

**Holger Standertskjöld**

Ambassador and Head of the Delegation of the European Union to  
Singapore

**Speech by Ambassador and Head of the Delegation of the  
European Union to Singapore Holger Standertskjöld**

**Check Against Delivery**  
**Seul le texte prononcé fait foi**  
**Es gilt das gesprochene Wort**

Encore! The European Season in Singapore Press Conference (2<sup>nd</sup>  
Quarter)  
**Singapore, 08 September 2010**

Excellencies,

Ladies and Gentlemen,

Friends from the Media,

I would like to welcome you all here today, to learn more about the wonderful Encore season of European culture in Singapore. As you may know, the dictionary definition of the French word Encore is 'a demand by an audience for an additional performance, usually expressed by applause' – or in simpler terms, the audience shouting 'more, more'. And so it is here in Singapore, in the middle of our third Encore season, we have people shouting 'more, more'. I also thank you for coming back for more, as this is the second press event this year, and your presence here is much appreciated. It is only through your continuous support that the European Season can thrive in the cultural calendar of Singapore. It is my wish to see Encore! become a permanent feature in Singapore's cultural calendar—something that even *more* people can look forward to each year.

Encore also resonates well with my main task, bring EU and Singapore even closer. Already we are very close in terms of trade, the EU is Singapore's largest trading partner and it is also the largest foreign investor in Singapore; at the end of 2008 the Foreign Direct Investment in Singapore from the EU amounted to S\$142 billion. To-date, there are over 8,000 European companies based in Singapore. This relationship will get even closer with the FTA negotiations taking place as we speak!

I am also optimistic that as EU and Singapore become closer through trade and political cooperation, you will see more cultural exchanges between the two. The EU has always been a supporter of cultural mobility and dialogue based on equality of cultures. It has many programmes that funds events and activities to this end. For instance under the Media Mundus program there is a possibility for Singaporean film-makers to participate in film training, and in exhibition cooperation of film distribution. I believe the National Arts Council in Singapore is also working hard to this end, and so many Singaporean artists are being nurtured through these initiatives. I hope that some day, if not already, these initiatives will materialise into further artistic collaboration between the EU and Singapore.

With 27 countries in the European Union, we are proud that many of them are represented in the Encore Season, and that there is an exciting range of cultural events on offer to the public. As for the Encore programs we are proposing I will leave that to my colleagues to tell you more about them! With special thanks to the wonderful Jacky Deromedi, the driving force behind it all.

I look forward to Encore!'s season ahead and I hope you will do so as well!

Thank you!