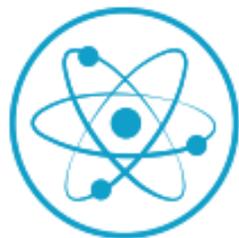


# Heng Swee Keat's 4 Is



## **I**ntestments in people and knowledge

- Create a knowledge base of skills, attitudes, and values to capture opportunities



## **I**nnovation

- Ensure that innovation is pervasive, to build a value-creation economy



## **I**ntegration

- Leverage on existing strengths with a multidisciplinary approach, to provide integrated solutions to the world



## **I**nternationalisation

- Overcome limitations of the small domestic market to enable companies, products, and services to travel globally