Russia

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Colleagues, ladies and gentlemen, 
Russia and ASEAN are marking the 20th anniversary of their dialogue partnership this year. This anniversary is a good opportunity to look back over what we have accomplished up until now and outline the steps for taking our cooperation further. This was the objective of all the programme events of the summit that has just ended. Let me say that this summit took place in the spirit of friendship and mutual understanding that characterises our relations with our ASEAN partners.

Our discussions brought us to the common conclusion that Russia and ASEAN have achieved some solid results over these last two decades in a wide range of areas. Most importantly, we have reached agreements on building a strategic partnership over the long term. This objective is set out in the Sochi Declaration, adopted at the summit, in the roadmap for developing our relations, and in the 2016–2020 Comprehensive Action Plan.

The recommendations formulated for the Sochi summit by the Group of Eminent Persons, composed of people from Russian and ASEAN diplomatic services and academic communities, will be very useful in this regard.

We agreed at the summit to develop our cooperation in the political sphere. Our countries will continue to work closely together in the UN, APEC, and the G20.

We will continue to strengthen our cooperation with a view to developing a reliable and open security architecture for the Asia-Pacific region. Our work together at the East Asian summit, the Regional Security Forum, the defence ministers’ meeting and other organisations working under ASEAN aegis pursues this same objective.

We will continue our cooperation in fighting international terrorism, trans-national crime and drug trafficking. We have agreed to expand the practice of holding annual courses organised by Russia’s Federal Security Service for colleagues from ASEAN countries and will also expand our partnership ties between Russia’s Interior Ministry and the Association of National Police Forces of the ASEAN region.

The economy was a particular focus of attention at this summit. Russia’s trade with ASEAN countries came to US$13.7 billion last year and our total capital investment came to US$11 billion. But these figures do not reflect our countries’ real potential, and so our partners supported the proposal to increase our mutual trade, investment and technology ties.
We are committed to developing the infrastructure for Russia-ASEAN cooperation. Over this last month alone we have established several new cooperation mechanisms, including in agriculture and education. The first informal meeting of our defence ministers took place, and we reached agreements on stepping up cooperation on emergency response to and combating infectious diseases. We have launched dialogue at the ministerial level in the culture sector and have also organised our first joint arts festival. On the plans for this year are the first meeting of our transport ministers in Moscow, a youth summit in Cambodia, and the universities’ forum in Vladivostok.

Russia and ASEAN share a desire to play an active part in regional economic integration processes. Let me remind you that the Eurasian Economic Union signed a free trade zone agreement with Vietnam last year. We are studying the possibility of concluding similar agreements with other ASEAN countries – Singapore, Cambodia, Thailand, and Indonesia.

At this summit, we proposed that our ASEAN partners reflect on the establishment of a comprehensive free trade zone between the Eurasian Economic Union and ASEAN, and at the working breakfast, we exchanged views on how we could develop links between the integration processes underway in the Asia-Pacific region and in the Eurasian region.

Let me note that all these ideas have received considerable support from the Russian and ASEAN business communities. We had further evidence of this in what was the biggest Business Forum event in our history so far. This was a constructive, concrete and useful discussion. The business community representatives assessed highly the prospects for developing closer ties between the Eurasian Economic Union and ASEAN countries and for intensifying business contacts.

Before the summit began, you know that I met in Sochi with the President of Indonesia, Mr Widodo, who is in Russia on an official visit, and I met with leaders from other ASEAN countries too. I want to say that all of these talks were frank and substantial and reflected a shared desire to develop mutually advantageous ties between Russia and ASEAN countries in all areas.

Let me conclude by thanking Prime Minister of Laos, Mr Sisoulith, as the current ASEAN Chairman, and all of the delegation heads and the ASEAN Secretary-General for their great contribution to this summit’s success. Thank you very much

“Let me note that all these ideas have received considerable support from the Russian and ASEAN business communities. We had further evidence of this in what was the biggest Business Forum event in our history so far. This was a constructive, concrete and useful discussion. The business community representatives assessed highly the prospects for developing closer ties between the Eurasian Economic Union and ASEAN countries and for intensifying business contacts.”
Russia and Singapore are traditionally tied together by friendly and mutually beneficial relations driven by strong intention to broaden the scope of multi-faceted cooperation. The establishment of diplomatic relations in June 1968 paved the way for the gradual upgrade of bilateral interaction bringing new prospects and opportunities. Today we are proud of the achievements made in the long run of our fruitful collaboration and look towards the future with high expectations.

2016 is a special year for Russia – Singapore relations that have been marked with increased intensity of high level exchanges. In March the Lion City hosted the Chairman of the Council of Federation of the Federal Assembly of the Russian Federation Valentina Matvienko and Secretary of the Russian Security Council General Nikolay Patrushev. Two months later Deputy Prime Minister and Presidential Envoy to the Far Eastern Federal District Yury Trutnev visited Singapore to invite local companies to explore trade and investment opportunities in the Asian part of Russia. Deputy Ministers of Defence, Justice, Internal and Foreign Affairs were among those Russian officials who have set foot in Singapore this year.

In May Prime Minister Lee Hsien Loong paid his first visit to Moscow regarded as a “significant milestone” for the development of bilateral ties and attended Russia – ASEAN Commemorative Summit in Sochi on the Black Sea coast. His meetings with President Vladimir Putin and Prime Minister Dmitry Medvedev produced key guidelines and priorities for further cooperation. The recent visits of Minister for Defence Ng Eng Hen, Minister for Culture, Community and Youth Grace Fu, Senior Minister of State for Law Indranee Rajah and Minister of State for Trade and Industry Ko Poh Koon to Russia made a valuable contribution to the positive dynamics of constructive relations between our two countries.

The trade between Russia and Singapore quadrupled in the last decade and has a potential for further growth. In April we commemorated the 50th Anniversary of the first Russia – Singapore Trade Agreement. The Russian Trade Office is expected to reopen in Singapore shortly. We are about to launch a feasibility study and then negotiations on the Free Trade Agreement between Singapore and Eurasian Economic Union which comprises Russia, Armenia, Belarus, Kazakhstan and Kyrgyzstan – a market of 180 million people with total GDP of US$4.2 trillion.

Large Russian companies including Gazprom, Lukoil, Bank VTB Capital, Sportmaster, Acronis are successfully operating in Singapore. Olam International, Food Empire, Changi Airports International, Keppel Offshore&Marine and other Singapore corporations have a strong presence in the Russian market pouring investments into agriculture, urban development, airport management, high technologies, ship and oil rig building, education. These and many other issues of practical cooperation top the agenda of the High-Level
Intergovernmental Commission and Russia – Singapore Business Forum serving as effective platforms to forge joint economic and business projects integrated into the network of trade and investment flows in the Asia Pacific region.

It is worth to mention our active participation in the Singapore Airshow 2016. The Russian exposition featured the products of the United Aircraft Corporation, Irkut Corporation, Sukhoi Company, Russian Helicopters, Information Satellite Systems.

Russia – Singapore relations are of course a lot more than just business. We spread much of our effort to safeguard peace and security in Asia working together both bilaterally and in the framework of various multilateral fora including East Asia Summits, ASEAN Regional Forum and ADMM-Plus. In May Russian Pacific Fleet naval ships showcased their strength and operational efficiency at the ADMM-Plus Maritime Security and Counter-Terrorism Exercise conducted in Brunei and Singapore.

There are many good examples of growing cultural cooperation between our two countries which will be further expanded with the establishment of the Russian Cultural Centre in the near future. The performance of the Russian dance group “Rovesniki” from the Far East at the annual Singapore Chingay Parade for the second time in two years was praised by Prime Minister Lee who said, “These exuberant Russian dancers added an international flavor to this year’s parade”.

In February Singapore Symphony Orchestra played well-known Shostakovich Leningrad Symphony guided by the baton of world-famous Russian conductor Gennady Rozhdestvensky. Russian ballet dancers were among the Ballet Superstars who thrilled the audience with their contemporary ballet production at Marina Bay Sands Mastercard Theatre. In May Singapore talented performers took part in the Musical Olympus Festival in St Petersburg and Russia – ASEAN Festival of Culture in Sochi.

There is a room for enhancement of science and education cooperation. An estimated 5000-strong Russian-speaking expatriate community in Singapore is actively engaged in advanced scientific research. Our academic institutions including the Russian Academy of Science partner with the leading Singapore universities. Singapore popularity as a perfect tourist destination continues to grow in Russia. More and more Singaporeans choose Moscow, St Petersburg and Russian Far East cities as places for holidaying visits.

Two years from now – in June 2018 – we will celebrate the 50th Anniversary of Russia – Singapore diplomatic relations. Our countries are moving towards this important milestone with a good baggage of half a century accomplishments made possible due to hard and consistent teamwork which should be continued. We see a great potential for further cooperation and have a strong will to push Russia – Singapore relations forward.

“”In April we commemorated the 50th Anniversary of the first Russia – Singapore Trade Agreement. The Russian Trade Office is expected to reopen in Singapore shortly. We are about to launch a feasibility study and then negotiations on the Free Trade Agreement between Singapore and Eurasian Economic Union which comprises Russia, Armenia, Belarus, Kazakhstan and Kyrgyzstan – a market of 180 million people with total GDP of US$4.2 trillion.””
RUSSIA & ASEAN SEE EYE-TO-EYE ON CLOSER COOPERATION

The Russia-ASEAN Summit plenary session marked the 20th anniversary of the Russia-ASEAN Dialogue Partnership. The resultant Sochi Declaration marks a new phase in Russia’s relationship with the grouping.

The summit participants adopted the Sochi Declaration titled ‘Moving Towards a Strategic Partnership for Mutual Benefit’ and approved a Comprehensive Plan of Action to Promote Cooperation Between the Association of Southeast Asian Nations (ASEAN) and the Russian Federation in 2016 - 2020.

The summit which took place in the former winter Olympics venue in Sochi was attended by all 10 ASEAN leaders from Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam. Russia has been a full dialogue partner of ASEAN since July 1996.

In President Vladimir Putin’s opening address at the summit, he said, “Today we are reviewing the results of cooperation within the Russia-ASEAN Dialogue Partnership since the previous meeting in this format in Hanoi in October 2010. We will discuss key issues of our cooperation, set new guidelines for the future and share opinions on current issues on the international and regional agenda.” Russia attached great importance to the success of the summit he said and together with its ASEAN partners he hoped the work they will be doing during the summit will be “in-depth and productive.”

The Co-Chairman of the summit was the Prime Minister of the Lao People’s Democratic Republic Thongloun Sisoulith. In his address, he highlighted, “Russia is an important partner of ASEAN, and cooperation between Russia and ASEAN is gradually expanding. We cooperate in the economy, politics and culture, and this cooperation is getting stronger and...
stronger. Russia’s accession to the Treaty of Amity and Cooperation in Southeast Asia in 2004 showed its commitment to cooperation with ASEAN in order to strengthen security in the region and the world at large. Economic, trade, and investment cooperation and personal contacts are also getting stronger, which contributes to the further development of our relations and deeper trust between us.” He said there was no doubt that the summit was an important historical milestone to strengthen cooperation.

President Putin then thanked the Laotian Prime Minister and rounded up the welcome remarks saying, “I believe we all understand the kind of world we live in; we understand the state of the global economy; we know about the status of our own economies and there is a reason why we are addressing global and regional security problems. Many countries in the region have been confronted with manifestations of extremism and terrorism and have suffered as a result. Therefore, all of this is on our radar.” He concluded by proposing the adoption of the Sochi Declaration.
The President met with business community representatives from Russia and the ASEAN countries placing a high priority on developing trade and economic cooperation.

He said, “Our common task is to bring our economies closer together, strengthen trade and investment ties, and create the conditions needed for launching new projects. We are working in close dialogue with the business community on this and will continue to do so.”

He noted trade between Russia and ASEAN came to US$13.7 billion last year which is considered a “modest figure” compared to trade with other countries in the Asia-Pacific region. E.g. ASEAN trade with China amounts to US$80 billion and Russia’s with China is also a similar figure. He felt the current level of investment cooperation falls short of its potential and it is urgent to reflect on what can be done to improve the situation. He reminded the participants, “We should not forget that we have accumulated considerable experience in carrying out bilateral joint projects. Thai companies are investing in Russia’s agricultural sector, for example, Vietnamese companies in oil and gas production, and companies from Singapore and Brunei have been investing in innovation.”

“Russian business has been investing in mining ventures in Indonesia and Myanmar. We are working in peaceful nuclear energy development in Vietnam and plan to do the same in Laos, and are investing in the high-tech sector in Malaysia, to name a few examples.”

He announced that Russia has drawn up a roadmap that encompasses 57 concrete projects aimed at establishing joint technology and innovation alliances. “We can boost our fuel and energy cooperation to next level. ASEAN countries’ needs for hydrocarbon resources as well as electricity are growing. Russia can satisfy this growing demand by supplying energy on a long-term basis. We can offer our partners new-generation nuclear power plant projects. We are willing to cooperate in the sphere of power generation in the broad meaning of the word,” said President Putin.

He also noted other sectors for cooperation: Transportation in modern railway construction projects such as the US$1.9 billion railway project in Kalimantan, Indonesia. Modern satellite navigation systems on the basis of the Russian GLONASS satellite navigation system.

His message was Russia is willing to join any development initiative in ASEAN, "I
am referring above all to our assistance in the implementation of the Master Plan on ASEAN Connectivity, which stipulates the development of energy, transportation and information infrastructure in the region."

At the same time, he invited ASEAN businesses to take part in the country’s priority development programmes in the Russian Far East where the government has created 12 areas with a favourable business environment and the free port of Vladivostok. “In addition, we are modernising the Trans-Siberian Railway, a large railway system connecting European Russia with the Far East and, by default, with Asia. We have launched a large-scale programme for the development of the Northern Sea Route, which is the shortest commercial route from Asia to Europe,” said the Russian president.

We have been working to create the most attractive conditions for doing business, cutting red tape, lowering the tax burden and monitoring the investment climate in Russia’s constituent entities. This helped us move up from 120th to 51st place on the World Bank’s Ease of Doing Business Index last year.

A snapshot of the country’s economic situation picture is a relative bright one as the President said, “I would like to say that our economy has remained stable in an unfavourable external situation. In this connection, I want to say that the Government’s anti-crisis measures have helped stabilise the key sectors of our economy and our financial market. We have also maintained a low unemployment level (less than 6 per cent), moderate foreign debt, which is one of the lowest in the world, and a trade balance surplus of US$160 billion in 2015.”

The Bank of Russia’s decision to introduce a flexible rouble rate has allowed our economy to adjust to new conditions and to maintain a high level of gold and currency reserves, which totalled about US$391.5 billion as of 1st May 2016. As a result, Russia reached the bottom of the crisis in 2015, something the experts agree on.

The role of regional integration associations in the global economy has been increasing. The Eurasian Economic Union (EAEU), where Russia is a member, and ASEAN have created common rules for the free movement of goods, services, capital and manpower.

The EAEU’s regulations are based on the World Trade Organisation’s rules. President Putin pointed out that the EAEU is a huge market with 180 million consumers, “A market that has already been assessed by our Vietnamese friends with whom we have signed a free trade area agreement. Interest in this cooperation has also been shown by Singapore, with whose Prime Minister we discussed this issue yesterday, as well as by other ASEAN countries such as Thailand, Cambodia and Indonesia.”

“I believe we can eventually create a common free trade zone between the EAEU and ASEAN. This could be our contribution to the development of an Asia-Pacific free trade zone. Of course, we will discuss this idea with our EAEU colleagues, in particular Kazakhstan, Belarus, Kyrgyzstan and Armenia.”

Another promising sphere of regional economic integration brought up by the President could be the coordination of the EAEU, ASEAN, the SCO and China’s Silk Road Economic Belt project. He said, “I am convinced that our business communities will continue to contribute to the development of multifaceted Russia-ASEAN economic cooperation. In this connection I would like to invite everyone here to the St Petersburg International Economic Forum, which will be held in June and also to the Eastern Economic Forum in Vladivostok in September 2016.”
Prime Minister Lee Hsien Loong had been in Moscow for three days before arriving at Sochi. President Putin thanked the prime minister for coming to the summit and placed on record, “Let me start by saying that we are very pleased to see relations between our countries are developing. We will do all we can to continue developing these ties.”

“I would like to note that our mutual investment is increasing in volume. Russian investment in your economy now comes to US$2.5 billion, while Singapore has invested up to US$1 billion in Russia. Of course, the establishment of a free trade zone between the Eurasian Economic Union (EAEU) and Singapore would give a boost to trade growth.” Vietnam was the first ASEAN country that has already signed such an agreement with EAEU and the president said, “Many of our partners have shown interest in cooperation with the Eurasian Economic Union. We would be happy to examine such a possibility with Singapore as well.”

PM Lee affirmed that relations are “in good shape.” Trade is growing and in the past 10 years, trade volume has almost quadrupled. But the absolute level can still be improved. The Prime Minister said, “It’s not commensurate with the importance of Russia in the world community or with our bilateral relations, which is why we believe that a free trade agreement between Singapore and the Eurasian Union would be able to contribute to this objective.” The first step is to undertake a feasibility study and PM Lee hoped Russia would support such a study in order to take the process another step forward.

PM Lee also noted that apart from oil companies like Lukoil and Gazprom, there is also a very interesting range of other Russian companies in Singapore such as IT company Acronis, which has set up a research centre in Singapore and sports goods companies like Sportmaster, which has made Singapore its regional HQ. In Russia, Singapore companies, are represented in agriculture and commodities, food and beverages as well as real estate and hotel development. So PM Lee felt Singapore can develop the relationship further with an FTA, “I think we can not only increase the volume of exchanges but also diversify the relationship in many new areas.”

“We also have cultural cooperation. We’ve got a cultural troupe, which is here to perform at the culture ministers’ meeting. I am told they performed today and were well received. And we are looking forward to the construction of a Russian cultural centre in Singapore.”

“We also have cooperation in research and development. Our universities have signed an MOU with the Russian Academy of Sciences and we see many areas where we can work together.”

“Also, specifically in Moscow, because the mayor has got many ambitious plans for the development of Moscow, we believe that our companies may be able to help him and participate in this so that he can achieve his objectives, whether it’s in transportation or in urban planning or the master plan.”

“On a regional basis, we are very happy that Russia is engaging ASEAN and participating in many of ASEAN’s fora like the ASEAN regional forum and the ASEAN defence ministers’ meeting, and we also support Russia’s idea of studying the possibility of an ASEAN-Eurasian Union FTA. So this 20th anniversary commemorative summit comes at a good time and I look forward to its success and its taking our relationship further forward.”

In reply President Putin was happy to hear that the Prime Minister is well informed, “I can see just how well you know the whole fabric of our bilateral relations. This is the best guarantee that everything we plan will be carried out. I would like to thank you for your support for all of our plans and undertakings.”
MRS VALENTINA MATVIEKO
Chairperson of the Federation Council of the Russian Federation

Mrs Valentina Matvienko paid separate courtesy calls on President Tony Tan Keng Yam and Prime Minister Lee Hsien Loong on 16 March 2016. During the two meetings, they reviewed and reaffirmed the growing relations between Singapore and the Russian Federation. They welcomed the inter-parliamentary exchanges and the strengthening of bilateral cooperation across many sectors. They agreed that there was room to step up cooperation in counter-terrorism and to expand cooperation in sectors such as trade and investment, agriculture, culture and education. Mrs Matvienko visited Singapore from 16 to 17 March 2016 at the invitation of Speaker of Parliament Halimah Yacob. Mrs Matvienko called on Speaker Halimah the next day.

MR NIKOLAY PATRUSHEV
Secretary of Russian Security Council

Deputy Prime Minister and Coordinating Minister for National Security Teo Chee Hean met Secretary of the Russian Security Council Nikolay Patrushev on 14 March 2016. They welcomed the strengthening of bilateral cooperation in various areas, and agreed to step up cooperation in counter-terrorism. They also exchanged views on regional and international developments. While in Singapore, Secretary Patrushev also met Minister for Home Affairs and Minister for Law K Shanmugam.

YURY TRUTNEV
Deputy Prime Minister and Presidential Plenipotentiary Envoy to the Far Eastern Federal District

Mr Yury Trutnev met Deputy Prime Minister Tharman Shanmugaratnam on 20 May 2016. They discussed the growing economic ties between Singapore and Russia’s Far East Region.
BILATERAL TIES

MR THARMAN SHANMUGARATNAM
Deputy Prime Minister and Coordinating Minister for Economic and Social Policies

DPM Tharman Shanmugaratnam visited Moscow from 17 to 18 November 2015. He chaired the Sixth Session of the High-Level Russia-Singapore Inter-Governmental Commission (IGC) together with First Deputy Prime Minister of the Russian Federation Igor Shuvalov. They both also opened the Russia Singapore Business Forum (RSBF) there. DPM Tharman was accompanied by Mrs Josephine Teo (Senior Minister of State, Prime Minister’s Office, Ministry of Foreign Affairs & Ministry of Transport), Mr Sam Tan (Minister of State, Prime Minister’s Office & Ministry of Manpower) and Dr Koh Poh Koon (Minister of State-designate, Ministry of Trade and Industry & Ministry of National Development) as well as a Singapore business delegation and officials from various ministries and government agencies.

Best wishes on Russian National Day
VFS Global is honoured to be associated with the Embassy of the Russian Federation in Singapore
SINGAPORE CHINGAY PARADE
Rovesniki Choreographic Ensemble

Singapore’s annual Chingay Parade has grown to become the largest street parade held on 19 February 2016. It features 8,000 performers, including 800 from overseas and up to 180,000 spectators. This year the performers from Russia’s Rovesniki Choreographic Ensemble literally stood out as they spun atop a disc held up by fellow performers and added a distinctive international flavor to the parade.

LENINGRAD SYMPHONY - SSO
Gennady Rozhdestvensky and Viktoria Postnikova

The husband-and-wife duo of Gennady Rozhdestvensky and Viktoria Postnikova returned to Singapore with two great masterpieces from Shostakovich on 26 February 2016. The Singapore Symphony Orchestra (SSO) under the baton of Maestro Rozhdestvensky performed the Leningrad Symphony that in reality is a veiled outcry by the composer Shostakovich against all forms of fascism – stood in its time as a musical symbol of resistance to and condemnation of the Nazi regime. One of Shostakovich’s most delightfully glib works, the First Piano Concerto also features a substantial part for solo trumpet.

SUPERSTARS OF BALLET
Daniil Simkin and Maria Kochetkova

A rare treat was in store for ballet lovers when the Superstars of Ballet debut in Singapore on 29 April 2016. It featured 12 internationally acclaimed principal dancers who included famous Russian dancers Daniil Simkin and Maria Kochetkova, principal dancers with the American Ballet Theatre.

The Superstars of Ballet gala was a glittery affair that treated Singaporean audiences to excerpts from beloved ballets and pieces they may not otherwise have the chance to see, performed by the top dancers in the world. The Straits Times arts reviewer, Ms Tan Li Min singled out the Russian dancers writing that, “The Russians moved with an ethereal weightlessness, their lines and port de bras the stuff of every ballet dancer’s dream.”
The major players of the Russian aerospace industry were represented at this year’s Singapore Airshow at Changi from 16 – 21 February 2016. They are actively engaged in Asia and the airshow featured the latest products from the United Aircraft Corporation (UAC), Irkut Corporation, Sukhoi Company, Russian Helicopters and Information Satellite Systems.

Academician M.F. Reshetnev Information Satellite Systems (ISS-Reshetnev Company) is Russia’s leading supplier of satellites for a wide range of applications, including communications, navigation, data relay and geodetic purposes. Its spokesperson Ms Svetlana Bashkova (see picture right), the Deputy Director for Press and PR, said this was the first time ISS-Reshetnev is participating in the show and found it is very well organised, “We have been manufacturing satellites for the last 56 years, we are already well established. Two-thirds of Russian satellites are made by us and we make them for our international partners from Israel to Indonesia.” To date, it has built more than 1,200 satellites and 40 space-based systems intended for all types of orbits.

Just like the other Russian exhibitors, ISS-Reshetnev thinks the market here (Asia Pacific) has great potential. Ms Bashkova said, “For us, it’s not so much in terms for deep space or global satellite systems but in low earth systems for communication or earth sensing as there are many territories here that are geographically separated such as islands.”

**Fastest Growing**

UAC showcased both its military and commercial products. Its stand featured models of the Su-35, Su-32, Su-30SM, Yak-130, Yak-152 and Be-200 aircraft, as well as models of SSJ100 and MC-21 civilliners. For the show, UAC presented its civil SSJ100 and MC-21 programmes. For the first time in the Asia-Pacific UAC presented the MC-21 pilot trainer simulator. From an international perspective, the Asia-Pacific markets (China in particular) are the fastest growing in the world. According to UAC estimates, yearly passenger turnover growth in the region in the next 20 years will be 1.3 per cent surpassing the world’s average, making this the biggest market for new aircraft until 2030.
FOOD EMPIRE DIVERSIFIES

Seeking new frontiers and opportunities is the latest mantra from leading beverage company from Singapore

There is no denying that 2015 was a difficult year for business in Russia. Executive Chairman, Mr Tan Wang Cheow, of Food Empire, the Singapore-based beverage giant in Russia reported revenues declined but will continue to push forward a strategy of diversifying its product range adding on to its flagship coffee brand MacCoffee and achieving greater vertical integration along the value chain.

He explained this in Food Empire’s latest company report, “Our strategy to expand along the F&B value chain to have a greater control over the supply and production of raw materials and over the quality of our products as well as having a better reach to our markets is finally being realised.”

This was augmented by developments such as the opening of its non-dairy creamer plant, snack factory and beverage manufacturing facility in Malaysia in 2015. Last year it also opened a new instant coffee plant in India. He said Food Empire intends to bring up the utilization of the new manufacturing plants as well as intensify its marketing efforts.

Coffee One Capsule System
In 2015, Food Empire entered into a joint-venture in Italy to establish Cap Empire S.r.l (Cap Empire) to manufacture and market capsules for coffee and other beverages from the first quarter of 2016. In the beginning, it will produce both Nespresso-compatible capsules as well as its own proprietary Coffee One system capsules. The new company is expected to later produce capsules compatible to Dolce Gusto system.

The drop in oil prices has continued to weigh heavily on the company’s markets such as Russia and Kazakhstan. It has taken pro-active steps to mitigate the volatility of the weak currency of the major markets it does business in, for example, by using forward hedging of the Russian Ruble; increasing prices of selected products and streamlining operations and business processes within the organisation. Mr Tan does not expect the problem of the currencies to exacerbate, “Further downside might be possible but probably less severe. We can expect exchange losses to narrow.”

As for the future, Food Empire will continue its efforts to diversify its markets. There are already some successes in this area with sales in the Indochina market almost tripling! According to Mr Tan, “We are encouraged that our strategy to enlarge our distribution channels has brought positive results and will continue to explore the possibilities to replicate such success to other regions outside our core markets.”

BRAND
Equity Enhanced
The Food Empire brand’s value was enhanced when it won several accolades in 2015. Its MacCoffee range was awarded the ‘Narodynaya Marka’. (People’s Brand) for the title of the ‘Best Coffee Beverage in Russia’ for two more years. MacCoffee also won the ‘Product of the Year’ award under the Coffee with Milk/Sugar/Cream category in Moscow in November 2015.
Mike Thiruman is the President, Singapore Teachers’ Union (STU) and Chief Executive Officer of Educare International Consultancy (EIC). The Educare group also provides manpower provision and cutting edge e-learning solutions to schools, Singapore’s Ministry of Education and other government agencies in the Republic.

Through EIC - its international consultancy arm - it offers consultancy and teacher training and evaluation services in Singapore and abroad. Mr Mike Thiruman initiated the founding of Educare Co-operative by STU in 2004. Since 2011, Educare has been working closely with educators in Russia to transform teaching and learning for the 21st century. It attributes its success in Russia to its unique service offering.

With the support of President Rustam Minnikhanov of the Republic of Tatarstan of the Russian Federation, Educare founded its first success in Russia in Tatarstan. In 2011, Tatarstan’s Institute for Education Development (IED) engaged Educare to conduct learning needs analysis through lesson observations in eight schools and trainings on 21st Century Education, Cooperative Learning, Critical Thinking, Problem-based Learning and Action Research for the first batch of 240 teachers.

Since then, Educare has expanded its scope to commence a three-year “Enhancing Teaching Quality” project with the Ministry of Education and Science (MoES) of Tatarstan to support the MoES holistic educational improvement and capacity building of the 38,000 teachers. Together with the Tatarstan Ministry of Education and Science, Educare formed 54 Schools of Excellence in pedagogical areas like Problem-based Learning, Brain-based Learning, Cooperative Learning, Critical Thinking and Enriched Curriculum and established an Online Professional Development Portal in Russian. The portal which includes instructional videos, real life classroom examples and infographic posters has been hugely successful.

According to Mr Thiruman, Educare’s successes in Tatarstan earned it a good reputation in Russia which subsequently spread to Moscow and Tyumen Region. With assistance from IE Singapore, Educare engaged Tyumen Region successfully in 2014 to deliver a series of six programmes, and in the first half of 2016 signed a consultancy deal with the Union of Educational Workers of Moscow. Going forward, Educare is keen to scale up its visibility in Russia through advertising and media channels and IE Singapore is actively facilitating Educare in this endeavour.

Q. Did Tatarstan look at other countries’ educational systems before settling on Educare? What makes the Singapore’s Educare methodology attractive?
share our expertise with educational professionals from other countries. Singapore also shares many cultural similarities with Tatarstan and the same understanding of the importance of education. With the recent efforts by the federal government to transform the education system, coupled with our case study in Tatarstan, we believe that there will be significant growth and opportunities in other regions.

Q. With regards to doing business in general what are the main challenges and opportunities Educare faced in going into the Russian market?

Some of the main challenges Educare faced when entering a new market were the language barrier and cultural nuances. To address this, we worked closely with a pool of Master Teachers, who were able to help us in piloting and contextualising the training programmes. Through such train-the-trainer model, the fellow educators were able to see concrete results, which were trialled and tested by the Master Teachers. Furthermore, we have an online learning portal which allows fellow educators to upload their lesson video recordings where the newly-learnt teaching methods are implemented. Other fellow educators would be able to watch the videos and implement the new teaching methods in their classrooms.

Q. In summary, how successful does Educare feel it has been in being engaged in Russia?

Having been in Russia for five years, our professional development programmes have been proven to be impactful and beneficial to educators there. The places that we have made a positive impact are: Republic of Tatarstan, Ufa, Republic of Bashkortostan, Moscow City, Tyumen and Izhevsk, Republic of Udmurtia. Another example of how effective we have been is that the Russian Federation's Teacher of the Year Award 2014 went to a teacher from Tatarstan who has been trained in our teaching methods. We are encouraged by the transformation in the classrooms, and we strive to continue shaping destinies and making an impact in other regions in the Russian Federation and elsewhere.

EDUCARE

Trainer feedback and impressions

Ms Zakiah Mohamed Ali (picture right), 37, is an Educare Senior Specialist and she said she was impressed by how committed were the Tatarstan teachers that she trained, “They are not only highly capable, but also very dedicated to their vocation. After attending the professional development workshops followed by rigorous coaching sessions, these teachers were able to effectively apply the learning into their classrooms.”

“During lesson observations after the workshops, instructional coaching was carried out to further support teachers in the classroom implementation of their learning. It was evident that the classrooms of these teachers had transformed to become more energised while remaining safe and inclusive for learning to take place.”

“Not only did the teachers display improved facilitation skills and greater confidence in managing their students’ learning, their students who were previously shy became more confident in working collaboratively with their peers and were able to provide more thoughtful responses.”

One of the Tatarstan teachers who had benefitted from Educare training was Alla Golovenkina, from the Nurlat District. The biology teacher was awarded the Teacher of the Year of the Republic of Tatarstan, 2014 as well as the Teacher of the Year of the Russian Federation, 2014. The Russian Teacher of the Year competition in 2014 involved more than 80,000 teachers but only 15 reached the final.
Economists have dubbed it the “Asian Century” and a quality education that exposes one to life in the heart of Asia - in a safe and secure environment - will be a great advantage for the future. Singapore fits this description and prides itself on being able to offer the best of both the East and West. *Opportunity Russia* asked students from Russia, who had studied here what the reality of living and learning here at one of Singapore’s most established educational institutes, MDIS (Management Development Institute of Singapore) was like. MDIS has specific programmes, services and facilities to meet the interests and needs of Russian students. For MDIS international student prospectus tel: 62788000 or email: ib@mdis.edu.sg Website: www.mdis.edu.sg

**VLADISLAVA CHEREPOVA**

**STUDENT PROFILE**

**MDIS Programme:** Bachelor of Science (Hons) in International Tourism and Hospitality Management, awarded by the University of Sunderland, UK

**Other Qualifications:** GCE ‘O’ Level

It’s been eye-opener for me, not only in terms of education, but also the importance of networking in a global school. The education delivered (at MDIS College) is significantly different from Russia, where it is more textbooks and examinations based. The system is also thorough, with more emphasis on lectures. The tutors often encourage self-study to ensure we do not lag behind. The rigorous education system is very rewarding. For students needing to catch up, the teachers are helpful and provide guidance. Being a student in Singapore involves effort on our part too. We have to put in the effort to study and do well.

Teachers were very helpful and it was nice to interact with them. I still keep in touch with my tutors today, despite having completed my programme. There are students from many different countries studying in MDIS, including from China, India, Indonesia, Kazakhstan, Korea and Singapore. I communicate with everyone as they are all very friendly and my best friend is a Korean.

At first, I was apprehensive about trying different foods because there are many spicy dishes. However, the great variety of cuisine allows you to find something you like. On campus, there is a canteen with a variety of cuisines and a café too. In the near future, I would like to visit other neighbouring countries to see how people live there and get to know their cultures and traditions, as well as develop my career prospects in Asia.

Being proficient in English was important in helping me understand my subjects. In Moscow, I’d studied with an English tutor since I was 6 years old and had been trained on the IELTS preparation courses before my arrival in Singapore.

My English proficiency has heightened considerably since coming to MDIS. I often think and write in English. When speaking with my parents, I sometimes forget how to say things in Russian!

On weekends, you can have a wonderful time out with friends and also with family who might be visiting Singapore. There are many wonderful tourist attractions, and cultural and entertainment events almost every weekend throughout the year.
ARTUR AKHMETZYANOV

STUDENT PROFILE

Current Job: Business Development Manager / Content Advisor for Click2View (Content Marketing Agency in Singapore)

MDIS Programme: Master in International Business (Distinction), awarded by Grenoble Graduate School of Business

Other Qualifications: MSc, Business Administration, from Kazan State University

I studied at MDIS in 2012-2013. I was pursuing a Master in International Business by French business school, Grenoble Graduate School of Business. It was a European business education with an Asian flair.

I like Singapore for many reasons - a mix of East and West, a multicultural society, lush greenery, clean, safe, developed, modern tech city in the heart of South East Asia. I'm able to speak two languages (English and Chinese) because of the Singapore influence. There are many varied sports and leisure activities, varied cuisine, excellent infrastructure and affordable public transport in Singapore.

I have two majors in Russia-International Relations and Management, so the Master in International Business was a logical continuation of my professional qualifications. In addition, Singapore is built on foreign capital and labor, making it an international business center and a great place to explore business in theory and in practice.

The first year of study was on campus at MDIS in Singapore, and the second was writing the Master's thesis – the Final Management Project. Just like the name of the programme, my class also had a composition of international students - Indian, Russian, French, German, Greek, Canadian, Myanmar, Mongolian, and Vietnamese.

My final management project was about smart cities. When I returned to Kazan, I worked in the design department of a corporation, the operator of the Kazan Smart City project. Grenoble School of Business has expertise in the field of high technology and innovation management, which helped me further gain work in venture capital, business and startup accelerator firms.

ASEL SOORBEKOV

STUDENT PROFILE

MDIS Programme: Diploma in Fashion Design and Marketing, awarded by Management Development Institute of Singapore (MDIS)

Other Qualifications: Bachelor of Commerce in World Economy (specialising in International Economic Cooperation), from Plekhanov Russian University of Economics

Fashion design has always been a passion of mine. Since young I used to adore watching my mother customise clothes. I actually feel really lucky to have completed a degree in economics previously. However, I reached a point in my life where I wanted a change in career; to learn new skills related to fashion and to practice English. I discovered that the quality of education in Singapore is very high, and the cost is relatively affordable. This has allowed me to achieve my dreams.

The programme has exceeded all of my expectations. When I came to MDIS, I was hoping to get the basic theoretical knowledge in order to continue my education in Russia. However, in just one semester, I've learned to draw from scratch, make professional technical drawings and presentations, create patterns and sew them into fashionable clothes. My portfolio has grown from strength to strength.

Our teachers have extensive experience in the fashion industry and they share their knowledge with us. I like their teaching methodology. Being an international student, I was initially a little nervous but my international lecturers and the comfortable and relaxed environment in MDIS helped a lot.

The school regularly collaborates with prominent companies, where the students get the opportunity to create designs for them. In particular, our class has collaborated with one of the largest shoe & bag manufacturers, Bata. We were tasked to create different handbag collections and I was so happy when my designs won!

I also had the opportunity to meet the Asia-Pacific President of Dolce & Gabbana. I asked him a few questions and he obliged with some insightful replies. It made my day! I really like the environment in which we study. We have a great fashion studio, equipped with modern industrial equipment. I have friendly classmates. Since many of them come from different countries, I gain additional knowledge about different cultures, languages and customs. All these are absolutely much more than what I expected and I am very glad I chose MDIS.
SINGAPORE FOOD GUIDE

SEAFOOD GALORE!

It is one of Singapore’s most famous dishes but there is more to seafood than just chilli crabs. Have you tried the world famous Black Pepper Crab?

First, you have to find a good place to eat and it is almost unanimous among seafood lovers here that one of the best places for seafood is at Long Beach Seafood Restaurant. Long Beach Seafood Restaurant was first opened in 1946 at Bedok Restaurant House along Old Bedok Road. Since then it has been conferred many awards for its dishes and today there are five outlets throughout the island. By all means you must try the Chilli Crab but as they say variety is the spice of life and you don't really know what you are missing unless you try these Long Beach Seafood signature dishes.

Famous Black Pepper Crab
Long Beach Seafood is the original creator of Singapore’s world famous and best Black Pepper Crab in 1982. It has been hailed as a culinary masterpiece by The New York Times and the Courvoisier’s Book of the Best, and remains a constant favourite with ardent crab lovers over the years.

Air Flown Live Alaskan King Crab
One tantalizing creation that is a must order is the Alaskan King Crab. The unique gravy complements the flavour of the crab meat, which is succulent, juicy and firm. The crab is best noted for the chunks of sweet meat packed inside its long legs. The tenderly juicy and sweet flesh gets a dash of local flavour with Long Beach's special white pepper sauce, which is a perfect blend of delicate spices that slowly kicks in. The white pepper sauce is specially concocted to enhance the flavour of the crab meat that keeps you coming back for more.

Air Flown Live Canadian Geoduck Sashimi with Superior Stock Steamboat
The Air Flown Live Canadian Geoduck has a very crunchy texture, with a subtle seafood sweetness. People who do not take raw food can cook their food in the superior stock steamboat. The stock brings out the natural sweetness of the Geoduck.

Air Flown Live Australian Lobster
There are three recommended preparations for this dish. The first is the Live Australian Lobster Sashimi with Superior Stock Steamboat. Sink your teeth into the tender and succulent flesh of the Australian Lobster. You can choose to eat it raw with sashimi, or cook it in the steamboat stock. The fragrant broth brings out the fresh and sweet taste of the lobster meat.

Air Flown Live Australian Lobster
The second way is the Golden Stripe Style which was created in 1991 and third, the Portuguese Style created in 2006. Be it in Golden Stripe (available at all outlets) or Portuguese style (Main & King only), the different cooking styles bring out the naturally succulent and tender taste of the lobster or you can choose to eat it raw with sashimi and cook it in the steamboat stock. The fragrant broth brings out the fresh and sweet taste of the lobster meat. The wonderfully crispy texture and sweet taste of the meat will guarantee second or third helpings.

OUTLETS
Long Beach MAIN (Tel: 6445 8833)
Next to ECP Burger King, 1018 East Coast Parkway. Singapore 449877

Long Beach @ DEMPSEY (Tel: 6323 2222)
Left turn to Dempsey via Holland Road(before Peirce Road), 25 Dempsey Road. Singapore 249670

Long Beach IMM (Tel: 6566 9933)
Level 3, Next to Rooftop Garden, IMM Building. Singapore 609601

Long Beach UDMC (Tel: 6448 3636)
#01-04 East Coast Seafood Centre. Singapore 449881

Long Beach KING (Tel: 6344 7722)
(Along Mountbatten Road/ Old Airport Road Junction), Opposite Mountbatten MRT. Singapore 397803

Live Australian Lobster Sashimi with Superior Stock Steamboat
Our Varieties of Live Seafood

Classic White Pepper Live Alaskan King Crab

Famous Black Pepper Crab

Popular Chilli Crab

Live Geoduck

Golden Stripe Live Lobster

Portuguese Style Live Lobster

BBQ Live Spring Water Golden Phoenix Fish

Live Deep Sea ‘Rose Gold’ Crab

Only available at MAIN & KING

Only available at MAIN & KING

Fragrant Mouse Cowrie

Renowned Crispy Duck

Live Tiger Mantis
TRAVEL

TOUR OPTIONS

A visit to Moscow and St Petersburg is a great way to discover Russia. For those looking for something different visit Russia’s San Francisco - Vladivostok!

MOSCOW & ST PETERSBURG

Excellent Introduction to Russia

They are the two most popular destinations and there are numerous tour packages on offer. Established travel and tour agencies here offer itineraries for the two cities that can serve as an excellent introduction to Russia’s heartland and cultural centres. For example, a Moscow and St Petersburg tour package can start from S$1,700 (2 pax, 3-star hotels during low season) to S$4,700 (2 pax, 5-star accommodation during high season) so there is a package price for every budget.

SOCHI Option

This is the beautiful city and the Russian premier domestic seaside resort that hosted the 2014 Winter Olympic Games and Formula 1 Russian Grand Prix. Sochi will be again a sporting venue for the 2018 World Cup. The south-western Russian destination has a favourable climate thanks to its geographical location, a healthy environment and resort atmosphere. There are many hot springs and over 220 health resorts — more than any other city in Russia. Greater Sochi stretches 90 miles along the Black Sea, making it very long. In fact, it’s the second longest city in the world behind only Mexico City.

Sochi is home to a variety of cultural attractions and has become a paradise resort akin to a Russian California where you can swim in the sea in the morning and ski in the nearby mountains in the afternoon. “Rosa Khutor” (ski resort in Krasnaya Polyana), Krasnaya Polyana (mountain cluster) - the venue of the Winter Olympic Games 2014, the Olympic Park in Adlersky district, Imertinskaya Embankment (walking area) are among the main places of interest.

There are excellent transport connections as Sochi’s airport in Adler has been upgraded with a brand-new terminal and is connected to Moscow by more than 20 flights daily with less frequent flights to many regional cities and other former Soviet republics. Russian Railways also has made over its main rail terminal there so travel to Sochi is now more comfortable.

VISIT Vladivostok

For those travelers who are looking for another different Russian destination to explore, should not miss out on “Russia’s San Francisco” according to Lonely Planet, “A real stunner, with pointed mountains springing up above a network of bays, most striking is the crooked dock-lined Golden Horn Bay” in tribute to the likeness of the one in Istanbul.

There are many hilly streets but the city’s infrastructure received a boost (and billions of roubles) thanks to the 2012 Asian Pacific Economic Conference (APEC) that was held here. Best time for travel here are in the summer months of September and October while June brings the rains.
Vladivostok has Russia’s largest port on the Pacific Ocean. It is located on the northwestern coast of the Sea of Japan and borders the Eastern Bosporus Strait and part of the Amur Bay. The city was founded in 1860 as a military post on Zolotoi Rog Bay and two years later got the status of a free trade port. The city’s name apparently originates from the Russian expression “vladei vostokom,” which means “rule the east.”

The city also has unique and well-preserved historic and architectural landmarks and can boast rich nature. Vladivostok is located on the same latitude as Sochi, but the summer temperatures here are lower. Although summer — usually warm and humid — is rather comfortable in Vladivostok.

The main place of interest is the Vladivostok Fortress and its oldest unit, the Bezymyannaya Battery. The antique car museum, the S-56 submarine are also interesting and will impress visitors. The train station is the terminal end of the Trans-Siberian Railroad, connecting the Far East with the western part of Russia and the largest Siberian cities in between. Choosing this route would definitely be a memorable experience because it takes a train departing from the railroad’s starting point - Moscow.

If you visit Vladivostok, get off the main street and explore the tiny side streets for the Vladivostok of old architecture. The funicular train ride climbs up to show breathtaking views of the sea city. Photo taking in front of the city’s bridges is considered a must.

Vladivostok’s international airport (vvo.aero) is located 44 kilometers north of Vladivostok and has an international and domestic flight terminal. It is home to the biggest airline in the Far East, Vladivostok Avia. Vladivostok’s time difference is two hours ahead of Singapore.
The Consular Section of the Embassy of the Russian Federation in the Republic of Singapore is open for visitors on weekdays from 10 am to 12 am at 51 Nassim Road. Essential information on Russian visa application procedures, requirements and fees, as well as on legalisation of documents and notary services provided by the embassy can be found at www.singapore.mid.ru/consular_selection.htm

Singapore nationals require visas for travel to Russia. For more information on visa eligibility and requirements, visit: www.singapore.mid.ru/Visa_Information.htm
CELEBRATING THE TRANSFORMATION OF TEACHING AND LEARNING

Educare generates real impact and shapes destinies by progressively building capacities of educators to equip our children with 21st century skills and competencies.

**REPUBLIC OF TATARSTAN**

December 2015
Educare completed a three-year Enhancing Teaching Quality project to train more than 33,000 teachers in the Republic. The project culminated in a closing ceremony to celebrate the success.

January 2016
A meeting was held with Mr Rustam Minnikhanov, President of the Republic of Tatarstan and Mr Engel Fattahov, Deputy Prime Minister and Education Minister to report on the three-year Enhancing Teaching Quality project, and to discuss future collaboration.

**MOSCOW**

September 2015
Educare was invited to attend the “Thinking behind the changes in the Russian Federation Education System” seminar programme.

March 2016
The Union of Education Workers of Moscow partnered Educare to build capacity and train a pool of Master Trainers who would be able to cascade professional development programmes.

**TYUMEN, TYUMEN OBLAST**

August & November 2015
Educare conducted a series of leadership development programmes for 160 education leaders.

October - December 2015
Educare conducted the Intensive Master Teachers’ Programme (IMTP), where a total of 20 Master Teachers were trained. Educare returned to Tyumen to provide coaching and mentoring to the Master Teachers.

**UFA, REPUBLIC OF BASHKORTOSTAN**

Jan 2016
Educare conducted a workshop on Transforming Learning for the 21st Century for close to 100 teachers.
Best wishes for Russia on National Day!

SGX Mainboard-listed Food Empire Holdings (Food Empire) is a global branding and manufacturing company specializing in the food and beverage industry. The Group’s portfolio of products includes instant beverages, coffee capsules, frozen convenience food, confectionery and snacks.

Food Empire’s products are exported to over 50 countries, in markets such as Russia, Ukraine, Kazakhstan, Central Asia, China, Indochina, the Middle East, Africa, Mongolia, Europe and the US. The Group has 24 offices (representative and liaison) worldwide. The Group operates six manufacturing facilities (two in Malaysia, Myanmar, Russia, Ukraine and Vietnam) and three production facilities (two in Malaysia and one in India).

Food Empire’s strength lies in its proprietary brands – including MacCoffee, Petrovskaya Sloboda, Klassno, CafeRite, NutriRite, Hillway, Hyson, OrienBites, Kracks and Café Pho. MacCoffee - the Group’s flagship brand - has been consistently ranked as the leading 3-in-1 instant coffee brand in the Group’s core market of Russia, Ukraine and Kazakhstan. The Group employs sophisticated brand building activities, localized to match the demographics and consumer trends of the local markets in which its products are sold.

Since its public listing in 2000, Food Empire has won numerous accolades and awards including being recognized as one of the “Most Valuable Singapore Brands” by IE Singapore, while MacCoffee has been ranked as one of “The Strongest Singapore Brands”. Forbes Magazine has twice named Food Empire as one of the “Best under a Billion” companies in Asia and the company has also been awarded one of Asia’s “Top Brand” by Influential Brands.