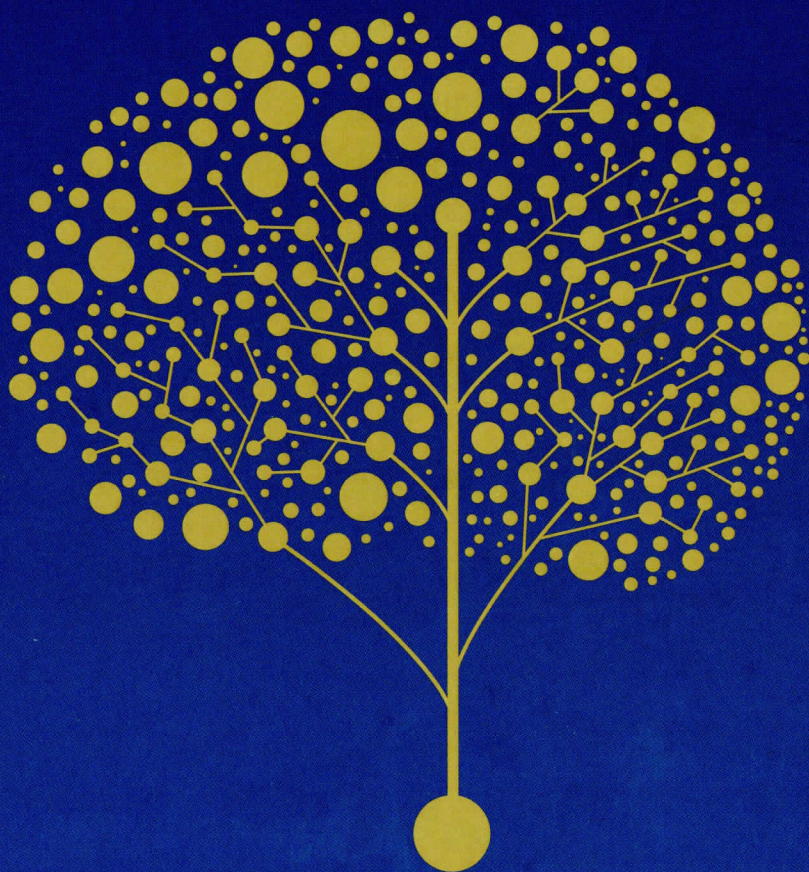


HEART WORK 2

EDB & Partners:
New Frontiers for the Singapore Economy



Introduction by
CHAN CHIN BOCK

HEART WORK 2

HEART WORK 2 continues the narrative from where *HEART WORK* (published in 2002) leaves off. It chronicles the challenges that the Singapore Economic Development Board encountered during the first decade of the 21st century, as it partnered other government agencies, institutes of higher learning and companies, to chart new frontiers for Singapore's economic development.

In this book, the focus has shifted to fostering an even deeper connectedness to Singapore, and the city-state is being enhanced as a "home" in Asia, in all its senses, for business, innovation and talent. The Republic's well-honed key attributes of trust, knowledge, connectedness and high standard of living make it well-placed to be a "living lab" to develop new sustainable solutions for tomorrow's global opportunities in emerging areas such as the urban environment, health and wellness, lifestyle and entertainment.

But, as former EDB Chairman Chan Chin Bock aptly puts it in his introduction, though the industries have evolved and the challenges morphed, one thing stays the same – the story of enterprise and endeavour, in the unending quest to forge new frontiers, to create economic value and enhance the quality of life.

Future Ready

The designers of the illustration on the front jacket, :phunk, have chosen a futuristic motif of a tree emerging from a single point to depict Singapore's continual development of new capabilities to harness growth opportunities today and tomorrow. The minimalist golden lines and dots represent how Singapore fosters innovative solutions by connecting people, capital, markets, technologies and ideas.

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