Ref No: AMEA 142/090909/08W

Attn: SBF Members

Jointly Organized by:

Supported by:

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Singapore 089315
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APEC SME Summit 2009 and 2nd Trading Fair for e-businessmen in Hangzhou

9 to 13 September 2009

The Singapore Business Federation (SBF), together with the Association of Small & Medium Enterprises (ASME) is organizing a Singapore Business delegation to participate in the **APEC SME Summit in Hangzhou, China from 9 - 13 Sep 2009**. The Singapore delegation's participation is supported by the Singapore Chamber of Commerce and Industry in China (SingCham).

The summit co-organised by the China Council for the Promotion of International Trade (CCPIT), People's Municipal Government of Hangzhou, the Alibaba Group and SBF, will comprise of a 2-day high-level conference, and a 3-day trading fair.

This distinguished event will provide an opportune platform for entrepreneurs and business executives from the 21 APEC member economies and global business elites to meet and discuss on-going business issues pertaining to SMEs and share insights and best practices against the backdrop of a recovering global economy.

The Summit will witness the presence of world famous scholars, reputable bankers and entrepreneurs as speakers such as Jack Ma, CEO of Alibaba group and Teng Theng Dar, SBF CEO and APEC Business Advisory Council Chair to name a few and also a video speech on 'Challenges & Opportunities for SMEs in Asia Pacific' by Bill Clinton, former President of the United States of America. With the string of sophisticated speakers, be prepared to experience the ignition of concept collision and wisdom exchange at the Summit.

Alongside the APEC SME Summit, CCPIT, Zhejiang Economic and Information committee, Hangzhou Government and the Alibaba Group are also co-organising the **Second E-commerce Trading Fair.** The fair aims to build a platform for B2B sellers and B2C Buyers and ultimately set up more distribution channels. It expects to see the participation of around 100,000 business people which includes the top 1000 buyers from Alibaba.com and 1,200 suppliers.

We would hereby like to invite you to join us in this business delegation and to take part in this unique opportunity to network with business executives from the 21 APEC economies and listen to the aspiring success stories of the distinguished speakers at the Summit.

Total Package Price of SGD1,871 Nett Only!!

Package Includes:

- Free standard 3 x 3 Sqm Booth with Carpet, furnishing and lightings
- Shuttle Buses from Airport – Hotel – Exhibition Venue – APEC SME Summit venue
- Passes to attend all APEC SME Summit events (Tickets worth 2,800 RMB)
- Night accommodation (4 Star or better)
- Returned Economy Ticket
- Event Management & Registration fees

Who Should participate?

For Singapore businesses looking:

- for global networking/business matching opportunities with potential clients and suppliers
- to market and grow your business internationally, especially into China
- to launch or introduce new products or services into the Chinese market
- to garner useful advice and tips from top SME leaders on pushing your business to greater heights

Business opportunities have been identified in the following industries:

▪ Consumer Electronic Products ▪ Chemicals & Pharmaceutical ▪ Household Appliances ▪ Textiles and Garments ▪ Gifts and Premiums ▪ Personal Care ▪ Sports Equipment ▪ Stationeries and MORE!

We would require businesses that are keen to participate in the **APEC SME Summit 2009 and 2nd Trading Fair for e-businessmen in Hangzhou** to **INDICATE YOUR INTEREST TO US BY 8 SEP 2009.**

For more information, please contact ***Juliana*** at +65 6408 9600.

Ref No: AMEA 142/090909/08W

REGISTRATION OF INTEREST - Attn: Juliana (Closing Date: 8 Sep 2009)
Fax: +65 6720 2873

Name (Mr/Ms): _____Designation: _____

Tel: _____ Fax: _____Email:_____

Company: _____

SBF Mbrship No: _____ Address: _____

_____

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