

Media Release
4 July 2023

National Honours Conferred on Sir James Dyson for Significant Contributions to Singapore

1 Mdm Halimah Yacob, President of the Republic of Singapore, conferred the Public Service Star (Distinguished Friends of Singapore) award on Sir James Dyson during a ceremony held at the Istana earlier today.

2 Mr Png Cheong Boon, Chairman of the Singapore Economic Development Board, said, “Sir James Dyson has made remarkable contributions to Singapore’s economy. Under his leadership, Dyson set up its global headquarters and lead manufacturing site here, strengthening Singapore’s competitiveness as a hub for innovation, advanced manufacturing and supply chain. Dyson’s investments have created exciting job opportunities for Singaporeans in fields such as robotics, research and development, and product design. Sir James has also contributed generously to science, technology, engineering and mathematics (STEM) education in Singapore, empowering bright young minds to gain vital skills in problem solving, so they can be the design engineers and inventors of the future. I congratulate Sir James on his award, and we look forward to deepening our partnership with Sir James and Dyson for many years to come.”

Sir James Dyson

3 Sir James is the Founder and Chairman of Dyson. Under his leadership, Dyson’s presence in Singapore has grown from 10 employees in 2007, to over 1,400 staff across its global headquarters, R&D and advanced manufacturing functions.

4 Sir James was instrumental in Dyson’s decision to set up its global headquarters in Singapore. Today, Dyson’s leadership team is based here, along with global functions such as supply chain, manufacturing, finance, IT and direct retail. Situated at St James Power Station, the Singapore headquarters sits at the heart of Dyson’s global business, powering the development of new Dyson products and technologies.

5 Singapore also serves as a key hub for Dyson’s innovation and advanced manufacturing activities. Its Singapore R&D teams have contributed to the development of cutting-edge products such as the Dyson Airstrait™ straightener and Dyson 360 Vis Nav™ robot vacuum that are equipped with technology to work more intelligently and effectively. Singapore is also the lead manufacturing site for Dyson Hyperdymium motors, which are its patented digital motors that power most Dyson devices.

6 With the strong support of Sir James, Dyson continues to grow its Singapore presence. In 2022, Dyson shared plans to expand its Singapore R&D team by more than 250 engineers and scientists, to develop new capabilities in areas such as software, electronics, robotics, AI,

machine learning and connectivity. Earlier this year, Dyson also announced plans for a next-generation battery manufacturing facility in Singapore, which will be the company's most significant advanced manufacturing investment to date.

7 As a passionate and firm believer in science, technology, engineering and mathematics (STEM) education, Sir James has been investing in the development of young Singaporeans in these fields. In 2022, the James Dyson Foundation announced plans to invest S\$3 million to support new STEM programmes in Singapore that will benefit over 100,000 students from primary to tertiary levels.

8 On being conferred the Award, Sir James said: "Singapore values engineers and technology-focused companies that are investing in the future, its ambitious spirit resonates deeply with Dyson. We are honoured to receive this prestigious award today, it is a testament to the remarkable ingenuity of the Dyson team in Singapore and the unwavering support we have received from the Singapore Government - particularly the EDB. I'm excited to see this partnership reach new levels, as we deepen our advanced manufacturing footprint in Singapore and bring our new battery technology to market."

About the Awards

9 Initiated by EDB in 1998, the Public Service Star (Distinguished Friends of Singapore) recognises senior executives for their outstanding contributions to the economic growth of Singapore. 47 EDB-nominated senior business executives have been conferred the Public Service Star (Distinguished Friends of Singapore) between 1998 to 2022.

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Annex A: Citation of Award Recipient

Annex B: Biography of Award Recipient

About the Singapore Economic Development Board

The Singapore Economic Development Board (EDB), a government agency under the Ministry of Trade and Industry, is responsible for strategies that enhance Singapore's position as a global centre for business, innovation, and talent. We undertake investment promotion and industry development, and work with international businesses, both foreign and local, by providing information, connection to partners and access to government incentives for their investments. Our mission is to create sustainable economic growth, with vibrant business and good job opportunities for Singapore.

For more information on EDB, please visit www.edb.gov.sg.

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ANNEX A

CITATION FOR THE PUBLIC SERVICE STAR (DISTINGUISHED FRIENDS OF SINGAPORE AWARD) 2022

Sir James Dyson is a pioneering inventor and entrepreneur who has made significant contributions to Singapore's economic development.

He is the Founder and Chairman of Dyson, and under his leadership, the Dyson-Singapore partnership has grown from strength to strength. Dyson's presence in Singapore has expanded from 10 employees in 2007, to over 1,400 staff across its global headquarters, R&D and advanced manufacturing functions.

Sir James was instrumental in Dyson's decision to set up its global headquarters in Singapore. Today, Dyson's leadership team is based here, along with global functions such as supply chain, manufacturing, finance, IT and direct retail. In 2022, Dyson opened its global headquarters building at St James Power Station and injected new life into this historic landmark. Now it sits at the heart of Dyson's global business, powering the development of new Dyson products and technologies.

Singapore also serves as a key hub for Dyson's innovation and advanced manufacturing activities. Its Singapore R&D teams have contributed to the development of cutting-edge products such as the Dyson Airstrait™ straightener and Dyson 360 Vis Nav™ robot vacuum. In addition, Singapore is the lead manufacturing site for Dyson Hyperdymium motors. These small but powerful machines spin at up to 135,000 revolutions per minute and power most Dyson devices.

With the strong support of Sir James, Dyson continues to make investments in Singapore that will create exciting job opportunities. In 2022, Dyson shared plans to expand its Singapore R&D team by more than 250 engineers and scientists, to develop new capabilities in areas such as software, electronics, robotics, AI, machine learning and connectivity. Earlier this year, Dyson also announced plans for a next-generation battery manufacturing facility in Singapore, which will be the company's most significant advanced manufacturing investment to date.

As a passionate and firm believer in science, technology, engineering and mathematics (STEM) education, Sir James has been investing in the development of young Singaporeans in these fields. Last year, the James Dyson Foundation announced plans to invest S\$3 million to support new STEM programmes in Singapore that will benefit over 100,000 students from primary to tertiary levels. These plans include the launch of a new Dyson innovation studio with the Singapore University of Technology and Design, development of STEM-related exhibitions at Science Centre Singapore, and the creation of STEM learning resources in collaboration with the Ministry of Education.

In recognition of his outstanding contributions to Singapore, the President of the Republic of Singapore is pleased to confer the Public Service Star (Distinguished Friends of Singapore Award) 2022 on Sir James Dyson.

ANNEX B**BIOGRAPHY OF RECIPIENT**

Sir James Dyson
Founder and Chairman,
Dyson

Sir James Dyson is an inventor, entrepreneur and philanthropist who has devoted his life to solving problems and developing products through the application of new technologies.

He is Founder and Chairman of Dyson, a problem solving, technology-led, company which is present in 85 markets around the world. Around half of the global Dyson team are engineers and scientists, and its research interests span robotics, AI, machine learning, solid state battery development, material science and high-speed electric motors.

James Dyson established Dyson Farming in 2013, as a commercial farming business driving efficiency and sustainability in UK agriculture. The business is focused on creating tasty, high quality food with a low environmental impact, as well being good custodians of the land over the long term – encouraging biodiversity and innovation in farming.

He established the James Dyson Foundation in 2002, to challenge misconceptions about engineering and inspire more young people to pursue careers in engineering and science, it runs the annual global James Dyson Award to celebrate and support young problem-solving inventors in sustainability and medical fields.

In 2017, Dyson founded the Dyson Institute of Engineering and Technology, based on the Dyson Campus in Malmesbury. It is a new form of degree, in which school leavers study while undertaking a full-time salaried role in Dyson's engineering team. The first cohort graduated in 2021 and all elected to remain at Dyson.

James was awarded a CBE in 1996 and a Knight Bachelor in 2007. He was elected a Fellow of the Royal Society in 2015, and in the 2016 New Year Honours was appointed to the Order of Merit – the highest honour and the only one within the Queen's personal gift.

James and his wife Deirdre have three children - Emily, Jake and Sam - and six grandchildren.