

# Singapore x China business relations

*April 2023*

  
**daxueconsulting**  
beijing shanghai hongkong





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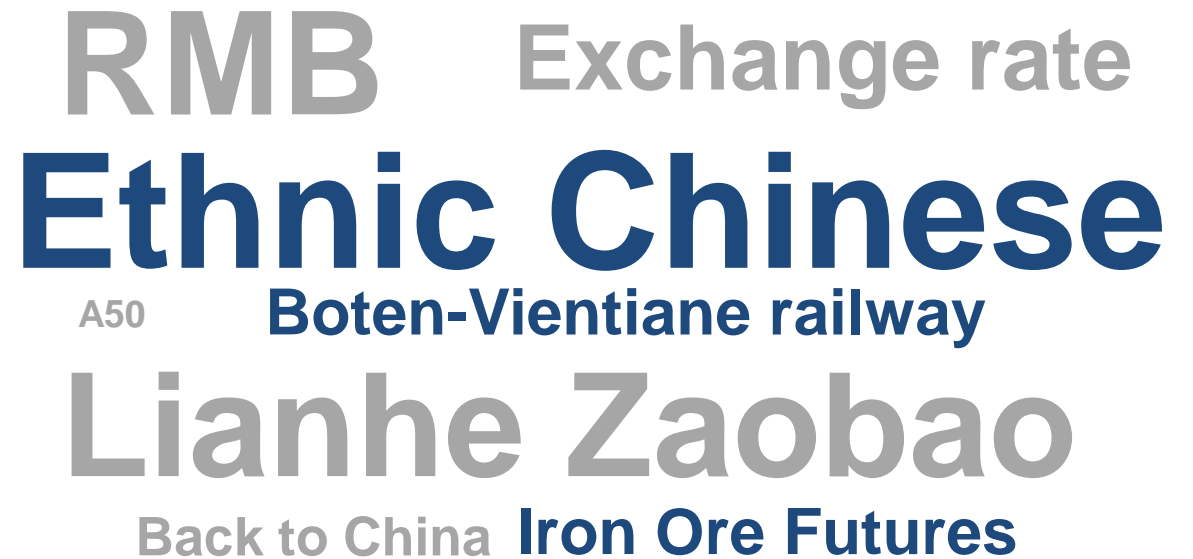
# Baidu search data exposes Chinese perceptions of Singapore

Baidu users are interested in Singapore's demographics, economy, geopolitics.

## Associated words on Baidu Index\*



## Suggested topics on Baidu Search^



\* The associated words related to the name of the country

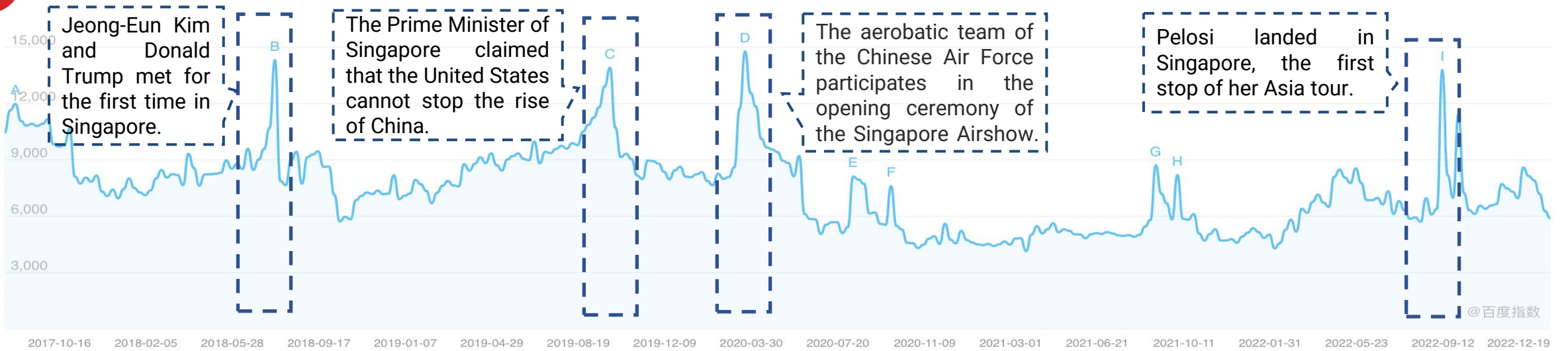
^ The suggested topics after typing the name of the country in the search bar

Source: Baidu & Baidu Index, 2022.

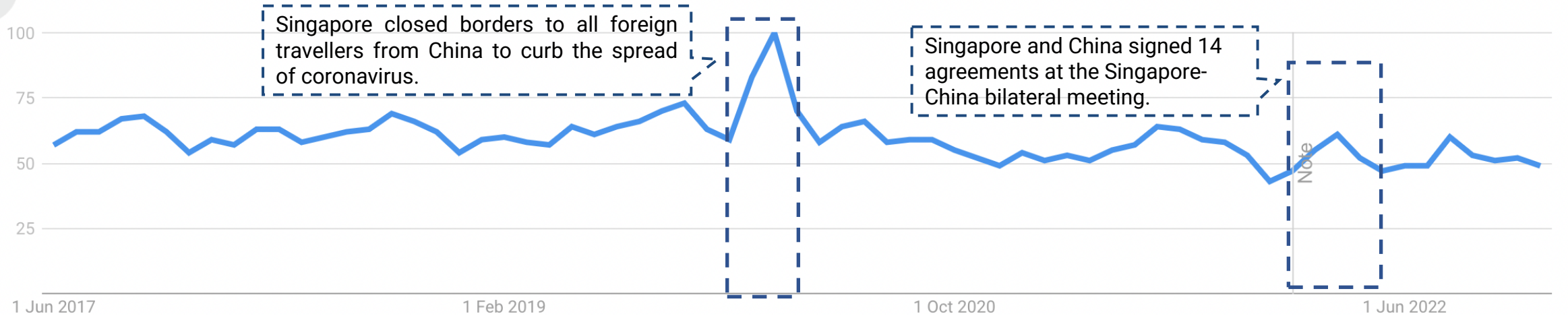
# Chinese netizens are interested in Singapore's political news



## Chinese netizens' search frequency of "Singapore/新加坡" on Baidu



## Singaporean netizens' search frequency of "China" on Google



Time frame: Jun 2017 – Dec 2022

# Where in Singapore are Chinese investing? (1/2)

Popular areas in the city-state are close to financial hubs and good schools



**ORCHARD ROAD**—Luxury shopping and entertainment area: Most popular tourist destination in Singapore and the ninth most expensive shopping location in Asia Pacific. It is one of the top destinations for Chinese property buyers, along with Sentosa Cove, Marina Bay, and Sengkang.

**BUKIT TIMAH**—A high-class residential with plenty of green areas: It is located in District 10, which is the most expensive district in Singapore. Its luxury condominiums and landed properties attracted high net-worth investors worldwide.

**MARINA BAY**—Leading financial center of Singapore: It is the epitome of Singapore’s urban transformation efforts which comprises the city state’s new financial center, residential, hotel, and entertainment. The land reclamation work starts in 1969 and ended in 1992 under the Singapore government’s Urban Redevelopment Authority (URA) Master Plan.



Image source: Unsplash, Hu Chen, 2018

A view of Marina Bay Sands and ArtsScience, Marina Bay

Source: Juwai

# Where in Singapore are Chinese investing? (2/2)

Close proximity to transportation, top schools, shopping roads, and other amenities



Image source: Unsplash, K8, 2019

*A shopping mall at Orchard Road*



Image source: Unsplash, Chuttersnap, 2016

*A bird's eye view of Bishan*

**EAST COAST**—Singapore's most popular coastal district: It is in close vicinity to the airport, city center, top schools, and Singapore's East Coast Park. East Coast's strategic location made it a popular property investment destination among Mainland China real estate investors who come from China's landbound cities.

**BISHAN**—The central region of Singapore: An established residential neighborhood with well-developed housing area and top-tier schools in the vicinity. Bishan-Ang Mo Kio Park is one of the largest (62 hectares) and most popular parks in Singapore.

**HOLLAND VILLAGE**—One of the most popular neighborhoods for expatriates: It has green suburban streets and neighborhood with a mixture of larger family homes, condominiums and apartment blocks, and a number of gated communities. It is also in proximity to the Botanic Gardens, Orchard Road, some of the best schools, and open green spaces.

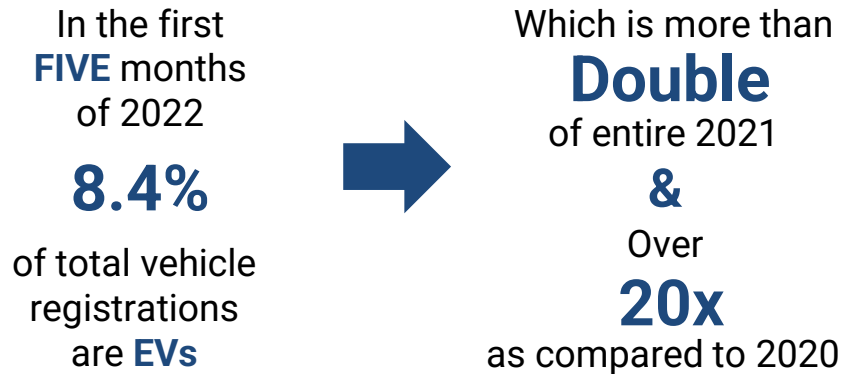
Source: Juwai



# The demand for electrical vehicles (EVs) is growing in Singapore

Environmental concerns, long-term cost savings, and government incentives are cited as the main reasons for the shift towards EVs.

## Rising demand for EVs in Singapore



The annual sales of EVs are projected to reach 14.8% of the market share in 2029, representing around 16,000 units sold annually in Singapore.

**55%**  
**SINGAPORE CONSUMERS**  
surveyed

plan to purchase an EV as their next car

Source: Bloomberg, Ernst & Young, Singapore Business Review, Budget Direct Insurance

## Reasons behind the increase in EV demand



- 50% of Singapore respondents choose to **purchase EVs due to concerns about environmental issues.**



- **Public transport is the least preferred transportation mode** among respondents due to the pandemic. 47% of them believed that travelling through a personal car could protect their wellbeing.



- In Singapore, an additional 10-50% will be added to the standard road tax when the vehicle is over 10 years old. This **tax policy could encourage people to buy new cars**, augmenting the growth of EVs.

Source: Ernst & Young

# Case study: BYD (1/2)

BYD provides environmentally friendly and value-for-money EVs in Singapore. It experienced a sales spike in 2022.



BYD ATTO 3

2003

Build Your Dreams (BYD), an automotive manufacturer, was founded and headquartered in Shenzhen, Guangdong.

2014

BYD debuted in Singapore with its pure electric e6 36 cars and on-call leasing services.

2016

Go-Ahead Singapore: Singapore's first fully-electric bus was trialed using BYD's K9 bus

2018

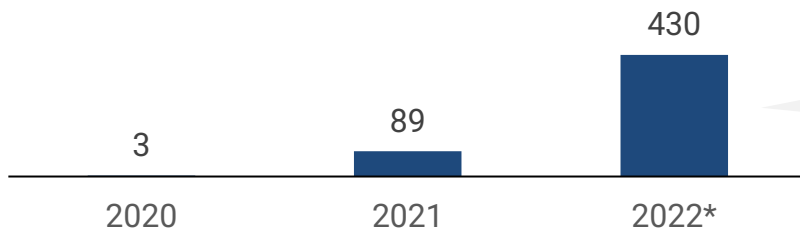
As of June 2018, BYD Singapore has built 122 charging stations.

2022

A cumulative total of 631 BYD new cars were registered in Singapore by July 2022 since it first entered Singapore.

Sources: China Daily, Land Transport Guru, BYD Singapore & Singapore Land Transport Authority

Number of BYD New Cars Registration in Singapore



\* For the year 2022, the data is until July

Source: Singapore Land Transport Authority

BYD is seeing a sharp increase in new car registrations in 2022.

Of the 8.4% EV registrations in the first five months of 2022 in Singapore,

around **1.8%** is taken by BYD.

Source: Singapore Land Transport Authority (2022)



# Case study: BYD (2/2)

Consumers in Singapore are relatively brand-conscious and put an emphasis on product quality.

## BYD is priced lower than Tesla in Singapore

Model	List Price
M3e	SGD184,888 (US\$139,426)
New e6	SGD204,888 (US\$154,508)
ALL-NEW e6 ADVANCE Edition	SGD208,888 (US\$157,524)
ALL-NEW ATTO 3	SGD246,888 (US\$186,180)

Source: BYD Singapore, Sgcarmart

Remarks: The price list is obtained in August 2022



The best-selling EV model in Singapore in 2021 is Tesla Model 3 sedan. It's priced around **SGD208,000** (US\$157,524).

Sources: Sgcarmart

## BYD focused on quality rather than price

- Singapore has a relatively **high GDP**. In December 2021, its GDP per capita was around US\$72,766. Moreover, Singapore is a **brand-conscious** market.
- When **Cherry QQ became the first Chinese car brand** to enter Singapore's market in 2006, they had the **reputation of being cheap and low quality**. Hence, they disappeared from the market.
- Therefore, for the less-price-sensitive Singapore market, **product quality** is a vital aspect that BYD focused on.
- The **experimental EV projects** in Singapore are also **promoting the use of EV among consumers**. BYD provides EVs to one of the taxi operators, HDTT and e-buses in Singapore.

Sources: BYD Singapore, CEIC Data & OneShift by Carousell (2019)

# Search trends of BYD on Google in Singapore



Time frame: Jun 2017 – Dec 2022

## Related queries

The electric Sport Utility Vehicle (SUV) was launched in July 2022.



BYD Atto 3



BYD e6

The second-gen multi-purpose vehicle (MPV) was introduced in March 2021.

Source: Google Trends, Paul Tan, Business Times  
 Note: Google's improvement in data collection system

# Best selling products from Singapore on Tmall (Excluding tourism)

## THE GOLDEN DUCK SALTED EGG YOLK POTATO RIDGES



**Price:** CNY64.90 (US\$9.55)

**Monthly sales:** 1,000+

**Reviews:** 500+

**Popularity due to:** Good taste, crispy texture, affordable price

## TWG TEA BREAKFAST EARL GREY TEA



**Price:** CNY150 (US\$22.08)

**Monthly sales:** 400+

**Reviews:** 1,000+

**Popularity due to:** Suitable for gifts, great tea color, mellow aroma, beautiful packaging

## YA KUN KAYA



**Price:** CNY68 (US\$10)

**Monthly sales:** 1,000+

**Reviews:** 3,000+

**Popularity due to:** Long validity period, good freshness, good taste, moderate sweetness, high value for money

Source: Tmall, 2022



# What do Singaporeans think about China?

49% of Singaporeans surveyed said that it's more important to have stronger economic ties with China.

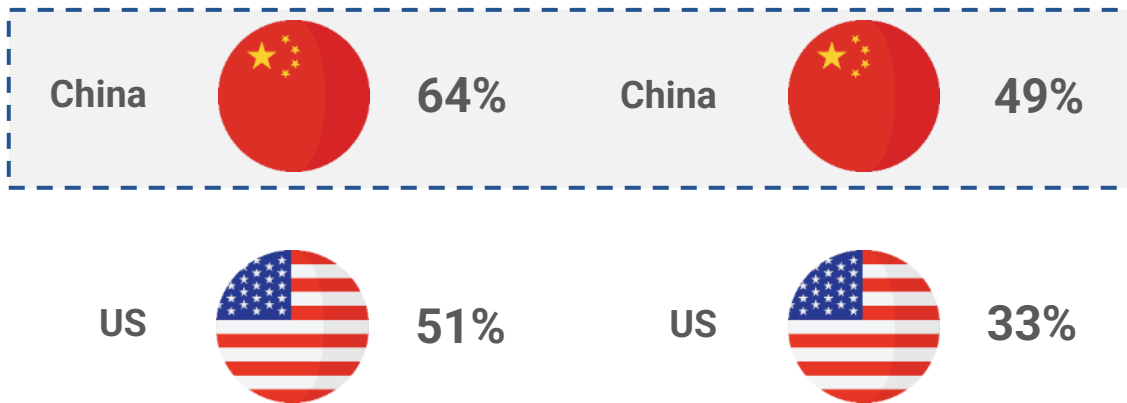


SINGAPORE

- Based on a survey conducted by Pew Research Center in 2021, more Singaporeans favor China as compared to the US. The preference was due to the rise of Chinese economic power in the past decade.
- Singaporeans increasingly view Chinese brands in a positive light.

It is more important for Singapore to have strong economic ties with... (2021)

Singaporeans have a favorable view of... (2021)



Source: Pew Research Center

N= 1,124 Singaporean adults

## Singaporeans are seeking for ways to buy directly from Taobao

- In Singapore, Chinese **tech** products are becoming known for their **excellent quality and competitive pricing**.
- However, despite its popularity, Singaporeans still prefer tech products from Japan, the US and South Korea.
- Taking a step further, Singaporeans are now using **Taobao** for online purchases. In the past few years, numerous websites that provide detailed instructions on how to use Taobao and to ship goods to Singapore are popping up.

Sources: South China Morning Post, Dollars and Sense

# About Daxue Consulting



# **Our mission is to guide businesses to holistic growth in Asia**

Through our market research and strategy consulting, we equip businesses with the knowledge and guidance to achieve growth in China and beyond



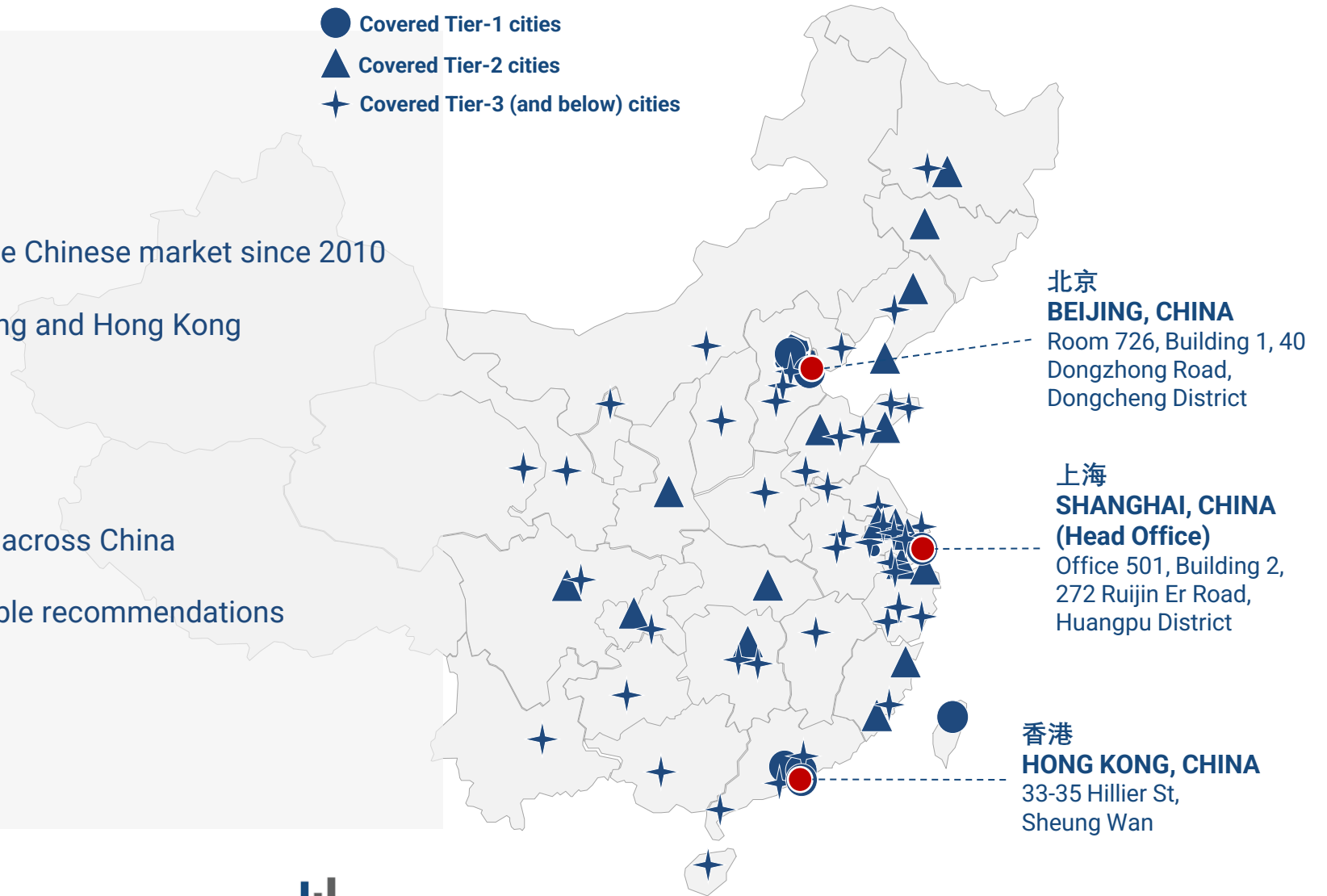
# Who We Are

Your Market Research Company in China

## We are Daxue Consulting:

- A market research firm specializing on the Chinese market since 2010
- With 3 offices in China: in Shanghai, Beijing and Hong Kong
- Employing 30+ full-time consultants
- Full, complete, national coverage
- Efficient and reliable fieldwork execution across China
- Using our expertise to draw precise, reliable recommendations
- With key accounts from around the world

- Covered Tier-1 cities
- ▲ Covered Tier-2 cities
- ✦ Covered Tier-3 (and below) cities



# The values we embrace



## Our clients' goals are our goals

We see ourselves as an extension of the client's business in China or their target country, hence, we advise them as if we were in their shoes and investing along with them.



## Embrace change enthusiastically

Similar to how markets are constantly changing, our mindset is also always evolving. We value routine only when it helps us improve and we value change because it helps to keep pace with our time.



## Intellectual humility gives clarity

Only through the lenses of humility can knowledge be seen clearly. At daxue consulting, we are humble toward science and the truth. We interpret data in a way that lets it speak for itself, even if contradicts our hypothesis.



## Freedom enriches creativity & responsibility

Freedom to manage and envision her or his mission increases the sense of responsibility to that mission.



## Knowledge is meant to be shared

While our projects team dives deep to provide catered research to clients, the media team shares insights publicly. At the same time, we foster a culture of sharing knowledge in our team, each individual works to increase their own knowledge and freely shares ideas each other.

# What we do



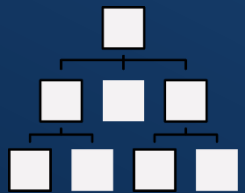
## Market research

Our China market research services leverage both qualitative and quantitative methods across a broad range of industries sectors to fuel your strategic plan and support your expansion in China.



## Strategy consulting

Our team can provide you with a wide selection of consulting services aimed at supporting your strategic decisions in China.



## Management consulting

Our consulting service aims to give you both a clearer understanding of any aspect of your business, as well as a comprehensive overview of your target market.



## Branding

Through using a set of different methodologies, our international team of market managers can answer your branding issues and support your growth in China.



# Our services and methodologies



**Desk research**



**Tribe marketing**



**Employee engagement survey**



**Persona definition**



**Brand positioning**



**Expert interviews**



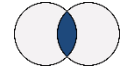
**Market sizing**



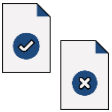
**Online & offline surveys**



**Lean management**



**Co-branding strategy**



**A/B testing**



**Focus groups**



**Online data scraping**



**Activation toolkit**



**Sensory research**



**Tech-assisted research**



**Store checks & mystery shopping**



**Social listening**



**Brand naming**



**Market entry**

# Our past and current clients

400+ clients with 600+ projects for the past 10 years

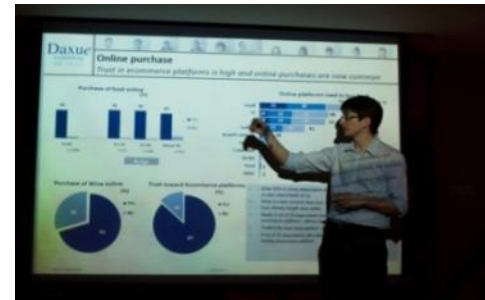


# An experienced organization with the Asian market

Regularly featured and quoted in publications all over the world



TV INTERVIEWS ON PRIME-TIME TELEVISION IN SINGAPORE



WORKSHOP ON CHINA'S FOOD IMPORTS



LECTURING AT PEKING UNIVERSITY MBA.



DAXUE ON THOUGHTFUL CHINA



FREQUENT SPEAKERS ON BUSINESS TOPICS





# STAY UPDATED ON ASEAN MARKET INSIGHTS



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<https://www.linkedin.com/company/daxue-consulting>



**Newsletter**

<https://daxueconsulting.com/newsletter/>



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**Press release**

<https://daxueconsulting.com/press-enquiries/>