

# Singapore – Hungary: Business Innovations Workshop

<https://goo.gl/Hv3U3s>



*Lau Shih Hor, Peter Vitenyi*

On March 21, the Embassy of Hungary in Singapore organized a ‘Hungarian Innovations Business Workshop’ with the support of SGTech and Singapore Industrial Automation Association (SIAA) at IoT Asia 2018. The focus of the forum was to create and facilitate direct business relationships between Hungarian and Singaporean companies.

The event brought together over 50 prominent Singaporean companies in diverse industries with technology as a core-driver of their businesses. During the forum, five Hungarian tech companies showcased their work: **AMotive** (autonomous driving), **Cellum Group** (mobile payment solutions), **NETvisor** (IoT frameworks), **Autsoft** (smart city solutions), **Waterscope** (industry sensor).

The event was officially opened by Mr Peter Vitenyi, Economic Counsellor of the Hungarian Embassy who highlighted:

*“Hungary is a small country but our culture of innovation has always been strong. I can see many similarities between Singapore and Hungary: both are making the transition towards an innovation-driven economy as it will be even more important for our companies to adopt new technological solutions.”*



In an address to the audience, Lau Shih Hor, SGTech Councillor and Chairman of the Smart Nation Pro-tem Committee, delivered a general overview of Singapore's technology landscape and initiatives SGTech supports to foster innovation. In a lively and engaging speech, Mr. Lau outlined the strategy behind Singapore's drive for digital transformation and push towards a Smart Nation. He also highlighted the Key National Strategic Projects that enable the drive towards a national transformation:

- National Digital Identity
- e-Payments
- Smart Nation Sensor Platform
- Smart Urban Mobility
- Moments of Life

(For more information on Key National Strategic Projects, please visit: <https://www.smartnation.sg/about/Smart-Nation>)

An overview of the Hungarian ICT and innovation landscape was then given, followed by presentations by the five Hungarian companies. A networking session upon commencement facilitated dialogues amongst the businesses in attendance, allowing Singaporean business leaders to discuss areas of collaboration and partnership with the Hungarian delegation.



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