

## ETERE Headquarters Moves to Singapore

The Italian economic crisis and the lack of resources in Italy together with the incompetence and the corruption of Italian government forced Etere to move to a new exciting country for growing again and expand its business.



Etere logo



AZ building Etere



paya lebar Meeting room



Singapore Flag

**ETERE** announces that from the 1st of January 2015 its corporate office moves to Paya Lebar - Singapore to host the new staff. Singapore is known for integrity, quality, reliability, productivity, rule of law, and enforcement of intellectual property (IP) rights; a series of assets that are essential in the software economy.

Singapore has placed a great deal of commitment into developing a strong domestic regulatory framework to protect IP rights. It is currently rated the best place in Asia and 7th in the world for IP rights protection in the IMD World Competitiveness Report 2011. Similarly, the World Economic Forum's Global Competitiveness Report 2011-2012 ranks the island as having the best IP protection in Asia, and the second best in the world.

The Singapore government has always adopted a pro-business policy, regardless of world economic situations or crisis. It has taken tough measures including reducing corporate tax rates, lowering employers' Central Provident Fund (CPF) contribution rates and capping office rental rates. For the quality of its government policies, Singapore has been rated the world's easiest place to do business.

The Financial resources available in Singapore can also boost **ETERE** to expand inside his market. **ETERE** has been a leader for 25 years but growing was always slowed down because the limited financial resources available in Italy, in the last few years the economic crisis and the increase tax in Italy force **ETERE** to shrink.

Singapore has one of the best connectivity of the world; internet ultra-speed access is available everywhere with a competitive price. Internet connection is one of the basics of **ETERE** support. Moreover, Singapore Changi International Airport is linked to some 280 cities in 60 countries, with about 6,900 weekly flights; it is one of the best facilities for a worldwide company as **ETERE**.

A new website [www.etere.com](http://www.etere.com) is going to be launched during 2015 with a new image and colours coherent with the new logo. All the **ETERE** communication and market strategy will be modified during 2015.

The Italian office will remain 100% in operation with no manpower shrink; all the exiting contracts will remain unchanged both in cost and services. Most of the customers will note no changes; Singapore will host mainly the new business. After 25 years we move to Singapore but we are committed to remain a 100% Italian style unlimited quality product.