

SBF's 10th ASEAN Conference Calls on Businesses to Turn Global Fractures into Regional Opportunity

- *Over 1,000 business and policy leaders from 20 countries and economies gathered to discuss how companies can navigate global fragmentation, strengthen supply chain, adopt AI, seize green economy opportunities and strengthen next generation leadership.*
- *SBF also signed an MOU with the Indonesian Business Council (IBC) to boost Singapore-Indonesia business cooperation.*

Friday, 31 July 2026 [Singapore]

The Singapore Business Federation (SBF) today convened the 10th edition of its ASEAN Conference at Resorts World Convention Centre, marking a decade of bringing together the region's business and policy leaders - and setting out a growth agenda for ASEAN businesses in an increasingly fragmented world.

2. Held under the theme "ASEAN's Future in a Fractured World", it was attended by over 1,000 government leaders and C-suite executives from 20 countries and economies. The conference focused on the forces reshaping the region's operating environment: geopolitical realignment, shifting global supply chains, rapid AI adoption, and the green economy transition.

3. Launched in 2015, the ASEAN Conference is SBF's annual signature event, supported by its Founding Partners, United Overseas Bank Limited, Rajah & Tann LLP and RSM Singapore. Over the past decade, it has grown from a market access forum into a leading regional platform for helping businesses navigate uncertainty, deepen cross-border partnerships, and translate ASEAN's growth potential into practical business opportunities.

ASEAN's Next Decade: Strengthening Resilience, Deepening Integration and Regional Ties

4. The conference opened with a Ministerial Dialogue featuring Mr Gan Kim Yong, Deputy Prime Minister and Minister for Trade and Industry of Singapore, and Ms Ma. Cristina A. Roque, Minister of Trade and Industry of The Republic of Philippines. Moderated by SBF CEO Mr Kok Ping Soon, the dialogue examined how ASEAN can respond to global fragmentation through proactive leadership, stronger supply chain resilience, and deeper digital transformation. The discussion underscored a central message of the conference - in a more uncertain world, ASEAN has both the opportunity and responsibility to remain a pillar of stability, openness and growth.

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5. Following the dialogue, DPM Gan Kim Yong and H.E. Dr Hotmangaradja Pandjaitan, Indonesian Ambassador to Singapore witnessed the signing of an MoU between SBF and the Indonesian Business Council (IBC) to deepen cooperation between Singapore and Indonesia's business communities. The partnership supports closer engagement, knowledge exchange, and collaboration through high-level dialogues, roundtables, policy forums, and flagship events.

6. The conference continued with a strategic panel of senior business leaders representing regional enterprises with operations across ASEAN. Moderated by Mr Ashok Mirpuri, Head, International Policy & Governance, Temasek International Pte Ltd, the panel featured Mr Yuen Kuan Moon, Group CEO of Singtel; Mr James Ng, Managing Director of BYD Singapore and President of BYD Philippines; Mr Yuichiro Eda, President of J-Will Partners Co., Ltd. and Ms Doreen Tan, Senior Vice President Legal and General Counsel, AMEA, FedEx Express. They shared practical perspectives on how businesses are reconfiguring regional footprints and building more resilient operating models amid geopolitical and trade disruptions.

7. A fireside chat with Ms Aw Kah Peng, Chairman of Shell Companies in Singapore, spotlighted the ASEAN Power Grid and cross-border power trading as tangible examples of the opportunities and challenges as well as what it takes for regional integration to move from ambition to execution.

From Regional Ambition to Market Specific Business Opportunities

8. Reflecting SBF's role as a trusted convenor between businesses and policy communities, the conference also featured four country-focused breakout sessions on Indonesia, Malaysia, Thailand and Vietnam. These sessions brought together ambassadors, industry leaders and UOB executives to provide businesses with practical, market-specific insights on industrial investment, advanced manufacturing, infrastructure, financial systems and regulatory developments. The sessions shifted the conversation from ASEAN as a broad growth story to the concrete operating realities that companies must understand to succeed in each market.

Spotlight on the Next Generation of ASEAN Leaders

9. The second edition of the ASEANNext Forum returned as a marquee feature a day ahead of the Conference, spotlighting the next generation of ASEAN corporate leaders, entrepreneurs and innovators. Opened by Mr Jesher Loi, Chairman of SBF's Young Business Leaders Network (YBLN), the forum explored the region's leadership transition, including the shift in Asian wealth, family business succession, entrepreneurship and innovation. It brought together established regional house Eu Yan Sang International, alongside regional changemakers including ShopBack, Endowus, and the Philippine Young Entrepreneurs Association.

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10. The day concluded with a dialogue on navigating tectonic geopolitical shifts with Mr Edwin Tong SC, Minister for Law and Second Minister for Home Affairs, followed by the launch of the Young Business Leaders Network and Philippine Young Entrepreneurs Association (YBLN x PYEA) Mentorship Programme, a cross-border initiative to strengthen links between young business leaders in Singapore and the Philippines.

11. Mr Mark Lee, Chairman of the Singapore Business Federation (SBF), said, "Amid intensifying geopolitics, the ASEAN Conference plays an even more vital role in guiding strategic dialogue and cross-border partnerships. Marking a decade of impact, SBF continues to equip Singapore enterprises with the robust insights and network connections required to establish long-term resilience, competitiveness and sustainable operational success across diverse ASEAN jurisdictions."

12. Mr. Frederick Chin, Head of Group Wholesale Banking and Markets at UOB, said, "ASEAN is no longer an emerging opportunity - it is an established engine of global growth. As the global economy is reshaped, businesses are looking for resilience, connectivity and confidence. ASEAN offers all three. The question is no longer whether ASEAN will participate in the future of growth. The question is how strongly it will lead it. At UOB, we are committed to helping businesses grow with ASEAN by connecting them to markets, capital and trusted partnerships across ASEAN, Greater China and the rest of the world."

13. Mr. Chia Kim Huat, Regional Head, Corporate and Transactional Group at Rajah & Tann Singapore LLP said, "Navigating a fractured world requires a deeper commitment to advancing regional integration and establishing robust compliance frameworks. Together with our conference partners, we remain dedicated to helping businesses successfully manage rising economic nationalism and widening regulatory differences within the diverse ASEAN markets".

14. Mr Terence Ang, Partner & Head of Advisory at RSM Singapore, said, "In today's fragmented landscape, businesses must look beyond risk mitigation to focus on operational agility and strategic transformation. RSM remains dedicated to helping enterprises optimise their business models and navigate market complexities to unlock sustainable growth across ASEAN."

15. The 10th edition of the ASEAN Conference was supported by:

- **Founding Partners:** UOB, RSM Singapore, and Rajah & Tann
- **Supporting Organisations:** Ministry of Trade and Industry, Singapore; The Department of Trade and Industry, Philippines; Singapore Economic Development Board; Enterprise Singapore
- **Diamond Partner:** BYD and DENZA
- **Gold Partners:** J-Will Group and Singtel
- **Silver Partners:** CapitalLand Investment, Deye, Howden Insurance Brokers, and UOB Kay Hian
- **Bronze Partners:** Adecco, GP Energy Tech (GPET) and Sovico Group

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- **Supporting Partners:** Bank Indonesia, Golden Valley High Tech Park, Invest Hong Kong (InvestHK), Intellectual Property Office of Singapore (IPOS), Sembcorp Development, and Subang Smartpolitan by Suryacipta
- **Preferred Hotel Partner:** Pan Pacific Hotels Group

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About ASEAN Conference:

Launched in 2015, the ASEAN Conference is an annual signature event, organised by Singapore Business Federation and jointly supported by United Overseas Bank Limited, Rajah & Tann LLP and RSM. The ASEAN Conference brings together key decision makers from both the private and public sectors predominantly in ASEAN to examine various business and investment related topics with the vision to help the regional business communities tackle challenges, explore opportunities and concretise deals in ASEAN and beyond.

About Singapore Business Federation:

Singapore Business Federation (SBF) is the apex business chamber with over 34,000 members across diverse industries. With a vision to advance Singapore towards a globally competitive and sustainable economy, SBF mobilises the business community to be future-ready and magnify transformation opportunities through policy advocacy, partnership platforms and capability programmes.

For more information, please visit: www.sbf.org.sg.