



## MEDIA RELEASE

### **AmCham Singapore launches comprehensive White Paper by Odgers Berndtson on Winning in Asia-Pacific: The American Way**

**Singapore, March 4, 2022** – Recognizing the importance of cultivating and securing global talent for the continuously growing economies of Singapore and the region, AmCham Singapore and Odgers Berndtson launched *Winning in Asia-Pacific: The American Way* white paper this evening at the chamber's welcome event for the newly appointed U.S. Ambassador to Singapore, H.E. Jonathan Kaplan.

The White Paper explores a wide variety of scenarios, strategies and solutions including analyzing the broader regional perception of US company culture and reputation and what the natural approaches are to identifying and developing leaders for local and global roles.

In recruiting and retaining global talent, the survey noted the five key characteristics that work in the U.S.'s favor:

- The dividend of US cultural influence especially with the use of English as the lingua franca of the business world;
- Confident and optimistic, the American leadership style of informality and fostering an open, democratic, and optimistic working environment.
- Values-driven culture that had a focus on diversity and inclusion, sustainability, ethical business and the mental and physical well-being of their employees;
- Entrepreneurial/start-up energy that nurture innovation and creativity as well as empowering employees and their teams to try, fail and try again;
- Diversity and Inclusion that celebrates the U.S.' national story as a melting pot of cultures and nationalities.

In his comments on the survey, U.S. Ambassador to Singapore H.E. Jonathan Kaplan said, "Fundamental U.S. values like hard-work, creativity, diversity, and confidence are foundational assets in the everchanging requirements for attracting the absolute best talent worldwide. It's great to see the work of AmCham and Odgers-Berndtson provide concrete U.S success stories as the Asia Pacific region wrestles with this important strategic issue."

Alasdair Spink, Managing Partner, Southeast Asia and Head of Industrial for Asia-Pacific, Odgers Berndtson, said, "The competitive landscape for talent is changing. For many years German, American, British, Japanese and Korean companies vied for the best and brightest in Asia. Today, Chinese, Indian and

home-grown Southeast Asian multinational companies have entered that competitive mix. Never has it been so important to understand how to harness brand and employee proposition to attract the best leaders in Asia.

Odgers Berndtson is proud to partner with AmCham Singapore on this third paper to our series “*Winning in Asia Pacific*”, where we analysed the changing perceptions, demands and aspirations of Asian leaders towards American companies and distilled our findings into key strategic areas which firms should be aware of.”

AmCham Singapore CEO Dr. Hsien-Hsien Lei said, "We are delighted to have this white paper presented this evening as it speaks to the challenges of recruiting and retaining talent in Singapore and the region. Workers of today want to work for companies that reflect their personal values, purpose and motivation. Companies that build trust by embracing integrity, innovation, creativity, diversity and inclusion will come out ahead. A diverse workforce that benefits companies, their employees and the countries in which they are based includes both local and foreign talent.

In this respect, I am proud that AmCham member companies in Singapore are fully committed to fair hiring practices that have a focus on nurturing local talent to prepare them for senior leadership roles. I believe that global talent brought into the region should be able to support the training and development of high potential talent in areas such as technical knowledge, critical thinking, risk taking, resilience and leadership excellence.”

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**Notes to editor:**

Download the White Paper from -

AmCham Singapore <https://amcham.com.sg/wp-content/uploads/2022/03/Winning-in-Asia-Pacific-The-American-Way.pdf>

Odgers Berndtson [www.odgersberndtson.com/en-sg/insights/winning-in-asia-pacific-the-american-way](http://www.odgersberndtson.com/en-sg/insights/winning-in-asia-pacific-the-american-way)

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