



Media Statement

For Immediate Release

SBF brings Singapore Exhibitors to 21st China-ASEAN Expo (CAEXPO), Advancing Trade and Investment Opportunities

Wednesday, 25 September 2024 [Singapore, Nanning] – The Singapore Business Federation led a delegation of Singapore exhibitors to the 21st China-ASEAN Expo (CAEXPO), taking place in Nanning, Guangxi, China, from 24 to 28 September this year. CAEXPO serves as an important platform for Singapore and other ASEAN countries to explore new avenues for trade and investment cooperation, while also facilitating networking, knowledge exchange, and collaboration opportunities. It helps Singapore companies expand their reach into China and other ASEAN markets.

2. Senior Minister of State for Sustainability and the Environment & Manpower Dr Koh Poh Koon graced the opening ceremony and toured the Singapore Pavilions, which include the Singapore National Pavilion and the Singapore Commodity Trade Pavilion. Themed "Singapore-China: A Collaborative Partnership to Advance ASEAN's Growth" (星耀东盟, 新中携手, 共创辉煌), the Pavilions feature 22 and 20 Singapore exhibitors respectively, including 13 trade associations and chambers represented under the Singapore National Pavilion. SMS Koh visited the booths, engaging in discussions with exhibitors about their products and services.

3. ASEAN, with over 660 million people and a combined GDP of about US\$3 trillion¹, is set to play a crucial role in global growth as supply chains evolve and trade patterns shift amid the complexities of the global economy. Singapore is a key player in this landscape, leveraging its strategic location, advanced infrastructure, and status as a leading financial hub.

4. Dr Jun Yang, CEO of YLY Health Products and Technology SG, expressed excitement about the company's first-time presence at the event, saying, "I am thrilled to announce our debut participation. CAEXPO provides an exceptional platform to showcase our unique offerings, and we look forward to forging new collaborations that will not only broaden our business horizons but also contribute to the growth of the health and wellness industry. We are excited to explore the possibilities that lie ahead,

¹ asean.org | <https://asean.org/wp-content/uploads/2022/12/investment-report-2023.pdf>

and we are eager to connect with more people, share insights, and uncover new business opportunities."

5. SBF hosted the Singapore Day Seminar on 24 September, with SBF Chairman Mr Lim Ming Yan delivering the welcome address. The seminar featured speakers from the China-ASEAN Mercantile Exchange (CAMEX), DBS Bank, OCBC, Pacific International Lines and Singapore Post.

6. SBF Chairman Mr Lim Ming Yan said, "Singapore has consistently played an active role in fostering investment and trade between Chinese and ASEAN businesses, facilitating collaboration in areas like technology, markets, and supply chains. According to the SBF National Business Survey 2023/2024, out of 1,056 Singapore companies surveyed across various key sectors, half already have a presence in China. Among those planning to expand overseas, 22% have chosen the Chinese market. Looking ahead, I believe the Chinese market will remain a key growth area for Singapore businesses."

7. The Singapore Night networking dinner will take place on the evening of 25 September, with SMS Koh joining around 140 Singapore exhibitors, companies operating in China, and VIP guests from the People's Government of Guangxi Zhuang Autonomous Region, China. The dinner will begin with opening remarks delivered by Mr Teo Siong Seng, Chairman of the SBF Internationalisation Action Committee.

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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.

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

Annex A

Exhibitors at the Singapore Pavilions during the 21st CAEXPO

National Pavilion	
1	CHINA-ASEAN Mercantile Exchange (CAMEX) 中国—东盟特色商品汇聚中心
2	China-Singapore (Chongqing) Demonstration Initiative on Strategic Connectivity (CCI) 中新（重庆）战略性互联互通示范项目
3	China-Singapore Guangzhou Knowledge City Investment & Development Co., Ltd (SSGKC) 中新广州知识城投资开发有限公司
4	DBS Bank Limited 星展银行
s5	Oversea-Chinese Banking Corporation Limited (OCBC) 华侨银行
6	Pacific International Lines 太平船务
7	Singapore Post (Singpost) 新加坡邮政
8	Sino-Singapore Tianjin Eco-City 中新天津生态城
9	Suzhou Industrial Park (China-Singapore Suzhou Industrial Park) 苏州工业园
National Pavilion - Trade Associations and Chambers (TACs)	
1	ACE.SG 创业行动社群
2	Association of Electronic Industries in Singapore (AEIS) 新加坡电子业商会
3	Association of Small & Medium Enterprises (ASME) 中小企业商会
4	UN Global Compact Network Singapore (GCNS) 联合国全球契约新加坡网络
5	SGTech 新加坡科技工商协会
6	Singapore Association for Private Education (SAPE) 新加坡私立教育协会
7	Singapore Chinese Chamber of Commerce & Industry (SCCCI) 新加坡中华总商会
8	Singapore FinTech Association

	新加坡金融科技协会
9	Singapore Furniture Industries Council (SFIC) 新加坡家具工业理事会
10	Singapore International Arbitration Centre (SIAC) 新加坡国际仲裁中心
11	Singapore International Mediation Centre (SIMC) 新加坡国际调解中心
12	Singapore Manufacturing Federation (SMF) 新加坡制造商总会
13	The Law Society of Singapore 新加坡律师公会
Commodity Trade Pavilion	
1	Denis Asia Pacific Pte Ltd
2	EATNUF Pte. Ltd. 新加坡坚果和种子酱
3	EU Holidays Pte Ltd 欧美假期旅游私人有限公司
4	Everything Good Pte Ltd
5	F.W.H Trading 福智和
6	Glyken Far East Holding Pte. Ltd. 凯康远东控股私人有限公司
7	Hai's Pte Ltd 海士私人有限公司
8	House of Seafood (S) Pte Ltd 螃蟹之家
9	Infinity Continuity
10	Kensetsu International (S) Pte Ltd
11	Naturealm Pte Ltd (aka Hi-Beau) 莱雀瑞私人有限公司
12	Qihua Trading 启华贸易有限公司
13	SagePaths Global Education Pte Ltd 新加坡智略国际教育私人有限公司
14	Tai Yi Tang Pte Ltd 太乙堂(新加坡)有限公司
15	TheIn Group Private Limited
16	Thrivers One
17	Vons Food Pte Ltd 旺氏食品有限公司
18	Warinn Holdings Pte Ltd

	新加坡桦林控股
19	YLY Health Products & Technology (SG) Pte.Ltd. YLY 健康产品科技有限公司
20	Universal Reliance (Group) Pte Ltd 新加坡益嘉诚集团有限公司