

ERC/PR/2021

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OPENING CEREMONY OF SCCCI LIVE STREAMING STUDIO & MOU SIGNING CEREMONY

SPEECH BY SCCCI PRESIDENT ROLAND NG

TIME: 12 FEBRUARY 2021 (FRIDAY) 11 AM

TRADE ASSOCIATION HUB AUDITORIUM

Honourable Minister for Trade and Industry Chan Chun Sing,

Your Excellencies,

Senior Government Officials and Leaders of Community Organisations,

SCCCI Honorary Presidents, Senior Honorary Council Members,
Honorary Council Members, Council Members and Members,

Ladies and Gentlemen,

1. Good morning everyone! A warm welcome to all for attending the “Opening Ceremony of SCCCI Live Streaming Studio & MOU Signing Ceremony”. Today is also the first day of the Lunar New Year, and I wish all of you a Happy Year of the Ox!
2. This year marks SCCCI’s 115th anniversary. As we celebrate this significant occasion, we reaffirm our commitment to fulfil SCCCI’s mission, which is “to promote the development of industry and commerce, the economic prosperity, cultural and educational activities as well as the community services of Singapore”.
3. In the midst of the coronavirus pandemic, the SCCCI facilitated the communication between the Government and the business community. We also gained the understanding that as we cope with COVID-19 for

a long time, businesses need new resources to support their development.

4. With Circuit Breaker measures as part of the new normal and people spending more time at home, online shopping has become the main shopping trend. Many businesses have started to promote their brand and products through live streaming. As we continue the fight against COVID-19, the regular activities organised by Trade Associations and Chambers (TACs) including meetings, exhibitions and business missions had to be held virtually to accommodate more participants.
5. The COVID-19 outbreak has accelerated digitalisation for businesses. To facilitate the development of various industries, we are launching the “SCCCI Live Streaming Studio” at the TA Hub with the support of Enterprise Singapore (ESG). Our vision is to provide live streaming services for the TAs and boost the development of different sectors. In the presence of Guest-of-Honour Minister for Trade and Industry Chan Chun Sing, today marks the grand opening of this live streaming studio!
6. In October last year, the SCCCI also launched the Singapore Import Pavilion in Shanghai. With the purchase of live streaming equipment, we can help Singapore companies venture into the China market by showcasing their products at the Pavilion as well as promoting and selling these products online through live streaming. Products from 35 Singapore brands are currently on display at the Pavilion. By engaging internet celebrities to do live streaming, we can promote the products directly to China’s population of 1.3 billion!
7. The live streaming studio located in Singapore will also benefit TAs in terms of real-time promotion, networking and communication. Therefore, the value of the SCCCI Live Streaming Studio is not just during the pandemic. In the post-COVID world, the live streaming

studio will help TAs save substantial time, logistics and manpower costs, allowing learning, exchange, decision-making, buying and selling of products to take place across the globe in a cost-effective and highly efficient manner.

8. The SCCCI's extensive global network and resources, including the World Chinese Entrepreneurs Convention (WCEC), our three Representative Offices in China and TA members from various industries, will be able to network with each other in a more convenient way, share resources and create more opportunities for cooperation through live streaming.
9. Within the first year of operation, the SCCCI Live Streaming Studio expects to support live streaming for up to 50 activities, including TAs' Annual General Meetings (AGMs), product launch events and international seminars.
10. I sincerely thank Minister for Trade and Industry Chan Chun Sing for officiating the Opening Ceremony of SCCCI Live Streaming Studio. I also thank the TAs for their strong support for this project, especially the five TAs and organisations taking part in the MOU Signing Ceremony: Business China, Singapore Malay Chamber of Commerce and Industry (SMCCI), Singapore Indian Chamber of Commerce and Industry (SICCI), Singapore Food Manufacturers' Association (SFMA) and Textile and Fashion Federation (TaFF). Let us work together towards a bright future!
11. In closing, I wish everyone good health and success in all your endeavours! Thank you.