MEDIA ADVISORY
SCCCI helps Singapore brands to be showcased at
Singapore Import Pavilion in Greenland Global Commodity Trading Hub
to seize enormous opportunities in China

The Singapore Chinese Chamber of Commerce & Industry (SCCCI) is taking the lead to facilitate as many as 35 Singapore brands and 200 products to station at the Singapore Import Pavilion at the Greenland Global Commodity Trading Hub (G-Hub) in Shanghai. These participating brands will be introduced to the vast China market through various popular livestreaming e-commerce platforms.

The Singapore Import Pavilion was launched online and offline simultaneously on 1 November. The brands displayed at the Pavilion will be rotated every 6 months with newer products. These products will be promoted by influencers through livestreaming to reach out to consumers. By showcasing Singapore brands and products on the "6+365" One-Stop Trading Services Platform and social platforms such as WeChat, Weibo, Xiaohongshu (RED), TikTok. This will help better promote and increase brand awareness.

Singapore brands such as Bee Cheng Hiang, LAC (Asia's largest health and wellness brand), Dragon Brand Bird's Nest, Tai Hua Food Industries, Fun Learners' School (online education), Meite Curtain Wall (curtain wall expert), and Commune (furniture brand) are among the first batch to showcase their products and services at the Singapore Import Pavilion.

SCCCI President Roland Ng said: "Integration of the competitive edge from individual Trade Association and business, as well as targeted approaches and flexible strategies customised for the China market are the key factors for Singapore brands to succeed in China. SCCCI assists Singapore businesses to seize the enormous opportunities in China market by tapping on the one-stop service provided by SCCCI's representative offices in Shanghai, Chengdu and Chongqing, maximising the economic benefits of both online and offline promotion."

The Singapore Import Pavilion is situated in Greenland Global Commodity Trading Hub (3rd floor), at the centre of Hongqiao business district. The National Exhibition and Convention Center (Shanghai), the venue of China International Import Expo (CIIE) is right across the street. Greenland Global Commodity Trading Hub being the "6+365" One - Stop Trading Services Platform of CIIE, it features exhibitions, procurement and trading, business services, consumer travel, etc.

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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.

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.