

ANNEX A: FACTSHEET ON FYISTIVAL ASEAN EDITION

About FYIstival ASEAN Edition

FYIstival ASEAN edition is the fourth in a series of curated country and region-centred briefing sessions targeted at Singapore companies and has to date, covered internationalisation opportunities in Africa, South Asia, and Japan. Running from May to August 2021, the FYIstival ASEAN edition covers six ASEAN markets – Cambodia, Indonesia, Malaysia, Philippines, Thailand and Vietnam – through a series of 14 virtual events.

FYIstival is organised under GlobalConnect@SBF, an initiative by SBF and supported by Enterprise Singapore to help Singapore businesses expand globally. FYIstival is supported by principal partners Standard Chartered Bank and Western Union Business Solutions and champion partner UPS.

“Increased connectivity and regional integration is expected to boost ASEAN’s growth. Companies with strong local partners, enhanced digitalisation capabilities and resilient supply chains will have higher chances of success in the region. Being the only international bank present in all 10 ASEAN markets and with over 160 years of experience in the region, Standard Chartered is well-placed to support Singapore companies’ intra-ASEAN growth aspirations as their regional and local banking partner.” - Mr. Patrick Lee, Cluster CEO, Singapore & ASEAN Markets (Malaysia, Vietnam, Thailand and representative offices), Standard Chartered Bank (Singapore) Limited.

“UPS is proud to support the FYIstival as a platform to help companies improve their supply chain preparedness and access to global markets. The pandemic has exposed vulnerabilities in supply chains and small and medium-sized enterprises (SMEs) have been one of the worst hit. But they are also one of the most resilient. The pandemic has accelerated digitalisation, new technology adoption and e-commerce trends, and SMEs have been quick to adapt. On our part, UPS has rolled out customised solutions for businesses of any size to adapt, diversify to new markets, and emerge stronger than ever.” - Sahil Jaggi, Managing Director, UPS Singapore.

FYIstival is SBF’s first fully digital space which integrates multiple forms of information and interaction. It is a concept of an online festival, or “FYIstival”, of webinars, business matching sessions and clinics, with additional features that enrich participants’ digital experience. So far this year, as part of FYIstival, SBF has conducted 17 webinars and 112 business matching sessions, featuring 106 Singapore and international speakers, for around 1300 participants, on markets across South Asia, ASEAN, and Japan.

Upcoming webinars from the FYIstival ASEAN edition include “Vietnam’s Growth Prospects and Opportunities 2021” on 2 July; “Thailand’s Eastern Economic Corridor (EEC) and Investment Opportunities” on 6 July, and a presentation on “Vietnam’s Recovery and Reopening Opportunities” on 5 August.

For more information, please visit <https://www.fyistival.com/asean>

ANNEX B: TESTIMONIALS FROM FYISTIVAL PARTICIPANTS

“The Indonesia’s Food Market Opportunities webinar on 28 May was very informative and the experienced speakers shared valuable insights on market opportunities, latest Halal regulations and BPOM registration. The webinar speakers invited by SBF were all well-versed in their respective fields, and readily answered our questions during the Q&A session. SBF has even helped us to connect to a suitable Indonesian distributor in the business matching session. We look forward to attending the future FYIstival ASEAN webinars organised by SBF.”

Cheah Kiu Lye (Mr)
Senior Vice President – Business Development - Retail
Aalst Chocolate Pte Ltd

“We were pleasantly surprised when SBF organised a FYIstival networking webinar with a focus on healthcare in India. We were able to introduce the products and services that our company has to offer to Indian healthcare companies, and to get to know each other in a small roundtable discussion. The advisors from SBF also followed up to connect us with other healthcare companies to spark future collaborations.”

Aileen Lai (Ms)
CEO and Founder
HealthBeats Pte Ltd