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**MEDIA ADVISORY:**  
**Chongqing enterprises urged to use Singapore as a launching pad for its  
“go global” strategy**

*SCCCI organises seminar in Chongqing on regional outlook and investment opportunities in conjunction with a book launch on “Singapore Investment Guide 2014/2015”*

In recent years, a rising number of PRC enterprises have responded to the calls of the China government to “go global” and set up branches or regional headquarters overseas. In order to further encourage PRC enterprises to use Singapore as its international platform, and strengthen the trade and business relations between Singapore and China, the SCCCI joined hands with the Chongqing Federation of Industry & Commerce, Chongqing Women Professionals Association, and Chongqing Non-State Owned Enterprises Managers Association to hold a seminar on the Singapore and Southeast Asia, in conjunction with the launch of the “Singapore Investment Guide 2014/2015”.

It was held this morning, October 29 2014 at the Glenview ITC Plaza Chongqing. The speaker line-up was Cecilia Chen Xi from Rajah & Tann; Suan Teck Jin from UOB; Fang Ming from Yingli; and Jiang Zhimin from CapitaLand (Chongqing).

Speaking at the welcome address, SCCCI Vice-President Roland Ng said, “The SCCCI could help enterprises from Chongqing interested in expanding to Singapore in the following ways: firstly, the IE-SCCCI Singapore Enterprise Centre in Shanghai could organise missions and networking activities based on their business interests; second, we could help our friends from Chongqing to set up offices in Singapore and get acquainted with the local environment; thirdly, help to expand their networks through the diverse platforms available through the SCCCI; and fourthly, the Singapore Chinese Chamber Institute of Business (SCCIOB) could customise professional training programmes for PRC enterprises in managing overseas businesses. “

Attended by some 200 guests, including Tan Kim Seng, SCCC's International Affairs Committee Chairman, Ang Kiam Meng, SCCC's Commerce & Industry Committee Chairman, and many prominent entrepreneurs from Chongqing, the seminar cum book launch was supported by IE Singapore and the Chongqing External Trade and Economic Committee.

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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](http://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.