



SIEMENS



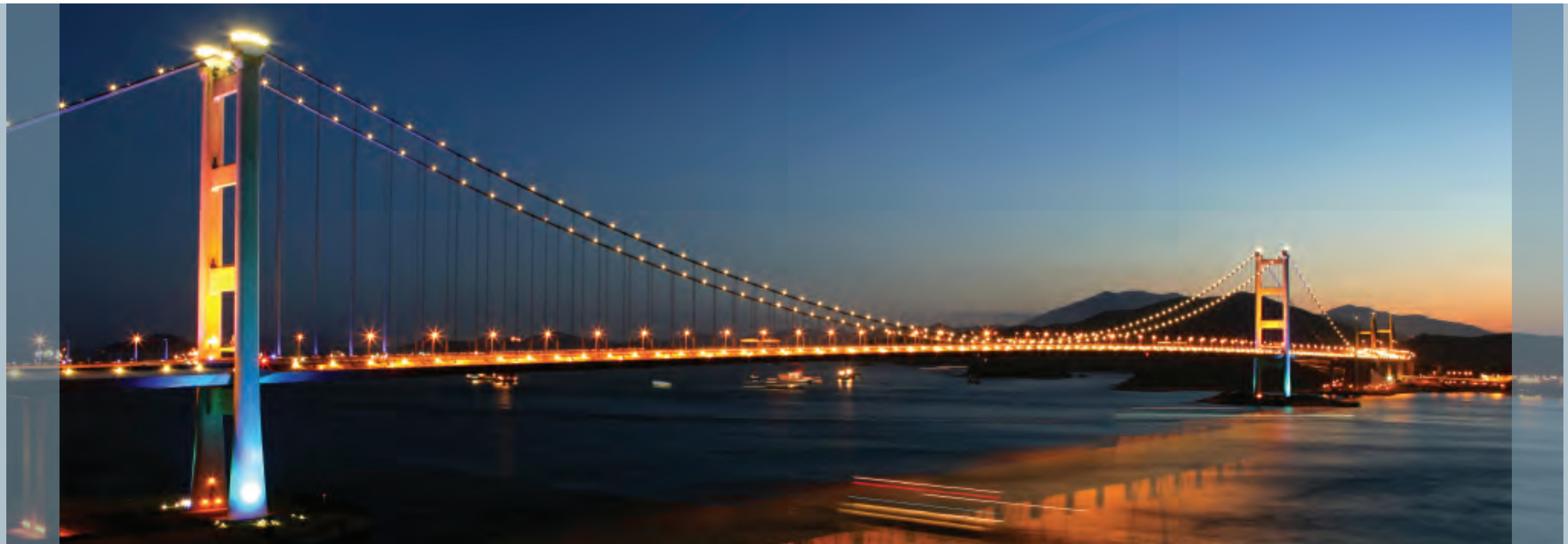
Siemens Ltd.  
22/F Two Landmark East  
100 How Ming Street  
Kwun Tong, Kowloon  
Hong Kong  
Tel : +852 2583 3388  
Fax : +852 2802 9802  
contact.hk@siemens.com  
www.siemens.com.hk

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Answers for Hong Kong

Technology partner for  
sustainable cities

[www.siemens.com.hk](http://www.siemens.com.hk)



## Siemens addresses the world's toughest questions

Over the course of more than 160 years, Siemens has become synonymous with innovation, quality and reliability, and has consistently been at the forefront in delivering the right answers to the toughest questions of our times. Just ask our customers in some 190 countries around the world.

*“Cities are the growth drivers of the future, yet also account for the biggest share of CO<sub>2</sub> emissions. Worldwide, cities are the decisive factor for our climate. Our unique environmental portfolio makes Siemens the perfect partner for sustainable urban development.”*

Innovative products, systems and solutions such as our environmental portfolio that helped reduce global greenhouse gas emissions by a massive 267 million tons in 2010 is one such example of Siemens' trailblazing spirit. This tonnage represents a volume equal to the CO<sub>2</sub> emissions of Hong Kong, London, New York, Tokyo, Delhi and Singapore combined. In everything we do, we continue to honour the values defined by our founders in 1847 - from technological excellence to innovation to reliability – in a world that is becoming more interconnected and technology-dependent by the day.

### The future has arrived

Urbanization, climate change, globalization and demographic shifts are defining the cities we live in and the way we live. City managers are having to face the challenges that these seismic changes are imposing on society for better or for worse: with more than half of the world's population now residing in cities, urbanization and climate change are proving to be the most urgent issues that planners have to contend with, and are having the biggest impact on cities all over the planet. To add to these challenges, megacities with populations of 10-plus million are increasingly becoming the norm; moving people and goods around such metropolises demands infrastructure solutions that can not only cope with the myriad logistics of the present but are capable of further expansion as population centres continue to grow ever larger.

## Megatrends are here to stay

These seismic changes – these global megatrends - have tangible and considerable, and in some cases irreversible, consequences for the focal point of modern human existence – the city. While 'grow now, clean up later' may have been a viable option in the past, the interconnectivity of infrastructure in today's shrinking world means that proper forward planning is of paramount importance.

In such a scenario, original research is mandatory; and at Siemens, research is part of the company's DNA. We offer a unique portfolio of pioneering technology that can accomplish multiple goals, effective as a stand-alone solution or as a component in a larger, evolving picture. We take pride in knowing that each and every one of our hundreds of thousands of patented products increases the quality of life and the efficiency with which our city accommodates and interacts with its citizens, contributing, in the process, to the monitoring and management of climate change.

The world needs answers that last. Siemens provides them today.

## Why Siemens?

As a genuinely innovative company, Siemens has for decades recognised the immense challenges that cities face in a highly urbanized world and has remained a leading advocate in presenting the appropriate solutions before

these challenges overwhelm society. Given the high concentration of the world's population in cities, it is clear that cities hold the key to controlling climate change.

Siemens' innovative strength, our worldwide presence and our proven commitment to the sustainability of a technologically interconnected world is improving people's lives, while nursing the planet back to health.

### Our values

- **Responsible:**  
Committed to ethical and responsible actions
- **Excellent:**  
Achieving high performance and excellent results
- **Innovative:**  
Being innovative to create sustainable value

### Our vision

- **Siemens - the pioneer in**
  - intelligent infrastructure solutions
  - energy efficiency
  - affordable and personalized healthcare
  - industrial productivity



## Siemens and Hong Kong - Pioneering Partners

In the same way that Hong Kong is synonymous with an entrepreneurial, can-do attitude, Siemens' innovative, solution-based approach has always resonated with the decision-makers of the city, a trust that has not been misplaced in the 100 years that the company has operated in the territory.

Hong Kong is a restless, progressive community that is forever moving forward on multiple fronts, which is why a multi-faceted company like Siemens – pioneering intelligent infrastructure solutions, energy efficiency,

industrial productivity and affordable personalized healthcare – has proven to be such a good match on both the business and human level.

Roads, airports, utilities, healthcare. Hong Kong works because of its infrastructure. And its infrastructure works, in large part, because of solutions provided by Siemens.

It is conservatively estimated that within the next two decades, cities globally will have increased their population by 1.4 billion. To put that figure into context, this increase represents about 20% of the current total world population, whether living a rural or urban existence. In other words, the big questions of our time have already been posed.

*Over the next 20 years, cities globally will have increased their population by 1.4 billion.*

### Answers that last

Siemens is increasingly providing the world with solutions: the company is addressing demographic change, urbanization, climate change and globalization in many and various markets. But they are all moving targets, constantly morphing into new challenges in new places requiring new solutions. The one constant is the knowledge that companies like Siemens will continue to base their pioneering work on solutions that are not only sustainable but interactive and complementary to existing technology.

## Sustainable Cities

Cities today consume large quantities of natural resources in order to ensure adequate supplies of energy and water, and Hong Kong is no different in this regard. Like other geographically small but productive cities, Hong Kong produces considerable amounts of environmentally harmful emissions, partly because it must provide the means of mobility necessary to keep Hong Kong on the move. Siemens' sustainable water recycling systems make waste-water potable, while its energy-efficient buildings and low-emissions power supply, and networked transportation systems all address the problems inherent in a large concentration of people living in a small space.

Over half of humanity already lives in cities today - a trend fuelled by aspiration and innovation. In fact, cities themselves are growing in size, with some 21 megacities around the world supporting more than 10 million residents each. Hong Kong has seen its population grow 22% over the past two decades, and as an important first-world city its needs are first-class, too - which is why Hong Kong often looks to Siemens for its innovative solutions when building its railways, airport and roads – its infrastructure at large.

Wherever you go in cosmopolitan Hong Kong, Siemens is working hard to make it a better place to live.

*Hong Kong's CO<sub>2</sub> emissions, at an annual of 5.4 tonnes per capita, are above the Green City Index average of 4.6 tonnes*



### Answers that last

Our intelligent solutions for infrastructure, energy efficiency, affordable and personalized healthcare, as well as industrial productivity, are your partner for a sustainable future.



## Energy Efficiency

Hong Kong's spectacular, cutting-edge skyline is striking to look at and its buildings are equally impressive from the inside; they are reliant, however, on vast amounts of energy, which varies greatly depending on the intelligence and efficiency of the system employed. Siemens has a unique environmental portfolio that addresses this problem by delivering technologies for the sustainable use of resources: with higher efficiency of fossil power plants, carbon dioxide capture and storage, and the exploitation of renewable energy sources. At the same time, products and solutions such as power-saving motors for manufacturing industries help make better use of valuable resources. We also design customized solutions for saving energy, optimizing the performance of buildings and infrastructure and reducing operational costs.

We are committed to developing products that conserve resources, reduce CO<sub>2</sub> emissions and protect our climate – all vitally important considerations in a city as industrialized and small as Hong Kong. Its CO<sub>2</sub> emissions, at an annual of 5.4 tonnes per capita, exceed the Green City Index average of 4.6 tonnes, and with the growing awareness of our social and environmental responsibilities propagated by green companies such as Siemens the hope is that Hong Kong will embrace a cleaner, healthier future.

## Affordable & Personalized Healthcare

With average life expectancy increasing considerably in modern, industrialized societies, the costs of delivering healthcare are increasing significantly, an issue that cannot simply be addressed by increasing public spending. The imperative is for more technological innovation that can help make healthcare more widely available and affordable for everyone.

As one of the largest suppliers of medical equipment and services in the world, Siemens helps healthcare providers offer their patients the best care available through, for example, its computed tomography and magnetic resonance imaging systems, which enable primary diagnosis and laboratory diagnostics to detect disease in its early stages. In addition, Siemens systems can identify genetic predisposition to diseases like cancer or Alzheimer's. Meanwhile, its therapy equipment and IT solutions help deliver an efficient, clinical and administrative workflow that oils the wheels of medicine.

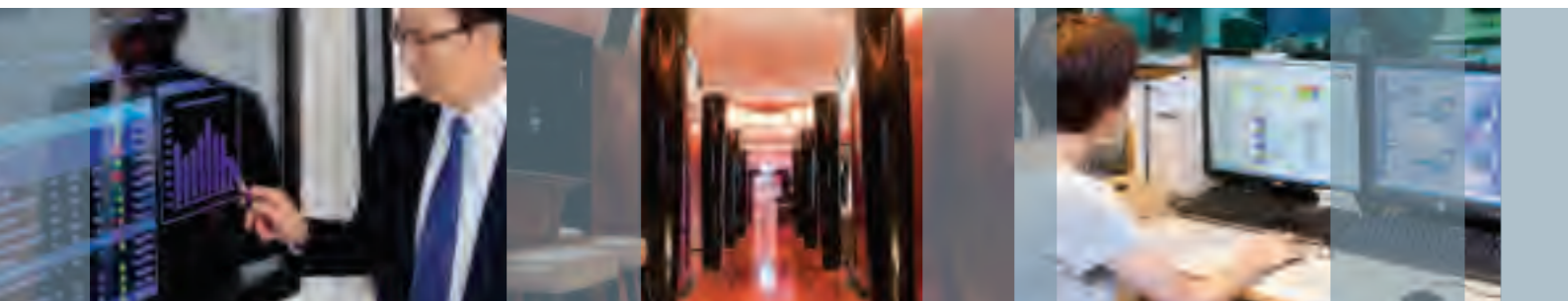
## Industrial Productivity

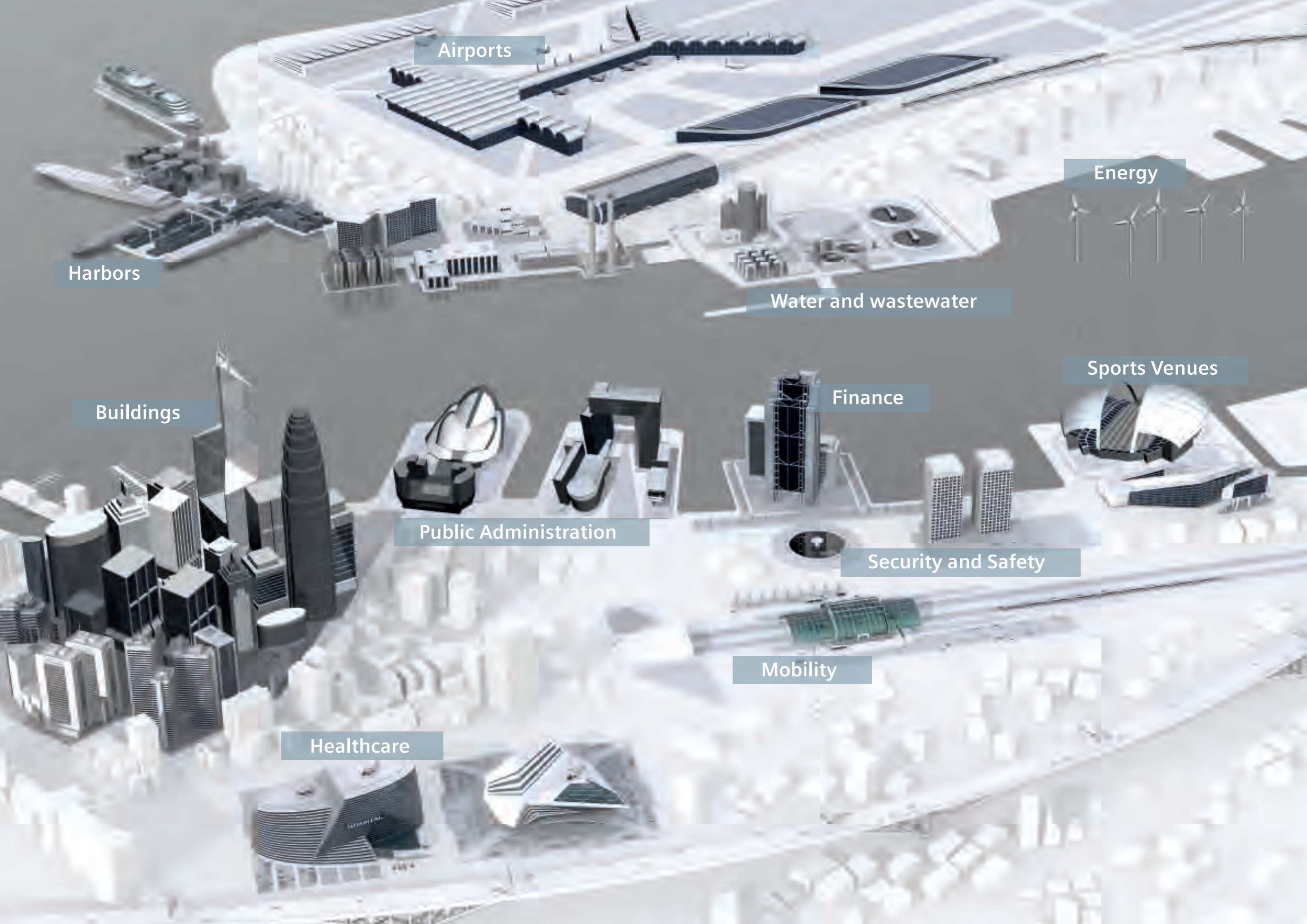
Technology is making the world smaller, which presents new opportunities for quick-reflex cities like Hong Kong. At the same time, innovation cycles are becoming increasingly short, putting industry under renewed pressure in the global business arena. Companies have to produce goods inexpensively and affordably to compete; they have to move with alacrity and to high quality standards - and while concentrating on today they must factor in tomorrow.



Siemens supplies industry with integrated solutions that offer greater efficiency in product development, manufacturing and distribution. The digital factory, for example, unites the benefits of virtual product development with sophisticated automation technology, and innovative RFID systems help track individual products and maintain high quality standards.

Our wide-ranging product portfolio enables us to provide our customers with tailor-made solutions from industrial softwares to automation and control systems. In addition, we continue to support our customers with routine maintenance and round-the-clock service.





Airports

Energy

Harbors

Water and wastewater

Sports Venues

Buildings

Finance

Public Administration

Security and Safety

Mobility

Healthcare

## Airports

The “green and efficient airport” of the future is about much more than optimized individual parts of the airport. Siemens can help design the architecture, technology and logistics for environmental compatibility. Our products and systems incorporate ecological concerns – featuring health-friendly, recyclable materials and low resource consumption.

## Harbors

Our SIHARBOR solution, based on the SIPLINK grid coupling, enables ships docked in port to connect to land-based power grids. As a result, docked ships can shut down all diesel generators and cut off all emissions, soot, fine dust and noise, which are associated with their use. SIHARBOR saves fuel and reduces air and noise pollution, making the harbor “greener”.

## Buildings

Siemens is the leading provider of energy efficiency and sustainability solutions for buildings worldwide. We maximize the life cycle performance of new and existing buildings, using innovative technologies and products to drive holistic solutions without compromising comfort.

## Public administration

For cities, eGovernment is the way forward. We support the modernization and transformation of city administrations by combining our extensive process expertise in the public sector with our holistic experience in the computing sector. We plant the seeds for improved cost-effectiveness and enhanced service quality.

## Healthcare

Sustainable economic and social development relies on the provision of effective and reliable healthcare. Siemens brings together innovative imaging and laboratory diagnostic equipment, information technology, management consulting and services to help customers achieve positive and sustainable clinical and financial outcomes in order to improve human health.

For more information :  
[www.siemens.com/cities](http://www.siemens.com/cities)

## Energy

Siemens concentrates on clean and efficient power generation and its transmission, covering the distribution of power via smart grid to the consumer, including smart metering. The right energy mix generated with renewable and very efficient fossil power plants is transmitted to the grid with very low losses. Our products and services cover the entire energy conversion chain.

## Water and wastewater

Siemens combines the industry’s broadest portfolio of technologies with strong technical expertise and proven installation experience to help consulting engineers develop best treatment options for municipalities. For projects requiring multiple technologies, Siemens recommends integrated approaches that achieve tough performance standards at lowest energy and life cycle costs.

## Finance

Financing plays an increasingly important role in facilitating infrastructure investments. We offer various financing options to enable investments in innovative technology and sustainable infrastructure through efficient financial solutions, among them asset finance & leasing, structured finance, banking business (loans) and project and equity participations (PPPs).

## Sports venues

Sports and event venues challenge urban infrastructures in many ways. For their integration into the urban infrastructure they require highly sophisticated networked solutions both inside and outside the area. Siemens delivers world class event solutions as part of its long term global commitment to drive forward the boundaries of technological innovation.

## Security and safety

Our broad range of security and safety solutions protect cities against today’s growing threats. From crisis management, seamlessly integrated with innovative command and control platforms, to intelligent video surveillance, they provide a substantial increase to public safety while safeguarding a city’s critical infrastructure and public facilities.

## Mobility

Siemens’ cutting-edge “Complete mobility” solutions meet the challenges of growing global population, rapid urbanization, climate change and resource conservation. With “Complete mobility” we offer integrated solutions for urban and interurban transportation and logistics, affording significant benefits for people, industry and the environment.

# Sustainable Development For Urban Infrastructure



## Harnessing the power of Siemens



Siemens opened its first office in Hong Kong in 1911, and since that day we have been committed to applying our wide international expertise to providing integrated innovative solutions to the region in order to help drive sustainable development.

With a current headcount of more than 400 employees, we have spent the last century in the service of Hong Kong - working every day to find answers to the challenges of the times.

As in 1847, when the parent company was founded, innovation is as much the soul mate of responsibility as it ever was. Capital enables us to continue vital research, while employees - armed with curiosity and creativity, know-how, and commitment - are encouraged to search for sustainable, customer-oriented answers.

As Siemens Hong Kong continues to grow, so does our sense of social responsibility. We are proud to have been awarded the Caring Company logo by the Hong Kong Council of Social Services, which recognizes that our primary objective is to deliver solutions geared towards the local community, whilst addressing environmental challenges.

The people of Siemens are the power of Siemens, and it is the community of Hong Kong that encourages and sustains us in what at the end of the day is a joint venture in which we all have a precious stake.

