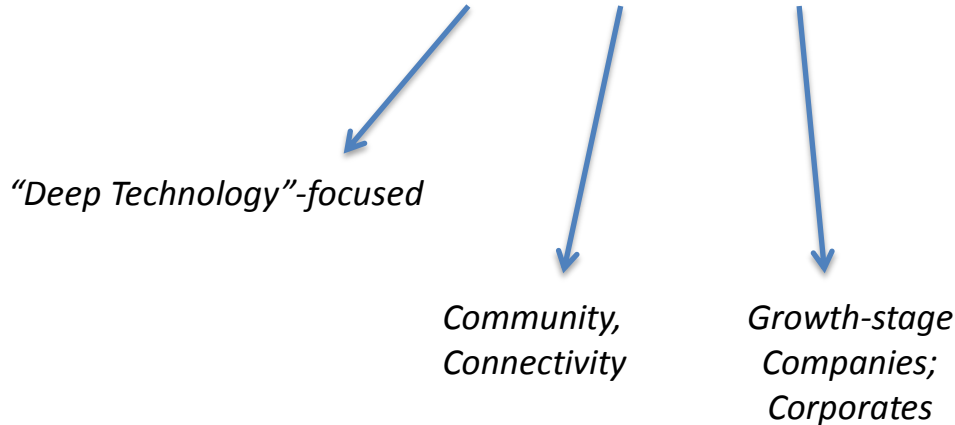
Accelerator Program
(AIRmaker)

Post-
Acceleration
(AIRmaker+)



NUS-ASB Collaboration

“Deep Tech Hub” @ Franklin



VISION:

- To foster a “Deep Technology” ecosystem in Singapore Science Park – going beyond “market & business” innovation
- Develop a community of “growth-stage” companies
- To build on “IP-focused” innovations by prototyping, validation, industrial design, scaled production
- To be an enabler for commercialization and launch into markets

Fostering of communities • Building on innovations • Launching into markets

Flexible Work Place

Ascendas Singbridge is developing an innovative concept where space is a service, flexibility is a given and meaningful connections take place in a workplace designed for productivity, creativity, and versatility.

Co-Working Space in Ascent

A partnership between Spacemob and Ascendas-Singbridge, this co-working space in Singapore Science Park is in close proximity to key research and tertiary institutions, R&D, high-tech innovation and start-up communities.



The Ascendas-Singbridge App (asap)



As ASB moves towards a B-to-B-to-C model, there is a need for a platform to reach out to our customer and their employees. asap is positioned as a unifying platform on which mini-apps of various services accessed through the mobile can piggy back on to execute the 4Cs strategy.

Consumers

- Services and offerings to drive eyeballs and build database of users

Customers

- Value-added services that our corporate customers can interact with each other and consumers

Community

- Platforms for broadcasting events, and also for other community building initiatives

Cross-marketing

- Channel to enable us to cross market other products, e.g co-working space at Ascent

4Cs



THANK YOU

For more information about Ascendas-Singbridge and our innovation platforms,
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