



adb  
dutchcham

issue 2 • 2019  
www.adb-dutchcham.sg

# magazine



## All about the **Winsemius Awards 2019**

### **EVENT**

ABN Amro Women's Event  
... page 14

### **SINGAPORE**

Best places for Business  
Lunch in Singapore  
... page 20



## *Reliable partner for value-added logistic process automation*



Vanderlande is the global market leader for value-added logistic process automation at airports. Vanderlande's baggage handling systems move 4.2 billion pieces of luggage around the world per year, in other words 11.5 million per day. Its systems are active in 600 airports including 14 of the world's top 20.

The company focuses on the optimisation of its customers' business processes and competitive positions. Vanderlande's extensive portfolio of integrated solutions – innovative systems, intelligent software and life-cycle services – results in the realisation of fast, reliable and efficient automation technology.

➤ [vanderlande.com](http://vanderlande.com)

# Collaborate to accelerate



**Ad Ketelaars**

Dear members,

A warm welcome (back) to Singapore after the summer vacations. At ADB-DutchCham, we are preparing for a new season of inspiring business activities and social events.

We are very pleased to announce that Ingrid Klaassens - De Vries will join us as the new Executive Director of ADB-DutchCham per 1 September. Ingrid has been a board member already over the past few months and knows the tricks of the trade. With her management skills and passion for ADB-DutchCham, we anticipate further growth and more opportunities for you - our members - to enrich your knowledge, strengthen your network, and foster greater collaboration. Please join me in welcoming Ingrid. We are looking forward seeing you at the annual Summer BBQ on the 5th of September!

President ADB-DutchCham,

... *Ad Ketelaars* ...



**Ingrid Klaassens - De Vries**

Dear members,

I was asked to write this preface, as new board member of the ADB-Dutchcham, a few days after the successful evening of the Winsemius Awards, where I have had a great evening together with you. Meeting new enthusiastic people, with different backgrounds and views gives me a lot of energy. This event is always a great opportunity to strengthen your ties with familiar faces and with business relations in the Dutch and Singapore community.

During a few weeks of summer holidays, reality caught me up and I had to rewrite the preface because, I am very proud to announce that I will be heading the ADB-DutchCham team as per the first of September!

Let me introduce myself first. I have worked for ABN AMRO Singapore as Head of the International Desk for the last 3,5 years where I was responsible for a Dutch Corporate Client portfolio. I moved to Singapore with my husband and one daughter, and a few years later our family has been extended with 2 other girls. Living in the tropics had always been a dream of me, and we are enjoying our life here very much.

Joining the ADB-DutchCham is an honour and I am very excited about the opportunity to take up the challenge to connect the Dutch Business community and to support people and companies in their goals to expand their business in Singapore and beyond.

I am surely looking forward to collaborate with you!

Executive Director,

... *Ingrid Klaassens - De Vries* ...



## BOARD MEMBERS



**AD KETELAARS**  
President  
CEO at Spinta Pte Ltd



**PAUL BLOEMENDAL**  
Vice-President & Board Member • Sponsorship  
Managing Director at PRETB Pte Ltd



**MAARTEN VAN WEL**  
Honorary Secretary



**MARK VAN ROOIJEN**  
Honorary Treasurer  
CFO South East Asia at Randstad



**WOUTER MUIS**  
Executive Director a.i.  
Founder at Bundies & Bamboo Branding



**INGRID KLAASSENS**  
Board Member  
Head of International Desk at ABN AMRO Singapore



**DANIËL HEERKENS**  
Board Member • Marketing & Communications  
Digital Marketing Strategy Director at 2Stallions



**TON VAN DEN BOSCH**  
Board Member - Corporate members  
Partner at Addleshaw Goddard LLP



**HAJO PROVO-KLUIT**  
Observer  
Deputy Ambassador at the Embassy of the Kingdom of the Netherlands



**MARJOLEIN OYEN-DRIESSENS**  
Board Member • Social events

## EXECUTIVE TEAM



**MYRTHE BRAKEL**  
Marketing & Social Media Manager



**CHARISSA RIEMEIJER**  
Business & Committee Manager



**SASKIA KOPS**  
Admin Officer

# CONTENTS

- 1 Board member message
- 2 Winsemius note
- 3 Nominees per Category  
Winsemius Awards 2019
- 4 Winsemius Awards  
Gala Dinner 2019
- 8 Winners of Winsemius  
Awards 2019
- 10 The I2 bootcamp experience
- 11 The first ADB-DutchCham  
Business Networking Lunch
- 12 Dinner & Dance 2019
- 14 Women's Event  
Get ready for the future
- 16 Dutch Drinks Beach Volleyball
- 18 ADB-DutchCham & The Startup  
Buddy: Fundraising and  
Venture Capital Session
- 20 Best places for Business Lunch  
in Singapore
- 22 Interview with Tamara Hofman
- 24 ADB-DutchCham News -  
Announcements, member info  
and more

## WINSEMIUS AWARDS 2019



Cover photos: Ian (ugotshotby.me)

## A night to remember



Dear reader of this special Winsemius Awards edition,

After an intensive four months of reaching out to more than 100 Singaporean and Dutch companies, hand-stamping 300 goodie bags, having students work on beautiful award designs, tasting wines to select only the best for our guests, organizing a bootcamp for all award finalists, finding a place to store 15kg of Dutch cheese and the many company banners, shooting and editing (sponsor) video materials, drinking liters of coffee and working nightly hours regularly, I am extremely proud that the team was able to deliver such a successful 5th edition of the Winsemius Awards gala evening on Thursday May 30th.

It was incredibly rewarding to work together with so many different stakeholders, from the Board to students and everyone in between, bringing together talented and hardworking people in order to create a result that is more than just the combined product of its separate parts. Synergy in optimal form! Our hard work payed off and we had the honor to welcome over 270 guests from 80 different companies at The Ritz-Carlton Millenia Hotel, as well as the special guests of honor.

In addition, we managed to receive over 30 award submissions from Singaporean companies (35%) like the Housing & Development Board (HDB) and SMRT and from Dutch MNC's and corporates (65%) with a footprint in Singapore, which is fully in line with the ambition set by ADB-DutchCham at the beginning of this year: to strengthen the connection between Singapore and the Netherlands as well as to welcome more Singaporean companies to the Dutch network in Singapore.

Besides all raving feedback that we received from our guests, the fact that Channel News Asia picked up the event and broadcasted the item during the 9pm news was an absolute crowning achievement for everyone involved in the Winsemius Awards 2019. Through this, we managed to shine an even stronger light on the longstanding and special business ties between Singapore and the Netherlands.

On behalf of ADB-DutchCham I would like to thank all sponsors for their kind collaboration and contributions. Your support was crucial in making this evening a success. On a final note, I would like to express a big thank you to all volunteers. Contributing to such a big event besides your day job and family life was absolutely amazing. Alyssa, Ghislaine, Inge, Koert, Mariët, Marleen, Tai Djoe and Wouter - it was an absolute honor working together with you, thank you!

Project manager Winsemius Awards 2019,  
... Meike de Both ...

# Nominees per Category

## Winsemius Awards 2019



### Manufacturing & Supply Chain

**VANDERLANDE**



### Small Business Rising Star



### Services & Hospitality



### Red-Orange Inspiration



### Maritime, Water & Offshore



FRANKI IN OFFSHORE

### Best Collaborative Team



Rabobank





# Winsemius Awards Gala Dinner 2019

... Photos by Ian (ugotshotby.me) ...



By Myrthe Brakel  
Marketing Manager at  
ADB-DutchCham



On May 30th, the fifth edition of the ADB-DutchCham Winsemius Award Gala Dinner took place at the Ritz-Carlton Millenia Hotel in the heart of Singapore. Themed “Sustainable Business: Collaborate to Innovate”, it was a festive and well-attended evening that kept going till far after the official ending time - blending business with pleasure is something you can admittedly leave to the Dutch. We are proud to conclude that over the past five years our annual event has developed into a worthy flagship event for and by the Dutch business community in Singapore.







To celebrate the strong business ties between Singapore and the Netherlands and to recognize innovative and impactful achievements, ADB-DutchCham has been inviting companies - Dutch or local, multinational or start-up, from all sectors – to compete for the prestigious Winsemius Awards annually since 2014. The prerequisite: a Netherlands-Singapore connection, which could be a partnership, a business relationship, a mixed innovative team, trade links or investments. This festive fifth edition, the connection between the two countries was reflected stronger than ever by introducing the Red-Orange Inspiration Award for the Singaporean company that inspires most.

The 2019 edition brought together 280 distinguished guests from the Singaporean and Dutch business communities,

representing over 80 companies. Guests of Honour Mr Chan Chun Sing, Minister for Trade and Industry, Her Excellency Mrs Margriet Vonno, Ambassador of the Netherlands to Singapore and Brunei, and Mr Hans de Boer, President of the Dutch business and employers' organisation VNO-NCW honoured the evening with their presence.

The Netherlands is a key trade and investment partner of Singapore: the third-largest EU goods trading partner, third-largest EU services partner, and largest EU investor. In his speech, Minister Chan highlighted the long-standing relationship as well as the similarities between the two: “(both countries) are small and open economies that embrace free trade, as well as meritocracies with open and egalitarian







societies". Mr Ad Ketelaars, president of ADB-DutchCham, further elaborated that "The Netherlands and Singapore are similar in their drive to innovate. By organizing this evening and by awarding companies that make a change, we contribute to the Dutch-Singaporean collaboration - to learn from each other and to jointly innovate for a more sustainable future".

More than ever, the ties between the Netherlands and Singapore were with eight and six submissions respectively, the relevance of the newly added "Red-Orange Inspiration Award" for the Singaporean company that inspires most, and the "Best Collaborative Team Award" for teams driving an impactful collaborative innovation, has firmly been acknowledged. With six award categories and the overwhelming amount of submissions as well as their high quality, the jury was given a tough job selecting just three nominees per award category.

Live voting for the Small Business Rising Star award added an extra dimension of excitement to the award ceremony. Prior to the award evening, the nominees within this category (Ecor, Inseact and OrcaNation) recorded a video to pitch their business, coached by Tamara Hofman of TPC Leadership (read more on page 10). The pitches were shown on the



Grand Ballroom's impressive panoramic LED video walls, after which the guests could vote via their mobile phones. After a nerve-wracking live countdown, Orca Nation was announced as the winner.

Guests enjoyed a delicious four-course dinner with Vitello Tonnato, Lentil Chowder with Sautéed Kale, and Roasted Provençale Herb Marinated Lamb Leg on Wild Mushroom stew. Throughout the main course, jazz violinist Jeffrey Tan floated in between the beautifully decorated dining tables, serenading each table individually. As a dessert, of course, a delicious celebration cake was served. In the light of sustainability, ADB-DutchCham decided to make the evening as paperless as possible. This resulted in digital-only program booklets that were shared with the guests by e-mail prior to the event and via QR-code on the evening itself. Concurrently, the colourful flower pieces on the tables were made of native species and regional flowers only, to keep the bouquets' "flower miles" as low as possible.

After the award ceremony and dinner, guests enjoyed Heineken beers and gin-tonics in the foyer of the Grand Ballroom, accompanied by the live jazz of music veteran Alexandra Hsieh and her band - a swinging end to a festive evening. ●







A big thank you to the sponsors of the Winsmius Awards 2019:

#### GOLD SPONSOR



#### SILVER SPONSORS



#### AWARD SPONSORS



#### SPONSORS IN KIND

#### PARTNER SPONSORS



Netherlands Foreign  
Investment Agency



#### OFFICIAL AIRLINE



# Winners of Winsemius Awards 2019

... Photo by Ian (ugotshotby.me) ...



**Jury: Jessica Cheam**  
Founder and Managing  
Editor of Eco-Business



**Jury: Constant van Aerschoot**  
Director Asia Pacific of the World  
Business Council for Sustainable  
Development (WBCSD)



**Jury: Vladan Babovic**  
Professor at Department of Civil  
and Environmental Engineering at  
National University of Singapore



## Red-Orange Inspiration



Olam International, a leading food and agri-business supplying food, ingredients, feed and fibre to over 22,000 customers worldwide, collaborated with ING to complete Asia's first sustainability-linked club loan deal in March 2018.

### Jury Comments:

"This partnership between Olam and ING stands out for being the region's first sustainability-linked loan, setting an example for the finance industry to follow. Larry Fink, Chairman and CEO of BlackRock, the world's largest asset management company that oversees US\$6.5 trillion assets, wrote in his 2019 letter that ESG issues will be increasingly material to corporate valuations, underlining the importance of measuring and improving ESG performance.

The US\$500 million sustainability-linked club loan by Olam and ING demonstrates leadership on how to embed sustainability into corporate strategy. This entry is very inspiring and sets the direction for all forward looking companies and investors who see sustainability as creating a competitive advantage by lower cost of capital."

## Manufacturing & Supply Chain



Golden Agri-Resources (GAR) is one of the world's largest palm oil plantation companies in the world. GAR is committed to responsible palm oil production, firmly believing economic growth, social progress and environmental protection can go hand-in-hand.

### Jury Comments:

"Palm oil is ubiquitous in our daily living and provides jobs to millions of people in rapidly growing Southeast Asia. It is a commodity that is controversial given the EU ruling and concerns over sustainability and supply chain. But this is precisely why we should recognise efforts by companies in this ecosystem who are improving their business practices, being transparent about their supply chain, and constantly innovating to help farmers improve their yields and income while providing the world with a valuable resource.

Golden Agri has demonstrated several ways in which it has addressed the sustainability of the palm oil industry and this award is to recognise their efforts - it is a journey that must continue, with all the stakeholders involved. We hope they will continue to push for further progress and set best practices for the industry as a whole."



## Maritime, Water & Offshore



PWNT, wholly owned by Dutch water utility PWN, is unique in its formation and mission to make the utility's almost one hundred years of experience and innovations in water treatment available worldwide. Their extensive R&D programmes have led to the development of efficient and sustainable solutions in water treatment that can be used for a wide variety of water sources.

### Jury Comments:

"We all know that water is the elixir of life. To be able to provide humanity with affordable, reliable water is the top priority for many governments and businesses around the world. Dutch water utility PWN has demonstrated leadership in developing new solutions and technologies that have users top of mind and that benefits humanity.

Together with its Singapore company, PWN Technologies, they have successfully developed and launched a number of disruptive technologies, with CeraMac® at the forefront. In addition, the PWN's work in suspended ion exchange, UV-advanced oxidation, ultrafiltration, and other areas continue to revolutionise the water industry. Congratulations to PWN and PWNT on their leadership on creating innovative, sustainable solutions in water technology."

## Services & Hospitality



Adobe, a multinational computer software company, worked together with Rabobank Singapore to implement Adobe Sign to help digitize the bank's document workflow processes.

### Jury Comments:

"We are currently in an era where developments in digital innovation, automation and artificial intelligence are transforming the world at an unprecedented pace. We want to celebrate here a great example on how digital technology can optimise workflow processes while saving resources such as paper, energy, storage and transport.

As digital innovation continues to evolve, it will free the labour force from routine duties and provide them the time and space to explore new innovations. We congratulate Rabobank and Adobe for embracing digitalisation and encourage them to further pursue solutions that will drive sustainability and innovation."

## Special Mention



The Hydroinformatics Institute (H2i) brings together a deep understanding of water-related challenges and the most advanced technologies to solve the pressing water management issues of today. H2i's strategic business partnership with Royal Haskoning DHV accelerates innovations to enhance urban flood resilience in Asia's big cities, using big data analytics, machine learning and advanced computer modelling.

### Jury Comments:

"This union between a 135 year old global Dutch consultancy firm and a 5 year old Singapore-based information technology start-up caught the attention of the judges for their innovative collaboration. Climate change is shifting weather patterns resulting in heavy rainfall and increased risks of flooding. Cities all over the world are grappling with how to respond to this challenge, and the partnership between H2i and RHDHV has enabled new solutions in flood control and water management, using emerging technology such as in data science, AI, and machine-learning. We recognise their collaboration under a Special Mention award as it truly promotes Singapore-Dutch innovation spirit and leadership in sustainability."

## Small Business Rising Star



OrcaNation, founded in Singapore by a Dutch couple, has grown from a small scuba diving company to one of Asia's most recognized and highly-trusted dive businesses. Besides providing expert dive services they collaborate with schools and corporate businesses to educate children and adults on the importance of caring for our planet, oceans and ourselves to help them make a positive contribution to our world.

### Jury Comments:

This winner was elected by the audience through live voting at the Awards night.

## Best Collaborative Team



**Rabobank**

A financial service provider of Dutch origin, focused on international business and rural activities in general and the Food and Agri sector in particular. Through the 2018 inaugural Food Loss Challenge Asia, an open innovation Challenge for agritech startups in Asia, Rabobank puts it's knowledge, networks and financing capabilities to use to encourage clients in adopting a more sustainable food production practice globally.

### Jury Comments:

This winner was chosen by popular vote on Social Media (58% of votes) prior to the Award evening

# The I2 bootcamp experience

... Photos by Imavox Asia ...



**By Meike de Both**  
Project Manager Winsemius  
Awards 2019 & Owner of De Both  
Consultancy

On May 10th, prior to the Winsemius Awards Gala evening, the nominees were invited participate in the I2 Bootcamp. The aim: to step out of their comfort zone while testing various formats of presentation styles. Nominees for the Small Business Rising Star Award, the Winsemius Awards' live voting category, were coached on the spot to record their pitch video as well.



Tamara Hofman of TPC Leadership challenged everyone to go beyond what they normally do and to use their mind, body and voice in different ways. They found themselves presenting as if standing under a shower or in a karaoke bar and explored the connection between their mindset and the impact they were making, all brave enough to play along and try out different power poses.



Each participant had its own style of presenting and story to tell. Tamara: "What I very much enjoyed was that we shared the sense of urgency to create a sustainable future. The participants did so through their products and technologies, and TPC Leadership through coaching leaders and organisations".

Read more about Tamara Hofman and TPC Leadership on page 22. •





# The first ADB-DutchCham Business Networking Lunch

... Photos by Eline van Dijke-Nouwen ...



By Eline van Dijke-Nouwen  
International Tax Manager  
at Luther



The first ADB-DutchCham Networking Lunch took place on 18 June 2019 and was a great success! With familiar faces, new members and non-members from various professional backgrounds, there was an interesting mix of attendees. The concept of the Networking Lunch, an initiative by Eline van Dijke, is to bring the Dutch Business Community together during an informal lunch and to create great opportunities to get to know each other, to broaden your network and to discuss potential future activities. Thank you Latteria Mozarella Bar for hosting us and thanks to all that came for this first Networking Lunch. We are looking forward to see you at a next Business Networking Lunch! New dates will be published on our website and through our social media channels. Places are limited and full=full, so subscribe in time for the next edition. ●







## A FLASHBACK TO LAST YEAR'S DINNER & DANCE



Don't miss out  
and get your tickets  
in time on our website:  
[www.adb-dutchcham.sg/event/dinner-dance-2019](http://www.adb-dutchcham.sg/event/dinner-dance-2019)

Sponsors:







# Dinner & Dance 2019

FRIDAY 15 NOVEMBER 2019 • RAFFLES HOTEL SINGAPORE

This year we celebrate the **Dinner & Dance** at one of Singapore's most iconic locations, the **Raffles Hotel**. The 2019 edition on **Friday 15th of November** is not only bigger and better than ever before, it's also the perfect opportunity to experience the beautiful, newly renovated Raffles Hotel.

## What to expect of this festive gala dinner

- Singapore's most sophisticated, most exclusive heritage location
- Cocktail reception with sparkling wine and canapés in the middle of the outdoor greenery of The Lawn
- Delicious three-course dinner including dessert buffet in the grand Jubilee Ballroom
- Dance on the rhythms of the live band and DJ's
- Free flow of drinks including wines, Heineken beers, cocktails and more

## Stay the night at Raffles Hotel

Is staying a night at the Raffles Hotel on your Singapore bucket list? Or do you just want to roll into your bed straight from the dance floor, and recover from the evening before with a tasteful breakfast and relaxing at the pool? This is your chance!

Go to the website to find out more about the **special State Room Suite deal**.

## Get your Early Bird tickets now

Last year's edition at the Capella Hotel on Sentosa island was a sell-out success. Therefore make sure that you buy your Dinner & Dance tickets on time. A **limited amount of Early Bird tickets have been released**. For Young professionals until the age of 35 years old there is a special ticket available.

There is also a limited amount of **VIP tables** for 10 people each. Book a table if you want to have the nicest table on the best location and want to be sure that you sit together with ten friends or colleagues. For the individual seats we have a free seating policy.

## Become a sponsor of our social event of the year

If your company wants to sponsor the Dinner & Dance and benefit from exposure before, during and after this signature event you can send an e-mail to board member Paul Bloemendal: [paul.bloemendal@adb-dutchcham.sg](mailto:paul.bloemendal@adb-dutchcham.sg).



## Women's Event

# Get ready for the future



... Text by ADB-DutchCham Team ...

... Photos by Charissa Riemeijer ...

Are you where you want to be, either personally or in your career? Which behaviour can you improve or change to achieve your goals? What is the future of work and what can women do to play a bigger role in technological developments? And how can women make wise(r) financial choices? On May 7th, these and many more interesting questions were answered by three professional power women during our Women's Event, themed **Be, Do, Have**.

An overwhelming amount of 80 people joined the event presented by ABN AMRO Bank. Both members and non-members, and even a handful of curious men. Our Ambassador of the Netherlands to Singapore and Brunei H. E. Margriet Vonno, who is a real power lady herself, honoured us by attending and opening the event. Even though registration was closed, requests to attend kept coming in till the very last minute. There was a remarkably high amount of walk-ins from women who had heard their colleagues or friends talking about the event and who wanted to join too. This enthusiasm elicited a highly positive vibe and excitement was in the air right from the moment of registration at the entrance of ABN AMRO's One Raffles Quay headquarters.

Fleur Groeneveld, facilitator, trainer and coach with 18 years' experience in organizational development and change management within the law profession





and financial world, warmed up the crowd with a peer-to-peer coaching session about how to overcome immunity to change.

Next, Leesa Soulodre, entrepreneur and venture builder, provided the audience with a look into the world of artificial intelligence, automation and the role of women in the future of work. She shared cutting-edge examples from around the world on how customer engagement is changing as a result of artificial intelligence and how humans and robots can work to complement each other.



Annie Luu, Head of Asia for Investible, an early-stage investment group that provides high potential founders the financial, human and intellectual capital needed to scale, then shared her very valuable advice on the practical side of work; investing our hard-earned money wisely, i.e. becoming but also staying financially independent.

After the official program, the event's attendees took the evening's topics to the after-drinks and networking part, resulting in lively and inspired discussions between women, men, young(er) and old(er). We are looking forward to the next Women's event! ●





# Dutch Drinks Beach Volleyball

... Text by ADB-DutchCham Team ...

... Photos by AJ Hackett Sentosa ...

150 people, 20 teams, and only one trophy; on 22 June, Dutch Drinks' annual Beach Volleyball tournament at AJ Hackett Beach Club on Sentosa meant serious business. The teams, consisting of family, friends, colleagues as well as individual enthusiasts, competed for the title by playing short games of 10 minutes each using the rally point system.

The athletic spirit at the event was accompanied by a high level of creativity through the participating teams' emblematic names, reflecting our cultural melting pot (a.o. Persian Tigers, Rood-Wit-Blauw, Hollandse FC, National Team do Brasil), genuine local pride (the Bencoolers & Sentosa All Stars) and the innate suave that Dutch Drinkers naturally possess (a.o. Coolkids, Beachballerz, Kiss my Ace & Sexy Dancers).

Not-so-sporty Dutch Drinkers were present and cheering on the battling teams while they enjoyed the Heineken beer buckets and Patatjes Oorlog. Winner of the Trophy was What Can Go Wrong (WCGW) and the award for Best Team Outfit went to National Team do Brasil – congratulations!

We would like to thank everyone for the great turn-out and sporty attitude, even when it started raining. Last but not least, special thanks go out to Jacob Mul and Vilia Overwater as great referees and Ruben Alink and Annabelle Deken for the great warming up! ●









## ADB-DutchCham & The Startup Buddy:

# Fundraising and Venture Capital Session, 20 June 2019

... Text by ADB-DutchCham Team ...

... Photos by Robin Teurlings ...



Startups and Venture Capital are hot. In The Netherlands, royals are supporting the growth of the ecosystem and so does the prime minister of Singapore. Amsterdam is home to the largest co-workspace in Europe, One North is fast becoming the Silicon Valley of SouthEast Asia. So how are startups and investors connected? And how does fundraising actually work? To find answers to these questions, ADB-DutchCham's Financial Committee, The Startup Buddy and Technopreneur Circle by Vertex Ventures invited members to an evening where speakers and panellists from the industry answered these and many more questions.

Robin Teurlings, founder/CEO of The Startup Buddy, gave a crash course in startup and fundraising basics, providing a clear point of departure for the evening: how does startup fundraising work and who are the players? Terms like series A, MVP and traction were explained and the relevance for those when you are trying to find investors. Subsequently, Damien Cummings, founder/CEO of PeopleWave, explained all about his own experiences as a founder in raising his startup funding. He has seen his share of ups and downs doing so and shared all the learnings of that to the benefit of the people in the room.

The evening concluded with a panel of four renowned investors based in Singapore. Our own ADB-DutchCham president, Ad Ketelaars, participated as CEO of Spinta Pte Ltd which actively directly and indirectly invests in companies and VC funds like Cocoon Capital. Sam Gibb is founder and partner of Endeavour Ventures, a very new sector agnostic fund based in Singapore with a specific interest and focus on crypto economics. Teck Moh Phey is co-founder of angel investor network Angel Central and shared his views on the local angel investor approach and mentality. Francois Dubrulle represented BANSEA - Singapore's oldest angel investor network. Gerben Visser, managing partner at InQvest Partners and founder of FinTech Consortium and IncubAsia Ventures made sure the right questions were asked and arranged for an engaging discussion with the crowd.

It was full house this evening, the snacks were good and plenty which ensured the networking to last till late. In the end the organizers friendly but persistently pushed the last remainers out to close up. A healthy sign for a successful event! ●





**NEW**



**GREAT TASTE.**  
**0.0 %**  
**ALCOHOL.**

**NOW YOU CAN**

EST. 1873  
  
**Heineken®**

# Best places for Business Lunch in Singapore

... Main photo by Shutterstock ...



By Myrthe Brakel  
Marketing Manager  
at ADB-DutchCham



Take a food-obsessed city state, add loads of hard-working professionals and let these simmer in a business culture in which building personal relationships prior to sealing a deal is key. The result of this recipe? Lots of fine establishments for midday meals, that are perfect for discussing business as well as enjoying good food. Whether you want to casually catch up with colleagues or plot a takeover with your consortium comrades (and anything in between), it's always done best over a "power lunch".

The term power lunch was born in 1979 in the US, where at the time, CEOs typically took long, boozy lunches at formal restaurants with extensive and complicated menus consisting of rich food. The Four Seasons in Manhattan then introduced a meal that was more conducive to doing business: light, efficient and discreet. They created a menu with lots of grilled items, salads and wines by the glass. A totally new kind of working lunch for people who were planning to go back to the office afterwards. The tables were set far apart to give dealmakers privacy and a new lunch scene was born.

Whereas the largest part of the labour force in Singapore eat their lunch in hawker centres, when more important

matters need to be discussed, we move to the city's finer establishments. Private dining rooms seem particularly popular by Singaporean business lunchers – for privacy purposes, but also to impress important clients with 'atmosphere' private spaces. Favored by everyone: spectacular views and - of course - good food. A round of investigation among our members reveals that other reasons to favor a particular place for business lunch are its buffet ("lots of choice and something for everyone to like, especially now that many people are flexitarian, eat gluten-free or follow another sort of diet"), acoustics ("I avoid places where I can only talk to the person directly next to me because of the noise") and a location that is convenient and easy to reach for all parties involved.

Need some inspiration where to take your clients or colleagues? Expert ADB-DutchCham members share their tips on the next page!



### **Sama Sama by Tok Tok - Jewel Changi Airport**



**By Paul Rombeek**  
Global Head of Sales  
and Commercial Lead  
at Jetstar Asia

“Since Jewel opened at Changi the variety of business lunch venues has increased greatly. My favorite is Sama Sama by Tok Tok on level 3. First of all, the view is fantastic as it overlooks the Jewel ‘waterfall’ and you don’t have the feeling you’re sitting in a giant shopping mall. In addition, the food is great and the service is fast and good. The perfect place for a business lunch at the airport.”

### **Alati - 73 Amoy Street**



**By Lotte Snijders**  
Vice President Corporate  
Finance at Atlantic Partners Asia

“Greek restaurant Alati offers some nice variety among the more common CBD lunch options. It is located close to CBD, and the perfect sized portions as well as great service enable you to sit through the three course lunch menu (a must!) in one hour. And, most importantly, the vivid Greek atmosphere really takes you away from your work environment, allowing you to enjoy a good business lunch while the restaurant is still quiet enough to have conversations.”



### **Salt Grill & Sky Bar – 2 Orchard Turn #55-01, ION Orchard**



**By Gabby van Herpt**  
Regional Startup Liaison  
at The Netherlands  
Embassy in Singapore

“For a high-level meeting (literally and figuratively speaking) I recommend Salt Grill & Sky Bar on level 55 of ION Orchard. The location, panoramic views and food are all equally phenomenal. Another favorite is Table 65, a fine-casual dining restaurant by Dutch chefs Richard van Oostenbrugge and Thomas Groot, where you are invited to sit and interact with them at the communal chef’s table.” •



### **Empress - 1 Empress Place, #01-03 Asian Civilisations Museum**



**By Esther Veltman**  
Representative for  
Houthoff in Singapore

“Just a short stroll from the CBD, Empress has an elegant ambiance, lovely view on the Singapore river and very good traditional Chinese food. The menu is extensive and caters for all tastes (even vegetarian!). A must-try is the Empress roast duck. The quiet atmosphere and good acoustics are perfect for conversation. When dining there book a table at the terrace and absolutely taste the chilli crab mantou buns. They are delicious!”

### **New Ubin Seafood Chijmes – 30 Victoria Street, #02-01B/C**



**By Richard Oude Reimerink**  
Director Business Unit Asia  
Pacific Industry & Building at  
Royal HaskoningDHV

“A Singapore classic, because of their top-notch Zhi Char cuisine, with signature dishes such as ‘Boss Beehoon’ and ‘Heart Attack Fried Rice’, and their history. They began as a small family owned seafood restaurant on the north shore of Pulau Ubin. Their Chijmes restaurant is close to City Hall and Bras Basah MRT, which makes it a very convenient place to meet for business lunch.”



# Interview with **Tamara Hofman**

## Executive Coach & Leadership Consultant at TPC Leadership

... Text by ADB-DutchCham Team • Photos by Annette O’riordan & Imavox Asia ...

Working from 15 global offices, TPC Leadership provides clients in over 110 countries with expert development, coaching and consulting services. In 2017 they opened their SEA office in Kuala Lumpur. Tamara Hofman, who has been working for TPC Leadership since 2015, coached our Winsemius Award nominees prior to the Awards Gala evening.



Talking to Tamara, something that becomes clear right away is her engaging nature, positive attitude and the passion she has for her work. When we spoke to her, she was joining forces with colleagues in Melbourne and London to organize a leadership retreat in Bali for senior leaders who are ready to connect with their sense of purpose and have a long lasting impact. “This is the work that matters to me, leaders have so much power to make a difference in their organisations and the wider community. I think it is time they start to own that power and put it to good use.”

Prior to her career as an executive coach, she worked as a director within Royal Philips Electronics and managed cultural and organisational change programs both in Europe and Asia. Within TPC Leadership, she coaches leaders and teams for Western as well as Asian customers. What they have in common is that they work in a multicultural environment and are facing either personal or business changes.

**You have a background in Civil Engineering. How did you become an executive coach?**

“During my studies and internships it became clear to me that I was very interested in the human side of things. While working on the construction site of the KLCC shopping mall in Kuala Lumpur, I spent all my free time with workers from all over Asia, trying to understand their

world and view on life. Working at Yacht made it possible to use my technical background but combine it with people management. Later when I worked as head of recruitment at Philips, I was able to develop my own leadership skills through various leadership programs and started coaching not only my team members but also others in the organisation. This sparked my interest in leadership and paved the way for my current work.”

**What is the biggest misconception about leadership and team coaching?**

“That it does not impact the bottom line of an organisation and that you only use it to solve a problem. Coaching allows leaders to engage in a continuous learning process, think about their choices and its impact and being challenged if there are inconsistencies. These leaders create learning teams and organizations, which is according to Arie de Geus ‘the only enduring market advantage of any organisation’.”

**What is the biggest challenge when coaching multicultural teams consisting of both Asian and Western employees?**

“In my experience, the biggest challenge of a multicultural team is the fact that it gives us a reason to blame the cultural differences for our problems. As a result we stop listening, stop trying to understand the different perspectives in the room and stop ensuring people’s needs are met. According to research by Susan Fowler, human





**“The biggest challenge for a multicultural team is not to blame cultural differences for its problems.”**

beings have three basic needs that must be met to ensure sustainable motivation: Autonomy, Relatedness and Competence. These might be expressed in a different way because of cultural norms, but in the end it comes down to the same three needs. When leading multicultural teams, one of the most important things to understand is what these three needs mean for team members, and how a leader can embed these when working together.”

**Is there anything that Western leaders can learn from Asian leaders?**

“I find it hard to pinpoint a particular behavior or concept because I learned that most Asian concepts have Western equivalents and vice versa. An example is the concept of

Wu Wei - ‘trying not to try’. It means that we allow our minds to let go and explore a less rigidly controlled state of being, a state in which you can only win if you don’t try to win. Leaders in China have mastered this concept and many potential conflicts are being solved with this mindset. William Ury, a leading expert on negotiation and mediation uses a similar approach. In order to apply his principles, you need to let go and change your state of being, similar to Wu Wei. It relates to the concept I work with a lot, which is Be - Do - Have. It is not our behavior that gives results, it is the way we think and feel - our being - that causes us to act in a certain way.” ●

#### **ABOUT TPC LEADERSHIP IN SOUTH EAST ASIA**

Established with a very strong foundation of Business and HR expertise across various industries in Malaysia and Singapore, and tapped into a very strong global support, TPC Leadership thrives on the challenge of finding sustainable solutions for their clients that align with their strategic objectives. Covering several countries in the ASEAN region from their Kuala Lumpur office, their expertise includes leadership training, leadership development, executive coaching, and team coaching.

## HELLO GOODBYE

Board members **Wouter Muis** &  
**Aleid de Savornin Lohman**

By Myrthe Brakel  
Marketing Manager  
at ADB-DutchCham

People come and go, and even more so in Singapore. As announced in a previous newsletter, our board members Wouter Muis (previously board member Social Events & Executive Director a.i.) and Aleid de Savornin Lohman (Honorary Secretary) will be leaving Singapore and our board.



For the always-busy **Wouter Muis**, co-founder at Bundies and founder at Bamboo Branding besides his work for ADB-DutchCham in Singapore, several exciting challenges lie ahead upon his return to The Netherlands. He and his wife Eva bought a house in Rotterdam and are expecting twins in November. In addition to his new role as a father, Wouter is excited to start as Commercial Director of GRO in Amsterdam, a fast growing and circular company that produces various food products made of oyster mushrooms grown on coffee remains. A perfect fit for someone as entrepreneurial as Wouter, who contributed to ADB-DutchCham and the startup business community in Singapore greatly with his expertise and proactive nature.

On going back to the Netherlands: *"My wife Eva and I are looking forward to reunite with friends and family back home. But we are leaving with mixed feelings, since we have met so many amazing people during the past years at work, during drinks and all social and networking events"*, Wouter explains. Reflecting on his time at ADB-DutchCham, the annual Dinner & Dance parties are among his favorite moments: *"It was such a pleasure to organise the editions at Mambo Beach Club and Capella on Sentosa, and this year's edition at the iconic Raffles Hotel, which I will have to miss unfortunately - it will be another legendary evening for sure."*

Also moving back to the bustling port city of Rotterdam is **Aleid de Savornin Lohman**, who worked as Senior Legal Consultant at Lawyers On Demand Asia Pacific besides her role as board member for ADB-DutchCham. She and her family of five have just moved back when we speak to her, and *"it definitely felt like coming home"* Aleid elaborates on their first days back in The Netherlands. *"Nonetheless, I do miss all the greenery in Singapore as well as all our lovely friends and the beach"*. A nice thing about coming back in your home country after spending some years abroad is that you unexpectedly see (otherwise common) things in a different light: *"I suddenly really appreciate that people here say or sign thank you when you give them right of way in traffic"*, she remarks when we ask what she appreciates returning home.

Described as driven, really involved, enthusiastic and very knowledgeable by her ADB-DutchCham colleagues, we are convinced she will be highly successful in her work as project-based Legal Counsel (contact Aleid through LinkedIn if you're looking for a skillful and professional interim Legal Counsel! - Ed.) and hope to see her again some day, beach or boardroom.

Aleid and Wouter, thank you for your support and contributions to ADB-DutchCham, we will miss you and best of luck with your new endeavours in the Netherlands. ●



## NEW ORANGE MEMBER



Radio Holland is well-known in the worldwide maritime industry as global NavCom, Connectivity, IT on Board and Service & Maintenance provider. Available 24 hours a day, 7 days a week, Radio Holland connects its customers to an unrivalled Global Service Network of 70+ offices along the global shipping routes. Radio Holland delivers unique technical service expertise which helps customers run a smarter, more profitable business with less downtime and lower operational expenditures. RH' highly skilled technicians are experts in maritime electronics who deliver top quality, on-the-spot services. In Asia, Radio Holland has offices in Singapore, Malaysia, China and Hong Kong.

### Radio Holland Singapore Pte Ltd

Bukit Batok Street 23, Bukit Batok Connection,  
#06-01/02, Singapore 659554  
T: +65 6862 2218 / +65 9670 1606 (aoh)  
E: service.singapore@radioholland.com

### EDITORIAL COMMITTEE

Myrthe Brakel, Chief Editor  
Marielle van Mierlo, Editor  
Alexis van Dam, Writer

### EMAIL

info@adb-dutchcham.sg

### ADB-DUTCHCHAM OFFICE

ADB-DutchCham Singapore, c/o 541 Orchard Road  
#13-01 Liat Towers, Singapore 238881  
www.adb-dutchcham.sg

### DESIGN & PREPRESS

Jennifer Phua

© ADB-DutchCham

(UEN: T08SS0125C). The contents of this magazine are partly based on information received from third parties and do not necessarily reflect the opinion of ADB-DutchCham. The Committee does not take responsibility for the correctness of the articles.

MCI (P) 148/05/2015

## NEW CORPORATE MEMBERS



Jumbo is a heavy lift shipping and offshore transportation & installation contractor. Jumbo has been developing pioneering solutions for ocean transportation for more than 50 years. Since 2003, building on our heavy lift capability, Jumbo rapidly established a sound track record in the offshore subsea installation market.

### Jumbo Singapore

6 Temasek Boulevard, #23-06 Suntec Tower Four  
Singapore 038986  
T: 6253 8800 E: Ev.lim@jumbomaritime.nl



AIMMS is a forward-thinking software platform provider democratizing the use of supply chain analytics so that everyone is self-enabled to make better decisions.

AIMMS SC Navigator is supply chain software that provides a happy path to mastering supply chain analytics and digital transformation. It helps supply chain teams leverage prescriptive analytics to make the break through. Beyond a point solution, it's an established platform that includes a growing quantity of next-gen applications from Network Design through S&OP and Inventory Management – all connected, intuitive and accessible.

### AIMMS

65 Chulia Street, #46-00  
OCBC Centre, Singapore 049513  
T: +65 9159 0659 F: +65 6521 3001

## All new members

Dirk Oyen  
Fransje Joziassse  
Jan Verdaasdonk  
Lotte Snijders  
Mathilde Hoorn  
Sylke Bijlsma  
Theo Miedema

Archer Daniels Midland Company  
Lidl  
Feadship  
Atlantic Partners Asia  
ING  
Parcel Perform



# Celebrate the future

With KLM's 100th, we proudly look forward to a bright future, ready for the exciting challenges and opportunities ahead.

Royal Dutch Airlines

