

Swiss Sister Supports Singapore's Success!



I.J Martin's View from the Top

One of the Chamber's longest-established member companies, Zurich-based [I.J. Martin & Co Ltd](#), has just established a sister company in Singapore and joined the local equivalent of BSCC in this Regional Hub with a booming economy. "The local British Chamber of Commerce, like BSCC in Europe, has an action-packed event programme. It's an effective way to network with other interesting businesses." commented Iain Martin, a BSCC Councillor and MD of the parent company.

"The Singapore Government is very forward-looking. When it learned about our unique 'experience-based' approach in executive coaching, it actively encouraged us to bring it to Singapore's fast-growing businesses" said Marlene Uetz. Chairman of BSCC's Zurich Chapter, Mrs. Uetz is now Managing Director of this new sister company. "Singapore had 16% growth last year. With many local companies seeking to become truly international, there is a wealth of opportunities there for our Asia coaching team. Their own varied experiences in the international business 'hot seat' are invaluable for fast-growing Asian companies, which still have little experience outside the region."

"Singapore has built an Intellectual Capital infrastructure to attract the world's biggest businesses. There are many local coaches in the State, as there are in Switzerland, but none like us. Over thirteen years, we've built a team of former CEOs who now act as mentors to other business leaders. That is why the Singapore Government encouraged us so strongly" added Iain Martin, who has assumed the Chairman's role in the new sister company. "Establishing a local presence in Singapore will be useful to our big clients in Europe and USA who want to have the same quality and approach as we provide to them elsewhere. In fact, our new Asia Office in the Central Business District is in the same building as the UBS and Credit Suisse regional offices and just minutes from other Swiss companies like Julius Baer, Syngenta and ABB.

"BSCC is delighted that one of our most active members has expanded out of Switzerland so successfully and has seen the benefits of also joining Singapore's British Chamber." said BSCC's MD Carolyn Helbling. "Business networking and good local business advice are fundamental for success in relationship-based cultures like Switzerland and Singapore."

"We've already been able to connect I.J. Martin & Co to one or two interesting Swiss subsidiaries in Asia" added Fiona Rhodes, BSCC's Marketing Manager "and we'd like to do more of that for other members in future".

Source:

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