We’re addressing the toughest ASEAN questions.

Answers for ASEAN.
How can we meet consumer demands as fast as they arise?

The Siemens answers: Digital engineering for flexible production. An efficient energy conversion chain. And the world's first pocket ultrasound system.

How can we deliver cleaner energy today?

How can we get a rapid diagnosis right here?
Innovation and vision, coupled with a far-sighted willingness to take entrepreneurial risk to achieve enduring success, has enabled our founder to put the company on track to become what it is today: a global provider of leading-edge technologies. And it’s the same pioneering spirit – the spirit that made Werner von Siemens a trailblazer in electrical engineering in his day – that’s enabled our company to grow and prosper in ASEAN for more than a century.

Today, we are one of the largest German companies in many parts of ASEAN. We take pride in delivering the right answers to the region’s toughest questions in industry, energy and healthcare. Siemens plays a vital role in ensuring this region’s sustained progress and success.

From efficient power to clean water, effective transportation to critical public infrastructure, solutions for the intelligent factory to high-quality and affordable healthcare, Siemens plays a vital role in ensuring this region’s sustained progress and success.

A pioneer of our time – this has been our strategy in the past, and will remain so for the future. And this strategy is guided by the principle of sustainability. The same principle that has enabled us to build up an Environmental Portfolio, which has made us the world leader in green technologies today.

We have a clear vision: to be a pioneer in efficient energy supply, industrial productivity, affordable, personalized healthcare systems and intelligent infrastructure solutions; and to continue to provide these innovations and solutions to ASEAN.

This brochure is an introduction on our efforts to realize this vision and a snapshot of the answers we have already provided to ASEAN. We remain committed to provide more answers to the toughest questions of our time to ASEAN.

In an era fuelled by global competition, bonding in prosperous partnerships for progressive development is a principal that binds together the fast growing ASEAN region. Siemens takes pride in providing answers to ASEAN’s toughest questions concerning Industry, Energy and Healthcare. In addition, the Siemens Environmental Portfolio exemplifies how, as a global player, the company honors its commitment to sustainable development.

Answers for ASEAN

“Indonesia has proven to be among the fastest growing economies in Southeast Asia. Since 1855, Siemens has been actively engaged in developing the country’s infrastructure. We will continue to be a reliable and competent partner by providing solutions within the sectors of Industry, Energy and Healthcare.”
Hans-Peter Haesslein
President & CEO Siemens Indonesia

“With strengthened local skill sets and access to new technologies, we are delivering state-of-the-art solutions to suit customers’ specific needs. We are well on track to accelerate our status from being “present” to being “preferred” as a trusted partner for Malaysia’s sustainable future!”
M. Prakash Chandran
President & CEO, Siemens Malaysia

“For over a hundred years, Siemens has provided the Philippines with technologies that have made the country more competitive in the global arena. In the major growth fields of industry, energy, and healthcare, Siemens has been a valuable partner, enabling Filipino communities to master various challenges.”
Jacky Chan
President & CEO of Siemens, Inc. Philippines

“For over a century, Siemens has been setting the pace of growth in Singapore. From efficient power to clean water, building automation to healthcare, and solutions for our ports, airports and public infrastructure, Siemens plays a vital role in ensuring this country’s progress, success and sustainability.”
Lothar Herrmann
President & CEO of Siemens Singapore

“For over 100 years, Siemens is committed to the economic and infrastructure development of Thailand as well as the people’s quality of life through innovative industrial products and solutions, efficient power generation, transmission & distribution, reliable mass transit systems and healthcare.”
Anthony Y.W. Chay
President & CEO of Siemens Ltd., Thailand

“With its unique and broad portfolio, Siemens matches perfectly the challenges that Vietnam faces currently, and in the coming years, especially in the fields of infrastructure, transportation, energy and healthcare. As an integral part of the Vietnamese economy and a long term and trustworthy partner, we are committed to support Vietnam to successfully overcome these challenges and to thrive.”
Erdal Elver
President & CEO of Siemens Vietnam
The intelligent factory

The manufacturing industry in ASEAN is on the threshold of a new era with a production concept that slashes time from product to market. Welcome to the intelligent factory.

“We understand the challenges facing ASEAN’s industries. To master them, we’re working closely with our partners, setting technology trends in the process, and helping our customers to achieve energy efficiency, productivity and flexibility.”

Lothar Herrmann
Industry Sector Lead, ASEAN Cluster

Sustainable Solutions

Environmentally responsible cement company brings efficiency to the tea with Siemens’ SIMATIC

In Indonesia, Holcim is the first brand in the cement industry to achieve the Super Clean Status and attain first place in the environmental category of the NCSR. This demonstrates the achievements of the entire company in the name of greater efficiency. Siemens was asked to advise Holcim for the design of its existing mill and a new plant in Cilegon. Based on Siemens’ SIMATIC PCS7, the control system was designed and commissioned with an integrated safety concept ensuring high system availability, investment security and future safety. With included operation total cost, it comes with SIMATIC control system with software modules that have been configured for more than 40 years with close co-operation with cement manufacturers worldwide. In perfect tune with the requirement of a cement industry, it is able to handle fault diagnosis and displays status information in the form of a comprehensive online reporting. More energy saving, more efficient and an ecologically friendly act, naturally. More energy saving, more efficient and an ecologically friendly act, naturally. More energy saving, more efficient and an ecologically friendly act, naturally.

Fire Watch

Siemens guards the Indonesian Government’s vital assets with integrated fire-proof solutions

Indonesia’s leaders in the safe hands of PERMURI, the Indonesian Government Security Printing and Minting Corporation. Famous for their light security, Siemens was the partner of choice to provide the full spectrum of fire detection and Danger Management Systems (DMS) – CS1140 combined with UNITEK devices. The AlgoRex concept is designed to provide perfect protection, from detection to fast signal processing and control. The AlgoRex portfolio also contains an impressive variety of special detectors and systems ranging from flame detectors, detectors for dangerous areas, security, and fire protection systems, ensuring maximum security and energy efficiency in buildings, while maintaining a high level of security and fire safety.

Precious Clinkers

Second production line at Cong Thanh Cement Plant is the longest in Asia

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Industry

Drive Technologies

From electronics manufacturing solutions to standard and large drives applications, Siemens offers a wide portfolio of solutions that addresses the needs of an ever-evolving industry.

Industry Solutions

As the world’s largest industrial automation supplier, Siemens offers state-of-the-art designs and solutions for the automation and control systems of industrial plants worldwide, from design and development, to production, sales and service.

Industry Automation

As the systems and solutions integrator for plant business, we have the know-how for control and optimization with Siemens. Siemens’ automation systems bring competitiveness of enterprises as well as creating environmentally-compatible solutions for water processing and raw materials processing systems.

Mobility

Siemens network various transportation systems to meet people and goods efficiently, and we are developing solutions that complement in operating systems for rail and road traffic for solutions for aerospace logistics, metro automation and rail electrification.

Building Technologies

Siemens offers a wide portfolio of building solutions in energy management, building automation, safety, security, building protection systems, ensuring maximum security and energy efficiency in buildings, while maintaining a high level of security and fire safety.

Lighting

Optimizes the use of the world in a different light. A wholly-owned Siemens company, Osram offers a comprehensive range of lighting applications and products that are eco-efficient, environmentally friendly and energy efficient.

Solutions for Industry

Precious Clinkers

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Solutions for Industry
**Fleets of Fancy**

Tire-turning sysVance, the Express Rail Line (ERL) made a fast motion.

The Kuala Lumpur Sentral station (KL Sentral) is more than a train station. Built with complete airport breakaway, air railways and passengers are as good as being located in the terminal, as the Express Rail Line (ERL) connects to the Kuala Lumpur International Airport (KLIA) in just 26 minutes, with a 13.5 km/h to performance rate. The 57 km air-city connection was built by Siemens’ tunnery project awarded by local

**Clear Cut**

Siemens SIMATIC high glass manufacturers may optimise production benefits, despite many market challenges.

The rise and fall of market demands are highly unpredictable. Plant operators would want to see fast and easy changes to reach its optimum production capacity. Hence, the provision and commissioning of excellent investments and long term contracts guarantees the production capability. The SIMATIC solution is the Siemens high-speed glass handling system. SIMATIC, after making the first move, covered its entire plant system, with the SIMATIC PCS 7. The new Siemens’ Baggage Handling System (BHS) at KL Sentral, the main train station, Sanford, and Beijing International Airport: The Ministry of Transport, Malaysia, awarded the EUR 25 million contract to Siemens to transfer baggage from the main terminal at KLIA and the ERL stations in less than 60 seconds, faster than a 36-second, compared to only 7.26 per minute. A-59 welcome to passengers in any air routes, who also has direct connections. Nowadays, airport to KL Sentral, the main train station, Sanford, and Beijing International Airport, and the entire system was shown to be in place as it handles over 150,000 passenger daily.

**Speedy Luggage**

Siemens’ Baggage Handling System mirrors the best baggage handling arrival from KL Sentral, even ahead of the passenger.

As the region’s fastest growing airport, efficiency is key for Kuala Lumpur International Airport (KLIA). Siemens, has been working for over three consecutive years. In 2007, it achieved the 10th of performance rate. The 57 km air-city connection was built by Siemens’ tunnery project awarded by local

**A Partnership that Flows**

Singapore’s Government made a commitment to become the world’s hub with state-of-the-art technology and has chosen a partner that is an ambassador to achieve this goal.

The impending need for the country to be fully self-sufficient in water supply requires that a new plan be carried out. New opportunities are arising for Singapore to invest heavily and become the global hub for water treatment technology, producing water that is fresh, clear, and pure. Siemens has since led both to identify three core simulation software for collaboration and development. The government has identified three main water treatment technology, that is expected to reduce energy consumption by 60%.

**Refreshing Rizal**

Siemens delivers fresh water supplies to the water-rich province of Mt. Rizal.

Real province lies in the eastern boundary of Mt. Rizal, in a total land area of 1,713.5 square kilometers with a population of 1.4 million. Rizal has depopulated population with many rural areas. The region is highly dependent on rivers and supplies for its water requirements. In the last few years, Rizal’s rapid population growth and the growing demand posed a challenge to its water system. The province’s official water conservation, the existing production line, and also to power plants which rely on water as a primary fuel. Siemens also supplied a new set of control systems for the SIMATIC PC7. The new plant is a state-of-the-art state of the art glass furnace system, in Cambodia, the plant is working on a 480 tons/day production. The 1200 MLD project, is a production facility which benefited from Siemens’ SIMATIC PCS 7. Also, an Italian company, formed to be a joint-venture, is now more than 56km.

**Auto Cruise**

Siemens’ full suite of Industry Solutions pairs automotive plants into a smooth performance of excellence.

Challenges for an automotive industry don’t only rely on high sales, but also on sales with the highest quality standards. In every step of the way, the plant was appointed to be an accessory to the customer’s convenience, delivering – clean, fresh, and abundant flow of water is too Rizal’s residents.

**Bottled and Ready To Serve**

In January 2009, popular carbonated beverage company, Coca-Cola Bottlers in Thailand, required a quick migration strategy and Siemens.

Like many other Coca Cola bottlers, Coca-Cola Sabeco (CCS) is facing the need both to plan a migration strategy for two of its bottling lines - one in Ho Chi Minh City, and another in the Nha Trang. CCS is contracted to develop a new system for its Filling and Packaging Lines, and by keeping to the Optimised Packaging Line hardware specification, the Elena costs for the lines too, lowered. The project was commissioned within four months and the system was put into operation immediately. CCS is the best possible set up for future MES/ERP connections and keeping the production to Siemens in future projects.

**Mobilizing Bangkok**

Hundreds of thousands of people can come and go at the heart of Thailand’s busy metropolis.

There are over 5.5 million vehicles registered in the Bangkok area. In terms of traffic, heavy traffic and deteriorating air quality are set to become the most challenging for San Miguel-Yamamura Packaging (SMY) Cavite automation of its affiliate’s glass production in the Philippines entrusted Siemens the capacity, hence reap maximum profits. Yet, changes to reach its optimum production

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The challenge facing ASEAN’s energy providers is one of sustainable development. That is, to provide a growing population with reliable supplies of electricity without contributing to climate changes. With technologies – from power generation to transmission and distribution to renewable energy – Siemens is delivering eco-friendly answers to the region.

Answers for the Environment

Ecofriendly electricity

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“ASEAN Integration Methodology (AIM) helps us to integrate and improve our skill set within this cluster of countries. To our esteemed customers, this means faster response, improved reliability, better understanding of their needs and expectations and access to the world’s best practices along the entire energy conversion chain from a single source. We look forward to continue being the preferred partner of choice.”

M. Prakash Chandran
Energy Sector Lead, ASEAN Cluster
The First, the Longest, the Only

Not many can claim the titles, but the transnational High Voltage Direct Current (HVDC) link project connecting Malaysia and Thailand earned it all for Siemens.

When a conventional AC interconnection ceases to guarantee power reliability in overloads, that’s when big scale technology comes to play. Even during economic uncertainties in the late 90’s, Malaysia and Thailand boldly decided that power and system reliability for their countries’ energy needs are not to be compromised. Thus, was born the transnational power grid, the TNB-EGAT High Voltage Direct Current (HVDC) Link. The HVDC transmission line was successfully stretched out from the Gurun 500/275kV DC converter substation in Malaysia and Khlong Nuea 230kV DC converter substation in Thailand some 110 kilometers away. Both stations were fully equipped with cutting edge, state of the art technology in power electronics and control systems; and 8kV electrical triggered-thyristor. Until today, the two countries are sharing spines of its energy reserves through a first of its kind agreement, commissioning a 500kV, 300MW monopole, designed to be easily upgraded to 600MW when the need arises.

Linking Needs

Partnering Indonesia’s homegrown companies, Siemens delivers world class turnkey solutions for high voltage power supply substations

With the building of new power plants such as the PT. Java Power’s PatIon II Plant in East Java, and the surging demand at the main bulk point on the western part of the island, especially for big cities such as Bandung and Jakarta, the extension of the existing east-west power connection to the South part of Java and Sumatera’s interconnection system became indispensable. PT. Siemens Indonesia backed by the team from Siemens AG, fulfills the impending need to ensure continuous and reliable power supplies for Java. The Tasikmalaya project took off in 2002 with Siemens entering a consortium with PT. Ritra Safitri and PT. Ciaccotrac, with an initial scope involving the turnkey construction of the Tasikmalaya outdoor substation for the 500kV and 150 kV. Connecting to the grid, it is linked to the 500kV overhead line of the Java South Link. In June 2009, national power producer, PT. PLN (Persero) entrusted Siemens with the 375 kV AIS Tasikmalaya substation, directly connected to Asahan I Hydro Power Plant. The full works of supply, civil work and commissioning of the product was one of the major contributors to the 10,000 MW program at Sumatera grid. Siemens also delivered, from a single source through the Total Integrated Power, turnkey solutions of its comprehensive portfolio in Low Voltage and Medium Voltage Distribution system for steelmaker PT. Bluescope Indonesia.

Supporting the Drive for Total Electrification

Through its partnership with Meralco, the Philippines’ biggest utility distributor, Siemens helps provide adequate and reliable power supply to burgeoning industries and households all over the country.

Siemens supplied a 300MVA power transformer and other equipment to Meralco’s 230kV substation in the provinces of Cavite and Laguna, both noted for world-class techno parks and mushrooming middle-income residential developments.

The E-House Support

Singapore provides an important conversion point for a large operator of offshore vessels

A major challenge for offshore production is getting the oil to shore. To ensure a reduced waiting period, the oil is often pre-processed and temporarily stored at a Floating Production Storage and Offloading (FPSO) vessel. An FPSO vessel is the closest vessel very close to the drilling platform or drills holes in the sea floor. The complete electrical system for an oil production vessel can be housed in gigantic containers called the “E-House”. Through a strong Siemens Singapore and Malaysia collaboration, Siemens’ Oil and Gas expertise won its first complete E-House installation for an FPSO through partnership with Bumi Armada, the largest owner and operator of offshore support vessels in Malaysia. These E-House modules are installed directly on the deck of a ship, including all electrical distribution, equipment and the Integrated Control and Safety System (ICSS) based on the PCS7 platform. The E-House is then transported to the Keppel shipyard in Singapore where it will be installed on the FPSO topside. Although converted at Keppel, the oil finally ended up on a station in offshore Nigeria.

A Greener Option

Combined Cycle Power Plants offer an option to Thailand for a more efficient and cleaner generation of power

With a hungry industrial sector, sufficient, clean and highly reliable energy supply is essential to meet the critical energy demand of Thailand – expected to rise five to six percent each year. Siemens, along with consortium partner, Marubeni Corporation is a turnkey contractor. Apart from being a crucial support vessel cooperation of Japan, were entrusted by the Electricity Generating Authority of Thailand to build two new combined cycle power plants, with Siemens Gas Turbines S-4000F. The Chana power plant in Songkhla province - Thailand’s southern economic hub - supplies electricity to 14 provinces to meet the increased energy demand. And 60km east of Bangkok, Thailand’s biggest and most modern power plant, the Bangpakong Block V in Chachoengsao province has been a provider of efficient and reliable power supply since 2009, producing well over 25 percent of the country’s electricity needs. Both plants use natural gas as the primary fuel, reducing the country’s dependence on imported oil, and saving substantial foreign currency each year. Siemens’ highly efficient gas turbine technology was commissioned to reduce carbon dioxide emission per unit of electricity produced so that less damage is done to the environment.

“Power” Island

Siemens plays an important role for Vietnam’s future economic growth

Marking another milestone in its long history as a trusted partner to Vietnam, Siemens has been contracted by Vietnam Machinery Erection Corporation (LILAMA) to supply the Power Island for the Nhon Trach Combined Cycle Power Plant (CCPP). Following the successful operations of key power plant projects such as Phu My 3 and Ca Mau 1 & 2 Oil FPF, Nhon Trach 2 CCPP will be a major additional generating facility for Vietnam in the future, playing an important role to meet the increasing power demand and ensure the economic growth and prosperity of the country. The owner of this project is PetroVietnam Nhon Trach 2 Power Joint Stock Company and LILAMA Corporation is a turnkey contractor. Apart from supplying a range of state-of-art generators and steam turbines such as the SGTS-4000F and SSTS-5000, Siemens will also provide long-term maintenance service for the main equipment of the Power Island.
The demand for healthcare – both preventive and curative – is expected to soar. To make high-quality and affordable healthcare a reality for many, and to share the dream of different ASEAN countries to offer world-class healthcare treatment, Siemens delivers answers for the healthcare industry.

**Answers for life**

**Patient-centric solutions**

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**Imaging and IT**

Providing imaging systems for early diagnosis, intervention as well as for more effective prevention, systems from the Imaging & IT division are networked with high-performance healthcare IT to optimize processes.

**Clinical Workflow & Solutions**

For fields in cardiology, oncology and neurology, this Division delivers solutions for women's health, urology, surgery and audiology as well as turnkey solutions and consulting.

**Laboratory Diagnostics**

In in-vitro diagnostics, we offer a broad portfolio of performance-driven diagnostics solutions that provides more effective ways to assist in the diagnosis, monitoring and management of diseases.

**Hearing Instruments**

Siemens provides a wide range of discreet, attractive and advanced hearing systems that are tailored to the needs of modern, active lifestyles and open up an entirely new world of hearing. The company holds numerous patents for improving the quality, reliability and accuracy of fitting of hearing systems, positioning Siemens as a market leader in the worldwide hearing aids market.

“ASEAN's population is growing and aging - rising awareness translates to a greater demand for high-quality, affordable healthcare. Siemens is working closely with healthcare professionals and institutions in our region to ensure that their patients have shorter treatment times, lower dose and more accurate diagnoses at the right cost point.”

Khush Mehta
Healthcare Sector Lead, ASEAN Cluster
Restoring Care

Siemens Verio stands by the Government’s commitment to improve access to quality healthcare in the Indonesian city of Aceh

The Dr. Zainoel Abidin Hospital in Banda Aceh was not spared from the massive earthquake or even the devastating Tsunami years later. Today, restored and renovated, the hospital stands as the Indonesian Government’s commitment to restore the health and well being of the tragedy-stricken community. The landmark improvisation included Siemens’ supply of the Magnetom Verio, a patient-friendly MRI system combining 3 Tesla ultra high field technology. With a wide open bore of up to 70cm, it is Asia’s first to provide a distinct class of patient comfort. It greatly alleviates many difficult conditions faced by patients such as claustrophobia and obesity. With Total Imaging Matrix (TIM) technology, it evaluates the most complex pathologies for easy treatment. With one of the strongest magnet field strength clinically, the system can be used for many applications such as neurology, orthopedics and cardiac imaging.

Hello to UPTIME!

The revolutionary UPTIME Services taps into one of the biggest potential markets in Malaysia’s Healthcare sector – Customer Service

Competitive medical and hospitalization costs are amongst the factors contributing to Malaysia’s success as a regional healthcare hub. Both the Government and privately owned medical centres want to deliver no less than the best to patients. Highly sophisticated medical systems and networks demand competent, reliable and fast service support – 24 hours a day, 365 days a year, across all time zones. UPTIME Services was established in Malaysia to be all that and more.

Three-ring promise

Real-time remote system monitoring and preventive maintenance of medical hardware and software can be accessed by customers in just one phone call. Answered in less than three rings, customers are able to access a specialized customer care network model that integrates 60 technical support engineers, applications specialists and an engineer despatch in one systematic workflow. This enables Siemens to detect parameter deviations in medical imaging systems before malfunctions occur through the globally networked Siemens Remote Service (SRS). Reputable private practice Wijaya Medical Centre did not hesitate to invest in Siemens’ medical equipments, convinced by UPTIME as the back and call partner with no problem too big to be solved.

WholeHearted Health

Siemens brings the Philippines’ medical community into the forefront of the next generation’s cardiac care capabilities.

In the Philippines, coronary heart disease and stroke are leading causes of mortality with an estimated 120,000 deaths per year. Not long ago, cardiac surgery for very sick patients was considered life-threatening and for patients’ in the early stages, such an option was considered drastic and invasive. A brand new hospital in the City of Taguig was ready to change the stigma with some assistance from Siemens. In its healing mission, St. Luke’s Medical Center made another smart investment in the forefront of the next generation’s cardiac care capabilities. The Arts Zee family is Siemens’ breed of surgical angiography suites, offering high-end imaging for the most complex and most delicate interventions. With Arts Zee’s angiography system, soft tissue imaging results are directly available at the tableside in less than a minute. Another offspring in the family, the Arts Zee Biplane was the preferred choice for the Manila Doctors Hospital for its new cardiovascular facility. Equipped with mixed detectors for increased coverage and complete state-of-the-art catherization laboratory system, it is the ideal choice for imaging structural heart diseases covering for the entire spectrum of interventional cardiology and radiology. Arts Zee’s hybrid installations enable physicians to care for their patients with greater speed and precision while increasing productivity and functionality in cardiac care. The result - greater possibilities for healthy hearts.

Thoughtful Technology

Thailand’s Phraram 9 Hospital knows that advanced medical technology does come with a heart

A Magnetic Resonance Imaging (MRI) scanner sends radio waves through the body, and collects the signal emitted from the hydrogen atoms in your cells. These signals are picked up by an antenna and fed into a sophisticated computer that produces the images. The Siemens Avanto MRI scanner with Total Imaging Matrix (TIM) technology is brought into Phraram 9 Hospital for uncompromised patient care. With reduced noise during scanning, and unmatched image quality, it seamlessly scans up to 250cm - with no need to reposition or change coils. Quick and confident diagnosis is also possible for strokes, musculoskeletal disorders and cancer. Avanto’s excellence goes beyond clinical requirements, designed with patients’ comfort in mind. A low table position also makes access easier for those with limited mobility. The 60cm wide bore and option of feet first examinations help ease claustrophobia and is suitable for plus-size patients.

Commitment to Life!

Singapore’s Clinical Imaging Research Centre (CIRC)

The Biopolis - Singapore’s newest research hub, is a place where scientists and researchers from both the public and private sectors work non-stop delving into the newest innovations that promise to bring Singapore to the forefront of the life sciences frontier. One of the facilities located at this hub is the Clinical Imaging Research Centre (CIRC) – a collaborative effort by Siemens, the Agency of Science, Technology and Research (A*Star) and the National University of Singapore.

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Cho Ray’s Pride

The hospital’s new PET.CT and Cyclotron systems from Siemens brings world-class treatment to Vietnam

In March 2009, Siemens installed Cho Ray Hospital in Ho Chi Minh City with its first ever PET.CT and Cyclotron systems. PET.CT is the integration of leading-edge positron emission tomography (PET) technology with the fastest 64-slice computed tomography (CT) system that enables physicians to detect cancer, neuron disorders, heart disease and other diseases in their earliest forms. Unlike CT, MRI or ultrasound scanners, PET.CT enables physicians to detect the biochemical changes in patients’ organs and tissues in a single non-invasive procedure that precedes physical changes. The Biograph 64 PET.CT and Cyclotron systems installed at Cho Ray Hospital are the most advanced technologies available in the industry. With these systems, Siemens can assist Vietnam’s hospitals and clinics to provide world-class care at lower costs, and enable diagnosis and treatment to be more targeted than ever before.
Answers for Community

The world of business is more than just profit. Being responsible corporate citizens in each country we operate in is a value we hold close to heart. People are our greatest assets and by supporting them in the environment they live, work and play, it brings forth a well-balanced life.

Over the years Siemens has been involved with the community at large. Through our strong support for the arts scene and our active social citizenry, we show that Siemens cares. The philanthropy area includes volunteering, social welfare and disaster relief. After all, long term business success is best achieved in a stable society that is capable of meeting the challenges presented.

“Building communities, improving lives through philanthropy”

For Siemens, bringing a multiracial, multicultural community together in support of charity is a responsibility of great importance.

As good corporate citizens, Siemens takes its responsibility to the community seriously. Firmly grounded in 190 nations around the world, adapting to local culture is a practice that Siemens undertakes in all countries it operates in. Given the various economic, political, social and cultural backgrounds defining the ASEAN region, it was only natural that its philanthropic radar reached out to various forms of charities, but with one common goal: to reach out and improve lives.
Indonesia
Rebuilding broken spirits after the collapse
The surge of the tsunami in Aceh and North Sumatra, and the rattling earthquake in Nias Island and Jogjakarta, were Indonesia’s most devastating scenes in years. For immediate relief, Siemens donated a total of IDR 10 billion to the Indonesian German Disaster Relief Committee, as well as to six hospitals in Jogjakarta, for two consecutive years. The company has also provided deserving youths engineering training through its Vocational Training Center in Cilegon, Banten, and subsequently, jobs for many of these graduates in Siemens group of companies in Indonesia. All this, without neglecting their support to the Chamber Music Series, which is renowned for outstanding musical ensembles with both local and international flavours.

Malaysia
“What are you running for?”
The Siemens answer for Malaysia’s diverse society was found quickly – Dreams. Who does not have dreams? Making the dreams of the local youths and children come true was the obvious choice for this melting pot of races and faiths. A project close to the heart of employees was the annual Siemens Run, one of the most anticipated 10km charity runs in the country. Each year, thousands of runners cross the finish line for their charitable and also personal dreams scribbled on their t-shirts. Combining sports and charity into one element, proceeds from the run are channelled to a variety of deserving charities and non-governmental organisations each year. To date, the run has raised close to RM300, 000 and developed various communities. Siemens has also jumpstarted the careers of young artists, and was one of the founding sponsor of the Kuala Lumpur Performing Arts Centre.

Philippines
An auction for a cause
In the Philippines, quick action for disaster relief is shared even by Siemens’s customers. At a customer-focused event in 2009 dubbed “Siemens Answers”, which was a day after a killer typhoon struck parts of Metro Manila and its nearby provinces, Siemens Philippines auctioned off what would have been its main raffle prize for the night, a sleek LED television. The proceeds were donated to ABS-CBN Foundation which was at the forefront of the country’s relief and recovery efforts at the time. The winning bid came from an Energy Sector customer. Siemens also donated Skyhydrants for immediate deployment to the evacuation centers - which ironically suffered from lack of potable water. Siemens tapped partner agencies to ensure that the Skyhydrant units reached the intended beneficiaries.

Singapore
The Patriotic Patrons of Charity
Siemens gives its employees in Singapore a day off each year to engage in community work. Throughout the year, employees will go out in teams to spend time with underprivileged old folks and children, to volunteer at various charities’ functions, and to clean up the island-nation’s beaches, among many other activities. It has also been actively supporting the President’s Challenge since 2003, by raising funds for lesser known charities. To date, the Lions have raised close to SGD 1 million for the President’s Challenge, steadily building communities and improving lives. Siemens also enhances lives through art by supporting the Singapore Symphony Orchestra.

Thailand
Mother Nature’s helping hands
In Thailand alone, the disastrous December 2004 tsunami left thousands of children orphaned and those who survived in urgent need of clean water and shelter. Siemens, in cooperation with Thai Red Cross society, donated six mobile water filtration units for purifying water in Tsunami affected areas. Up to 100,000 litres of water were treated and produced per day by each filtration unit. As environmental concern is an embedded responsibility in Siemens’ business, Siemens in Thailand is also focused on caring for the earth, including the saving of its once rich heritage of mangrove plants. With caring hands, a total of 1,200 mangrove plants were lovingly replanted in its natural habitat to help restore the ecological balance at the Klong Khon district.

Vietnam
Education: A basic right for all children
In some parts of Vietnam, access to education is limited. And many a time, not all can afford it. Hence, Siemens has partnered with the German Exchange Service to award scholarships annually to the best students from Hanoi University of Technologies, to give the youths of Vietnam a better future. It has also donated 10 mobile X-ray systems to poor provinces and help improve quality of medical workflow at remote places. Beds, blankets and mosquito nets were chanelled to the Association of Orange Agent-Dixon Victims of Thai Binh province to alleviate the burden of the affected families.
Our vision

Siemens – the pioneer in
• energy efficiency
• industrial productivity
• affordable and personalized healthcare
• intelligent infrastructure solutions

Our values

Responsible
Committed to ethical and responsible actions.

Excellent
Achieving high performance and excellent results.

Innovative
Being innovative to create sustainable results.

“I won’t sell the future for quick profits”

Werner von Siemens (1816-1892)
Inventor and Founder of Siemens & Halske