

Media Information

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BMW boosts SEA supply chain resilience with resumption of BMW Supplier Matching Day in Singapore.

Supported by Enterprise Singapore, the platform fosters collaborations between BMW and manufacturers.

Singapore. Organised by BMW Group AG (BMW), the BMW Supplier Matching Day connects Singapore manufacturers with BMW on potential collaboration opportunities to bolster the brand's regional automotive supplier base and value chain. Supported by Enterprise Singapore (EnterpriseSG), the event saw over 40 participants from 25 local manufacturers which specialise in diverse areas of expertise, such as electronics, battery and charging infrastructure, optics, and advanced materials.

"Our collaboration with EnterpriseSG underscores our dedication to the development of Singapore's business ecosystem, supported by the fact that EnterpriseSG engages local companies and partners closely to develop Singapore's manufacturing industry," said Steve Chan, Regional Government & External Affairs, ASEAN. "The synergy between our company and EnterpriseSG reflects our commitment to fostering innovation and local talent in Singapore. We hope that this strong partnership supports the efforts in co-innovation and collaborations between MNC's and local SMEs/manufacturers."

"Moreover, our vision extends beyond national boundaries. Bolstered by the success and support within Singapore, we are strategically expanding our sourcing activities to the wider region. The conducive ecosystem and collaborative spirit within Singapore have positioned us to extend our efforts, fostering connections and partnerships across the region," added Chan.

Amid the post-pandemic evolution of the global supply chain, BMW recognises the strategic importance of Southeast Asia as a top sourcing and manufacturing region to bolster its supply chain resilience. Within Singapore, BMW sees strong potential in the local manufacturing ecosystem, as well as Singapore's position as a gateway to the SEA region.

Through the event, BMW aims to identify new suppliers that can contribute to its global supply chain, while also supporting the growth of local businesses. The primary focus is to identify, nurture, and foster local collaborations with Singapore manufacturers in the areas of deep tech and innovation. With EnterpriseSG's facilitation, BMW was able to engage with local manufacturers in areas such as tech sourcing and innovation solutions.

"Multinational corporates such as BMW are valuable partners to Singapore enterprises. Not only do they play an important role in the validation of the products manufactured by Singapore companies, they also provide them with opportunities to deepen innovation capabilities and access to their wider business networks and supply chains," said Ms Anne Ho, Director, Advanced Manufacturing, Enterprise Singapore. "We are happy to partner BMW for today's BMW Supplier Matching Day and will continue to support efforts that enable Singapore companies to access business opportunities and form win-win partnerships with corporates."

The Supplier Matching Day event serves as a testament to BMW's commitment to Singapore's vibrant business landscape and the brand's strategic efforts to expand its footprint in the region, fostering innovation and collaboration beyond borders.

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The BMW Group

With its four brands BMW, MINI, Rolls-Royce and BMW Motorrad, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network comprises over 30 production sites worldwide; the company has a global sales network in more than 140 countries.

In 2022, the BMW Group sold nearly 2.4 million passenger vehicles and more than 202,000 motorcycles worldwide. The profit before tax in the financial year 2022 was € 23.5 billion on revenues amounting to € 142.6 billion. As of 31 December 2022, the BMW Group had a workforce of 149,475 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management central to its strategic direction, from the supply chain through production to the end of the use phase of all products.

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