



INTELLIGENT CONNECTED CITIES PROJECT EXPERT PROFILE

SINGAPORE

MARC SILBERSTEIN

Company: Silberstein + Partners Pte. Ltd.

Role: Managing Partner

Target market covered: Singapore

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Marc brings more than 20 years of international experience spanning top-tier strategy consulting, investment banking, and hands-on advisory work. Prior to moving into independent advisory roles, he was an Associate Partner at McKinsey & Company, where he spent nearly a decade advising CEOs, boards, and senior leaders on corporate strategy, value creation, M&A, divestments, and transformations.

Marc is a Managing Partner of Silberstein + Partners, a Singapore-based advisory firm helping European businesses enter, scale, and operate in Southeast Asia.

Marc is based in Singapore and works extensively across ASEAN. His company helped >50 European SMEs across various industries to grow in Singapore.

Expert summary for companies:

- Market-entry strategy and buyer positioning for Singapore
- Local company setup, incl. incorporation, talent hiring, accounting, etc.
- Partner, distributor, government agency introductions
- Support during discovery missions and potential buyer / partner meetings

Sector expertise

- Fintech and SaaS
- AI and data solutions
- Advanced manufacturing and precision engineering
- Cleantech and circular economy
- Cybersecurity
- Smart mobility and logistics
- Health tech

TYPE OF SUPPORT PROVIDED

- Market-entry strategy and buyer positioning for Singapore
- Local company setup, incl. incorporation, talent hiring, accounting, etc.
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AREAS WHERE WE CAN SUPPORT ICC COMPANIES

- | | |
|---|---|
| <ul style="list-style-type: none">• Market readiness assessment• Business model review• Market-entry strategy• Sales strategy• Marketing and localisation advice• Partner search• Distributor / reseller search• Lead generation | <ul style="list-style-type: none">• Investor / ecosystem introductions• Export / discovery mission preparation• Support during local meetings• Follow-up after buyer meetings• Risk, compliance, or local business culture advice• Local company setup, incl. incorporation, talent hiring, accounting, etc. |
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TARGET CUSTOMER AND NETWORK ACCESS

- Tier 1 partners of the Singapore Economic Development Board (EDB)
- Close relationship with other relevant government linked agencies, e.g., Enterprise Singapore, ACE, Singapore Business Federation (SBF), Singapore Manufacturing (SMF), Singapore Fintech Association, universities and research institutes
- Member and partner of various chambers of commerce
- Extensive network of foreign and local business operating in Singapore