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MEDIA RELEASE

**LAUNCH OF THE HILL STREET VIRTUAL HERITAGE TRAIL  
TO PROMOTE NATIONAL EDUCATION**

Apart from actively contributing to economic development, SCCCI assiduously promotes cultural, education and community services in Singapore as well. As part of this ongoing effort, SCCCI has launched a Virtual Heritage Trail that centers around one of the earliest streets laid in Singapore, and where SCCCI's main building still stands today - Hill Street.

Initiated by the SCCCI Chinese Entrepreneurial Culture Foundation (SCECF), a subsidiary under SCCCI, the Hill Street Virtual Heritage Trail aims to promote greater interests amongst our younger generation in the history of Singapore and foster a sense of pride and national identity amongst Singaporeans.

Launched by Deputy Prime Minister and Coordinating Minister for Economic Policies, Mr Heng Swee Keat, this virtual exhibition documents and presents the history and economic transformation along Hill Street through an interactive and engaging manner. By leveraging on the latest 3D virtual technology, audiences are invited to travel through time and witness Singapore's nation building journey and the developments along Hill Street from the early days to the present time. The featuring of iconic buildings like the SCCCI building built in 1964, the Old Hill Street Police Station and the Armenian Church that are preserved till today allow audiences to immerse in and better appreciate the history of Singapore and the Chamber.

SCCCI President Mr Roland Ng said, "Chamber is committed to uphold the values of SCCCI Chinese Entrepreneurial Spirit (中华总商会华商精神), in particular, giving back to the society and never stop innovating. The objective of this virtual heritage trial is to promote national education, catalyse a deeper understanding of Singapore history and Hill Street, and the Chamber's mission

of more than a century. Hill Street witnessed Singapore's economic development and became an anchor for the different races, cultures, and religions in Singapore. The SCCC Building witnessed how the Chamber fought for 10 years to attain the citizenship rights for 220,000 people in the pre-independence years. After independence, in the same building, Chamber gave our unwavering support to the implementation of National Service. We hope this initiative will allow everyone, especially the younger generation, a chance to rediscover Singapore and SCCC's rich historical heritage."

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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.

The SCCC 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 SCCC 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 SCCC's membership services, facilities and activities.

For more information, please visit [www.sccci.org.sg](http://www.sccci.org.sg).