

Trainer Profile

Allan Tay is Director (Operations) of Jurchen Trade Services, an international trade consultancy and premium training service provider.

Allan started his career at the Singapore Economic Development Board, where he was responsible for investment promotion work targeted at central Europe and the Middle East. Key projects he promoted and facilitated include the establishment of T-Systems' (Deutsch Telekom's IT arm) Asia-Pacific HQ and Network Operating Centre in Singapore; the setting up of the Swiss House for Science, Research & Education in Singapore to promote bilateral R&D collaboration; the establishment of Herrenknecht AG's Asia-Pacific HQ in Singapore; and the setting up of Horizon Terminals' (subsidiary of Emirates National Oil Company – ENOC) chemical oil storage facility in Singapore.

Allan was also involved in attracting foreign business incubators from Europe to establish hubs in Singapore for their home SMEs. He served as Singapore secretary for the German-Singapore Business Forum and French-Singapore Business Council under the respective leadership of Prof Dr. Lothar Späth (former PM of Baden-Wurtemberg State) and M. Yves Michot (President of Defense Conseil International). He also worked to clinch hosting rights for the World Economic Forum's East Asia Economic Summit in Singapore for 2003, 2005 and 2007. Allan was also involved in promoting the Singapore-Riau Islands twinning investment strategy. Key projects secured included the setting up of Nordex Lighting and York Transport's manufacturing operations in Bintan and Batam respectively, whilst maintaining R&D and business HQ operations in Singapore.

Allan then moved on to International Enterprise Singapore (formerly the Singapore Trade Development Board) to spearhead corporate outreach for Singapore's series of Free Trade Agreements (FTA). Key initiatives include educating 2,000 Singapore-based companies on FTA benefits, formulating an FTA Learning Programme, organizing broad-based FTA seminars, and publishing FTA guidebooks. This has resulted in increased export value of S\$41 million for the companies engaged. Key beneficiaries include Buckman Laboratories Asia, Aeroquip Singapore, Kruger Ventilation Industries, Singapore HighPolymer Chemical Products, Grand Banks Yachts, and TOTAL Petrochemicals Southeast Asia.

Allan also headed trade promotion efforts, aimed at expanding market growth for Singapore's 31,000 exporters. 41 "new" exporters were created consequently, resulting in new export sales of S\$8 million. Key beneficiaries include Hart Technologies, PGS, and Fast and Safe Technology.

Allan Tay graduated from the National University of Singapore with Honours in Social Sciences, majoring in political science and economics.

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