



Embassy  
of the Federal Republic of Germany  
Singapore

50 Raffles Place, #12-00 Singapore Land Tower, Singapore 048623

**Dr. Norbert Riedel**

Ambassador of the Federal Republic of Germany

To the  
German-Singaporean Business Community

### **German National Day Donation Campaign**

Singapore, 27 July 2021

Dear Sir/Madam,

Dear Members and Representatives of the German-Singaporean Business Community,

Our National Day, the “Day of German Unity” on 3 October 2021 is drawing near and I am looking forward to renewing the bond with you again. Due to the restrictions on physical meetings, we will be having a virtual event again this year, nevertheless, we will make it as interactive as possible.

While moving our celebration online again might seem like a “setback”, I see it as a chance for us to do something good. Especially after I learnt in the past months that most of the companies from the community continue to perform well.

I would, therefore, like to seize this opportunity and draw your attention to those who are less fortunate in dealing with the economic and social effects of the pandemic.

Instead of asking you for your sponsorship to support our National Day celebrations this year, I invite you to stand united together, to show our care for the local community and donate into this campaign as a gesture of renewing the close friendship between Germany and Singapore.

After careful consideration, we have chosen three local charities – Food from the Heart, SPD and MILK (Mainly I Love Kids) – to partner with us for this campaign and help those in need. As a taxpayer in Singapore, you or your company will be eligible for generous tax deductions. Please refer to the Annex for more information on this.

We will be mentioning this campaign for our virtual celebration on the embassy's social media channels as well as sharing with the media. All companies participating in the campaign will be mentioned whenever the campaign is presented to the public.

Please send a copy of your donation receipt to us along with your company logo (in jpeg), once you have made your donation(s) to one or more of the above-mentioned charities. Kindly let us know of your participation by 10 September 2021. You may contact Mr. Stefan Adam (sponsoring@sing.diplo.de or Tel. 6231-0851) and send any questions or concerns you may have to him. Additional options to increase the visibility of your brand for this occasion, subject to the availability and the number of requests, may be discussed further individually.

I value your support greatly and I thank you in advance for considering your participation.

Together with the Singapore-German Chamber of Commerce (AHK), we look forward to having you join us for our virtual National Day celebration. Please mark your calendar for the evening of 3 October 2021.

Sincerely yours,

A handwritten signature in blue ink, appearing to be 'Stefan Adam', written in a cursive style.