

BLUETHIRST

MARKETEERS EXPORT GUIDE: SINGAPORE



Performance Digital Marketing
Make **EXPORT** Ads Work

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About Blue Thirst

Blue Thirst are a Facebook & Google Ads Premier Partner certified Agency. Specialists in Search, Mobile, Display, Shopping, Social & YouTube campaigns.

We are experts in generating relevant traffic and conversions in competitive or new markets.

Our Qualifications



Google Premier Partner

The Google Partner badge shows that specific Partners have passed Google Ads product certification exams and are up-to-date with the latest product knowledge. In other words, they earned it, and are highly qualified.



Bing Partner

The Bing Partner Program gives partners opportunities to nurture and grow their intelligent search and digital business, provides access to the Microsoft community and technical experts. The Bing Partnership is recognition of their level of expertise running Bing Ads campaigns.



Facebook blueprint certification

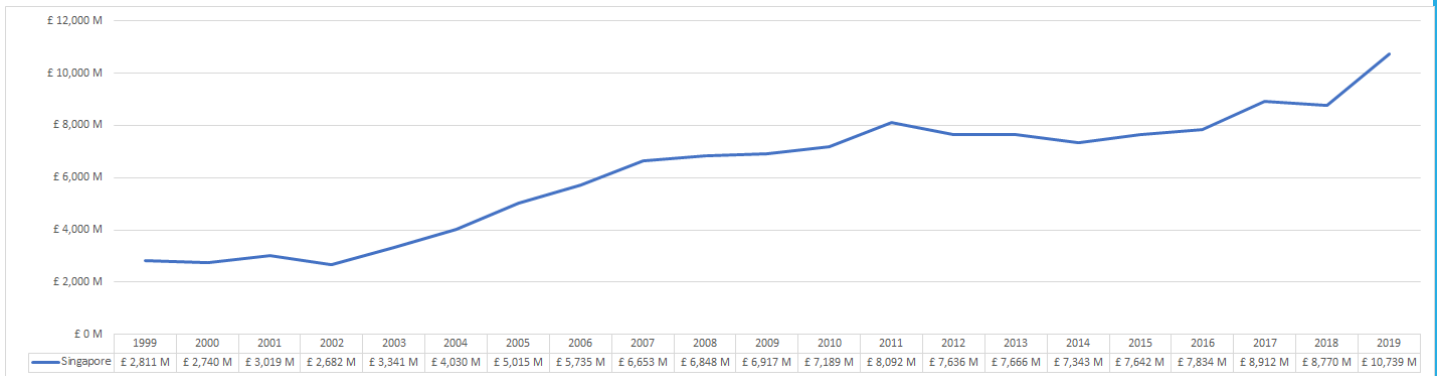
Blueprint Certification lets you validate your proficiency through proctored exams in specific advanced level competencies. It measures professional competency and earns you a verifiable credential that people can see on social media. Acquiring Facebook Blueprint certified status endorses your ability the digital marketing industry.

This Document

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MARKETERS EXPORT GUIDE:



"Singapore is a small, but wealthy city-state with an open and trade-driven economy. It's a leading financial, shipping and trade hub for the Asia Pacific region, and the government has a pro-business economic and trade policy. In the year to March 2019, the UK exported £8.8bn of goods and services to Singapore (ONS, 2019)." [great.gov.uk](https://www.great.gov.uk)

Ease of doing business	Currency	Business language	GDP per capita	Economic growth	Time zone
2nd	Singapore Dollar	English	\$64,041	3.2%	GMT +8
out of 190 countries (World Bank, 2019)			UK is \$42,558 (IMF, 2018)	(IMF, 2018)	

*[great.gov.uk/markets](https://www.great.gov.uk/markets)

What Do We Currently Export?

Categories where the UK is an important import partner

category	Singapore's imports from United Kingdom	United Kingdom's exports to world		Singapore's imports from world	
	Value in 2019	Value in 2019	% of Uks Exports	Value in 2019	% from UK
Machinery, mechanical appliances, nuclear reactors, boilers; parts thereof	\$4,525,332 k	\$73,129,406 k	6.19%	\$58,318,617 k	7.76%
Organic chemicals	\$852,251 k	\$12,663,760 k	6.73%	\$7,209,819 k	11.82%
Beverages, spirits and vinegar	\$595,600 k	\$10,252,308 k	5.81%	\$2,820,627 k	21.12%
Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television ...	\$532,444 k	\$28,381,003 k	1.88%	\$98,127,085 k	0.54%
Optical, photographic, cinematographic, measuring, checking, precision, medical or surgical ...	\$356,519 k	\$19,856,311 k	1.80%	\$12,446,600 k	2.86%
Aircraft, spacecraft, and parts thereof	\$332,070 k	\$18,438,817 k	1.80%	\$11,891,736 k	2.79%
Vehicles other than railway or tramway rolling stock, and parts and accessories thereof	\$197,397 k	\$50,491,930 k	0.39%	\$5,383,478 k	3.67%
Essential oils and resinoids; perfumery, cosmetic or toilet preparations	\$165,173 k	\$5,747,320 k	2.87%	\$4,794,349 k	3.45%
Pharmaceutical products	\$113,604 k	\$27,124,153 k	0.42%	\$3,190,537 k	3.56%
Mineral fuels, mineral oils and products of their distillation; bituminous substances; mineral ...	\$112,997 k	\$40,885,436 k	0.28%	\$75,273,927 k	0.15%

Where are potential Opportunities?

Categories where the UK could potentially increase exports

category	Singapore's imports from United Kingdom	United Kingdom's exports to world		Singapore's imports from world	
	Value in 2019	Value in 2019	% of Uks Exports	Value in 2019	% from UK
Electrical machinery and equipment and parts thereof; sound recorders and reproducers, television ...	\$532,444 k	\$28,381,003 k	1.88%	\$98,127,085 k	0.54%
Mineral fuels, mineral oils and products of their distillation; bituminous substances; mineral ...	\$112,997 k	\$40,885,436 k	0.28%	\$75,273,927 k	0.15%
Natural or cultured pearls, precious or semi-precious stones, precious metals, metals clad ...	\$47,331 k	\$42,543,967 k	0.11%	\$18,866,456 k	0.25%
Iron and steel	\$21,869 k	\$6,619,765 k	0.33%	\$2,631,209 k	0.83%
Paper and paperboard; articles of paper pulp, of paper or of paperboard	\$10,330 k	\$3,060,218 k	0.34%	\$1,604,060 k	0.64%
Aluminium and articles thereof	\$7,935 k	\$2,890,941 k	0.27%	\$1,281,991 k	0.62%
Copper and articles thereof	\$7,377 k	\$1,723,353 k	0.43%	\$751,907 k	0.98%
Toys, games and sports requisites; parts and accessories thereof	\$6,848 k	\$2,325,500 k	0.29%	\$740,392 k	0.92%
Articles of leather; saddlery and harness; travel goods, handbags and similar containers; articles ...	\$6,657 k	\$1,272,373 k	0.52%	\$2,138,528 k	0.31%
Articles of stone, plaster, cement, asbestos, mica or similar materials	\$6,492 k	\$1,132,700 k	0.57%	\$708,608 k	0.92%

These are the top 10 categories where the UK exports high but a low amount of these products are imported by Singapore

[Click to View Live Export Opportunities in Singapore](#)

UK Exports



■ Singapore's imports from United Kingdom ■ United Kingdom's exports to world

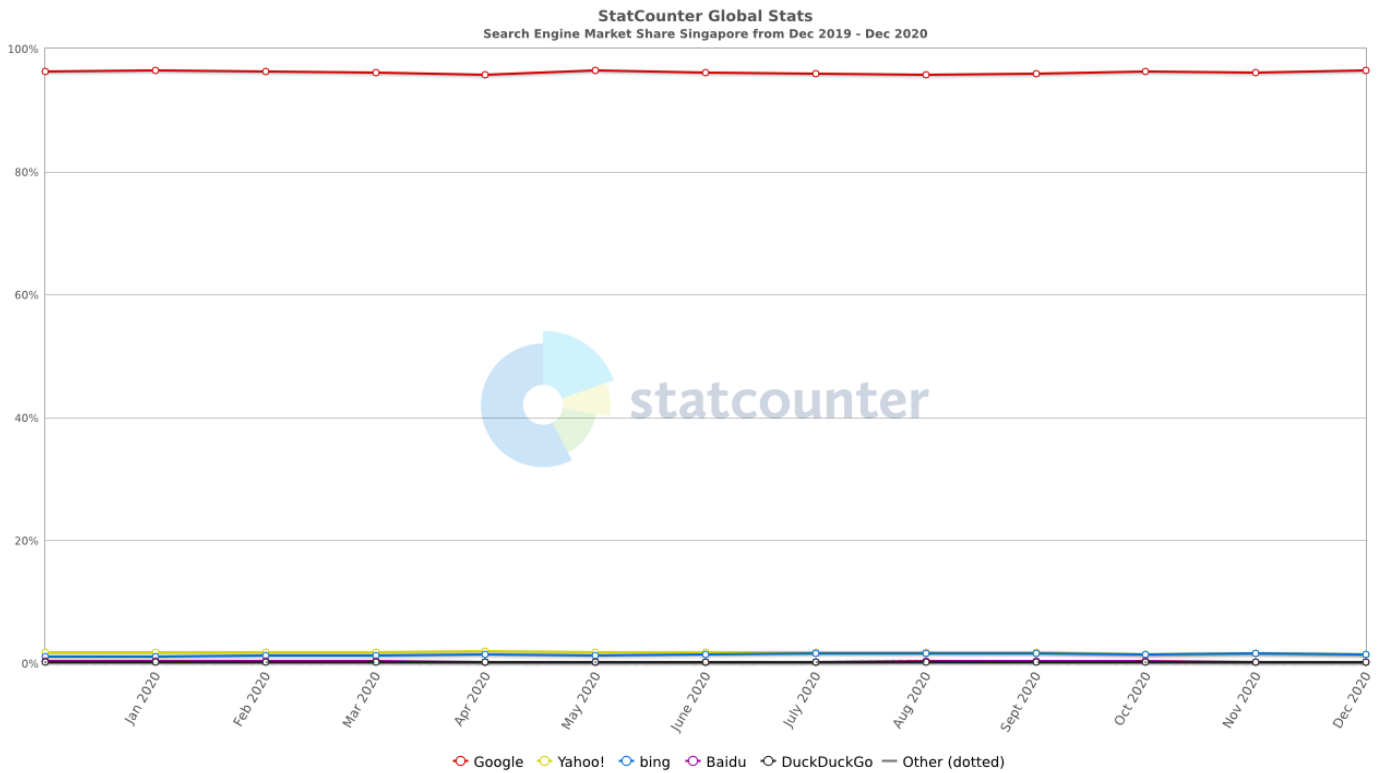
Singapore Imports



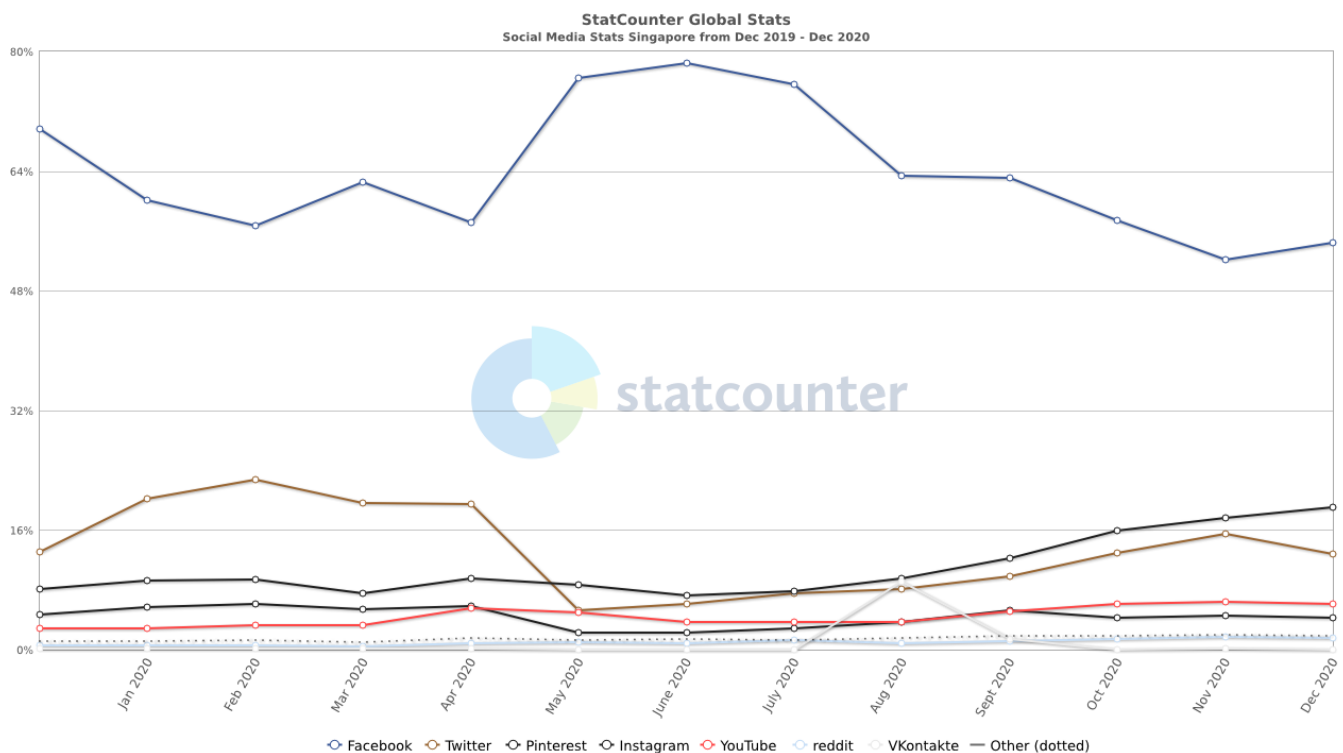
■ Singapore's imports from United Kingdom ■ Singapore's imports from world

SINGAPORE DIGITAL MARKETING

Singapore Search Engine Usage



Singapore Social Media Usage



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