



## **Media Release**

***For Immediate Release***

# **Singapore-Vietnam Business Roundtable focuses on collaboration in Sustainability, Digitalisation and Innovation**

**Singapore companies seeks out new opportunities in tandem with Vietnam's economic growth areas.**

**Wednesday, 19 October 2022 [Singapore]** – Business ties between Singapore and Vietnam have grown with strong momentum over the years. This collaboration was further elevated today with the “Singapore-Vietnam Business Roundtable and Sustainability Showcase”, organised by the Singapore Business Federation (SBF) in Ho Chi Minh City, in conjunction with Her Excellency Halimah Yacob, President of the Republic of Singapore’s State Visit to Vietnam.

2 A 100-strong audience, comprising top government officials and business leaders from Singapore and Vietnam attended the business roundtable, and identified Sustainability, Innovation and Digitalisation, which are part of Vietnam’s focused areas for its economic development, as the key areas of opportunities for business collaboration. At the roundtable, Singapore and Vietnam companies had a robust discussion and exchanged views on co-operation opportunities in the three areas. The list of Singapore companies that participated in the roundtable is in [Annex A](#).

3 President Halimah and Minister for Manpower and Second Minister for Trade and Industry, Dr Tan See Leng also delivered remarks at the roundtable. Dr Tan highlighted the wide-ranging sectors and projects in which Singapore and Vietnam companies have partnered. These include the areas of infrastructure, manufacturing, transport and logistics, innovation, and consumer goods and services.

4 President Halimah also toured the “Sustainability Showcase” which featured ten Singapore companies from eCommerce, consumer/lifestyle, retail and infrastructure sectors. The sustainability showcase brought together new and

innovative green products and technologies developed by Singapore companies as part of their ESG efforts. These included renewal energy solutions, sustainable packaging materials, recycled materials transformed to end-consumer products, etc. In line with the Singapore Green Plan 2030, Singapore companies have been proactively venturing into the sustainability space. The showcase provided an opportunity for them to profile their products and services to Vietnamese companies and explore possible areas of collaboration. The list of Singapore exhibitors at the “Sustainability Showcase” is in Annex B.

5 The showcase was organised by SBF and supported by the Singapore Fashion Council (SFC) and the Singapore Furniture Industries Council (SFIC). By coming together, SBF, SFC and SFIC were able to reach out to their respective members and identify relevant Singapore companies to participate in the showcase.

6 Mr Wilson Teo, President of SFC mentioned, “Singapore Fashion Council is pleased to participate in this showcase, as part of our mission to promote sustainable practices across the supply chain. As the trade association for fashion, we look forward to building more business connectivity in our industry. This opportunity to showcase our initiatives, programmes and Singapore brands is a start. We look forward to more bilateral partnerships to strengthen the fashion ecosystem in the region.”

7 Mr Phua Boon Huat, President of SFIC said, “In line with our SFIC's 2025 industry roadmap with a focus on sustainable urban living, we are happy to partner SBF for the showcase. The showcase not only allows our participating members to present their latest green products and technologies, but also opens up to bigger business opportunities in potential overseas markets like Vietnam.”

8 Mr Lim Ming Yan, Chairman of SBF said, “Singapore and Vietnam are close economic partners and 2023 will be a key milestone year as we celebrate the 50<sup>th</sup> anniversary of Singapore-Vietnam bilateral relations and 10<sup>th</sup> anniversary of strategic partnership. SBF looks forward to boosting business exchanges and collaboration between Singapore and Vietnam businesses and we are planning to bring our flagship event, the Singapore Regional Business Forum to Vietnam next year as part of the celebrations of the milestone year.”

9 Since the launch of the programme, GlobalConnect@SBF has facilitated 183 projects and provided more than 6,400 advisories to help Singapore businesses venture overseas. Of which, more than 35 projects were concluded for Vietnam and close to 270 Singapore companies have benefitted from SBF's advisory support to understand Vietnam market. On 1 January 2021, SBF set up the Singapore Enterprise Centre (SEC) in Ho Chi Minh City to provide on-ground support for Singapore businesses. Managed by a team comprising a Country Head and two Market Advisors, the centre provides Singapore businesses with advice and assistance in areas of market entry strategy, incorporation of local presence and business matching.

**Annex A: List of Singapore Companies that Participated in the Roundtable**  
**Annex B: List of Companies Exhibiting at the Sustainability Showcase**

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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: List of Singapore Companies that Participated in the Roundtable


No.	Company	Representative	Designation
1	A8 Resource Co Ltd.	Mr Jeffery Lee	Deputy Director
2	Browzwear	Ms Eileen Tan	Regional Sales Director
3	CapitaLand Vietnam	Mr Ronald Tay	CEO
4	Chip Eng Seng	Mr Kenneth Ho	Head of Vietnam & China (Real Estate)
5	DBS	Mr Park Joo Young	Country Head of DBS VN
6	Epitex International Pte Ltd	Ms Judy Zhang	Managing Director
7	Falcon Incorporation Pte Ltd	Mr Ng Wee Hian	General Manager (Sales & Marketing)
8	Guava Amenities Pte Ltd	Mr Gabriel Tan	Director
9	Hustle & Bustle Group	Mr Michael Lee	CEO
10	Keppel Corp Vietnam	Mr Linson Lim	Chief Representative
11	KinderWorld Education Group	Mr Ricky Tan	Chairman & CEO
12	Kingsmen Creative Ltd	Mr Andrew Cheng	Group CEO
13	KODA Ltd	Mr Ernie Koh	Executive Director
14	Kuok Group	Mr Deon Leng	General Director Vietnam
15	L'earth (S) Pte Ltd	Mr Teri Teo	Business Development Director
16	Mapletree	Ms Amy Ng	Regional CEO, South East Asia and Group Retail
17	PIL	Mr SS Teo	Executive Chairman
18	PSA	Mr Daniel Phay	General Director (PSA Cargo Solutions Vietnam), Deputy General Director (SP-PSA International Port)

19	Q Industries International Pte Ltd	Mr Quek Kwan Yi	Chief Operating Officer
20	SEA Group	Mr Ye Gang	Chief Operating Officer
21	Sembcorp Development	Mr Kelvin Teo	CEO of Sembcorp Development and Co-chairman of VSIP Group
22	Singapore Furniture Industries Singapore	Mr Phua Boon Huat	President
23	Singapore Furniture Industries Singapore	Ms Shermaine Ong	Group Executive Director
24	Singapore Airlines	Ms Tresa Mok	Station Manager Saigon
25	Singapore Fashion Council	Mr Wilson Teo	President
26	STACS	Mr Benjamin Soh	Managing Director
27	Synagie Pte Ltd	Miss Olive Tai	Managing Director
28	Synagie Pte Ltd	Ms Quek Wei Ling	Group Chief Business Officer
29	Talentvis	Mr Ben Chew	Managing Director
30	VSIP JV Co., Ltd	Mr Anthony Tan	Deputy General Director
31	Wilmar International	Mr Edward Lim	Business Development Manager
32	Wilmar International	Mr Ray Chew	Wilmar Country Head (Cambodia, Laos, Vietnam)
33	YCH Group	Mr Ng Boon Teck	Business Development Director


## Annex B: List of Companies Exhibiting at the Sustainability Showcase


No.	Name of Company	Short description & photos of showcase	Corporate profile
1	Browzwear (BW Solution Pte Ltd)	With the patented fabric simulation algorithm, Browzwear's pioneering 3D solution allows stakeholders to evaluate, refine and approve the Design, Fit before making the sample. This saves time and resources and cuts down wastages.	Browzwear brings the power of 3D to fashion design, development, marketing and collaboration with a comprehensive suite of easy-to-use solutions. Through the power of beautiful, photo-realistic 3D, designers, developers, production and marketing can now collaborate effectively to get creative products to market faster than ever before.
2	Epitex International Pte Ltd	<p>100% Tencel Bed Linen:</p> <ul style="list-style-type: none"> <li>• It is harvested from certified wood sources in sustainably harvested forests</li> <li>• Fully compostable and biodegradable</li> <li>• Produced with environmentally responsible processes</li> </ul> <p>100% Bamboo Bed Linen &amp; Towels:</p> <ul style="list-style-type: none"> <li>• Manufactured sustainably with Oeko Tex Made in Green standards</li> <li>• Natural Bamboo that makes it fully compostable and biodegradable</li> <li>• Lesser resources required to grow</li> </ul> <p>Repreve Pillow:</p> <ul style="list-style-type: none"> <li>• Made from 100% recycled materials, such as recycled plastic bottles</li> <li>• Bottles are chopped, washed, and melted at Repreve Bottle Processing Center, where they are transformed into flake and then chip. Finally</li> </ul>	Incorporated in 1997, Epitex is a Singapore-based brand inspired by the phrase "Epic Textures", as it aims to provide a wide and world-class quality collection of quality bed sheets, bed linens, pillows and other bedding accessories such as home & bath fragrances to suit every kind of sleeper. In recent years, the company evolved its business by entering the e-commerce market, transforming its audience's retail experience in Singapore and beyond.



		<p>heating the chip, extruded, and spun into fibers</p>   	
3	Falcon Incorporation Pte Ltd	<p>The showcase would include products made through an in-house heat reuse system, which takes the generated heat from burnt waste and re-directs them as energy to run some of Falcon's smaller machines.</p>  	<p>Incorporated in 2022, Falcon is a premium Interior Fit Out Specialist, and an integrated high end customised furniture manufacturer with two sophisticated factories in Vietnam boosting a total of 57,000m<sup>2</sup> of production area. Beyond interior fitting out, Falcon also produces and exports a full range of furniture to over 19 countries in eastern Europe, the Middle East, USA, and Asia Pacific. With its headquarters in Singapore, the company has completed over 300 projects worldwide.</p> <p>With green initiatives as one of its key directions, it aims to bring clients towards a sustainable future.</p>

			
4	Kingsmen Creative Ltd	<p>Since 1992, Kingsmen has been part of many key aspects of the evolving lifestyle in Vietnam's growing landscape. The showcase will feature its works in Vietnam, its people in Vietnam and its contributions to the local community.</p>	<p>As creators of experience, harnessing the power of creativity and design to tell engaging stories that bring brands to life, Kingsmen Creative delivers seamless, innovative and engaging experiences that connect, engage and empower. From conception to completion, its integrated capabilities built over the last 45 years has enabled it to be a one-stop creative solutions partner, delivering memorable, successful campaigns around the world.</p>
5	Koda Ltd	<p>The showcase will highlight Koda's LUSH COLLECTION - design led by mindful innovation. This will include wood alternatives made from renewable plant stems, yarn from upcycled marine plastics, water-based finishes and more.</p> <p>LUSH's curated selection of designs ensures that consumers live in tandem with the earth's ecosystem while experiencing the modern comfort of home.</p>	<p>From its humble beginnings in 1972, Koda has turned into a leading Original Design Manufacturer of furniture. Led by a management team with a combined experience of more than 100 years, Koda has made significant investments in Vietnam, Malaysia and China.</p>



			
6	Sembcorp Development Ltd	<p>Sembcorp’s booth showcases its commitment to transform its business portfolio towards a greener future.</p> <p>Sembcorp aims to be a Pan-Asian leading provider of sustainable solutions comprising:</p> <ul style="list-style-type: none"> <li>• More renewables comprising solar energy, wind energy and battery energy storage solutions</li> <li>• More urban developments that are smart, sustainable, resilient and liveable</li> </ul>	<p>Sembcorp Industries (Sembcorp) is a leading energy and urban solutions provider listed on the Singapore Exchange. It 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, Sembcorp aims to transform its portfolio towards a greener future and be a leading provider of sustainable solutions.</p> <p>Sembcorp’s long-standing relationship with Vietnam began with the establishment of the first Vietnam Singapore Industrial Park (VSIP) in 1996. Since then, Sembcorp has established 11 VSIPs across Vietnam, generating US\$17.6 billion of investments and creating more than 294,500 employment opportunities in the country.</p> <p>Sembcorp has also been a long-time power generation partner of Vietnam through the development of the country’s first independent power project – Phu My 3, a 746MW combined-cycle gas turbine facility.</p>

			
7	Singapore Fashion Council	<p>Singapore Fashion Council Programmes.</p> <ul style="list-style-type: none"> <li>• Sustainability</li> <li>• Technology &amp; Innovation</li> <li>• Capability Development</li> </ul> <p>Sustainability initiatives: - SFC launched its fashion sustainability programme on 30 November 2021. As part of the Enterprise Sustainability Programme, SFC will develop toolkits for enterprises to adopt, introduce talent capability development programmes and work with the industry to identify common pain points and possible solutions to explore and capitalise on opportunities in the green economy.</p>	<p>Singapore Fashion Council (SFC) – formerly known as Textile and Fashion Federation (Singapore) – is the official association for the textile and fashion industry in Singapore and plays an active role in supporting and developing the industry by positioning Singapore as an innovative fashion hub with a focus in three key areas: Technology &amp; Innovation, Sustainability, and Asian Craftsmanship.</p> <p>SFC champions programmes which build capabilities, expand Singapore’s fashion and textile businesses internationally, and promote environmentally friendly business practices. It aims to bolster the growth of local fashion designers and retailers and advocate the importance of raising the visibility of homegrown brands both locally and all around the globe.</p>
8	STACS (Hashstacs Pte Ltd)	The showcase will focus on featuring STACS’ ESGpedia which powers the ESG Registry of the Monetary	STACS (Hashstacs Pte Ltd) is a Singapore FinTech company focused on ESG FinTech, which operates ESGpedia, in

		<p>Authority of Singapore's (MAS) Project Greenprint.</p> <p>Aggregating ESG data and certifications across multiple industry sources, ESGpedia enables the financial sector and multiple industries, to achieve sustainability and carbon neutrality via holistic data, digital tools, and effective ESG financing.</p>  <p>The graphic features a dark blue background with a green forest and a blue water body. Text includes: '#STACS', 'ESGpedia', 'Powering the ESG Registry of the Monetary Authority of Singapore's (MAS) Project Greenprint', and a QR code. Below the QR code is a small screenshot of a data dashboard.</p>	<p>partnership with the Monetary Authority of Singapore's (MAS) Project Greenprint.</p> <p>In partnership with Singapore Fashion Council, STACS aims to empower businesses in the fashion and textile industry to embark on their sustainability journey with ESG credentials and ESG financing through the ESGpedia platform, scaling across Asia via ecosystem partnerships to collectively drive positive impact and empower businesses to build resilience in today's environment.</p>
9	Singapore Airlines Ltd	<p>The Upcycling Project is one of SIA's sustainability efforts to breathe new life into materials used in its operations, including parts from retired aircraft and in-flight service items. SIA brings together homegrown and international brands in a creative collaboration to produce a range of exclusive lifestyle and fashion products. Each product is a collectible, available in limited quantities and pays homage to its iconic fleet.</p>  <p>The image shows a yellow tote bag with black accents and handles. It features Arabic calligraphy and a small graphic of an aircraft.</p> <p>This bag was designed for a worry-free experience, that can store a laptop, daily</p>	Singapore Airlines is a global company dedicated to providing air transportation services of the highest quality and to maximising returns for the benefit of its shareholders and employees.

essentials and even a jacket. Iconic graphics from retired life vests gives a touch of whimsy to this bag which features clean lines reminiscent of an airport runway.





This exclusive clutch bag is created with the Singapore Airlines Business Class cushion cover and a collectible in support of purposeful upcycling.



This unique Bloom Collection incorporates upcycled Singapore Airlines seat cover fabric in its design.



This wristlet clutch is designed for lighter travels, and an essential for any season. Upcycled from actual Singapore Airlines life vests and lined with vegan leather derived from apple pomace and peel – an innovative and sustainable product making its debut in Singapore.

		 <p>The Watch &amp; Valet Tray Stand, which combines sophisticated leather upcycled from the Business Class seats of retired Singapore Airlines' aircraft and its iconic batik motif. Great for watches and jewellery, and other little precious possessions.</p>	
10	Synagie Pte Ltd	<p><b>On Site Video Showcase</b></p> <ul style="list-style-type: none"> <li>- Overview of three phases of Synagie's Go Green initiatives</li> <li>• Packaging: Elimination of plastic, reduction of waste packaging, move to Certified Green Material (by end 2023)</li> <li>• Fulfilment Centres: Upgrade and design of fulfilment centres to be Green Hubs (by end 2025)</li> <li>• Circular Economy: Working with Waste Management Associations and other working partners to establish a circular economy in the eCommerce Sector (on-going)</li> </ul> <p><b>On Site Physical Showcase</b></p> <ul style="list-style-type: none"> <li>- Traditional fulfilment packaging materials (photo left) vs. Synagie Green fulfilment packaging materials (photo right)</li> </ul> 	<p>Synagie is the most awarded Ecommerce Enabler in Southeast Asia.</p> <p>Founded in 2016, and headquartered in Singapore, Synagie enables digital and Omni Commerce across all major channels and platforms across seven markets in the region. The Group is the proud Winner of Lazada Regional Partner of Year for 2022 and 2021 &amp; is Lazada 3-starred certified and Shopee accredited enabler. Synagie maintains a gender balanced, diverse workforce of 450 digital commerce professionals across SEA and advocates for fair, inclusive and progressive workspaces. It is the first and currently only enabler championing sustainability across the ecommerce value chain with its Singapore fulfilment centres using Certified Green Packaging since 2021 with the rest of the region to follow by end 2023.</p>