

ERC/PR/2014
Press Release
August 20 2014

**MEDIA ADVISORY:
A record number of 4,700 turn up over two days at Suntec
to participate in SCCCI's
definitive SME events for the year**

The most anticipated SME events for the local business community (16th SMEs Conference, 17th Infocomm Commerce Conference and the SME Expo) made their appearance at Suntec Singapore today. Designed for SMEs in mind, these bilingual events were organised by SCCCI to RECALIBRATE business strategies for growth, RELOAD capabilities to strengthen their competitive edge, and RENEW business visions for sustainability.

Brought together over two days for maximum synergy, some 4,700 SMEs were recharged with visionary insights from dynamic business leaders from Singapore and the region, breakthrough ideas from productivity gurus, and innovative solutions from ICT experts!

At the Opening Ceremony, SCCCI President Thomas Chua said in his Welcome Speech that “in the new business environment, traditional business models are being challenged, and SMEs need to undergo a transformation to create new value and growth.”

Mr Chua also singled out some positive outcomes from a recently concluded SME Survey (conducted between May and July 2014). Refer to the attached Powerpoint slides for more information.

He concluded his speech with urging participants to attend the many different tracks in both Mandarin and English which focus on various fascinating business and management topics. He also stressed that the Chamber always acts as a refuelling station for its member companies, and that everyone should work together to create many world-class local SMEs.”

The Guest-of-Honour for the Opening Ceremony was Dr Yaacob Ibrahim, Minister for Communications and Information.

The THREE events over TWO days are characterised by the following vital statistics and highlights:

- 64 motivational speakers and moderators
- Over 200 SME business solutions & bundled deals from 88 exhibitors at the SME Expo
- 12 government agencies forming the Government Pavilion
- “Fast Pass” ICT Gallery consisting of 15 solution providers with ready-to-use, pre-qualified ICT solutions
- “Live” 3D printing demonstration
- Heavyweight Plenary Sessions, Leadership Workshop, Human Capital Workshop
- Exclusive CEO Productivity Masterclass and CEO Productivity Workshop by experts from Taiwan’s China Productivity Center
- English and Mandarin tracks on the latest topics – Sustaining Business Legacy, ICT Business Essentials, Crisis Management via Social Media, Mobile Innovations, and more!

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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 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 151 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. Together, they provide the business community with vast resources and an influential global Chinese business network for business, culture and education.