

MEDIA ADVISORY:

Singapore Enterprise Centre @Shanghai and Singapore Enterprise Centre @Chengdu on track to assist more Singapore enterprises with their China ventures

Singapore Enterprise Centre @Shanghai (SEC@Shanghai) and Singapore Enterprise Centre @Chengdu (SEC@Chengdu) were officially launched on 9 May 2019 at Hongqiao Overseas Trade Centre, in the presence of Dr Koh Poh Koon, Senior Minister of State, Ministry of Trade and Industry and Mr Zhou Han Min, Vice Chairman of The Chinese People's Political Consultative Conference Shanghai Committee.

The Singapore Enterprise Centre (SEC) in Shanghai was set up by the Singapore Chinese Chamber of Commerce & Industry (SCCCI) in 2010, supported by Enterprise Singapore. This collaboration aims to widen internationalisation efforts of Singapore businesses and help Singapore and China companies catalyse potential business opportunities both locally and overseas. To date, the SEC@Shanghai has already assisted close to 3,000 Singapore companies.

SEC@Shanghai has officially moved into Hongqiao Overseas Trade Centre which gathers trade associations and chambers from various countries. SEC@Shanghai provides business registration services to Singapore enterprises and offers short-term shared office space to help new entrants in their initial start-up period.

Shared secretariat services have been introduced by Singapore Enterprise Centre to assist Singapore enterprises set up their business in China seamlessly. The full range of advisory services provided by the shared secretariat includes:

- investment consultancy
- company registration services
- archiving services
- official seal management
- office space rental

While enterprises focus on business development and expansion, the shared secretariat would be able to provide administrative and logistics support, to simplify the companies' internal workflow procedures.

To further expand SCCC's assistance to SMEs into other regions in China, SEC@Chengdu, also supported by Enterprise Singapore, will cover China's north-western region including Sichuan, Shaanxi and Gansu. SCCC has also set up Chongqing Representative Office, in operation since 2017, to focus on the south-western region to explore business opportunities in ASEAN through the Chongqing Connectivity Initiative New International Land-Sea Trade Corridor. Both the SEC@Chengdu and SCCC Chongqing Representative Office are actively encouraging Singapore enterprises to explore the western region of China with its high growth potential.

Deepening the efforts of internationalisation and digitalisation is one of the key thrusts of the SCCC 60th Council. The offices in Shanghai, Chengdu and Chongqing will advance the internationalisation efforts of Singapore enterprises.

SCCC President Roland Ng said, "In order to serve business needs better, we are pleased to announce the launch of the shared secretariat services mobile application. Moving forward, Singapore Enterprise Centre will be providing a one-stop service online and offline to better assist enterprises to successfully accomplish smooth transition from 'zero to one'."

Enterprise Singapore's Assistant Chief Executive Officer Ms Chew Mok Lee said, "We believe collaborations with trade associations such as SCCC are instrumental in Enterprise Singapore's journey to grow stronger enterprises, whether through capability upgrading, innovation or internationalisation of their businesses. For enterprises looking to seize opportunities in China, the Singapore Enterprise Centre is a valuable platform that provides resources for our enterprises to seek first-hand help. The expansion of the centre into West China reflects the growing interest of Singapore enterprises to venture into this region as well as SCCC's commitment in providing such services to help jumpstart the internationalisation effort."

Singapore Enterprise Centre and Bank of China signed an MOU during the opening ceremony, aimed to foster close collaboration and assist Singapore enterprises to successfully integrate into the China market.



SEC@Shanghai and SEC@Chengdu were officiated by Roland Ng San Tiong, President of SCCC (1st from left), Dr Koh Poh Koon, Senior Minister of State, Ministry of Trade and Industry (2nd from left), Zhou Han Min, Vice Chairman of The Chinese People's Political Consultative Conference Shanghai Committee (2nd from right) and Min Shilin, Executive Deputy Director of Shanghai Hongqiao CBD Management Committee (1st from right).

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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 organisation and the apex body of the Chinese business community in Singapore. It is the founder of the biennial World Chinese Entrepreneurs Convention, a global business convention. 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 to be awarded ISO 9001 certification since 1995. In 2018, the Chamber successfully upgraded its ISO certification to ISO 9001:2015.

The SCCCI has a membership network comprising 5,000 corporate members and has more than 160 trade association members, representing over 40,000 companies including large financial and business organisations, multinational corporations, government-linked companies, and small and medium enterprises from a wide spectrum of trades and industries. These members together provide vast resources and opportunities which enable the SCCCI to develop an influential global Chinese business network for business, education, culture and community development. In return, they share a strong sense of pride and identity together and benefit immensely from the SCCCI's membership services, facilities and activities.