



## Media Release

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# **SBF to hold inaugural overseas edition of Singapore Regional Business Forum (SRBF®) in Vietnam**

**Friday, 10 February 2023 [Singapore]** – The Singapore Regional Business Forum (SRBF®) is Singapore Business Federation (SBF)’s flagship annual event, and serves as a high-profile, inclusive, and constructive platform that brings together top business leaders, government officials, thought leaders and policy makers to explore policy development, economic vision, and business and investment-related opportunities in the region.

2 Inaugurated in 2015, close to 5,000 participants from over 60 countries have attended the past six editions of SRBF® either physically or virtually. Almost three quarters of the participants were C-suite & senior management level. Approximately 300 prominent speakers and panellists from Singapore, Southeast Asian countries, China, Japan, South Korea, Australia, the United States, the European Union, and beyond have shared their experience and expertise on various business-related topics.

3 In 2023, SBF will be taking SRBF® to the region for the first time. This inaugural overseas edition of SRBF® will be held in Hanoi, Vietnam. 2023 also marks the 50<sup>th</sup> anniversary of bilateral relationship and 10<sup>th</sup> anniversary of the Strategic Partnership between Singapore and Vietnam.

4 In the economically dynamic Southeast Asian region, Vietnam stands out with its abundance of opportunities for the global business communities. The choice of Vietnam also reflects the importance of the market to Singapore companies that are keen to tap into business opportunities in new growth areas such as the digital economy, cyber security, clean energy, sustainable development, and smart cities.

5 The theme of the 7<sup>th</sup> SRBF® is “Strengthening Regional Collaboration for Sustainable Growth”. The one-day event will comprise four plenary sessions, ministerial dialogues, MOU signings and business matching/networking sessions. Prominent speakers and panellists from the region will share their experience and expertise on business and investment related topics such as regional collaboration, sustainable growth, Southeast Asia’s role in international partnerships, the future of human capital, and many more.

6 The 7<sup>th</sup> SRBF® will be held in a hybrid format to amplify its regional outreach. More than 500 participants, including top business leaders, senior government officials, policy makers, academics, diplomats, and media representatives from over 30 countries are expected to attend the event physically or virtually.

7 More details about the 7<sup>th</sup> SRBF® can be found at <https://www.sbf.org.sg/events/singapore-regional-business-forum>.

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**For media queries please contact:**

Janice Ong    Tel: 6827 6840 (DID)    9755 1597 (Mobile)    Email: [janice.ong@sbf.org.sg](mailto:janice.ong@sbf.org.sg)  
Ash Low        Tel: 6390 0646 (DID)        9696 1806 (Mobile)    Email: [ash.low@sbf.org.sg](mailto:ash.low@sbf.org.sg)

**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.

For more information, please visit: [www.sbf.org.sg](http://www.sbf.org.sg).