

## Media Factsheet

### *For Immediate Release*

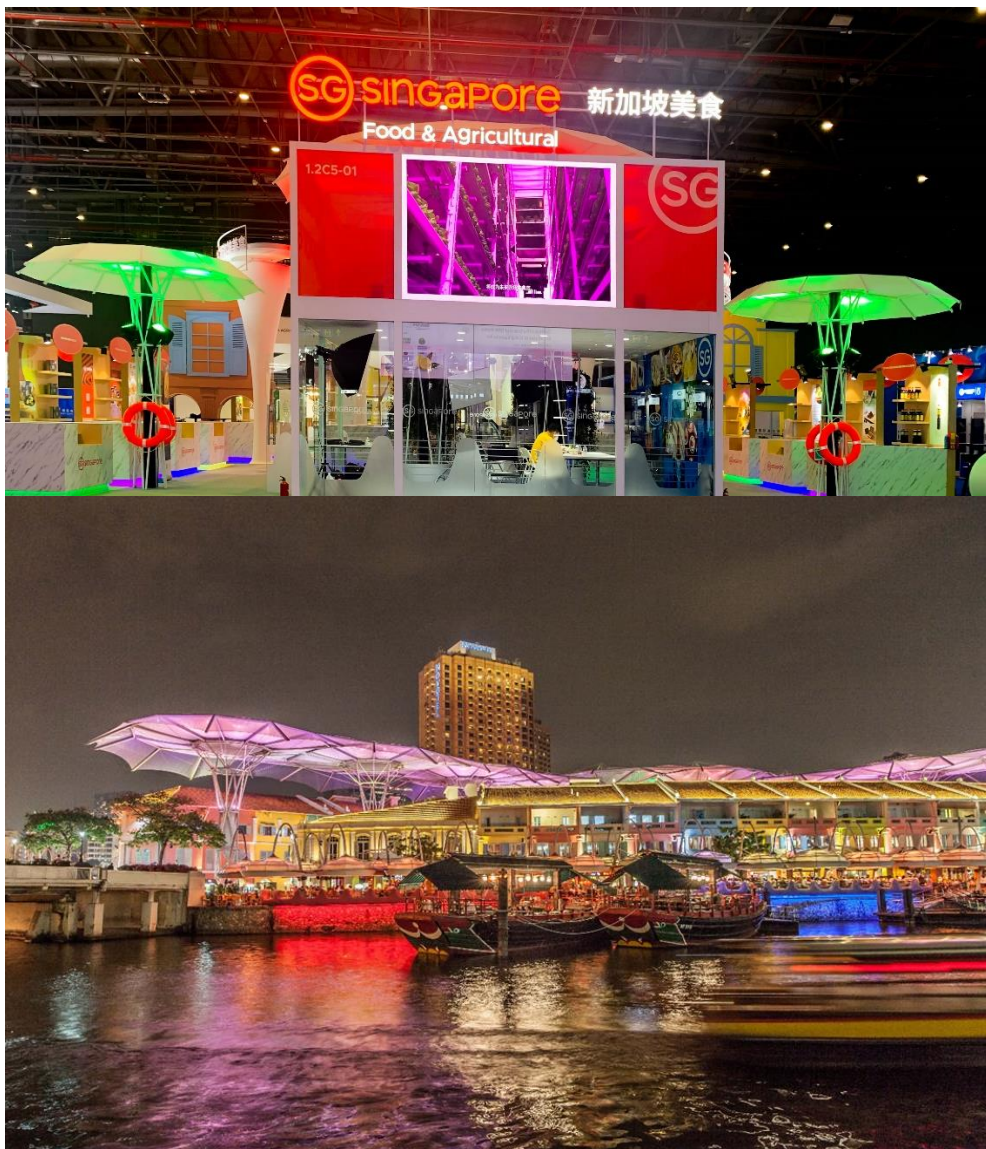
#### 1. Design of the Singapore Pavilion at 5<sup>th</sup> CIIE

The design of the Singapore Pavilion this year is inspired by iconic structures in Singapore:

- In the Trade in Services Hall, the Singapore Pavilion design is inspired by the "rainbow building" in Singapore, currently the headquarters of the Singapore Ministry of Communications and Information. The design inspired by the building's façade and colourful windows will attract visitors to visit the Singapore Pavilion and give them a glimpse into the diversity and vibrancy of Singapore's urban landscape.



- In the Food & Agricultural Products Hall, the design concept is based on the iconic canopy in Clarke Quay, with the massive petals creating a visual impact to provide visitors a refreshing, relaxed and scenic view. The history of Clarke Quay is tied to that of the Singapore River. It started out as one of the trading districts where warehouses were located to store the goods that were ferried by lighter vessels up and down the Singapore River. It evokes the past, creates a nostalgic atmosphere, and conveys a multicultural, eclectic image of Singapore.



- Lastly in the Consumer Goods Hall, a “mini-Singapore” concept gathers various iconic key structures of Singapore. Set in the City Hall at "Padang" – the big green field (as flooring), Super Trees, Singapore Flyer, and a mini garden all showcase Singapore as a Garden City. The design exemplifies quality living, which is an apt complement to the consumer products displayed within.



## 2. Singapore Exhibitor Highlights at 5<sup>th</sup> CIIE

- Of the 50 Singapore exhibitors, 24 (close to 50%) are participating at CIIE for the first time. Some of these new exhibitors this year include renowned Singapore household brands such as F&N Foods Singapore, Fun Learner's School, Rich & Good Cake Shop and RMA Group.
- Singapore businesses are attracted to the Chinese market due to its huge potential and growing consumer demand especially in the lifestyle and F&B sectors.
- Following the pandemic, there is increased interest and demand for beauty, health, and nutrition products. Chinese buyers can look forward to learning more about the offerings of Singapore exhibitors such as Regenosis Pte. Ltd. and Natura Biotechnologies Pte Ltd, that offer trustworthy and novel products.

- Some Singapore brands like Ble de Fonty by Ugel Cosmetics Pte. Ltd., have already gained popularity in the Chinese market. Besides endorsement by Chinese celebrities, the luxury skincare brand also won numerous brand awards in China.
- Singapore businesses in the energy sector are also participating at CIIE for the first time this year. SPI Energy Investments, which is part of the SP Group will be showcasing its integrated solutions for solar photovoltaic power and wind power. The company looks forward to providing investment, design, planning, construction, operation, and maintenance management to achieve a green and low-carbon future for the region.

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**About Singapore Business Federation**

As the apex business chamber, the Singapore Business Federation (SBF) champions the interests of the business community in Singapore in trade, investment and industrial relations. Nationally, SBF acts as the bridge between the government and businesses in Singapore to create a conducive business environment. Internationally, SBF represents the business community in bilateral, regional and multilateral fora for the purpose of trade expansion and business networking.

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