

## Media Statement

### *For Immediate Release*

## Over 500 business representatives from 56 companies to attend 6<sup>th</sup> China International Import Expo (CIIE) – largest since 2020

- *Singapore companies signed 15 MOUs and achieved more than S\$4.5 million confirmed sales at the 5<sup>th</sup> CIIE in 2022 attesting to the continued importance of this platform.*
- *60% of participating Singapore companies at 6<sup>th</sup> CIIE are repeat exhibitors.*
- *Bank of China (Singapore) is SBF's financial services partner at CIIE for the 6<sup>th</sup> consecutive year.*

**Monday, 23 October 2023 [Singapore, Shanghai]** – The Singapore Business Federation (SBF), will be leading a business delegation of more than 500 senior business representatives from 56 Singapore companies to participate in the 6<sup>th</sup> China International Import Expo (CIIE), in Shanghai, China from 5 – 10 November 2023. This will be the largest Singapore delegation since 2020 and follows the elevation of the bilateral relationship between China and Singapore to that of an “All-Round High-Quality Future-Oriented Partnership” (全方位高质量的前瞻性伙伴关系) earlier this year.

2 Singapore business interest in China has remained resilient throughout the pandemic. Despite the challenges posed by border restrictions on business travel, SBF continued to bring businesses to participate in CIIE in the past few years with the support of Enterprise Singapore. At the 5<sup>th</sup> CIIE, 15 MOUs were signed between Singapore businesses and their Chinese counterparts, with an estimated total value exceeding SGD \$4.5 million (RMB 20 million). Through the three years of pandemic (year 2020 to 2023), a total of 34 MoUs were signed, and our exhibitors reported a sales amount of almost SGD \$23 million in value at CIIE.

3 CIIE remains an important platform for Singapore companies looking to gain a foothold in the Chinese market, as well as those looking to reconnect with existing partners and deepen their networks in the market. About 40% of Singapore exhibitors are participating in CIIE for the first time, while 60% are repeat exhibitors. One of the

largest metal finishing companies in Singapore, Applied Total Control Treatment Pte Ltd, will be participating for the first time. Repeat exhibitors include Fun Learners' School Pte Ltd.

4 The theme of Singapore's participation at the 6<sup>th</sup> CIIE is "Singapore-China: Advancing Future-Oriented Partnership" (新中致远, 共创前瞻未来), which reflects the new phase in the bilateral relationship between Singapore and China. Occupying a total exhibition area of close to 1,286 square metres this year, the Singapore Pavilion, which spans across the Consumer Goods Hall, Food & Agricultural Products Hall and Trade in Services Hall will see Singapore companies showcasing a wider range of innovative, high-quality, and reliable products and services. The design of the Singapore Pavilion will showcase Singapore as a dynamic and competitive capital of technological innovation and sustainable development.

5 CEO of SBF Mr Kok Ping Soon said, "Singapore businesses are buoyed by the upgraded bilateral relationship between China and Singapore and are looking forward to more significant trade and investment opportunities. The last decade has seen China firmly establish itself as Singapore's largest trading partner, while Singapore has become China's largest source of foreign investment. Our mutually beneficial relationship has allowed significant business and trade opportunities to flourish. CIIE remains an essential platform for Singapore businesses to grow their business in the Chinese market particularly in high-growth areas such as digital innovation and sustainability. By forging impactful partnerships, we can ensure the continued success of business relations between our two countries."

6 This year's Expo comes at a time when business appetite for overseas expansion is growing among Singapore businesses. According to SBF's National Business Survey 2022/2023, 42% of companies felt that overseas expansion plans were very important, up from 32% the previous year. 46% of Singapore companies surveyed already have a presence in China. Among companies that plan to expand overseas, 21% are keen to venture into China.

7 The 6<sup>th</sup> CIIE will also see the sustained partnership between SBF and the Bank of China (BOC) Singapore Branch, which has been SBF's financial services partner at CIIE since 2018. BOC has been instrumental in driving business success for Singapore companies at CIIE by facilitating online and offline business matching through their BOC E-cooperation system (中银 e 企赢). The business matching sessions include onsite business pitching and virtual business matching, providing opportunities for Singapore companies to expand and deepen their footprint in China.

8 General Manager and Country Head of BOC Singapore, Mr Cheng Jun said, "For six consecutive years, BOC Singapore Branch has been working with SBF, providing tailor-made financial solutions for exhibitors from Singapore. Our matching services have accurately connected the exhibitors with the corresponding partners, serving local enterprise to better enter the Chinese market. The scale of the exhibition has been growing, and this year marks the 10th year of BRI and together with the RCEP in place, there will only be more business opportunities awaiting."

9 SBF will also hold the Singapore-China Trade and Investment Forum (SCTIF) on the sidelines of the 6<sup>th</sup> CIIE on 6 November 2023. The forum, which will be held in Shanghai, is a high-level bilateral business platform to foster dialogue and greater collaboration between Singapore and Chinese companies. There will also be sessions for business pitching and business matching, specifically designed for business leaders, government officials, and policymakers.

- End –

**For media queries please contact:**

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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](http://www.sbf.org.sg)

## Annex A: Singapore Exhibitors at the China International Import Expo

Food & Agricultural Products Hall	Consumer Goods Hall
<ol style="list-style-type: none"> <li>1. ADiRECT Singapore Pte Ltd</li> <li>2. Chia Khim Lee Food Industries Pte Ltd</li> <li>3. Denis Asia Pacific Pte Ltd</li> <li>4. Kin Yan Agrotech Pte Ltd</li> <li>5. Lalynn Pte Ltd</li> <li>6. Tai Hua Food Industries Pte Ltd</li> <li>7. Unicorn Home Pte Ltd</li> <li>8. Yeo Hiap Seng Limited</li> <li>9. Naturie Enterprise</li> <li>10. Fort Sanctuary Pte Ltd</li> <li>11. Optima-Daribell Pte Ltd</li> <li>12. Sin Leong Lee Coffee Pte Ltd</li> <li>13. Hot Spicymama Pte Ltd</li> <li>14. House of Seafood (S) Pte Ltd</li> <li>15. Mr Popiah Pte Ltd</li> <li>16. NAVA 1872 Pte Ltd</li> <li>17. Vugge Pte Ltd</li> <li>18. Kim Guan Guan Coffee Trading Pte Ltd</li> <li>19. F&amp;N FOODS PTE. LTD</li> <li>20. Ha Li Fa Pte Ltd</li> <li>21. Premier Foods Holding Pte Ltd</li> <li>22. Code Green Private Limited</li> </ol>	<ol style="list-style-type: none"> <li>44. 1 Plus Private Limited</li> <li>45. Blum &amp; Co. Pte Ltd</li> <li>46. Go Luck Trading Singapore Pte Ltd</li> <li>47. Pearlie White Pte Ltd</li> <li>48. Singapore PharmaTech Pte Ltd</li> <li>49. Naturealm Pte Ltd</li> <li>50. Ugel Cosmetics Pte Ltd</li> <li>51. Prime Pharm International Pte Ltd</li> <li>52. Kingdom of Esther Pte Ltd</li> <li>53. Aspine Wellness Pte Ltd</li> <li>54. Health 101 Holding Pte Ltd</li> <li>55. Qitian Pte Ltd</li> <li>56. Glowfully Pte Ltd</li> </ol>
Trade in Services Hall	
<ol style="list-style-type: none"> <li>23. BIPO Service (Singapore) Pte Ltd</li> <li>24. DBS Bank Limited</li> <li>25. Fun Learners' School Pte Ltd</li> <li>26. I.C.E Aluminium Pte Ltd</li> <li>27. Kensetsu International (S) Pte Ltd</li> <li>28. KinderWorld International Group Ltd</li> <li>29. Pacific International Lines Pte Ltd</li> <li>30. Prestige Accounting Pte Ltd</li> <li>31. SBA Stone Forest (China) Pte. Ltd.</li> <li>32. Smartage Consultancy Pte. Ltd.</li> <li>33. Texas Petrochemical Asia Pacific Pte Ltd</li> <li>34. United Overseas Bank Limited</li> <li>35. HRNetOne Pte Ltd</li> <li>36. Office Productivity Solution Pte Ltd</li> <li>37. PSA China Pte Ltd</li> <li>38. SembCorp Industries Ltd</li> <li>39. Applied Total Control Treatment Pte Ltd</li> <li>40. RMA Contracts Pte Ltd</li> <li>41. YCH Group Pte Ltd</li> <li>42. Grandlink International (SG) Pte Ltd</li> <li>43. Trustana Singapore Pte. Ltd.</li> </ol>	

## Food & Agricultural Products Hall

1.



ADiRECT Singapore Pte. Ltd.

 1 Senoko Ave, #02-03, Foodaxis@Senoko, Singapore 758297

 <http://www.adirectholdings.com/>

### Profile

Founded in 2019, ADiRECT Group has swiftly become a leading player in Singapore's premium food industry. Specialising in the import, export, distribution, and expertise in authentic Japanese Wagyu Beef, Pork, Seafood, and premium ingredients, ADiRECT stands out for its extensive selection of premium Japanese Wagyu brands, catering to both local and international clients. The company distinguishes itself with a commitment to unwavering product quality, a reliable supply chain, specialised cutting techniques, and a deeply personalised approach to customer service.

### 简介


ADiRECT 集团成立于 2019 年，并迅速发展而成为新加坡高端食品行业的领先企业。该集团主营正宗日本和牛、猪肉、海鲜和高级食材的进口、出口、分销和专业知识。ADiRECT 以其丰富的高级日本和牛品牌选择而脱颖而出，迎合本地和国际客户的需求。该公司以对产品质量的坚定承诺、可靠的供应链、专业的切割技术以及深度个性化的客户服务而自成一派。

2.



**Chia Khim Lee Food Industries Pte Ltd**

謝欽利食品工業私人有限公司

 No.119 Defu Lane 10, Singapore 539230

 <https://chiakhimlee.com/>

### Profile

Established in 1975, Chia Khim Lee Food Industries is a food and beverage conglomerate serving global clientele. The company is firmly established in manufacturing and distribution of its products in Singapore and overseas.

### 简介

謝欽利食品工業私人有限公司成立于 1975 年，是一家为全球客户提供服务的食品和饮料集团。该公司在新加坡和海外的产品制造和分销方面拥有稳固的地位。

3.



**Denis Asia Pacific Pte Ltd**

丹尼斯亚太有限公司

📍 21 Tagore Lane Singapore 787479

🌐 <http://www.denisgroup.net/>

#### Profile

Denis Asia Pacific was founded in 1959, trading in consumables, providing management services, acting as purchasing agent and investment holding.

Ayam Brand™, one of the food brands that the company manages, is a renowned household food brand in South-East Asia. Ayam Brand™ guarantees no preservatives and no MSG.

Denis Asia Pacific entered the Chinese market in 2008, and their products can be found both online and offline in China.

#### 简介

丹尼斯亚太有限公司成立于 1959 年，主要从事消耗品贸易、管理服务、代购、投资控股等业务。

雄鷄標™ 是公司管理的食品品牌之一，在东南亚地区享有盛誉。雄鷄標™ 的生产过程中不含防腐剂和味精。


丹尼斯亚太于 2008 年进军中国市场，目前在国内外线上线下均有销售。

4.

**Kin Yan Agrotech Pte Ltd**

金源高技农业科研私人有限公司

 220 Neo Tiew Crescent Singapore 718830

 <https://www.goodlady.com.sg/>

**Profile**

Kin Yan Agrotech Pte Ltd, located within Singapore's Lim Chu Kang Agrotechnology Park, enjoys a strategic proximity to the Sungei Buloh Wetlands Reserve. The company specialises in the cultivation and production of premium wheatgrass, aloe vera, and mushrooms, meticulously crafting these ingredients into natural and health-oriented food products.

One of their flagship products is the highly popular multigrain beverage, 22 Complete Nutrimix. This beverage is enriched with their pesticide-free wheatgrass, offering both a delightful taste and a plethora of health benefits. As the largest instant multigrain beverage manufacturer in Singapore and Malaysia, Kin Yan Agrotech boasts an impressive array of certifications, including ISO9001, ISO22000, HACCP, GMP, and HALAL.

With a robust presence, their products have been available in the Chinese market for five years, spanning their own retail outlet, online platforms, and diverse distribution channels. They cordially invite potential OEM partners and distributors to explore opportunities with their best-selling product, 22 Complete Nutrimix.

**简介**

金源高技农业科研私人有限公司，自 1997 年起在新加坡从事与农业食品相关的活动。该公司坚守一贯理念，坚决不使用任何农药、化学物质或人造肥料。金源的农场主要种植小麦草、芦荟和蘑菇，并将其供应给超市和餐馆。他们的主要目标是将无农药种植的产品加工成天然健康的食品，例如他们备受欢迎的 22 营养好谷粮，其中包含他们的无农药小麦草。

Oat Lady 22 营养好谷粮是一款包含 22 种谷物的五谷杂粮饮品。通过先进的科技研磨生产，Oat Lady 22 营养好谷粮口感细腻浓郁，与一般五谷杂粮来的细腻浓郁！这种富含营养的五谷杂粮不含乳糖、无胆固醇和无反式脂肪，适合各个年龄段的男女士消费，是一款全谷物的营养饮品！

5.



**Lalynn Pte Ltd**

拉琳

📍 1 Marina Boulevard Road, #20-00 One Marina Boulevard, Singapore 018989

🌐 [www.La-lynn.com](http://www.La-lynn.com)

### Profile

At La-lynn™, our unwavering commitment lies in revolutionising the way people experience gourmet cuisine, regardless of their dietary restrictions. We believe that everyone deserves to indulge in the finest flavours, and we strive to make it possible for all.

Driven by an unyielding passion for innovation, we invest in the future of food development and collaborate with scientists to fast-track advancements in sustainable food production. Our relentless pursuit of excellence ensures that our customers receive nothing but the best.

With our meticulously crafted recipes, we have successfully mastered the art of enhancing the taste and texture of food. This culinary wizardry has the power to transform the lives of individuals from infants to elderly managing diabetes, reducing sodium, calorie or sugar intake, embracing healthy choices, and fuelling their fitness journeys.

As industry pioneers, we inspire others with our dedication to becoming the market leader and the epitome of innovation in the healthy food manufacturing industry. By providing food products of unparalleled quality, we empower individuals to make healthier choices and embark on a transformative nutritional journey.

Our unwavering ambition has driven us to earn recognition both locally and internationally for our expertise in manufacturing delectable and nutritious food products. With La-lynn™, you can trust that you are choosing the finest, the options that redefine what healthy eating can be.

### 简介

在 La-lynn™，我们坚定不移地致力于改变人们对美食的体验方式，无论他们有何种饮食限制。我们相信每个人都应该享受最美味的味道，而我们努力让这成为可能。

凭借对创新的坚定热情，我们投资于未来的食品研发，并与科学家合作，加快可持续食品生产的进步。我们对卓越的追求确保我们的客户得到的只有最好的产品。

通过我们精心制作的食谱，我们成功地掌握了提升食物口感和味的艺术。这种烹饪魔法能够改变从婴儿到老年人的生活，管理糖尿病、减少钠摄入、热量或糖摄入、追求健康选择，并推动他们的健身之旅。

作为行业的先驱，我们以成为健康食品制造行业市场领导者和创新的典范而激励他人。通过提供品质无与伦比的食物产品，我们赋予个人更健康的选择，并开始一段变革性的营养之旅。

我们坚定的雄心推动我们在制造美味和有营养的食物产品方面在本地和国际上获得认可。选择 La-lynn™，您可以信任自己选择的是最优质、重新定义了健康饮食的选项。



6.



# **Tai Hua Food Industries Pte Ltd**

大华食品工业私人有限公司

📍 12 Jalan Besut, Singapore 619566

🌐 [www.taihua.biz](http://www.taihua.biz)

## **Profile**

Tai Hua Food Industries Pte Ltd was started in 1947 and has since grown from a small family business to become the market leader in the manufacture and distribution of soy sauces in Singapore.

Its soy sauces and braising sauces are naturally brewed using only premium grade soya beans and other ingredients. Today, Tai Hua Brand sauces are available in more than 40 countries worldwide. The Company has always practised the strictest standards in production quality, food safety and food hygiene; this led to the Company being graded A by SFA in its yearly assessment/grading exercise for more than 20 years in succession. In addition, the Company has been certified HACCP, ISO 22000 and FSSC 22000 standards. The TAI HUA brand symbolizes quality and value for money. For the brand to succeed, the Company must continue to produce high quality products to uphold the trust that consumers have come to associate with the brand name.

## **简介**

大华食品工业于 1947 年创办。从家庭工业起家，至今成为新加坡家喻户晓的酱油厂。

大华所生产的酱油和调味酱均选用优质的黄豆，以天然发酵酿制，销售 40 多个地区。大华食品一直以来严格控管品质保持高水平，食品安全与卫生。因此连续获得新加坡农粮局 20 年 A 级认证。大华食品也获得危害分析和关键控制点(HACCP)，ISO 22000 和 FSSC 22000。大华公司宗旨是“品质就是生命，要延续生命就要靠品牌”。所以生产优质的酱油才能获得客户的信任与满意。

大华食品工业创立于 1947 年。起初是一家家庭工业，如今已发展成为新加坡家喻户晓的酱油制造企业。

大华食品所生产的酱油和调味酱均选用优质的黄豆，采用天然发酵的工艺制作，并销售至 40 多个地区。该公司一直以来都以严格的品质控制维持高水平的产品质量和食品安全卫生。因此，连续获得新加坡农粮局 20 年 A 级认证。此外，大华食品还取得了危害分析和关键控制点（HACCP）、ISO 22000 和 FSSC 22000 等认证。大华公司秉承“品质就是生命，要延续生命就要靠品牌”的宗旨，致力于生产优质的酱油以赢得客户的信任和满意。

7.

**Unicorn Home Pte. Ltd.**

优家食科



239 Pandan Loop, #04-03, Food Concept @ Pandan, Singapore 128425



[www.fairyport.com.sg](http://www.fairyport.com.sg)

**Profile**

Unicorn Home Pte Ltd, founded in Singapore in 2006, is an agricultural product technology company dedicated to research and development, with a strong commitment to delivering sustainable and wholesome products for families.

As a professional company, Unicorn Home specializes in product development, enhancement, and sales. Historically, their product range has encompassed nut series, oats series, durian series, and more. All their products adhere to the stringent standards set by the Singapore Food Authority (SFA), ensuring the quality of their offerings from the very source. Moreover, the company has successfully established the premium brand "Fairy Port" through the cultivation of environmentally friendly agricultural products and the application of advanced processing techniques. Unicorn Home Pte Ltd has also participated in five consecutive China International Import Expos (CIIE).

Since 2018, Unicorn Home Pte Ltd has extended its operations to China, establishing both online and offline distribution channels to serve the entire Chinese market. In the Chinese region, they have set three key objectives: to set a benchmark for imported durian products, to regulate and expand the imported durian market, and to facilitate global connections by importing and exporting more environmentally friendly, healthy, and nutritious foods.

**简介**

优佳食科成立于 2006 年，是一家新加坡的农业食品科技公司，专注于新食品研发，致力提供可持续的健康食品。我们是一家综合性食品公司，涵盖了产品的开发、加工和销售。目前，我们的主要产品系列包括坚果、麦片和榴莲等。所有产品都符合新加坡食品管理局（SFA）的严格标准，以确保产品质量从源头开始。此外，我们通过培育无污染的绿色农产品，并采用先进的加工技术，成功塑造了“Fairy Port”这一优质品牌，并连续参加了五届中国国际进口博览会。

自 2018 年开始，我们在中国开展业务，建立了线上和线下渠道，为整个中国市场提供服务。我们在中国有三大目标：树立榴莲制品进口的典范，规范和扩大榴莲市场，以及连接中国与全球，进出口更多绿色健康营养食品。

8.



**Yeo Hiap Seng Limited**

杨协成有限公司

📍 3 Senoko Way, Singapore 758057

🌐 <https://www.yeos.com.sg/>

**Profile**

Yeo's, a renowned brand in Southeast Asia with a rich history of over a century, stands as one of Singapore's foremost food group companies, boasting a global presence in more than 30 countries and regions.

Founded by Mr Yang Jinglian, the Yeo Hiap Seng brand originated in 1900 and later expanded its operations to Singapore during the 1930s. This established brand has a storied past and holds a listing in Singapore. Yeo's was a trailblazer in Asia, being the first company to introduce Tetra Pak beverages, which are now distributed in over 30 countries worldwide. The company enjoys a global reputation for producing a wide array of high-quality food and beverages.

Yeo's has its roots deeply embedded in China, with Mr Yang Jinglian founding the brand in Zhangzhou in 1900. YHS (Guangzhou) Food & Beverage Co., Ltd., established in 1991, represents Yeo's inaugural presence in mainland China, situated in the southern region of Guangzhou city.

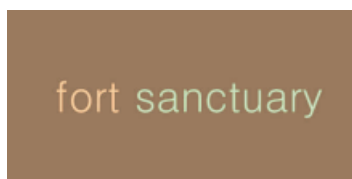
**简介**

杨协成是一家拥有逾百年历史、享誉东南亚的知名品牌，也是新加坡最杰出的食品集团之一，在全球三十多个国家和地区销售畅销产品。

该品牌的创始人杨景连先生于1900年创建了杨协成品牌，并于20世纪30年代将业务扩展至新加坡。这一历史悠久的品牌在新加坡股票市场上有着引人瞩目的地位。杨协成是亚洲第一家生产利乐包饮料并销售至全球三十多个国家和地区的公司。该公司因生产数千种高品质食品和饮料而享有全球声誉。

中国是杨协成的早期起点，杨景连先生于1900年在漳州创立了该品牌。杨协成（广州）食品饮料有限公司成立于1991年，是杨协成在中国大陆的首家分支机构，位于广州市南端。

10.



**Fort Sanctuary Pte Ltd**

新加坡福善德私人有限公司

📍 8 Raffles Avenue, #02-04 Esplanade Mall, Singapore 039802

🌐 [www.fortsanctuary.com](http://www.fortsanctuary.com)

**Profile**

Incorporated in 2013, Fort Sanctuary is a Singapore tea company specialising in processing of tea leaves.

Our facility in Tuas, Singapore, specialises in a proprietary in-house technique of marrying precise firings with resting, true expertise and signature. Here, tea leaves of prestigious pedigree are masterfully crafted into terroir-driven specialty teas, with distinctive characters in exceptional intensity, richness, clarity, texture, and finish.

The idea was to show the world the phenomenal characteristics of resting and aging of the world's finest tea leaves in Singapore.

Firmly rooted in the fundamental principles of classic tea processing, we have been breaking boundaries with unprecedented and unparalleled work on traditional Chinese teas, with a Singapore twist ever since 2014.

Besides our range of tea products, we offer customised tea for corporate clients and special events.

We are pioneering a new concept of a contemporary teahouse for specialty tea. We offer consultancy services in setting up and running contemporary teahouses, delivering revolutionary tea experiences that one can never imagine possible and will never forget. Located in the iconic Esplanade in Singapore, our flagship teahouse serves some of the world's finest and most complex specialty teas while featuring insightful tea experiences.

**简介**

福善德是新加坡 2013 年创办的茶业公司。公司产品、服务涵盖顶级品质散茶、品牌体验馆、茶馆、茶叶加工等领域。

福善德创新以“制茶无国界”的概念，在国外最佳茶产区管理茶树，生产茶青原料，在新加坡研制世界名优茶、特色茶，并首发，以品质为先，将精湛传统茶叶制作工艺和加坡研发的后期加工工序完美结合，在新加坡研制世界名优茶。所研制名优茶，经独特烘焙、退火、储存，陈化，强调茶汤清澈，滋味浓郁、丰富，口感饱满、柔顺、绵绸，回甘持久。

11.



**Optima-Daribell Pte Ltd**

力贝私人有限公司

📍 60 Kaki Bukit Place, #07-05 Eunos Techpark, Singapore 415979

🌐 [www.deli-indo.com.sg](http://www.deli-indo.com.sg)

#### Profile

Optima-Daribell, with its inception dating back to 1998, has solidified its position as a respected producer and exporter within the realm of premium food products. Their diverse product portfolio encompasses a wide array of culinary delights, ranging from the beloved Thousand Layer Cake to savory Shrimp/Cheese Rolls Snacks, and the sought-after Coconut Palm Sugar, among other delectable options.


#### 简介

力贝私人有限公司成立于 1998 年，已经稳固了其在高级食品产品领域中的生产和出口商地位。他们的产品种类广泛，包括了来自东南亚的美食，如备受喜爱的千层糕、虾/奶酪卷零食、椰糖和姜粉等。

12.

### **Sin Leong Lee Coffee Pte Ltd**

新隆利咖啡粉厂

 15 Senoko Drive #07-05/07 Singapore 758202

 <https://sinleonglee.sg/>

 <https://sinspiro.com/>

#### **Profile**

Mr Ng Chwee Guan, the founder of Sin Leong Lee Nanyang Coffee, began his journey in 1961 with a simple wooden coffee factory and a small stall in a traditional market. Due to its popularity, the business expanded, serving loyal customers in two traditional markets.

In 1988, Sin Leong Lee moved to a new HDB factory. The four sons, who are the second-generation heirs, officially took over the business of Sin Leong Lee, focusing on supplying commercial establishments. The "My Boss" trademark was established, shifting the customer base to coffee shops, hawker centres, and industrial canteens.

From 2010 to 2020, with support from the National Productivity Board and Enterprise Singapore, Sin Leong Lee modernised its Nanyang Coffee production, achieving significant progress.

Today, Sin Leong Lee stands as a provider of coffee and tea products catering to both domestic and international markets. Additionally, the company offers an array of supplementary services, encompassing the sale of coffee machines, a dedicated sales team, proficient logistics support, and comprehensive technical assistance.

#### **简介**

黄水源先生，新隆利南洋咖啡的创始人，始于1961年以一家木制咖啡工厂和一个小摊位踏上了创业之路。由于其产品受到欢迎，业务逐渐扩展，为两个传统市场的忠实顾客提供服务。

1988年，新隆利咖啡粉厂迁入了建屋局的新工厂。他的四位儿子正式承接新隆利的业务，成为第二代继承人。他们将第一代专注于家庭用户的零售商转变为专注于商业用户的供应商。"My Boss" 商标于2001年应运而生，客户群体转向咖啡店、小贩中心和工业食堂。

从2010年到2020年，在新加坡生产力局与企业局的支持下，新隆利现代化了南洋咖啡生产，取得了重大进展。

如今，新隆利成为国内和国际市场上咖啡和茶产品的供应商，同时提供一系列附加服务，包括咖啡机销售、专业的销售团队、高效的物流支持和全面的技术支持。

13.



**Hot SpicyMama Pte Ltd.**

62 Ubi Road 1, #05-04, Oxley Bizhub 52 Singapore 758202  
<http://www.iamspicymama.com/>

**Profile**

For several years, our factory has been dedicated to supplying ready-to-eat paste and sauces to restaurants and cafes. Our commitment revolves around the careful selection of premium, fresh ingredients for our products. Prioritising health, our offerings are crafted without preservatives or artificial colouring. We employ advanced Japanese machinery technology to ensure top-notch cooking quality, removing excess oil before bottling to preserve freshness and maximize crispiness. Beyond the technical aspects, our products are imbued with care and passion, originating from a group of multitasking working mothers seeking a harmonious balance between family and career. Our goal is to provide balanced and wholesome food options for our loved ones because "Food always tastes better with our loved ones."

The concept emerged from the desire to offer ready-to-serve condiments that are not only cost-effective and created with fresh ingredients but are also health-conscious and low in oil content. These condiments effortlessly enhance the flavour of any dish, adding an instant culinary touch.

**简介**

我们的工厂多年来一直是餐厅供应即食酱料的可靠来源，拥有各种多样的口味选择。SpicyMama始终坚持选择上乘、新鲜的食材，确保我们产品的品质卓越，绝不含防腐剂或额外色素。我们采用日本先进的机械技术进行高品质烹饪，独具东南亚风味，主打海鲜即食产品，以确保产品的健康性，为您的餐点增添引人入胜的味道。我们的主要出发点是支持每一位孜孜不倦的工作女性、身兼多职努力平衡家庭的职场妈妈，为她们提供解决方案，为我们所爱的人提供均衡健康的食物，与我们所珍惜的人一起分享。

14.



# House of Seafood (S) Pte Ltd

螃蟹之家

500 New Punggol Road, #01-01/02 The Punggol Settlement, Singapore 828617

<https://www.houseofseafood.com.sg/>

## Profile

*Ready-to-Eat Vacuum Packed Crabs  
Bringing the Best of Singapore to the World*

Beyond serving the best of local delights and seafood at the House of Seafood (HOS) outlets at the Punggol Settlement and Clarke Quay, the company also produces ready-to-eat crabs that promises to be of restaurant-quality!

The crabs are pre-cooked in Singapore and sealed through an innovative, vacuum packaging process that retains the flavour of the dish. Available in Black Pepper, Chilli and Salted Egg, this delicacy is ready to eat by simply re-heating or warming it up in the microwave for 5 – 10 minutes.

The vacuum-packed crabs are sold locally at supermarkets, Changi Airport Terminal 3 and House of Seafood (HOS) vending machine. It is also retailed in China via online platforms such as taobao.com.

## 简介

*即食真空包装螃蟹  
将新加坡最好的一面推向世界*

除了在榜鹅聚落和克拉码头的海鲜之家（HOS）分店提供最优质的本地美食和海鲜，我们公司还生产承诺达到餐厅品质的即食螃蟹！

这些螃蟹在新加坡预先烹煮，然后通过创新的真空包装工艺密封，以保留菜肴的原汁原味。这美味可供选择黑胡椒、辣椒和咸蛋三种口味，只需重新加热或在微波炉中加热 5 至 10 分钟即可食用。

真空包装的螃蟹可在当地超市、樟宜机场 3 号航站楼和海鲜之家（HOS）的自动售货机中购买，同时也通过淘宝网等在线平台在中国销售。



16.



**NAVA 1872 Pte Ltd**  
**The 1872 Clipper Tea Co.**

瑰丽宝

14 Kung Chong Road, Level 5 Lum Chang Building, Singapore 159150

[www.clippertea.com.sg](http://www.clippertea.com.sg)

## Profile

### *Singapore Heritage Tea Brand*

Singapore's earliest tea producer, blender and retailer that provides premium farm-to-cup specialty teas for more than 150 years.

### *Specialty Tea Blender*

Sourcing only the highest grade of tea from the finest tea plantations from Sri Lanka and worldwide.

### *Commitment to Quality and Excellence*

We have more than 150 years of experience as a global tea supplier in Sri Lanka and Singapore. In our strong vertically integrated tea supply chain, we focus on the top 5% output of Sri Lanka, and offer greater efficiencies, reduced costs, and more control along manufacturing and distribution processes.

Deep knowledge in tea sourcing, manufacturing, blending, grading, consultancy services on tea blends, flavour development, packaging procurement and final assembly of products, while ensuring the highest quality of tea in each sip.

### *Tea Community*

We aim to cultivate a vibrant and inclusive community of tea enthusiasts who share a deep passion for the rich and diverse tea culture.

We strive to create a community where tea is celebrated not only for its exquisite flavours but also for the positive impact it has on the lives of tea pluckers.

## 简介

### *新加坡本土茶叶品牌*

瑰丽宝成立于 1872 年，是新加坡最早的茶叶生产商、调配商和零售商。150 多年以来一直实施由茶园生产到零售的直线品质管理，提供优质的精品茶给大众。

### *精品茶调配商*

我们从斯里兰卡和全球各地最好的茶园精选采购最高级别的优质茶叶。

### *品质与卓越的承诺*

我们拥有超过 150 年作为斯里兰卡和新加坡的全球茶叶供应商的经验。在我们强大的茶叶垂直供应链中，我们专注于生产斯里兰卡最顶端 5% 的精品茶叶，并且让制造和分销过程获得更高的效率、成本的降低以及更全面的管理。

我们具有茶叶采购、制造、调配、分级、茶叶调配顾问服务、口味开发、包装采购和最终产品组装的深厚知识，以确保茶叶的最高品质。

### *茶文化社群*

我们的目标是建立一个热爱茶品并有包容性的茶饮者社群。除了照顾消费者的需求，我们也照顾源头的采茶业者，以便对整个茶产业链带来正面影响力。

18.

金  
源  
源



**KIM GUAN GUAN COFFEE TRADING PTE LTD**

金源源咖啡贸易私人有限公司



Bedok Food City, 1550 Bedok North Avenue 4 #05-30, Singapore 489950



<https://www.kimquanguan.com.sg/>

**Profile**

Kim Guan Guan Coffee (KGG) has its humble beginning in 1988, supplying quality Singapore traditional coffee powder to local coffeeshops. Today, we are an integrated company that imports, roasts, packs and supplies traditional ground coffee to more than 1,000 food & beverage operators in Singapore.

KGG has recently introduced Kim's Duet, a product range formulated with consumers' health benefits as the priority. The Singapore steep coffee and tea combine quality traditional taste with the convenience of single servings, perfect for those who are looking for a fuss-free way to enjoy an authentic cup of traditional coffee and tea anytime, anywhere.

**简介**

金源源咖啡成立于 1988 年，是新加坡传统咖啡的领先供应商之一。我们采购最好的原料，并以严格的质量控制措施确保咖啡粉的品质。至今，我们已是一家综合性公司，负责进口，烘焙与包装，为当地一千多家餐饮营运商供应传统研磨咖啡与茶粉。

出于对传统咖啡的热诚与三十五年的专业知识，金源源最近推出了新品牌“金队”，一个以消费者的健康利益为优先的产品系列！

19.



**F&N Foods Pte Ltd**

星獅集團

📍 2 Tuas Link 3, Singapore 639468

🌐 <https://www.fnnfoods.com/>

#### Profile

Established in 1883, Fraser and Neave (F&N) has been quenching the thirst of generations of consumers and is today a leading player in the food and beverage arena in Singapore and Malaysia.

Committed to meeting the health and wellness needs of consumers in the region and across the world, F&N is driven by its overarching philosophy of Pure Enjoyment, Pure Goodness. F&N has built a wide and exciting portfolio of beverage and food products with a strong emphasis on healthy enjoyment. Brands under the F&N umbrella include 100PLUS, Ice Mountain, Seasons, Oyoshi, Cocolife, Fruit Tree, Fruit Tree Fresh, Magnolia, Farmhouse, NutriSoy, NutriWell.

#### 简介

星獅集團 (F&N) 成立于 1883 年，一直在满足几代消费者的渴求，如今已成为新加坡和马来西亚食品和饮料领域的领先企业。


星獅集團(F&N) 致力于满足该地区和世界各地消费者的健康和保健需求，其首要理念是纯粹享受、纯粹美好。F&N 建立了广泛而令人惊喜的饮料和食品产品组合，强调健康享受。F&N 旗下的品牌包括 100PLUS、Seasons、Oyoshi、Cocolife、FruitTree、Magnolia、Farmhouse、NutriSoy、NutriWell。

20.



**HA LI FA PTE LTD**

合利发私人有限公司

 257 Pandan Loop, Singapore 128434

 [www.halifa-bobo.com](http://www.halifa-bobo.com)

**Profile**

Founded in 1987 and established in 1993, Ha Li Fa Pte Ltd was brought to life in sunny Singapore by Mrs Ang's unwavering belief: A family's prosperity lies in the happiness and relationships of every single member.

Through our "BoBo" brand, Ha Li Fa has established a firm foothold in both local and international markets from humble beginnings. With our in-house established logistics network, manufacturing facilities and production processes of the highest standards, we constantly deliver delicious and premium quality products that cater to the changing customer tastes and demands.

BoBo strives to make every meal a celebration with tasty treats suitable for all occasions. BoBo will always be there for your every family dinner, Chinese New Year Reunion, and everything in-between. We promise to turn every #BoBoMoment into delicious memories!

**简介**

创立于 1987 年并在 1993 年正式注册成立的合利发有限公司 (Ha Li Fa Pte Ltd)，是洪女士以坚定不移信念在新加坡一手创立的。洪女士认为家族的繁荣昌盛端赖于每个成员之间的和乐关系。

藉由远近驰名的波波 (BoBo) 品牌，合利发从一家小公司，渐渐扩展为一家在本地及国际市场都已建立稳固地位的企业。凭藉公司内部完善的物流网络、制造设施及最高标准的生产流程，我们不断推陈出新，制作出各式各样能够满足消费者口味和需求的优质产品。

波波以生产出适合在各种场合品尝的美味佳品为职志。波波是您家庭聚餐、新年团圆及各种聚会活动的最佳良伴。我们承诺将每个 #BoBoMoment 都变成独一无二的美味记忆！

21.



# **PREMIER FOODS HOLDING PTE LTD**

合利发私人有限公司

6 Eu Tong Sen Street, #10-06, SOHO, #1 The Central, 059817

[www.cdsq.com.mm](http://www.cdsq.com.mm)

## **Profile**

Premier Foods Holding Pte Ltd (PFH) is Singapore Based Company and Joint Venture Entity between Capital Diamond Star Group and Mitsubishi Corporation.

PFH is doing Business and Investment Planning, Banking, Financial and Treasury Functions and International Market Development for Premier Coffee which is the No.1 Coffee Brand in Myanmar.

We export Premier Coffee Mix (2 plus 1, 3 in 1, Espresso, Barista, Arabica Fresh, Namhsan Tea Mix, Fine Ground Coffee, Roasted Coffee bean (Medium, Dark and Espresso), White Coffee, White Malt, Chocolate Malt), Happy Coffee Mix, Happy Cameral Coffee, Happy Tea Mix, Tea Master Tea Mix and Wah Lah Noodle (9 types of Flavour: Authentic Taste Garlic Chicken Flavoured Soup, Authentic Taste Chicken Flavoured Coconut Noodle, Authentic Taste Chicken Flavoured Siche, Shrimp Flavoured Mee Tauk Siche, Chicken Flavoured Mi Goreng, Vegetarian Flavoured Mi Goreng, Shrimp Flavoured Sour & Spicy Soup (2 types), Tom Yum Shrimp Flavoured Creamy Soup, Spicy Mala Xiang Guo).

Premier brand is manufactured by Lluvia Limited in Myanmar, which is under the same group as Capital Diamond Star Group (CDSG).

## **简介**

Premier Foods Holding Pte Ltd (PFH) 是一家总部设在新加坡的公司，也是 Capital Diamond Star Group 与三菱商事株式会社 (Mitsubishi Corporation) 的合资实体。Premier Coffee 是缅甸第一大咖啡品牌，PFH 负责 Premier Coffee 的业务和投资规划、银行、金融和财务职能以及国际市场开发。我们出口 Premier 咖啡粉 (2 合 1、3 合 1、特浓咖啡、Barista、阿拉比卡新鲜咖啡、Namhsan Tea Mix、细研磨咖啡、烘焙咖啡豆 (中度、深度和意式)、白咖啡、白麦芽、巧克力麦芽)、Happy Coffee Mix、Happy Cameral Coffee、Happy Tea Mix、Tea Master Tea Mix 和 Wah Lah Noodle (9 种口味：正宗蒜香鸡肉汤、正宗椰汁鸡汤面、正宗鸡肉拌面、虾肉拌面、鸡肉拌面、素食拌面、虾肉酸辣汤 (2 种)、冬阴功虾肉奶油汤、麻辣香锅)。Premier 品牌由缅甸 Lluvia 有限公司生产，该公司与 Capital Diamond Star Group (CDSG) 隶属同一集团。

22.



**Code Green Private Limited**

绿符私人有限公司

<https://wine4two.com.sg/>

#### Profile

Code Green was established in November 2019, headquartered in Singapore, with a mission to advocate for sustainability in agriculture, foster investments in food production, and promote a carbon-conscious lifestyle. Our current objective is the sale and distribution of wines sourced from sustainable vineyards.

Our primary focus is on offering boutique wines exclusively from sustainable vineyards, a collection that includes "Carbon Neutral" certified wines, a rarity in the current market landscape.

#### 简介

Code Green 于 2019 年 11 月在新加坡成立。我们致力于促进农业的可持续发展、食品生产投资和“低碳”的生活方式。我们目前的重点是代理和销售来自可持续葡萄园的葡萄酒。

公司目前销售的葡萄酒主要是来自经过“可持续发展”认证的酒庄，包括“碳中和”认证的葡萄酒。我们代理的一家法国 300 年历史的家族酒庄出品老藤小众的葡萄酒精品，每年都会在国际上获奖。另外一家法国特级香槟酒庄更是稀有。该特级香槟屋的年度香槟-2008 年份和 2012 年份斩获 Decanter (品鉴) 世界葡萄酒大赛的白金奖，97 分。是收藏家的珍品。

## Trade in Services Hall

23.



**BIPO Service (Singapore) PTE.LTD.**

新加坡必博人力资源服务有限公司

 <https://www.biposervice.com/zh-hans/>

Established in 2010 and headquartered in Singapore, BIPO is a global payroll and people solutions provider. With a strong presence across 150+ global markets, BIPO offers comprehensive workforce solutions encompassing its award-winning Human Capital Management (HCM) solutions and professional services such as Global Payroll Outsourcing and Employer of Record (EOR) services.

BIPO leverages the latest technological advancements to provide its clients with the best-in-class solutions. At the core of its offerings are the cutting-edge, proprietary HR Management System (HRMS) and Athena BI that streamline HR processes, automate workflows, and deliver actionable insights. These solutions empower businesses to achieve unprecedented efficiency and success.

Recognised as a major player in Everest Group's Multi-country Payroll (MCP) Solutions PEAK Matrix® Assessment 2022, BIPO has consistently earned industry accolades, including HR Vendors of the Year (Singapore, Hong Kong, and Malaysia), HRM Asia Readers' Choice Awards, and Great Place to Work™.

These recognitions attest to BIPO's commitment to excellence and its dedication to providing top-notch services to its clients. In today's interconnected world, BIPO's hybrid workforce solutions seamlessly merge traditional HR services with innovative technology, enabling effortless global expansion for businesses. By offering a comprehensive suite of services, including Global Payroll Outsourcing and Employer of Record (EOR) services, BIPO ensures that companies can easily navigate the complexities of the global market.

### 简介

BIPO (必博) 创立于 2010 年, 作为全球化的人力资源一站式服务供应商, 公司立足亚太、辐射全球, 推动科技赋能, 为企业提升管理品质, 十多年来砥砺前行, 以全球化、数字化和合规化为发展理念服务客户。BIPO 的业务遍及全球 150 多个国家和地区, 服务产品包括 HCM 系统解决方案, 全球人力资源及薪酬外包 (GPO), 名义雇主服务 (EOR) 等, 借助系统的科技化和服务网络的多国化, 为客户提供多地区、高效率、合规化的用户体验。BIPO HCM 系统解决方案包含了人力资源管理系统 (HRMS)、Athena BI、GPO 和 EOR 在线服务平台, 通过“全模块”整合与敏捷开发, 凭借灵活的系统架构和数据管理, 打破信息孤岛, 简化工作流程, 使公司运营整体化、高效化。同时依托全球资源网络, 聚焦企业人力资源管理中的痛点, 集合多种业务协作云应用, 使服务覆盖全球。



24.



DBS Bank Ltd

星展銀行

 <https://www.dbs.com.sg/corporate>

#### Profile

DBS is a leading financial services group in Asia with a presence in 19 markets. Headquartered and listed in Singapore, DBS is in the three key Asian axes of growth: Greater China, Southeast Asia and South Asia. The bank's "AA" and "Aa1" credit ratings are among the highest in the world.

Recognised for its global leadership, DBS has been named "World's Best Bank" by Global Finance, "World's Best Bank" by Euromoney and "Global Bank of the Year" by The Banker. The bank is at the forefront of leveraging digital technology to shape the future of banking, having named "World's Best Digital Bank" by Euromoney and the world's "Most Innovative in Digital Banking" by The Banker. In addition, DBS has been accorded the "Safest Bank in Asia" award by Global Finance for 14 consecutive years from 2009 to 2022.

DBS is committed to building lasting relationships with customers, as it banks the Asian way. Through the DBS Foundation, the bank creates impact beyond banking by supporting social enterprises: businesses with a double bottom-line of profit and social and/or environmental impact. DBS Foundation also gives back to society in various ways, including equipping communities with future-ready skills and building food resilience.

#### 简介

星展是亚洲领先的金融服务集团，业务遍及 19 个市场。星展总部位于新加坡并于当地上市，业务覆盖亚洲三大增长主轴，即大中华、东南亚和南亚。星展资本充裕，所取得的 AA-和 Aa1 级信贷评级位列全球最高级别之一。星展的全球领先地位获得多项权威认可，2018-2022 年间，相继数度被《环球金融》、《银行家》和《欧洲货币》杂志评为“全球最佳银行”。星展率先以数字科技塑造未来银行的营运模式，被《欧洲货币》杂志评选为“全球最佳数字银行”，及被《银行家》杂志评为“最具创新数字银行”。此外，星展于 2009 至 2022 年连续 14 年被《环球金融》杂志评选为“亚洲最安全银行”。



25.



INTERNATIONAL FLS CORP

国际泛乐集团

 <https://www.iflscorp.com/>



Fun Learners School

泛乐学堂

 <https://www.funlearners.edu.sg>

#### Profile

We are a Singapore education group with a global reach, offering comprehensive education solutions to learners and parents. The story of International FLS Corp started back in 2005 with the establishment of Fun Learners' School. With the belief that education is more than just about attaining results, the two enterprising founders developed an innovative curriculum that trains the young in learning skills through lessons that are FUN and engaging.

With Fun Learners' School at its core, International FLS Corp was established to provide diverse education-related services such as franchising, licensing, and international student consultancy.

Every single day, our dedicated staff strive to fulfil the original purpose our organisation was founded upon in 2005, which is to reignite in learners the belief in their own abilities.

#### 简介

我们是一家拥有新加坡教育部认证的新加坡教育集团，在全球范围内提供一站式留学服务给学生和家长。在 2005 年，两位热情洋溢的教育家启动了国际泛乐集团的创立之旅。他们未曾因缺乏外援而却步，反而以无畏的勇气和热忱，致力于为年轻学子雕刻独特的新加坡教育。

跳跃至今日，国际泛乐集团已经蜕变成新加坡教育领域的璀璨瑰宝。我们发展壮大为一个提供广泛多样化教育服务的教育集团，比如课程培训，教材编写，留学咨询等等。

我们拥有一个充满活力的团队，他们共同编织着卓越教育的美丽画卷，确保每一位学生，每天都能深深沉醉在学习的喜悦中。

27.



**Kensetsu International (S) Pte Ltd**

 [www.kst-grp.com](http://www.kst-grp.com)

#### Profile

Incorporated in 2014, Kensetsu International (S) Pte Ltd is a leading waterproofing specialist and solutions provider in Asia. We offer a comprehensive range of preventive and remedial waterproofing products for a variety of projects in Singapore, Thailand, Malaysia, Vietnam, Indonesia, and other countries.

With extensive resources and years of experience in the industry, we are committed to delivering exceptional service to our clients. Our team possesses a comprehensive understanding of the market situation and will engineer the best-fit solution for every project.

To meet our clients' needs, our team provide product use training to ensure users maximum benefits of our proposal. Our objective is to not leave any detail to chance. Whether it is a product recommendation or a proposal for a waterproof solution, we endeavour towards a timely and effective end-result for all.

#### 简介

Kensetsu International (S) Pte Ltd 始创于 2014，是亚洲领先的防水专家，总部设立于新加坡。除产品外，我们同时提供相关建筑方案。Kensetsu International (S) Pte Ltd 作为新加坡本土品牌，在当地有着丰富的人脉和充足的资源，在防水行业拥有多年经验。Kensetsu International (S) Pte Ltd 不仅致力于新加坡本地的项目，也参与东南亚很多国家的项目，对东南亚的情况十分了解。除此之外，我们的生产及仓储都在新加坡进行，这大大提高了我们的效率。

我们公司最大的优势就是提供产品使用培训，以此来确保产品可以发挥它的最大作用及效果。

最后，我们有一整套完整的售前售后流程，针对每个个别情况从而设计出最为有效的解决方案。无论是售前的推荐或防水解决方案，还是售后的使用，配送亦或是投诉，都可以得到及时有效的处理。

28.



### KinderWorld International Group

 <https://kinderworld.net/>

#### Profile

Established in 1986, KinderWorld International Group is a beacon of educational excellence. Their comprehensive through-train education platform covers everything from Kindergarten to university degrees, tertiary education, and dynamic outdoor learning experiences.

What sets KinderWorld apart is their education philosophy, blending Eastern values with a global perspective. This creates a unique environment where students grow academically, emotionally, and socially.

Going beyond academics, KinderWorld takes a holistic approach to education, focusing on character development. This shapes students into knowledgeable individuals and compassionate global citizens.

Their International school exemplifies excellence. Aligned with Singapore's curriculum, it offers a world-class education preparing students for a changing world. An Outdoor Education license from Outward Bound International further enriches the curriculum, fostering resilience and teamwork.

KinderWorld's commitment extends to higher education. Their tertiary certifications are recognized by Australia and ASEAN countries, reflecting their dedication to producing globally competitive graduates.

In essence, KinderWorld's strengths stem from their 1986 inception. Their through-train education system blends Eastern values and global perspectives, fostering transformative growth. This journey encompasses academics, character, and resilience. With an acclaimed curriculum and higher education excellence, KinderWorld shapes the next generation of global citizens.

#### 简介

健达国际集团成立于 1986 年，是卓越教育的灯塔。他们全面的一条龙教育平台涵盖了从幼儿园到大学学位、高等教育和动态户外学习体验的一切。

幼儿园世界的独特之处在于他们的教育理念，将东方价值观与全球视野融为一体。这创造了一个独特的环境，让学生在学业、情感和社交方面成长。

除了学术之外，KinderWorld 采用整体教育方法，注重品格发展。这将学生塑造成知识渊博的人和富有同情心的全球公民。

他们的国际学校堪称卓越的典范。它与新加坡的课程保持一致，提供世界一流的教育，帮助学生为不断变化的世界做好准备。Outward Bound International 颁发的户外教育许可证进一步丰富了课程，培养了适应力和团队合作精神。

KinderWorld 的承诺延伸至高等教育领域。他们的高等教育证书得到澳大利亚和东盟国家的认可，反映了他们致力于培养具有全球竞争力的毕业生。

从本质上讲，KinderWorld 的优势源于其 1986 年成立。他们的直通车教育体系融合了东方价值观和全球视角，促进变革性增长。这段旅程包括学术、品格和韧性。凭借广受好评的课程和卓越的高等教育，KinderWorld 塑造了下一代全球公民。



**Pacific International Lines (Pte) Ltd.**

 [www.pilship.com](http://www.pilship.com)

### Profile

Incorporated in 1967, Pacific International Lines (PIL) is ranked 12th among the world's top container shipping lines and is also the largest home-grown carrier in Southeast Asia. From a modest ship-owner in Singapore, PIL has developed into a global carrier with a focus on China, Asia, Africa, Middle East, Latin America and Oceania. Together with its affiliated companies Mariana Express Lines (MELL) and Malaysia Shipping Corporation, PIL serves customers at over 500 locations in more than 90 countries worldwide with a fleet of around 100 container and multi-purpose vessels. Apart from the core liner shipping business, PIL also has several other business units such as container manufacturing, depot and logistics services. With its focus on "Driving Connectivity", PIL strives to meet the needs of its customers by providing value-adding services, and aims to be an efficient, sustainable and future ready shipping line.

PIL is one of the very first foreign shipping lines to enter China. In 1960s, PIL had already started trade routes from China to the Arabian Gulf, Red Sea and East Africa. After years of committed efforts, PIL owned a strong reputation in the country. Currently, PIL offers customers 30 container liner sailings a week out of China, and it has 25 registered branches in the country, including its regional headquarters in Shanghai. PIL also jointly owns and operates 18 logistics centres in China. In order to better serve and jointly promote the landmark demonstration project of "New International Land and Sea Trade Corridor", PIL has invested in a large-scale key project in Nanning, the Sino-Singapore Nanning International Logistics Park.

With its focus on "Driving Connectivity", PIL strives to meet the needs of its customers by providing value-adding services, and aims to be an efficient, sustainable and future ready shipping line.

### 简介

太平船务成立于 1967 年，是东南亚本土最大的航运公司，在世界集装箱班轮公司运力榜上名列第 12 位。从经营近洋散杂货的小船东，太平船务已发展成为世界级的航运企业，业务覆盖中国、亚洲、非洲、中东、拉丁美洲和大洋洲。连同其子公司玛丽亚那班轮及其关联公司马来西亚船务，太平船务为客户提供的服务网络覆盖全球 90 个国家 500 多个地点，拥有并经营一支大约 100 艘集装箱船和多用途船的船队。除了核心的班轮运输业务外，太平船务的业务也涵盖集装箱制造、仓储和物流服务等领域。太平船务以“联动互通”为使命，致力于成为面向未来、高效、可持续发展的现代化航运公司，通过个性化的增值服务，最大限度地满足客户的需求。

太平船务是最早进入中国市场的外资航运企业之一，早在上世纪六十年代，就已开辟了从中国通往阿拉伯湾、红海和东非的航线。经多年不懈努力，太平船务在中国拥有良好的信誉。目前，太平船务每周有 30 个集装箱班轮航次挂靠中国。包括中国区总部上海在内，太平船务共有 25 个注册分公司。同时，集团在中国拥有和经营 18 个物流中心。为了更好地服务及共同推进“国际陆海贸易新通道”，太平船务在广西南宁投资建设并运营大型重点项目——中新南宁国际物流园，成为新中合作的标志性示范项目。

太平船务以“联动互通”为使命，致力于成为面向未来、高效、可持续发展的现代化航运公司，通过个性化的增值服务，最大限度地满足客户的需求。

30.

**Prestige Accounting Pte Ltd**

新加坡卓越智诚

 <https://prestigepac.com/>
**Profile**

The Company is the sister company under Prestige Group. Prestige Group is a Singapore-based professional firm that provides a broad range of professional services for start-up and SME to suit all kind of business needs and requirements. Our team has substantial experience and knowledge of Singapore's business environment to provide you with responsive and sound business advice.

**简介**

新加坡智诚是一间有着多年经验的本土会计咨询集团，为客户提供最广泛的专业服务。我们为尊贵的客户量身定制方案，并提供一站式服务，以满足所有类型的业务需求。我们的团队在新加坡的经商环境中具有丰富的经验，能够给予客户全面的商业咨询和建议。我们提供公司注册，投资咨询，财务，税务，审计，会计服务外包，公司秘书，薪酬管理，离岸公司，投资移民申请等专业服务。

31.

**SBA Stone Forest (China) Pte Ltd**

中瀚石林企业咨询

 [www.SBASF.com](http://www.SBASF.com)
**Profile**

SBA Stone Forest ("SBASF") is a corporate advisory and public accounting group, and a wholly-owned subsidiary of the Stone Forest group in Singapore. For over 20 years, we have been supporting the growth of internationally active companies, helping Chinese enterprises expand their businesses overseas, and helping foreign businesses to set up in China. We offer expert knowledge and one-stop, hassle-free solutions for company set-up, accounting, audit, tax compliance, payroll & HR advisory, CFO service, and business advisory.

1. We are the leading professional services firm in Singapore.
2. As a member of the Allinial Global network, we have a global reach of over 868 locations in 99 countries, including more than 60 firms across China, and are well-positioned to support enterprises within and outside China.

**简介**

中瀚石林是新加坡石林集团在华全资子公司，是一家拥有 20 多年行业经验的企业咨询及会计师事务所集团，我们的理念是助力企业全球化发展，为中国企业拓展海外业务，也为进入中国市场的外商及中国本土企业提供全方位一站式无忧解决方案，提供企业设立、会计、审计、税务合规、人事薪酬、CFO 服务及商业咨询等服务，满足当地合规要求，为企业的高效运作提供坚强的后盾。

1. 我们是新加坡本土最大的本地会计咨询集团；
2. 作为国际会计事务所协会 Allinial Global 的重要成员，我们在全球 99 个国家及地区拥有 868 个办事处，可以全方位帮助中国企业实现国际化和在全球拓展业务。同时，我司及我司的联盟所将联合在中国超过 60 个办公室一起为所有客户提供在中国的服务。



**Smartage Consultancy Pte. Ltd.**

新加坡宥融企业咨询有限责任公司

 [www.smartage.sg](http://www.smartage.sg)**Profile**

Smartage Consultancy is a Southeast Asia-focused professional consulting enterprise based in Singapore and has incorporated subsidiaries in Shanghai and Hongkong respectively, as well as a representative office in Xiamen. We are committed to building a unique Sino-Singapore integrated consulting service platform, aiming to provide Chinese manufacturing, international trading enterprises and E-Commerce companies with the local resources and “know-how” to develop Southeast Asia markets, especially in Singapore. With wide range of value-added services and personalized approaches, Smartage strives to help businesses improve efficiency and maintain lower operating risk when starting business in Southeast Asia countries. Meanwhile, Smartage also offers market access advisory, accounting, tax, human resources and business outsourcing services to Southeast Asian investors who would like to join the rapidly expanding Chinese market. Our mission is to guide and assist foreign enterprises with all aspects of establishing, maintaining and developing their business operations in the region under Chinese complex regulatory environment.

Smartage has own professional CPA/ACCA, accountants, solicitors, financial advisors, compliance secretaries and pre-listing consultants teams in Singapore and China respectively. Our consulting teams are familiar with both of China and Singapore tax policies, laws and regulations, Government grants and incentive, business financing channels and approaches and human resources policies etc. Smartage provides professional and complete service on tax planning, credit line planning, compliance legal advice and all the guidance of the investment in Singapore and China.

Smartage has incorporated wholly-owned subsidiaries in Hongkong and Shanghai, and also set up representative office in Xiamen. Many of law firms, accounting firms and Immigration Agencies are our channel partners in Mainland, China. In addition, Smartage has corporated with local chamber of commerce, E-commerce Association, Commercial Banks and Financial Institutions. Smartage has successfully hosted webinars and events to provide specialized advice on investing in Singapore.

**简介**

Smartage 集团总部位于亚洲金融中心新加坡，同时在上海、北京和厦门等地设有子公司及办事处。集团致力于打造独具特色的中新一体化咨询服务平台，旨在成为中国和新加坡企业间信任的桥梁，为两国企业提供一站式企业级投融资解决方案，协助两国企业达成在东南亚及中国大陆的产业布局和投融资目标。

Smartage 致力于为中国及东南亚地区企业提供专业完备的产业海外落地方案并协助执行，包括但不限于：

1. 调查海外项目落地整体风险，分析各层面涉税内容，生成风险分析报告及国际税务筹划方案；
2. 提供境外上市前 VIE 架构设计与落地，提供财务重整咨询服务，使拟上市企业符合境外上市的要求；
3. ODI、FDI 以及 37 号文备案申请及后期维护；
4. 为企业搭建新加坡主体，并提供股权架构设计与执行，协助打通境内外资金联动渠道；
5. 为制造型及贸易型企业提供间接税和关税指南，协助其申请当地原产地证书、相关许可证书及牌照
6. 为跨境电商提供东南亚仓储物流/跨境直播等服务
7. 协助企业向境内外银行（新加坡/香港/台湾/中国大陆）申请子公司联动融资授信额度并规划授信品种
8. 提供规避汇率敞口风险的套期保值产品方案
9. 协助企业向新加坡及中国政府申请税务减免和索回、参展补贴、当地劳力雇佣等各项补贴
10. 家族办公室设立及资产管理服务
11. 为企业股东、高管及赴海外工作人员申请 EP 等服务

Smartage 团队在中新两国分别拥有自己的专业会计师、律师、企业在新加坡和其他海外地区上市前辅导团队以及跨境投融资咨询团队，熟悉中新两国税务、法律、金融和人力相关政策法规，可为企业提供从中国合规投资新加坡，或以新加

	<p>坡为国际总部向东南亚或欧盟等国家再投资的全周期企业跨境税务、法律和投融资咨询服务。同时，我们也为海外投资者合法合规进入中国市场，提供监管、法律、税务和投融资问题提供专业知识。</p> <p>目前 <b>Smartage</b> 在上海和香港设立了全资子公司，在厦门设立了办事处，北京办事处正在筹建中。<b>Smartage</b> 已和中国大陆地区多家律师事务所、会计师事务所以及移民公司达成战略合作，同时我们也会各地跨境电商协会、商会、行业协会和金融机构协会有良好的互动，举办线上或者线下活动，为中国企业提供更多有关新加坡营商资讯。</p>
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33.



TEXAS PETROCHEMICAL ASIA PACIFIC PTE LTD

新加坡特驰石油化工亚洲私人有限公司

 <http://www.texaslub.com/>

#### Profile

Founded in 2002, Texas Petrochemical Asia Pacific Pte Ltd is a Singapore company that specialises in the blending of lubricants catering to the marine, industrial, and automotive sectors. They are the proud owners of the Texas Lubricant Brand and additionally offer tow blending services. As an ISO-certified organisation, their primary focus is on providing service-oriented solutions, marked by unwavering quality, complete transparency, and utmost flexibility. Their API certification and a host of OEM approvals, including those from MAN DIESEL & TURBO, VOLVO, DAIMLER AG, further underscore their commitment to excellence.

#### 简介

成立于 2002 年，特驰石油化工亚洲私人有限公司是一家新加坡公司，业务包括车用/工业用/船用润滑油的生产调和、研制和销售。润滑油产品系列的品种多样化，涵盖汽油机油/柴油机润滑油，船用润滑油，润滑油脂和相关石油专用产品。

作为一家获得 ISO 认证的组织，他们的主要关注点是提供以服务为导向的解决方案，以坚定的质量、完全的透明度和最大的灵活性为特点。他们的 API 认证以及一系列来自 MAN DIESEL & TURBO、VOLVO、DAIMLER AG 等 OEM 批准，进一步彰显了他们对卓越的承诺。



34.



United Overseas Bank Limited

大华银行有限公司

 <https://www.uobchina.com.cn/>

#### Profile

United Overseas Bank (China) Limited (UOB China) is a wholly-owned subsidiary of United Overseas Bank Limited (UOB). Headquartered in Shanghai, UOB China now has 16 branches and sub-branches across China. UOB China is rated 'A+' with a stable outlook by Fitch Ratings and rated AAA with a stable outlook by China Chengxin International Credit Rating.

UOB China has adopted a customer-centric approach to create long-term value by staying relevant through its enterprising spirit and doing right by its customers. The Bank is focused on building the future of ASEAN – for the people and businesses within, and connecting with ASEAN.

UOB China connects businesses to opportunities in the region tapping UOB Group's unparalleled regional footprint and leverages data and insights to innovate and create personalised banking experiences and solutions catering to affluent customers' unique needs and evolving preferences.

UOB China is also committed to help businesses forge a sustainable future, by fostering social inclusiveness, creating positive environmental impact and pursuing economic progress. UOB China believes in being a responsible financial services provider and is steadfast in its support of art, social development of children and education, doing right by its communities and stakeholders.

#### 简介

大华银行（中国）有限公司（简称：“大华银行中国”）是大华银行有限公司（简称：“大华银行”）的在华全资子公司，拥有中国本地法人银行资格，总部设在上海。目前在中国拥有十多家分支机构，综合财务实力获惠誉 A+评级，中诚信 AAA 级，评级展望均为稳定。

我行以客户为中心，以创造长远价值为目标，对客户始终诚挚如一，信守相伴。我行专注于联结东盟内外各方力量，共建惠及个人和企业的美好未来。

通过集团首屈一指的区域化网络，我行帮助企业开启东盟市场新商机，同时通过数据分析和客户洞察，贴合富裕消费群体独特需求及不断变化的偏好，为其度身定制服务体验和解决方案。

大华银行中国致力于共筑商业可持续未来，积极促进社会和谐共融，推动经济增长，坚定不移地支持艺术发展，并在儿童和教育的领域推动社会发展。

35.



HRNET ONE PTE LTD

和乐集团

<https://www.hrnetgroup.com/>

## Profile

Headquartered in Singapore where it was founded in 1992, HRnetGroup started off as a 4-person team. Today, with over 900 consultants spread across 15 Asian cities, HRnetGroup is definitively the leading recruitment and staffing firm in Asia.

Situated at the heart of thriving Asian growth cities, our company leverages its strategic focus on 15 emerging cities across Asia, renowned for their booming commercial activities, job opportunities, and demographic vitality. Our business model, anchored by an entrepreneurial co-ownership system and a lean operational structure, fuels our exceptional productivity and profitability, outstripping our global and regional competitors.

The secret to our robust financial performance, consistently reflected in top-line and bottom-line growth over a 30-year operational span, is rooted in our enduring customer relationships, diversified business strategies, and calculated expansion across Asian growth cities.

Our unique growth trajectory is powered by twin engines of complementary businesses. We synergize the flexible staffing business, which offers a steady revenue stream even in economic downturns, with the professional recruitment business, which flourishes during economic upswings. This balanced, dual-pronged approach allows us to weather varying economic conditions, ensuring stability, while also enabling us to capitalize on periods of growth. By offering a wide-ranging suite of recruitment solutions, we cater to our customers' diverse needs, further reinforcing our unique position in the market. Hence, our strategic operations, financial resilience, and balanced business model form our unique selling points, making us an industry leader.

Our business journey in China began in 1996 with the inauguration of our first HRnetOne office in Hong Kong. Since then, our reach has expanded significantly across the nation. We now proudly operate under four distinct brands: HRnetOne, PeopleSearch, RecruitFirst, and REForce,

## 简介

HRnetGroup 于 1992 年成立于新加坡，由最初的 4 人创始团队，至今成长为新加坡上市、亚洲领先的人力资源集团。集团在亚洲 15 个发达城市设立了办公室，拥有超过 900 名专业人才顾问，服务于世界 500 强、行业头部公司等，为他们提供专业的的人才寻猎、高管搜寻、保密搜寻、灵活用工、招聘流程外包等人才解决方案。

HRnetGroup 扎根于人才招聘领域 31 年，依托于专业独特的人才寻猎方式，如今拥有 13 个品牌，并在亚洲 15 个发达城市建立了庞大的人才网络，能够高效精准地满足全行业客户公司在不同发展阶段对中高阶人才和灵活用工的需求。

我们稳固的业务增长势头，是由专业招聘服务和灵活用工服务这两大业务引擎所驱动的。这两种业务的结合，能够在经济上行期为客户提供业务扩张所需的各种人才支持；保障集团即使在经济下行期，也能通过灵活招聘服务帮助企业节省人力成本，获得稳定收益。这种平衡、双管齐下的业务模式使得我们能够抵御各种市场风险，与众多客户建立长期合作关系，盈利能力也在全球名列前茅。

HRnetGroup 在亚洲稳步持续扩张业务，实现了营收和利润的持续增长。专业全面的服务、平衡的商业模式、良好的财务状况构筑了 HRnetGroup 强大的竞争力，使我们成为行业的引领者。

HRnetGroup 于 1996 年进入中国市场，如今已经在中国香港、上海、北京、广州、深圳等 10 个主要城市开展业务，拥有 400 多名专业顾问和四个品牌，分别是 HRnetOne、PeopleSearch、RecruitFirst 和 REForce，共同为在中国发展的外资企业以及中国的本土企业提供专业的人才招聘及灵活用工服务。为中国市场源源不断地输送高质量人才，成为了广大客户的值得信赖的长期合作伙伴。

offering our services across ten major cities. Our dedicated team of over 400 consultants capitalizes on our broad service offerings, striking a balance between professional recruitment and flexible staffing to cater to diverse client needs. Fueled by our strong presence in Southeast Asia, this growth underscores our dedication to being a market leader in China's dynamic HR industry and our commitment to sustainable expansion within the region.

37.



PSA INTERNATIONAL PTE LTD

PSA 国际港务集团

 [www.globalpsa.com](http://www.globalpsa.com)

#### Profile

PSA International (PSA) is a leading global port operator and trusted supply chain partner to cargo stakeholders. PSA's ports and cargo solutions portfolio comprise over 60 deep-sea, rail and inland terminals, across 160 locations in 42 countries – including two flagship port operations in Singapore and Belgium, as well as affiliated businesses in supply chain management, logistics, marine and digital services. Drawing on the deep expertise and experience from a diverse global team, PSA collaborates with its customers and partners to develop world-class port ecosystems, deliver innovative cargo solutions, and co-create an Internet of Logistics to accelerate the shift towards sustainable trade.

Visit us at [www.globalpsa.com](http://www.globalpsa.com) or follow us on LinkedIn and Facebook (@globalpsa).

#### 简介

PSA 是全球领先的港口运营商，也是货运业者信赖的供应链合作伙伴。PSA 拥有多元化的港口物流产业组合，涵盖 60 多个深水港、铁路和内陆场站，遍布 42 个国家的 160 个地点，包括新加坡和比利时的两个旗舰港口业务，以及供应链管理、物流、海事及数字平台服务等相关业务。凭借来自多元化全球团队的深厚专业底蕴和丰富经验，PSA 与客户及合作伙伴精诚合作，创建世界一流的港口生态系统，提供创新的物流解决方案，共同打造物流互联网，加快向可持续贸易转型。更多信息，敬请访问我们的网站 [www.globalpsa.com](http://www.globalpsa.com)，在 LinkedIn (领英) 和 Facebook (脸书) (@globalpsa) 上关注我们。

38.



Sembcorp Industries Ltd

胜科工业

<https://www.sembcorp.com/en/>

## Profile

Established in 1998, Sembcorp Industries (Sembcorp) is a leading energy and urban solutions provider, driven by its purpose to do good and play its part in building a sustainable future.

Headquartered in Singapore, Sembcorp leverages its sector expertise and global track record to deliver innovative solutions that support the energy transition and sustainable development. By focusing on growing its Renewables and Integrated Urban Solutions businesses, it aims to transform its portfolio towards a greener future and be a leading provider of sustainable solutions.

Sembcorp has a balanced energy portfolio of 18.5W, with 11.0GW of gross renewable energy capacity comprising solar, wind and energy storage globally. The company also has a proven track record of transforming raw land into sustainable urban developments, with a project portfolio spanning over 12,000 hectares across Asia.

Sembcorp is listed on the main board of the Singapore Exchange. It is a constituent stock of the Straits Times Index and sustainability indices including the FTSE4Good Index and the iEdge SG ESG indices.

For over 20 years, we have been providing renewable energy, integrated urban solutions, and high-efficiency power generation facilities, in over twenty provincial regions across the country.

We are well-positioned to support the world's largest renewable energy market with wind and solar power assets across 15 provincial regions in China. We co-developed multiple urban developments across the Jiangsu and Sichuan provinces, supporting China's aspirations to be a growth centre for innovative and high-tech industries.

China is a core market for our water solutions. As a specialised industrial water solutions provider, we treat around 1.8million cubic metres of water

## 简介

胜科工业（胜科）成立于 1998 年，是顶尖的可持续解决方案提供商，致力于创造良好的社会价值，参与建设可持续发展的未来。

总部位于新加坡，胜科凭借领域专业知识和卓越的全球业绩，提供创新的解决方案，支持能源转型和可持续发展。通过专注于发展可再生能源和可持续城镇解决方案业务，胜科的目标是改变资产组合，迈向更绿色的未来。

胜科拥有平衡的能源资产组合，总产能 18.5 吉瓦，其中，可再生能源产能 11.0 吉瓦，包括分布在全球的太阳能、风电和储能。同时，胜科在将未开发土地转化成可持续的综合性城镇方面拥有卓越的业绩，在全亚洲拥有逾 12,000 公顷的城镇项目。

胜科工业在新加坡证券交易所主板上市，为新加坡海峡时报指数，富时社会责任指数等可持续发展指数，以及 iEdge 新加坡 ESG (iEdge SG ESG) 指数的成分股。

胜科在中国已有逾 20 年的投资运营经验，业务涵盖可再生能源、可持续的综合性城镇解决方案以及高效的发电设施，业务遍布中国逾二十个省级地区。

胜科致力于支持中国的能源转型和可持续发展，在中国 15 个省级地区拥有已运营和开发中的风电和太阳能项目，并在江苏省和四川省参与开发城镇发展项目。

胜科也是水和污水处理设施的拥有和运营商，在中国的工业用水与污水处理总产能约 180 万立方米/天，业务遍及中国 7 个领先的化工和石化产业园；同时，胜科也在多地提供市政水服务。

and wastewater per day across seven leading chemical and petrochemical parks in the country. We also provide municipal water services in several locations.

39.



Applied Total Control Treatment Pte Ltd

<https://www.atc-treatment.com/>

#### Profile

ATC has earned a strong reputation for its commitment to quality, craftsmanship, a wide range of processes, and the capability to meet stringent specifications. These attributes have positioned ATC as a trusted partner across various industries, including aerospace, telecommunications, oil and gas, semiconductors, biomedical, and optical. Being one of Singapore's leading metal finishing companies, ATC's dedicated team is wholeheartedly committed to delivering world-class finishing services and products to their valued customers.

#### 简介

ATC 在表面处理严格规格下提供了多样化的工艺并且在工艺及产品和服务质量获得客户专业的认可，这使我们能够在航天，半导体，生物医学，光学，石油和天然气独占一角。ATC 作为新加坡最大的金属表面处理公司之一，我们在传统式表面处理融入了科技以提高产品质量及供应市场庞大需求，我们的团队致力于为客户提供世界一流的表面处理服务和产品。

40.



Working Together Always

RMA CONTRACTS PTE LTD

睿敏安商务服务有限公司

 [www.rmaprc.com](http://www.rmaprc.com)

#### Profile

RMA Contracts has been providing Business Processing Outsourced (BPO) services to our Clients in the ASEAN region since 1988. We aspire to be your business partner of choice and to assist you in your expansion plan into the vibrant ASEAN region.

RMA Contracts is well adept in navigating the different economic and cultural environments of the different member countries of ASEAN. RMA is the bridge for China companies who wish to expand to overseas markets in Singapore and other ASEAN countries.

RMA set up the first China company in Sino-Singapore Tianjin Eco-city in August 2022, and settled our first Chinese physical office in Tianjin. Currently in the exploration stage of the Chinese market. I hope to establish contacts with more enterprises and institutions, actively communicate, and form a good operational model.

#### 简介

自 1988 年起，睿敏安集团一直为客户提供东南亚市场的商务代理服务，主要从事于商务咨询、人力资源与招聘、商务代理、数字成像、市场调查、呼叫中心等。我司希冀成为您扩展东盟市场的商业伙伴，秉持真诚的合作态度，建立良好的合作关系，实现双方共赢。

睿敏安集团是一家新加坡的本土企业。我司立足新加坡展望东盟市场，专业从事咨询与外包服务 30 余年，为多家世界 500 强企业提供新加坡本地化与东南亚市场咨询服务，致力于成为客户面向东盟市场开放的最佳桥梁。睿敏安集团现拥有新加坡总部和马来西亚、缅甸、越南、印度尼西亚四国全资子公司。以五个国家公司为基础，业务范围辐射东盟十国，为客户进入东盟市场打下坚实基础，扫平文化差异、语言环境所带来的困难。我司拥有多达二十余人的咨询团队，员工精通英语、汉语、日语、泰语、菲律宾语、印尼语等语言，为您提供无障碍市场咨询及本地化服务。

睿敏安于 2022 年八月份在中新天津生态城设立公司，并将我们的第一个中国实体办公室落地于天津市。目前处于对中国市场的探索阶段。希望可以与更多的企事业单位建立联系，积极沟通，形成良好的运营模式。





**GRANDLINK INTERNATIONAL (SG) PTE. LTD.**

格兰联国际贸易（新加坡）有限公司

<http://www.linshenggroup.com>

## Profile

Established on January 21, 2022, Grandlink International is a bulk trade financial service company operating in the categories of wood, chemicals, oil products, agricultural products, coal, and non-ferrous metals. The main trading products are aluminum alloy ingots, tin ingots, ethylene glycol, pulp, wood, petrochemical, beverages, etc.

The core members are mainly from large state-owned enterprises, listed companies, world-renowned foreign enterprises, investment banks, large domestic and foreign commercial banks and other institutions, with rich financial experience and business development ability.

With the advantage of our expert team in the bulk industry for many years, Linsheng Group aims to build a comprehensive trade and financial service enterprise, with a diversified, multi-sector as well as multi-business model, through the strategic layout of the global vision.

Linsheng Group are both traders and service providers. Based on domestic trade and import and export trade of bulk commodities, we provide comprehensive and customized financial services throughout the whole supply chain for enterprises at home and abroad. We have stable upstream and downstream customers, who are mainly large refineries, state-owned enterprises, urban investment platforms and listed companies.

Founded in 2021, Lin Sheng Group is headquartered in Shanghai, with subsidiaries and offices in Ningbo, Zhoushan, Beijing, Hong Kong, Singapore and other places. Our partners include large state-owned and foreign enterprises such as Trafigura, Yihai Kerry, Sinopec, Xiamen International Trade, and Zhonglin Group.

## 简介

成立于 2022 年 1 月 21 日，是一家大宗贸易金融服务公司，经营的品类涉及木材、化工、油品、农产品、煤炭、有色金属。主要贸易产品是铝合金锭、锡锭、乙二醇、纸浆、木材、石油化工、饮料等。

核心成员主要来自大型国央企、上市公司、全球知名外企、投行、境内外大型商行等机构，具有丰富的商品及金融从业经验，业务开拓能力。集团依托专家团队多年大宗行业经营之优势，高起点高标准，以全球化视野的战略布局，打造多元化、多板块、多种业务模式并驾齐驱的综合性贸易金融服务企业。我们既是贸易商，更是服务商。我们以大宗商品内贸、进出口贸易为载体，为国内外企业提供贯穿整个供应链环节的全面的、定制化的金融服务。客户以大型炼厂、国央企、城投平台、上市公司为主，上下游客户稳定。

林晟集团创立于 2021 年，总部设立在上海，同时在宁波、舟山、北京、香港、新加坡等地设立子公司，办事处。我们的合作方有托克、益海嘉里、中石化、厦门国贸、中林集团等大型央企及外企。

43.



Trustana Singapore Pte Ltd

信达雅

 <https://trustana.com/>

#### Profile

Established 2002, Trustana is building a new trade technology to empower the future of trade & commerce. We help retailers deliver better customer experiences and reduce cost by creating digital product profiles for all their SKUs. Our flexible and customizable approach allows businesses to manage, enrich, share and use their product data securely - for selling, collaborating with suppliers and managing internal operations.

#### 简介

成立于 2020 年，Trustana 正在构建一种新的贸易技术，为贸易和商业的未来赋能。我们通过为所有产品创建数字产品档案，帮助零售商提供更好的客户体验并降低成本。我们灵活且可定制的解决方案使企业能够安全地管理、丰富、共享和使用其产品数据，用于零售商与贸易商高效进行销售、与供应商合作和管理内部运营。



44.



1 Plus Private Limited

<https://www.whissh.com.sg/>

#### Profile

Whissh is a one-stop integrated service provider for properties. We aim to provide quality services and products to our customers to improve their urban lifestyles while minimising any environmental footprint.

From cleaning services to maintenance services, Whissh aspires to be the service provider that comes to mind. We offer a comprehensive suite of property services required by homeowners and business owners. By simplifying the process of looking for various service providers, we hope to save the time of our customers and free their time up for more meaningful activities.

At the same time, we are aware that customers are concerned about the negative side effects of products that they may come into contact with during their daily tasks. As such, Whissh has taken care to ensure that the products we use, and offer are non-toxic to children and pets. Without compromising quality, we offer products that are less likely to cause problems to our customers' loved ones. Everyone should feel safe within their homes and offices. We aim to turn all residential and commercial properties green by providing an extensive range of eco-friendly services and products that can improve the lives of those living and working in them. The switch to a sustainable lifestyle with Whissh is straightforward and fuss-free. Thus, not only are the lives of our customers simplified with quality products and services, but they also embark on a sustainable lifestyle with us as the service provider of their choice.

#### 简介

Whissh 是个一站式物业综合服务商。我们提供房主和企业主所需的全套物业服务例如清洁服务以及空调维修服务。我们的目标是通过提供广泛的环保服务和产品来改善居住和工作人员的生活，让所有住宅和商业地产业主过上可持续的生活方式。

Whissh 想让顾客知道转变为可持续的生活方式是个简单的过程。客户一旦选择了 Whissh 就不需要再搜索各种服务提供商。我们的客户因此将有时间从事更有意义的活动。Whissh 希望成为人们心目中的业务服务提供商。

我们也意识到许多人较担心在日常生活与工作中可能接触到的产品拥有一些负面作用。因此，Whissh 已尽力确保我们使用和提供的产品对儿童和宠物无害。

Main Business: Facility Management  
Scope of Services: Cleaning Services, Aircon Services, Eco-Friendly Cleaning Products"

主营业务：设施管理  
应业范围等：清洁服务，空调服务，环保清洁产品"

45.

# BLUM

**BLUM & CO PTE LTD**

布朗服装有限公司

 <https://www.blumnco.com/>

## Profile

Established in 1992, Blum is best known for our flagship brand Blum, an exclusive middle upper label made for professional women. Our philosophy is best told through our collections. Starting only with quality fabrics from Korea, Japan and Europe, each cut and trim is finished faithfully to our exacting standards with Asian proportions in

mind. Every Blum & Co piece is a well-made professional statement inspired culturally with a confident femininity.

Blum understands the need of the successful corporate woman for individuality and exclusiveness hence designs are produced in limited quantity, yet the varieties of styles and choice are wide. The value of Blum lies in our excellence in craftsmanship, extremely ultra-chic and versatile work wear which exude chic elegance.

## 简介

布朗公司成立于 1992 年,以我们的旗舰品牌布朗而闻名,这是一个专为职业女性打造独特中高档品牌。我们仅选用来自韩国、日本和欧洲的优质面料;每一处剪裁和装饰都严格按照标准完成,并充分考虑亚洲人的体型比例。布朗公司每一件作品都是精心制作的职业宣言,融合了文化灵感,展现出自信的女性气质。

布朗公司深知成功的企业女性对个性和独特性的需求,因此我们的设计采用限量生产方式,但款式和选择的种类却非常广泛。布朗公司的价值在于我们在工艺技术方面的卓越表现,以及极富时尚感和多功能性的职业装,展现出独特的优雅气质。

46.

**GOLUCK TRADING SINGAPORE PTE. LTD.**

新加坡古腊国际贸易有限公司

## Profile

Established in 2020, our company is dedicated to research and development in the field of environmentally friendly materials. Our primary areas of focus include direct material sales, technology authorisation and product authorisation.

Our overarching goal is to drive positive transformation within industries. We firmly believe that by offering these solutions, we can play a pivotal role in the adoption of sustainable practices and materials across diverse sectors, ultimately contributing to a more environmentally conscious and responsible future.

## 简介

成立于 2020 年,我们的公司致力于在环保材料领域进行研发工作。我们主要关注的领域包括销售材料、技术授权和产品授权。

我们的最终目标是推动各个行业的积极转型。我们坚信,通过提供这些解决方案,我们可以在各种领域加速可持续实践和材料的采用,最终为更加注重环保和责任的未来做出贡献。

47.



**Pearlie White Pte Ltd**

白丽洁私人有限公司

 <https://www.pearliewhite.com>

#### **Profile**

The Pearlie White story started in 1869, with the first practitioner of dentistry in Singapore, Dr Cheong Chun Tin. In 1964, the family started a company called Corlison to distribute oral care products in Singapore. In 2001, through Pearlie White, the family magnified its vision of improving oral health globally by developing and introducing advanced and innovative oral care products, made in Singapore to sophisticated consumers globally.

#### **简介**

我们成立于 1869 年，从一个小型家族企业发展成为新加坡最大的个人/保健和家庭清洁产品分销商之一 我们的经销商与我们一起成长，我们通过广泛的全国零售商店和在线市场分销以及创造性的消费者需求产生计划，帮助他们的许多品牌取得了市场成功。今天，我们的公司仍然完全专注于确保我们在我们的照顾下发展品牌，并确保我们的经销商感觉并认为我们是“家庭的一部分”。

48.



**Singapore PharmaTech Pte Ltd**

新加坡制药科技

 <https://sgpharmatech.com>

#### Profile

Singapore PharmaTech was established in the year 2021 with a primary focus on becoming a leading nutritional supplement manufacturer in Asia. The company specializes in offering a wide range of services related to nutritional supplement manufacturing and packaging. Their expertise extends to providing comprehensive consultation services for original equipment manufacturing (OEM) and original design manufacturing (ODM) solutions, catering to the specific needs of brand owners.

Singapore PharmaTech takes pride in its ability to source high-quality branded ingredients from around the world, ensuring the creation of top-notch nutritional supplements. In addition to their manufacturing and sourcing capabilities, the company actively collaborates with global partners to explore distributorship opportunities.

With a strong commitment to quality, innovation, and customer satisfaction, Singapore PharmaTech aims to increase its visibility on international platforms to foster more significant global business collaborations. As a promising player in the nutritional supplement industry, the company continues to strive for excellence, poised to make a significant impact both in Asia and beyond.

#### 简介

新加坡制药科技成立于 2021 年，旨在成为亚洲领先的营养补充剂制造商。公司主要业务专注于营养补充剂的制造和包装。他们擅长为品牌所有者提供全面的原始设备制造（OEM）和原始设计制造（ODM）咨询服务，以满足其特定需求。

新加坡制药科技引以为豪的能力是从世界各地采购优质品牌成分，确保生产出优质的营养补充剂。除了制造和采购能力，该公司还积极与全球合作伙伴合作，探索分销机会。

公司以坚定的质量、创新和客户满意度为基础，旨在通过更多国际平台提升其知名度，促进更广泛的全球业务合作。作为营养补充剂行业的有望新秀，新加坡制药科技不断追求卓越，势必在亚洲乃至全球产生重要影响。

49.



**Naturealm Pte Ltd**

**Hi-Beau**

海必优

 [www.vitarealm.com](http://www.vitarealm.com)

### Profile

Founded in 2004 in Singapore, Hi-Beau Group offers a wide range of health products catering to the needs of individuals from children to the elderly. The company owns ten major brands including VitaRealm®, US Clinicals®, and Estalife®, most of which have received the Singapore Prestige Brand Award, the most distinguished awards for brands in Singapore.

Among these brands, VitaRealm® was established in Singapore in 2014 with the mission of providing essential nutrition to power a healthy lifestyle. Initially focusing on eye care products, the brand expanded its offerings to cover various aspects of family health. VitaRealm® is dedicated to creating dietary supplements of superior quality that surpass European and American brands while being more suitable for Asian consumers.

### 简介

Hi-Beau Group 海必优集团 2004 年成立于新加坡，公司旗下产品覆盖全家从小孩到老人的各种健康需求。拥有 VitaRealm®维乐原®、US Clinicals®优思克利®、Estalife®伊笙®等十大品牌，旗下多个品牌斩获新加坡品牌类最高奖项——金字品牌奖。

其中 VitaRealm®维乐原®品牌 2014 年成立于新加坡，秉持着“为健康生活奉献精粹力量”的宗旨，以护眼产品为核心，延伸至全家健康领域，致力于打造品质远胜欧美品牌，且更契合亚洲人的膳食营养补充剂。

50.

BLÉ DE FONTY

UGEL COSMETICS PTE.LTD.

优极化妆品私人有限公司

 [www.bledefonty.com](http://www.bledefonty.com)

#### Profile

Ugel Cosmetics Pte. Ltd., originated from Quality Serums of Singapore since 1970s, aims to provide customized design, formulation and sourcing advisory services to skin care companies. The company also started a brand "Blé de Fonty" based on the concepts of "fresh, preservatives free, small package" skincare solutions. Its macaron essence capsules has won many Southeast Asian beauty awards.

Blé de Fonty has been in China for 7 years, and has been invited to participate in the China International Import Expo for 6 consecutive times. It has been recommended and awarded by many international journals such as ELLE and SISTER, and has been used as a royal companion gift brand by the Brunei Royal Family. At the same time, it is also loved by celebrities at home and abroad. At present, there are more than 1000 offline channels at home and abroad, and flagship stores are set up on mainstream platforms in China.

#### 简介

枫缇，源自新加坡精华世家，创于 1970 年。为东南亚高端美容院线做产品研发和生产。2016 年，枫缇品牌由新加坡精华世家集团二代与其 INSEAD 校友在新加坡成立。专注细胞级修护和抗衰领域的精耕，旨在为亚洲女性提供“高功效、可持续的护肤品解决方案。

枫缇进入中国已有 7 年的时间，连续 6 届受邀参加中国国际进口博览会，被《ELLE》《SISTER》等众多国际期刊推荐及授予殊荣，并被文莱皇室作为御用伴手礼品牌；同时也深受国内外明星名媛的喜爱；目前在海内外已有 1000+线下渠道，在中国主流平台均设有旗舰店。

53.



**ASPINE Wellness Pte Ltd**

煦洋健康有限公司

 <https://aspinewellness.com/>

## Profile

Founded on December 11, 2017, the company's business scope includes: Health consulting services (excluding diagnosis and treatment services), advertising publishing, advertising production, advertising design, agency, conference and exhibition services, business management consulting, information consulting services, brand management, corporate image planning, marketing planning, organizing cultural and artistic exchange activities, literary and artistic creation, It is engaged in technology development, technology transfer, technical consultation and technical services in the professional fields of computer science and biotechnology, and the sales of first-class medical equipment, fitness equipment and daily necessities.

Over 5 years since its founding, the company is committed to the establishment of spinal rehabilitation standards in the industry. In the light of the growing market demand, the company currently has a total of more than 10 offices in China (including co-construction system), located in Shanghai, Chongqing, Zhejiang, Jiangsu, Sichuan and Yunnan provinces, and has served more than 20,000 patients. The company focuses on training local medical talents in China and has gradually developed cooperation with medical colleges and professional institutions in China to jointly conduct academic exchange and talent training programs for chiropractic. Given the actual medical situation in China, it has trained a group of excellent local chiropractors and spinal experts who are able to provide professional spinal rehabilitation services for Chinese patients through the introduction of advanced medical technology and treatment concept.

## 简介

公司成立于2017年12月11日，经营范围包括：健康咨询服务（不含诊疗服务），广告发布，广告制作，广告设计、代理，会议及展览服务，企业管理咨询，信息咨询服务，品牌管理，企业形象策划，市场营销策划，组织文化艺术交流活动，文艺创作，从事计算机科技、生物科技专业领域内技术开发、技术转让、技术咨询、技术服务，第一类医疗器械、健身器材、日用百货的销售。

公司以建立脊柱康复行业标准为己任，成立至今5年余，在不断增长的市场需求下，目前在中国共计拥有10多家门店（包括共建体系），分别位于上海市、重庆市、浙江省、江苏省、四川省及云南省，累积服务患者2万余名。公司注重在中国培养本地医疗人才，已逐步开展与中国的医学院校和专业机构的合作，共同进行整脊学术交流和人才培养计划。通过引进先进的医疗技术和治疗理念，同时结合中国的医疗实际情况，培养了一批优秀的本地整脊医生和脊柱专家，为中国患者提供专业的脊柱康复服务。

54.



HEALTH 101

Health 101 Holding Pte Ltd.

健康 101 控股私人有限公司

<https://h101holding.com/>

#### Profile

Health 101 is a registered company in Singapore since 1997 (Company Reg. 1997 00099C). In 2015, we have registered as Health 101 International Group LTD (Company Reg. 9610387) in the United Kingdom.

For more than 20 years, Health 101 has been gathering various international experts, products and methods to formulate its own line of products to deliver its promise of true well-being to its consumers.

#### 简介

健康 101 是一家自 1997 年注册在新加坡的公司 (公司注册号 1997 00099C)。2015 年, 我们在英国注册成为 Health 101 International Group LTD (公司注册号 9610387)。

20 多年来, 健康 101 一直汇集了各种国际专家、产品和方法, 制定了自己的产品线, 以向消费者实现真正的健康承诺。

56.

GLOWFULLY

Glowfully Pte Ltd

光肤丽

<https://glowfullyskin.com/>

#### Profile

Glowfully is a Singapore skincare brand that was established in 2018. Our main business revolves around creating and offering high-quality skincare products that cater to the needs of individuals living in humid climates. Our range of products includes cleansers, moisturizers, masks, and more, all formulated with clean ingredients and designed to address common skincare concerns.

#### 简介

光肤丽是一家新加坡的护肤品牌, 成立于 2018。我们的主要业务是研发和提供适应湿热气候下个体护肤需求的高品质护肤产品。我们的产品系列包括洁面产品、保湿霜、面膜等, 所有产品均采用清洁成分配方, 旨在解决常见的护肤问题。



## **Annex B:**

### **The 6<sup>th</sup> China International Import Expo**

#### **Pre-Press Conference**

#### **Keynote Speech by SBF CEO Mr. Kok Ping Soon**

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尊敬的新加坡企业发展局执行司长，中国 沈俊雄先生

尊敬的 国际 泛乐集团首席执行官 谢佩佩女士

尊敬的 ATC 集团董事 Gerry Ong 先生

各位新加坡与中国的媒体朋友们，大家下午好！

很高兴和大家在此相聚，欢迎各位演讲嘉宾和媒体朋友们参加今天的线上发布会。

疫情期间，新加坡企业对中国市场的热情始终高涨。过去 5 年间，新加坡工商联合总会共带领了 307 家新加坡企业参加进博会，其中超过百分之六十的企业曾多次参展。许多新加坡企业将进博会看作拓展中国业务的宝贵平台，这令我们备受鼓舞。甚至在疫情期间，仍有超过 40 家企业选择继续参展。

新加坡与中国之间的互惠互利关系，为双方带来了诸多重要的商业和贸易机会。展望未来，中国将始终是新加坡企业的重要市场，进博会则是新加坡企业拓展中国市场的重要平台，尤其在数字创新和可持续发展等高增长领域。通过建立有影响力的合作伙伴关系，我们坚信两国间的商业关系将继续取得成功。

#### **进博会始终是促进业务增长的重要平台**

在今年四月份，新加坡和中国将双边关系提升为“全方位高质量的前瞻性伙伴关系”。乘着这股势头，新加坡工商联合总会将率领来自 56 家新加坡企业的 500 余名企业代表亮相

进博会。这也是 2020 年以来规模最大的新加坡参展团。这其中，有 22 家公司是首次参展，占总数的 40%，另外 34 家公司有多次参展经历。

稍后，国际泛乐集团首席执行官谢佩佩女士将发表致辞，分享公司从进博会中受益的宝贵经验。这也将是国际泛乐集团第二次参加进博会。

首次参加进博会的 Applied Total Control Treatment 集团是新加坡最大的金属表面处理公司之一。负责集团科技产品和工业 4.0 转型业务的 Gerry Ong 先生稍后将与大家分享集团如何以环保为核心价值观，在业务上为可持续发展献力，以及他们首次参展期待实现的目标。

### **我们的主题：新中致远，共创前瞻未来**

今年，新加坡在第六届进博会的参展主题是“新中致远，共创前瞻未来”。这不仅代表着新中双边关系已迈入全新篇章，也意味着我们在贸易和投资，以及绿色和数字经济领域的合作正不断加强。

本届进博会，新加坡展馆的总面积达 1,286 平方米，横跨“消费品”、“食品及农产品”、“服务贸易”三大展区。新加坡企业将在此展示诸多创新、优质、可靠的产品和服务。新加坡展馆的设计理念聚焦于技术创新和可持续发展，充分展现了新加坡的商业活力与竞争力。

### **保持紧密的商业伙伴关系，探索更多商机**

我也很高兴向大家宣布，中国银行（新加坡分行）今年将继续作为新加坡工商联合总会在进博会期间的金融服务合作伙伴，延续我们自 2018 年以来的合作关系。

中国银行的中银跨境撮合系统，中银 e 企赢，搭建了境内外企业洽谈对接的线上合作平台，为新加坡企业在进博会上取得商业成功发挥了重要作用。企业对接环节包括现场商业推介和虚拟商业配对，为新加坡企业提供了拓展和深化在华业务的机会。

## **新中经贸与投资论坛**

与进博会同期，新加坡工商联合总会还将在 11 月 6 日举办新中经贸与投资论坛。作为高级别的双边商业平台，该论坛将通过线上与线下同步直播的方式举办，旨在为新中两国的商界领袖和政府官员提供商业推介和配对机会，促进新加坡与中国企业之间的交流与合作。在这里，我非常高兴与大家分享一个好消息，新加坡贸工部政务部长刘燕玲女士将亲临上海，担任新中经贸与投资论坛的主礼嘉宾，并发表主题演讲和进行对话。这是疫情后，论坛首次在上海举行线下对话。

随着今年新加坡和中国双边关系的再度升级，新加坡企业将迎来更多重要的贸易及投资机会。新加坡工商联合总会将继续发挥催化剂的作用，为新加坡企业提供合适的平台，助力他们与中国企业建立稳固的伙伴关系，促进两国经贸关系繁荣兴盛。

在此，我们衷心感谢新加坡企业发展局一如既往的鼎力支持。

## **邀请媒体朋友参观新加坡展馆并参加新中经贸与投资论坛**

我由衷期待与各位媒体朋友在进博会时在新加坡展馆相聚，并在新中经贸与投资论坛上共同探索未来发展的新机遇。

预祝大家在进博会上取得丰硕的成果！

谢谢大家！

Mr Sim Choon Siong  
Executive Director, China  
Enterprise Singapore

Ms Cha Pei Pei  
CEO  
International FLS Corp

Mr Gerry Ong  
Director  
Applied Total Control Treatment Pte Ltd

Our media friends from both Singapore and China, a very good afternoon.

It is my pleasure to welcome all speakers, and media friends to join us at today's pre-CIIE press conference.

Singapore business interest in China has remained resilient throughout the pandemic. Over the last 5 years, SBF has cumulatively brought 307 companies to participate in the CIIE. Of which more than 60% are returning exhibitors. We are heartened that many of the Singapore companies found CIIE a valuable platform to expand their business in China. During the pandemic, more than 40 companies continued to take part as exhibitors.

The mutually beneficial relationship between Singapore and China has allowed significant business and trade opportunities to flourish. As we look to the future, China remains a critical market for Singapore companies, and the CIIE remains an essential platform for Singapore businesses to grow their presence in the Chinese market including in high-growth areas such as digital innovation and sustainability. By forging impactful partnerships, we can ensure the continued success of business relations between our two countries.

### **CIIE remains an important platform to catalyse business growth**

Earlier this year, Singapore and China elevated our bilateral partnership to that of an "All-Round High-Quality Future-Oriented Partnership". Riding on this momentum, SBF will be leading a business delegation of more than 500 senior business representatives from 56 Singapore companies to participate in the 6<sup>th</sup> China International Import Expo (CIIE), the

largest since 2020. About 40% (about 22 companies) are participating in CIIE for the first time, while 60% (about 34) are returning exhibitors.

In the later part of this conference, you will hear from Ms Cha Pei Pei, CEO of the International FLS Corp and Founder of Fun Learners' School Pte Ltd, how participating in the CIIE has benefitted Fun Learners' School. This is the 2nd time that the company will be participating in CIIE.

Participating for the first time is Applied Total Control Treatment Pte Ltd. Mr Gerry Ong, Director who oversees the technology development and industry 4.0 transformation for one of the largest metal finishing companies in Singapore will be sharing about their green initiatives in their business, and what they hope to achieve by their participation in the CIIE.

### **Our theme: Singapore-China: Advancing Future-Oriented Partnership**

The theme of Singapore's participation in the 6<sup>th</sup> CIIE is "Singapore-China: Advancing Future-Oriented Partnership" (新中致远，共创前瞻未来), which reflects the new phase in the bilateral relationship between Singapore and China. It also signifies our growing collaborations in trade and investment, as well as in the green and digital economies.

The participating Singapore businesses will continue to showcase a wide range of innovative, high quality and reliable products and services across the Consumer Goods Hall, Food & Agricultural Products Hall and Trade in Services Hall, as well as the Singapore Pavilion, occupying a total exhibition area of close to 1,286 square metres. The design of the Singapore Pavilion will showcase Singapore as a dynamic and practical capital of technological innovation and sustainable development.

### **Maintaining strong partnerships, unlocking new business opportunities**

I am also pleased to share that the 6<sup>th</sup> CIIE will also see the sustained partnership between SBF and the Bank of China Singapore Branch, which has been SBF's financial services partner at CIIE since its inauguration in 2018.

Bank of China has been instrumental in driving business success for Singapore companies at CIIE by facilitating online and offline business matching through their BOC E-cooperation system. The business matching sessions include onsite business pitching and virtual business matching, providing opportunities for Singapore companies to expand and deepen their footprint in China.

### **Singapore-China Trade and Investment Forum**

SBF will also hold the Singapore-China Trade and Investment Forum (SCTIF) on the sidelines of the 6th CIIE on 6 November 2023. The forum, which will be held in Shanghai, is a high-level bilateral business platform to foster dialogue and greater collaboration between Singapore and Chinese companies. There will also be sessions for business pitching and business matching, specifically designed for business leaders, government officials, and policymakers. I am glad to share that after several years of holding the dialogue in a hybrid format, Singapore's Minister of State for Trade and Industry Ms Low Yen Ling will be joining us in-person at the dialogue in Shanghai this year.

The upgraded bilateral relationship between China and Singapore, Singapore businesses has boosted business sentiments and Singapore companies are looking forward to more significant trade and investment opportunities ahead. SBF will continue to play a catalyst role in ensuring the continued success of business relations between our two countries by providing Singapore businesses suitable platforms where they can create strong partnerships with counterparts abroad.

We'd also like to take the opportunity to thank Enterprise Singapore, for their continued support of Singapore's participation at the CIIE.

#### **Inviting our media friends to the Singapore Pavilion and SCTIF**

In conclusion, I would like to extend a warm invitation to our media friends to visit the Singapore Pavilion on the CIIE fairgrounds, and to join us for the Singapore China Trade and Investment Forum on 6 November. I look forward to seeing you there and I wish everyone a fruitful and productive CIIE.

Thank you.