

Nurturing Communities Society and Environment



In building Keppel's brand equity as a Singapore-grown MNC, we strongly believe in showcasing Singapore to the world and contributing to the country's international image.

Focus areas

- Showcase Singapore to the world
 - Support public policy research and education
 - Encourage sustainable development
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Showcasing Singapore

The Clipper Round the World Yacht Race is one of the world's most celebrated amateur sailing races. For the 2007–08 race, Keppel was the primary sponsor for the Singapore yacht, *Uniquely Singapore* and host port sponsor for the Singapore stopover in the race, together with race partner, Singapore Tourism Board (STB). After 10 months of ocean racing covering 35,000 miles across the globe, Singapore emerged seventh out of the 10-strong international racing fleet and scored a first position in Leg 5 from Hawaii to Santa Cruz.

As part of people development, Keppel sponsored six employees as sailing ambassadors on the race of which four were single leggers, one crewed in three legs and another in five legs. Joining them was a large contingent of young people from the 10 ASEAN countries, supported by the Singapore-ASEAN Youth Fund and Singapore's Ministry of Foreign Affairs as part of ASEAN's 40th anniversary celebrations.

In 2008, Keppel committed to continue its sponsorship of *Uniquely Singapore* for the Clipper Round the World yacht races for 2009–10 and 2011–12. This marks the third consecutive year that Singapore is participating in the race and Keppel's third year as a sponsor.

For the 2009–10 race, Keppel will be the team sponsor and official host port for the Singapore stopover, with STB as team partner. The Keppel Bay Sailing Academy has also secured the rights to provide part of the required pre-race Clipper training for participants.

As part of its efforts to facilitate business exchanges with other countries, Keppel O&M has been a continued supporter of the Latin Asia Business Forum held in Singapore as the gold sponsor, hosting a reception for the business and ministerial delegates for the past three years. The Forum and the reception provided an excellent platform for networking among businessmen and government officials from Singapore and the various countries in Latin America. Keppel is active in Latin America through Keppel O&M and Keppel Seghers.

Keppel O&M extended its support of building ties with Latin American countries, particularly Brazil, by contributing to the sponsorship of the translation and production of the first-ever Portuguese version of Singapore Minister Mentor Lee Kuan Yew's two-part memoirs. The Portuguese edition was jointly launched by Brazilian President Luiz Inácio Lula da Silva and Singapore's Prime Minister Lee Hsien Loong during Prime Minister Lee's visit to Brazil on 25 November 2008.



1 Mr Choo Chiau Beng, CEO of Keppel Corporation (third from left), with ministers and ambassadors of the various Latin American countries at Latin Business Asia 2008.

2 CEO of Keppel Corporation and Singapore's Non-Resident Ambassador to Brazil, Mr Choo Chiau Beng (second from left), with Singapore's Prime Minister Lee Hsien Loong, Brazilian President Luiz Inácio Lula da Silva and Singapore ministers and officials at the Ministry of Foreign Affairs in Brazil following the launch of the memoirs.



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Supporting Public Policy Research and Education

Keppel believes in lending its support to public policy research and education.

Keppel Corporation pledged \$1 million for two years towards Business China Singapore. Mooted by Singapore's Minister Mentor Lee Kuan Yew, Business China was formed in November 2007 to develop a pool of bilingual and bi-cultural Singaporeans who can engage China comprehensively and holistically in the economic, business, social, cultural or educational fields. Business China plans to launch various initiatives such as talks and networking sessions among Chinese and Singapore businesses as well as develop an e-learning portal with interactive learning resources and reference materials.

Keppel Corporation also sponsored \$50,000 towards Singapore Perspectives 2008. Held on 1 February 2008, this flagship conference of Singapore's Institute of Policy Studies aims to engage Singaporeans in a lively debate about the public policy challenges facing the country. Distinguished panelists in 2008 include Minister Mentor Lee Kuan Yew and several Cabinet ministers.

Apart from supporting various schools and institutions financially, Keppel supported the Securities Investors Association of Singapore's Investor Education Programme with a contribution of \$100,000. Through seminars and workshops, the programme aims to educate retail investors in making informed investment decisions to grow and protect their wealth.

Keppel Corporation contributed \$3 million to the endowment fund of the Sim Kee Boon Institute for Financial Economics, Singapore Management University in 2008. The late Mr Sim had a distinguished career in both the public and private sectors

and played an important role in the economic development of Singapore. He was also Executive Chairman of Keppel Corporation from 1984 to 2000, transforming a home-grown shipbuilding company into a global conglomerate.

Keppel Corporation sponsored \$1 million to the Lee Kuan Yew Conference Room in *Arundel House*, the headquarters of the International Institute for Strategic Studies (IISS) in London. The IISS is the world's leading authority on political-military conflict. Minister Mentor Lee gave a special lecture at the inauguration of the room on 23 September 2008.

As main sponsor of the 6th IISS Asia Security Summit under the auspices of The Shangri-La Dialogue, attended by defence ministers and senior officials from numerous nations, Keppel supported efforts to promote Asian defence diplomacy.

Encouraging Sustainable Development

Keppel Corporation is a founding sponsor of the Singapore International

Water Week (SIWW) for two years. Organised by the Public Utilities Board, the SIWW is an international platform involving policymakers, industry leaders, experts and practitioners to address challenges, showcase technologies, discover opportunities and celebrate achievements in the water world.

The SIWW was held from 23 to 27 June 2008, together with the World Cities Summit and East Asia Summit Conference on Liveable Cities which explored other aspects of sustainable development. Keppel Land's waterfront developments and Keppel Seghers' Ulu Pandan NEWater Plant were showcased at this inaugural platform. Mr Lim Chee Onn, Chairman of Keppel Corporation, was among the panel of distinguished speakers for the roundtable discussion on *The Business of Water* at the SIWW's Water Leaders Summit.

Keppel Corporation sponsored *Responsible Business*, a new television series showcasing leading global corporations that partner governments, non-governmental organisations



Table housing coral fragments are lowered and secured underwater by Keppel Volunteers, NParks and NUS divers for propagation before transplanting to recipient coral reefs.

(NGOs) and international organisations to develop business-driven solutions for challenges facing our world today.

Keppel Group continued its steadfast support to the Coral Nursery Project in 2008. Launched in July 2007, the project is a collaboration with NUS, National Parks Board and NEA, and is part of a national effort to conserve the coral cover in Singapore. It is Singapore's first corporate-sponsored marine environmental initiative and the first in the region. Keppel's sponsorship of \$250,000 spans two years and supports maintenance efforts for the nurturing and re-growth of coral fragments. The growth and development of the coral nursery will be monitored with the view of future transplanting.

In addition, a 30-strong team of Keppel Volunteers with diving experience has come forward as our volunteer divers. Twice a month, four volunteer divers deploy nursery tables and perform maintenance cleaning, hand-in-hand with NUS. The project has been well received by the public and featured in the local media.

Keppel Group is the Gold Sponsor for Asia Dive Expo 2008, an exhibition targeted at educating the public on how human actions affect the marine environment and what humans can do to remedy the situation.

Keppel Group was the main sponsor of *Blue Planet*, a highly acclaimed 10-part BBC documentary narrated by world-renowned naturalist, David Attenborough. Almost five years in the making, the series involved nearly 200 filming locations and has been described as "the first ever comprehensive series on the natural history of the world's oceans". The series was aired on Singapore's Arts Central from April to June 2008 and won multiple Emmy and BAFTA TV awards for music and cinematography.

KIE and Keppel Land were the platinum sponsors of the Corporate Environmental Outreach (CEO) Run held on 19 October 2008 at Pulau Semakau organised by NEA. Funds raised were channelled to six local environmental NGOs to develop and sustain their community outreach

and education efforts to enhance the public's environmental responsibility.

Keppel Land organised a Christmas Bazaar on 10 December 2008 where staff could purchase handicrafts made of recycled material from various charities such as the Institute of Mental Health, Association for Persons with Special Needs (APSN), Cicada Tree Eco-Place and Singapore Management University Ambassadors. Funds raised went to the Elephant Nature Foundation, World Vision, Tabitha Foundation and Riverkids Project.

Keppel Land sponsored 500 recyclable bags and 100 mugs at a public event, RSC Block Party: the Eco-Solutions Festival, held at the *Old School @ Mt Sophia* on 19 July 2008. The highlight of the Festival was a rock concert by local bands to increase youth awareness on environmental issues. Keppel Land further sponsored 200 bags and mugs for *Clean and Green Singapore – North West!* on 9 November 2008, organised by the NEA North West Regional Office and North West Community Development Council.

For the second consecutive year, SPC supported MediaCorp's *Saving Gaia* campaign, which aims to increase awareness of environmental issues.

SPC also collaborated with MediaCorp's Capital 95.8FM radio station in a *Save-the-Earth* recycling drive where listeners dropped off their recyclable items at designated SPC service stations. Proceeds from the collection were donated to Capital 95.8FM's adopted charity, Fei Yue Family Service Centre.



Keppelites joined representatives from other corporations at tree planting after the inaugural CEO Run on Pulau Semakau organised by the NEA.