

ERC/PR/2016

July 13 2016

Media Advisory:

SCCCI plans to set up Chongqing office to assist local businesses tap on the advantage of Chongqing and springboard into the Western China Market

President of SCCCI Thomas Chua announced: “The SCCCI is planning to set up a second China office in Chongqing to strengthen ties with the Chinese government as well as the trade and business industry; to assist Singapore companies expand into the Western China market; and to attract companies in Western China to set up in Singapore. Singapore is in the best position to collaborate with Chinese enterprises to expand regional markets with its good reputation and in-depth understanding and networks in the Southeast Asia market.”

On July 13, the SCCCI organised the “Singapore-China Business Forum Chongqing: Springboard to China’s Western Region” to assist local businesses tap on the geographical advantages of Chongqing’s ARRR (Airway, Railway, Road, River) and Yu Xin Ou Railway (Chongqing-Xinjiang-Europe Railway), and to venture into the China market while achieving greatest cost-effectiveness through the sharing of experience and insights of investing in Chongqing.

The China-Singapore (Chongqing) Demonstration Initiative on Strategic Connectivity initiative is based on four priority areas: Financial services, aviation, transport and logistics and Info-Communications Technology. In particular, the sizeable investment of USD 45 million in financial services deserves significant mention.

Thus, the SCCCI plans to set up a second China office in Chongqing to better assist SMEs with better flexibility and adaptability to develop in Western China by leverage on the platform provided by the G2G project. The office also acts has a bridge to link enterprises in Western China and Singapore with the intention to expand regional markets.

Programme Highlights:

- 1. Announcing plans to set up SCCCI’s second China Office in Chongqing** to strengthen ties with the Chinese government as well as the trade and business industry, and to assist Singapore companies expand into the Western China market
- 2. Keynote introduction on the newly established G2G project in Chongqing and business opportunities it will bring to Singapore’s business community.**
Speaker: Mr Han Baochang, Director / General, China-Singapore (Chongqing) Demonstration Initiative on Strategic Connectivity Administrative Bureau
- 3. Sharing of experience and insights of investing in Chongqing**

Panelist: Mr Ng San Tiong, Managing Director / Group CEO Tat Hong Holdings Ltd; Mr Tan Tong Hai, CEO, Starhub Ltd; Mr Huang Fan, Senior Vice President, CDL China Limited; Mr Eric Khua Kian Keong, Director & CEO, Vibrant Group Limited; Dr Richard Yen, Managing Director, EdnovationPte Ltd

- 4. Signing of MOU with China-Singapore (Chongqing) Demonstrative Initiative on Strategic Connectivity Administrative Bureau** to provide services such as information exchanging and business matching based on the opportunities brought by “One Belt One Road” and the 3rd G2G project.

For further enquiries, please contact:

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About Singapore Chinese Chamber of Commerce & Industry

Established in 1906, the Singapore Chinese Chamber of Commerce & Industry (SCCCI) is an internationally renowned business chamber and the apex body of the Chinese business community in Singapore. It is the founder of the biennial World Chinese Entrepreneurs Convention and the World Chinese Business Network (www.wcbs.com.sg), a global online business information portal. It plays a key and pro-active role in representing the interests of the local business community. In its continued drive for service excellence, the SCCCI has become the first business chamber in the region that has been awarded ISO 9001:2000 certification since 1995. In 2009, the Chamber successfully upgraded its ISO certification to ISO 9001:2008.

The SCCCI has a membership network comprising over 4,000 corporate members and 153 trade association members, representing over 40,000 companies including large financial and business organizations, multinational corporations, government-linked companies, and small and medium enterprises from a wide spectrum of trades and industries. Together, they provide the business community with vast resources and an influential global Chinese business network for business, culture and education.