



Dear Members

Reflections on Turning 15

2017 marks a particularly special year for the Singapore Business Federation (SBF). It turns 15 and has relocated to a new premise at the SBF Center gifted generously by the Far East Organization. At SBF's new home, member companies can look forward to spaces and facilities to network, engage and learn from one another.

Over the last 15 years, SBF has achieved several milestones. Key initiatives in recent years include the formation of the SME Committee and SBF Foundation, the launch of the NTU-SBF Centre for African Studies and the formulation of the Position Paper for a Vibrant Singapore. SBF has been an effective advocate, facilitating exchanges between our business community and our Government, while helping companies build capabilities, network and seize business opportunities.

SBF's Re-positioned Role and Focus

The external environment has changed significantly. Slower global growth, disruption in industries and markets, and the need to assist our businesses transform following the Committee on the Future Economy's (CFE's) Report, prompted SBF to conduct a strategic review of its role and focus to better serve your company, our members and the wider business community.

SBF is re-positioning itself as a growth platform championing the interests of the Singapore business community. This will be in addition to our role as the bridge between our Singapore business community and our Government. As a growth platform, SBF will sense, prioritise, analyse and help resolve burning issues facing significant segments of businesses. Central to SBF's new role is the importance of working more closely with Trade Associations and Chambers (TACs) and help the TAC sector strengthen its capabilities. SBF also aims to be a stronger, objective and constructive voice in advocating to local and foreign governments, businesses and our workforce. We will do all these with the objective of raising the Singapore business community's economic value and our country's prosperity.

Under the repositioned SBF, to be rolled out on 1 January 2018, new Issues Committees, to be led by SBF Council Members, will drive deeper insights into business issues and undertake activities for businesses and the economy. The first Issues Committee formed will be on the topic of digitalisation, where the Committee will work closely with the relevant Government agencies, including the Infocomm

Media Development Authority, and TACs to help businesses help build strong digital capabilities and adopt digital technologies.

Official Opening of the SBF and SBF Foundation Offices

The Prime Minister and Minister for Trade and Industry (Industry) Mr Iswaran will be Guests of Honour during the official opening of the SBF and SBF Foundation Offices tomorrow, 5 Sep 2017. Joining them will be about 160 guests from TACs, Government Agencies, foreign embassies and our Council members. As an acknowledgement of solidarity, SBF and 30 trade associations and chambers will form a TAC Alliance during the Official Opening. Watch out for more updates of our Official Opening on our website.

Serving Your Company, Our Members Better

We could not invite all members to the Official Opening because of limited space but you are most welcomed to visit us any time and make use of our facilities. In our repositioned role, members can expect:

- Improved engagement especially through online media platforms, starting with the re-vamp of BizQ, our newsletter.
- More effective championing of your business interests through Issues Committees.
- Specific programmes to help members transform through our collaborations with the Government on the CFE follow-up.
- More national-level events, similar to the Singapore Regional Business Forum to disseminate deep insights on key developments.
- More seminars, training and workshops on Free Trade Agreements (FTAs) so that you will be able to better utilise Singapore's extensive network of FTAs.
- Greater variety of services through our collaborations with TACs.
- More programmes, workshops and training from our SBF Business Institute to help you build talent and competencies for internationalisation.

At the same time, I urge all business leaders who feel that they are in a position to help the business community, to come forward to SBF to offer your time and expertise. Businesses need to do more, to come together to take charge of their future, and work with the Government to co-create solutions. We are the pioneers of our own future.

As we celebrate 15 years of SBF, I am incredibly excited about the re-positioned SBF. I want to sincerely thank SBF members for being so supportive and for continuing to drive us forward so that our future can be as remarkable as the past 15 years.

Yours sincerely

Ho Meng Kit
Chief Executive Officer