The world of tomorrow needs answers that last.
CEO message

Siemens at a glance

Local milestones

Energy Sector & success stories

Healthcare Sector & success stories

Industry Sector & success stories

Infrastructure & Cities Sector & success stories

Sustainability

To be a pioneer - this is our vision, our identity and the defining characteristic of our corporate culture in Siemens.

It is this vision that led Siemens to deliver and install the telegraph devices for the first communications sea cable between Singapore and Batavia, now Jakarta, in 1859. It is this vision that led us to be the first German industrial company to set up operations in Singapore in 1908. And it is this vision that has made us a major partner in building up Singapore's infrastructure. More than 100 years on, we are still growing together with this nation.

Today, we are one of the largest European companies in Singapore, and we take pride in partnering with both the public and private sectors in Singapore, to provide innovations and solutions for the areas of energy, healthcare, industry, and infrastructure and cities.

From efficient power to clean water, building automation to fire security, state-of-the-art medical solutions to industrial solutions for our ports, airports and critical public infrastructure, Siemens plays a vital role in ensuring this country’s progress, success and sustainability - and we will continue to do so.

While meeting the requirements of different stakeholder groups, Siemens also aims to stay true to our company’s values - responsible, excellent and innovative. These values have been the basis for Siemens' global success for over 160 years.

And we have a clear vision: to be a pioneer in energy efficiency, industrial productivity, affordable and personalized healthcare, and intelligent infrastructure solutions; and to continue to provide these innovations and solutions in Singapore.

Lothar Herrmann
President & CEO of Siemens Singapore

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President & CEO of Siemens Singapore
The world needs answers that last - Siemens is building them today.

For more than 160 years, the name Siemens has been synonymous with internationality and worldwide presence. Today, Siemens is active in around 190 regions, occupying leading market and technology positions worldwide with its business activities in the Energy, Healthcare, Industry, and Infrastructure & Cities Sectors.

In our ten largest country organizations alone, employees from around 140 nations are at work on innovative concepts and visionary ideas. Overall, with 360,000 employees around the world, Siemens is well positioned to offer its customers local, targeted, and tailored solutions. In addition to the more than 285 manufacturing locations worldwide, we also have office buildings, warehouses, research and development facilities, or sales offices in nearly every country around the globe.

Our Values

- Highest Performance with the Highest Ethics
  - Committed to ethical and responsible actions
- Responsible
- Excellent
  - Achieving high performance and excellent results
- Innovative
  - Being innovative to create sustainable value

Our Vision

- Siemens - the pioneer in
  - Energy efficiency
  - Industrial productivity
  - Affordable and personalized healthcare
  - Intelligent infrastructure solutions
Local Milestones

**1908**
Established a technical bureau in Singapore – first German industrial company to set up operations in Singapore - to provide sales support for London-based Siemens Brothers Dynamo Works Ltd.

**1970**
Established Siemens Medical Instruments for the manufacturing of hearing instruments.

**1974**
Established Siemens in Singapore – first German industrial company to set up operations in Singapore - to provide sales support for London-based Siemens Brothers Dynamo Works Ltd.

**1989**
Became the first German company to receive the Distinguished Partner in Progress Award from the Singapore government – the highest award given to companies that have made significant economic contributions to the country.

**2001**
The Siemens Center was officially opened by Prime Minister Lee Hsien Loong. The building consolidated most of Siemens Singapore’s operations under one roof to achieve synergies and leverage on Siemens’ broad spectrum of capabilities.

**2003**
Joined hands with PUB to build an innovative water and used water treatment system – the Kranji NEWater Plant.

**2005**
Rolled out the first made-in-Singapore Surface Mount Technology (SMT) machine from the Siplace Center Asia, a regional R&D and manufacturing plant for the company’s pick-and-place machines.

**2008**
Siemens Components was set up as a production pure play, performing back-end operations such as assembly and testing for the Siemens Semiconductors division.

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**2011**
Siemens Matsushita Components was formed as a joint venture between Siemens and Matsushita for R&D and manufacturing of surface acoustic wave (SAW) components.

**2011**
Singapore ranked the greenest metropolis in the Asian Green City Index, a study commissioned by Siemens and performed by the Economist Intelligence Unit.

**Celebrated 100th anniversary in Singapore.**

**Asian Green City Index**
Energy Sector

Our Energy Sector is one of the world’s leading suppliers of a wide range of products, solutions and services in the field of energy technology. We enable customers to generate, transmit and distribute electrical power at the highest levels of efficiency. We also help them produce, convert and transport the primary fuels, oil and gas. We’re the only manufacturer worldwide with know-how, products, solutions and key components spanning the entire energy conversion chain.

Fossil Power Generation. Our innovative technologies generate more electricity from less fuel. We boost the efficiency of coal- and gas-based power generation and supply technologies for low-carbon fossil power generation.

Wind Power. The Wind Power Division focuses its portfolio on the commercial expansion of offshore and onshore wind power. The division combines innovative products and optimized industrial production and logistics with solutions specific to regional markets. In the offshore wind power plant business, Siemens is the market leader.

Power Transmission. Leveraging our innovative strengths in efficient power transmission, reliable switchgear, high-performance transformers and advanced power transmission systems, we enable customers to transport electricity safely and efficiently.

Energy Service. We are the leading service partner for an installed fleet of power plants representing approximately one-fifth of all large-scale and industrial power plants worldwide. Our broad spectrum of innovative products and services helps to ensure reliability, improved efficiency and optimal environmental performance for our customers’ operating plant assets in the utility, oil and gas, industrial processing and power generation industries, helping them to gain the maximum benefit from their investments.

Energy efficiency.
Resource-saving power generation.
Siemens is helping Singapore meet its growing energy demand in cost-effective and environmentally-friendly manners, through the power plants that we are building. Since October 2010, two new F-class combined-cycle power plant units for PowerSeraya Pte Ltd have been operating as a cogeneration facility to produce both heat and power.

“The plant has increased its thermal efficiency to over 75%.”

Siemens supplied the plant with two gas turbines, two steam turbines, two hydrogen-cooled generators, two waste heat boilers and the instrumentation and control system. Siemens also provided all the plant’s electronics.

With a unique and extensive range of products and solutions, decades of experience and thousands of installations worldwide, Siemens is one of the most important technology partners for the oil and gas industry.

“With the FPSO has a production capacity of 80,000 barrels/day of oil and a storage capacity of approximately 650,000 barrels.”

A good example is the Brazilian FPSO (Floating, Production, Storage and Offloading) Cidade de Itajai project for which Siemens cited, after multiple contracts to supply topside solutions including power generation, sulfure removal and power distribution packages.

A joint venture between Norwegian company, Teekay Petrojaril Production AS, and Brazilian company, Odebrecht Oil & Gas, is operating the FPSO on a contract with Petrobras. Jurong Shipyard was contracted to carry out the necessary modifications to the FPSO.

Siemens supplied the vessel with two SGT-400 power generation units mounted on a skid, the sulfate removal unit and an electrical house (E-house). The FPSO has a production capacity of 80,000 barrels/day of oil and a storage capacity of approximately 650,000 barrels.
Imaging & Therapy Systems. The modalities of the Imaging & Therapy Systems cover a broad spectrum of image-based diagnostics and therapy. Every year, imaging systems from Siemens are used in almost a billion examinations around the world. Considering imaging and therapy as a whole, Siemens is one of the industry’s pioneers. 

Clinical Products. In many cases, X-ray and Ultrasound mark the beginning of a patient’s care. To determine what kind of therapy the patient needs, medical providers need fast, effective imaging - the kind that can enable clinically confident diagnoses. Thus, it is the goal of the Siemens Clinical Products Division to provide physicians and radiologists with ultrasound and X-ray imaging to obtain better insights and allow safer diagnoses in a shorter time.

As the world’s population grows and gets older, more and more people thrive to reach their full potential and to lead a healthy, high-quality life far into old age. At Siemens, we play a unique role, supporting healthcare professionals to do their job by providing medical technologies that help deliver a better quality of healthcare and enable ever-improving degrees of individual care through advanced imaging, diagnostics, therapy, and healthcare IT solutions. We provide innovative technology to customize medicine, enabling better differentiated diagnostic results and more distinct therapy decisions.

Diagnostics. Siemens Healthcare Diagnostics is a global leader in in-vitro diagnostics, providing healthcare professionals in hospital, reference, and physicians office laboratories and point-of-care settings with the vital information required to accurately diagnose, treat and monitor patients. Our aim is to enable clinicians to diagnose disease and other medical conditions at an early stage, making it possible to improve patient care while reducing treatment costs.

Customer Solutions. We leverage our broad portfolio of products and services to create integrated solutions which increase the clinical and economic value of the individual offerings of the Healthcare Sector. Reflecting the local focus of healthcare delivery, we provide these solutions where they are needed through our global and regional Customer Relationship Management, Customer Service, and Healthcare Information Technology Organizations.

Siemens Hearing Instruments. Siemens Audiology Solutions contributes to the quality of life of hearing impaired individuals by providing solutions for better hearing and understanding. Combining internal know-how and experience from more than 130 years and in close co-operation with universities, clinics, and hearing centers, we develop and produce innovative hearing aids to the utmost perfection.
Khoo Teck Puat Hospital (KTPH) is a 550-bed general and acute care hospital, which provides for more than 700,000 residents of the northern sector of Singapore with an extensive range of healthcare services. “Combining advanced technologies with medical expertise in a healing environment, KTPH truly embodies the essence of holistic healthcare.”

It was awarded the Green Mark Platinum Award in 2009 by the Building and Construction Authority for its green and efficient design.

Siemens, with a policy for ecological manufacturing, radiation minimization, lifecycle extension, refurbishing and recycling, is a strong contributor to this green hospital. Our installations in KTPH include:

- High speed CT scanners – SOMATOM Definition Flash and SOMATOM Definition AS
- Angiography suites – Artis zee Biplane and two Artis zee C-Arms
- MODULARIS Variostar
- C-arms systems
- SPECT CT scanner - Symbia T
- IT solutions - syngo.via

Combining advanced technologies with medical expertise in a healing environment, KTPH truly embodies the essence of holistic healthcare.

Precision in Diagnosis

As the leading integrated private healthcare group with 17 hospitals and more than 3,000 beds in Asia, Parkway Pantai owns some of the most established and trusted hospital brands in the region including Mount Elizabeth and Gleneagles, and is firmly committed to providing the highest quality healthcare.

“Mount Elizabeth Novena is the first hospital in Asia Pacific to operate the revolutionary Biograph mMR.”

In 2011, Parkway Pantai awarded Siemens a contract to provide Magnetic Resonance Imaging (MRI), Molecular Imaging (MI) and Mammography equipment for some of its hospitals in Asia. Included in this contract is Mount Elizabeth Novena, Singapore’s newest hospital. Opened in July 2012, this is the first hospital in Asia Pacific to install the revolutionary Biograph mMR – the first system in the world that performs simultaneous whole-body MR and PET (Positron Emission Tomography) scans. This allows for shorter examinations, greater patient comfort, and at the same time, minimizes radiation exposure for patients – in line with the hospital’s commitment to deliver quality healthcare with maximum comfort for its patients.

“Mount Elizabeth Novena is the first hospital in Asia Pacific to operate the revolutionary Biograph mMR.”

Photo of Mount Elizabeth Novena Hospital: Courtesy of Parkway Pantai
Industry Sector

Integrated technologies, vertical market expertise and services for greater productivity, energy efficiency and flexibility. The Industry Sector is one of the world’s leading suppliers of innovative, environmentally-friendly products and solutions for industry customers. Solid market expertise, technology-based services and software for industrial processes are the levers we use to increase our customers’ productivity, efficiency and flexibility.

Industry Automation. Our comprehensive, integrated portfolio of automation systems, industrial controls, industrial software and complete industry solutions is making our customers in the manufacturing and process industries faster, more efficient and more flexible. Industries from automotive to water / wastewater will benefit from our leading edge technology and know-how of our industry experts.

Drive Technologies. Productivity, energy efficiency and reliability are our customers’ most important requirements. As the world’s leading supplier for the entire drive-train, we have the right answers: innovative products and systems, integrated applications and solutions as well as end-to-end service throughout the entire lifecycle.

Customer Services. We support our customers over the entire product lifecycle – with retrofit and repair services, technical support, online care, spare part management and commissioning services.
The Deep Tunnel Sewerage System (DTSS) is an efficient and cost-effective solution to meet Singapore’s long-term needs for used water collection, treatment, reclamation and disposal. Comprising a 48 km long deep tunnel that runs 20 to 55 meters below ground and joined by link sewers, it conveys used water by gravity to the Changi Water Reclamation Plant, where the used water gets treated to international standards.

Siemens rolled out the Totally Integrated Automation concept for the project, pulling in a wide spectrum of products, ranging from power distribution, actuators, chain and scraper clarifiers and temperature transmitters, to aeration, sludge conveying and odour control systems.

A dam built across the 350-meter wide marina channel to keep out seawater, Marina Barrage creates Singapore’s 15th reservoir, the Marina Reservoir. It also acts as a tidal barrier to alleviate flooding in the low-lying city areas, and offers a venue for water-based recreation in the heart of the city.

To ensure optimum performance, the Barrage uses Siemens SIMATIC S7 series of Programmable Logic Controllers (PLC) for its Supervisory Control and Data Acquisition (SCADA) system. The system provides real-time remote monitoring and control of the flood-control equipment.

This waterfront icon was conferred the Superior Achievement Award – the highest honor of the competition for the best project entry – at the American Academy of Environmental Engineers’ (AAEE) Excellence in Environmental Engineering Competition in 2009.

The treated water from the reclamation plant is discharged into the sea through deep sea outfall pipes, or channeled to the Sembcorp NEWater Plant (SNP), where it is further purified through Siemens’ advanced membrane technologies into NEWater, Singapore’s own brand of reclaimed water.

“The tunnel conveys used water by gravity to the Changi Water Reclamation Plant, where the used water gets treated to international standards.”

The treated water from the reclamation plant is also purified through the Sea Water Reverse Osmosis (SWRO) system. Siemens’ MEMCOR® CPF membrane system uses light weight membranes with more surface area per unit floor, and requires less pressure to filter water, thus reducing footprint of the plant, power consumption, and the cycle costs for operating the plant - making the Siemens technology a truly sustainable solution.

Flood Control

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Rail Systems. The Rail Systems portfolio comprises the entire spectrum of rolling stock – including railway trains, metros and locomotives and even streetcars and light rail systems.

Mobility and Logistics. Mobility and Logistics comprises all Siemens businesses in the field of international traffic, transportation and logistics management. These include rail automation, infrastructure logistics, intelligent traffic and transportation systems and also technologies for the extension of the electromobility infrastructure.

Low and Medium Voltage. With our consistent portfolio for the medium- and low-voltage electrical distribution we enable the realization of smart grids, thus providing the foundation for green cities as well as energy-efficient infrastructures, buildings and industrial applications.

Sustainable cities.

Technologies for metropolitan areas.

Infrastructure & Cities Sector

More than half the world’s population now lives in urban areas – and the number of city dwellers is increasing every day. With a portfolio comprising integrated mobility solutions, building and security systems, power distribution equipment, smart grid applications and low- and medium-voltage products, our Infrastructure & Cities Sector offers sustainable technologies for metropolitan centers and urban infrastructures worldwide.

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Smart Grid. Smart Grid solutions from Siemens blaze the trail to the future of the energy business. Innovative technologies and services in the fields of IT, data communication, energy automation, and rail electrification pave the way for efficient grids, intelligent power distribution, intelligent consumption as well as electromobility and smart buildings.

Building Technologies. Building Technologies ensures maximum energy efficiency and comfort in buildings as well as safety and security of people, processes, and infrastructures.

OSRAM. We offer customers energy-saving lighting products and solutions for all areas of modern life. Our extensive portfolio includes not only lamps and optoelectronic semiconductor light sources such as light emitting diodes (LEDs), LED systems and LED luminaires but also electronic control gear and light management systems.
In today's electronic age, email may be the preferred way of communication for most people and businesses. But snail mail still plays a major role in delivering letters, information, news, and parcels to people all over the world.

Since 1998, Singapore Post (SingPost) has been using Siemens postal automation system to ensure every piece of mail sent to and from Singapore reaches its proper destination. Roughly three million pieces of mail pass through the Singapore Post Centre every day.

In 2011, Siemens installed a new advanced Multi Sorter System for SingPost, further improving the performance of SingPost's mail delivery, ensuring that its efficiency matches the speed required of today's electronic age.

Boasting a state-of-art public transportation system, Singapore leads the world in driverless mass transit systems. The country's Downtown Line (DTL) will considerably shorten travel time for up to 500,000 commuters daily, and the first phase is scheduled to complete in 2013. At 42 km long, the DTL will be the longest underground and driverless MRT (mass rapid transit) line in Singapore. Siemens will supply and install the complete medium-voltage and traction power supply system for this new metro line. Some of the substations, installed with inverters, are capable of feeding surplus energy back into the power supply network, improving both energy efficiency and environmental compatibility.

Siemens provided two chiller plant systems, Building Management System, Fire Alarm and Intercom System, and the Public Address System. The Chiller Plant Measurement and Verification (M&V) High Accuracy System attained a BCA (Building and Construction Authority) Green Mark GoldPlus/Platinum award. This unique Chiller Plant design allows Singapore EXPO Extension to save up to 30% of the energy as compared to using a normal Chiller Plant Design.

On top of that, Siemens will also supply fire safety solutions - FibroLaser™ III and Sinorix N2 - at all DTL Phase 2 stations. Fire protection demands quick detection and localization of the fire source. FibroLaser™ III is a leader in both, and Sinorix N2 extinguishes fire efficiently. It is also environmentally-friendly, as it uses pure natural gases.

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In early 2011, the EXPO started work to extend its area by 8000 sqm. Siemens received the project order to provide the building systems required. This was Siemens’ first major energy project for buildings in ASEAN.
Sustainability these days is a buzzword used in many different contexts with many different connotations. But what does it mean for a multinational company? We at Siemens don’t just talk about sustainability. We’ve made the three areas of sustainable development – environment, business and society – the cornerstone of all our activities.

Acting responsibly for a successful future
In the area of the environment, we’re providing innovative products and solutions to improve both our own ecobalance and those of our customers and suppliers. In the area of business, we’re focusing on long-term value creation. And in the area of society, we’re fostering our own employees and striving to be good citizens in all the communities in which we are active.

Although decisions in these areas are not always free of conflicting interests, we aim to make them all transparent and to find the best solutions possible. The responsible use of natural resources, targeted investments in future-oriented technologies that support profitable growth while offering customers competitive advantages, and a company ethos that goes beyond mere compliance with the law and places integrity at the center of business operations – these are the factors enabling us to drive sustainable development and to lay the basis for our company’s successful future.

Sustainability and company values
As our history shows, our understanding of sustainability is closely linked to our company values – responsible, excellent, innovative. From the very beginning, Werner von Siemens insisted that his company fulfills its responsibilities to its employees, to society and to nature. To achieve excellence, to capture leading positions in the markets of tomorrow, to develop innovative technologies that help ensure the future viability of modern civilization – this has always been our vision and our challenge.

The three areas of sustainable development - environment, business, and society - govern all our activities.
As an integrated technology company that has one of the world’s largest environmental portfolios, Siemens has consistently focused on four megatrends that are shaping the 21st century: demographic change, urbanization, climate change, and globalization.

We are constantly breaking new grounds with innovative products and solutions that cater to these megatrends, contributing to the sustainable development of the company, as well as Planet Earth.

In Singapore, where sustainable water supply and water management are key topics, Siemens has established a Global R&D center for water technologies.

Siemens is also currently working with the Energy Efficiency Programme Office (E2PO) on a first-of-its-kind study in Singapore that will assess the technical feasibility, cost-effectiveness and commercial viability of different technologies for energy reduction in Singapore.

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Siemens Caring Hands

Siemens Caring Hands is the company-wide program for people in need which involves voluntary work, partnerships and disaster relief. It is an opportunity for Siemens and our employees to be good corporate citizens.

“To-date, Siemens is proud to have raised over $3.6 million for the President’s Challenge.”

In Singapore, all Siemens employees are given a working day off per year to undertake community work and offer support to charities and projects for the less fortunate. Over the years, our employees have been lending their caring hands to organizations such as MINDS, Handicapped Welfare Association, Child’s Association of Singapore, Food from the Heart, St. Joseph’s Home, and Waterways Watch Society.

Under the Siemens Caring Hands umbrella, Siemens has been supporting the President’s Challenge since 2003. The company raises money for lesser known charities, as well as rally our employees and business partners to reach out and help these underprivileged through various fund raising activities. To-date, Siemens is proud to have raised over $3.6 million for the President’s Challenge.

“We are constantly breaking new grounds with innovative products and solutions that cater to these megatrends, contributing to the sustainable development of the company, as well as Planet Earth.”

Siemens successfully developed a new process that reduces desalting energy by over 50% compared to best available technology. The next step for Siemens is to set up a full-scale pilot by 2013 with Singapore’s national water agency, PUB.

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Siemens Caring Hands Sustainable Growth

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In 2008, the Environment & Water Industry Program Office (EWI) awarded Siemens an R&D grant to design a more energy-efficient seawater desalination technology. Siemens successfully developed a new process that reduces desalting energy by over 50% compared to best available technology. The next step for Siemens is to set up a full-scale pilot by 2013 with Singapore’s national water agency, PUB.

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Siemens is also currently working with the Energy Efficiency Programme Office (E2PO), a multi-government agency committee led by the National Environment Agency, on a first-of-its-kind study in Singapore that will offer useful insights into the energy use patterns across different sectors within a town.

This study will assess the technical feasibility, cost-effectiveness and commercial viability of different technologies for energy reduction in Singapore.

Left: Cleaning rivers and beaches
Bottom: Siemens has successfully developed a process that reduces desalting energy by over 50% compared to best available technology. The next step for Siemens is to set up a full-scale pilot by 2013 with Singapore’s national water agency, PUB.
Right: Siemens will do a pilot energy usage study on Tampines town.

Bottom: Siemens has successfully developed a process that reduces desalting energy by over 50% compared to best available technology. The next step for Siemens is to set up a full-scale pilot by 2013 with Singapore’s national water agency, PUB.

Right: Siemens will do a pilot energy usage study on Tampines town.