

Over 30 Singapore Exhibitors Eye New Growth Opportunities from the Upgraded China-ASEAN Free Trade Area 3.0 at the 23rd China-ASEAN Expo

Thursday, 17 September 2026 [Singapore]

The Singapore Business Federation (SBF) leads more than 30 Singapore exhibitors to the 23rd China-ASEAN Expo (CAEXPO), taking place from 17 to 21 September 2026 in Nanning, Guangxi, China. Our businesses are seeking new opportunities arising from the upgraded China-ASEAN Free Trade Area (CAFTA 3.0), particularly in digital trade, the green economy and supply chain connectivity.

2. **Senior Minister of State Low Yen Ling, Ministry of Trade and Industry (MTI) and the Ministry of Culture, Community and Youth (MCCY)** attended the opening ceremony and visited the Singapore Pavilions. The Singapore National Pavilion brings together five companies, four Government-to-Government and state-level projects, and 12 Trade Associations and Chambers. Together with the Singapore Commodity Trade Pavilion, the Singapore contingent comprises over 30 exhibitors — including 12 participating for the first time, spanning sectors such as food, healthcare, education, manufacturing, sustainability, professional services, logistics and specialty trade. Participants include BIPO, DBS Bank, CAMEX, Pacific International Lines (PIL) and PSA International, alongside Commodity Trade Pavilion exhibitors Hai's Brand, Kim Guan Guan Coffee Roaster (Kim's Duet), KinderWorld International Group (SISH Institute), Luen Fook Medicine, THELN Group and Three Star Brand See Hai Tat Medical Hall.

3. **Mr Mark Lee, Chairman, SBF, said,** "CAFTA 3.0 can make it easier for companies to trade digitally, develop green solutions and build more resilient supply chains. Our participation at CAEXPO reflects the confidence of Singapore enterprises in the China-ASEAN corridor and the strong appetite among our companies to build lasting partnerships that translate into better outcomes for the business community."

4. This year marks 36 years of diplomatic relations between Singapore and China. SBF hosted the **Singapore Day Seminar** to showcase how Singapore can support Chinese companies expanding into ASEAN through its connectivity and digital capabilities. The **Singapore-China Friendship Night** will bring business leaders together to build partnerships and identify new areas for collaboration.

5. Singapore business leaders will also take part in key forums – including the **China-ASEAN Business Leaders Forum, the Annual Meeting of the China-ASEAN Business Council, and the Joint Meeting of China-ASEAN Leaders of Chambers of Commerce and Industry**. Discussions will focus on practical issues affecting companies, including China-ASEAN Free Trade Agreement 3.0 implementation, the Regional Comprehensive Economic Partnership (RCEP), digital trade and supply chain resilience.

6. "CAEXPO continues to be an incredible platform for us to connect with partners from China and across ASEAN, exchange ideas, and open up new pathways for meaningful cooperation. Returning to CAEXPO this year reaffirms our belief that this platform is more than just an exhibition — it is a celebration of partnerships, possibilities, and progress," **said Esther Ho, Director, Sixth Harmony Global Pte Ltd.**



MEDIA RELEASE

FOR IMMEDIATE RELEASE

Annex: List of exhibitors at the Singapore Pavilion during the 23rd CAEXPO

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Photos from the events are available at the following link [HERE](#).

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About Singapore Business Federation (新加坡工商联合总会)

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

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