

ERC/PR/2016

March 4 2016

**Media Advisory:**  
**323 – Walking the Talk :**  
**SCCCI Leading the Chinese Businesses to Emulate LKY Spirit**

March 23 2016 is the 1<sup>st</sup> anniversary of the passing of our Founding Prime Minister Lee Kuan Yew. As a tribute to his memory, the Singapore Chinese Chamber of Commerce & Industry” will be leading our members on a brisk walk - “Walk the Talk: A Walk for LKY”.

Special meaningful arrangements have been incorporated into this particular event. We shall start the walk in the early morning of 7 am on March 23 2016, when the air is crisp and clear, symbolising a fresh start. The walk will commence from Istana Park, and pass by Oxley Road, a trail which traces his life and ideals. The end point will be the SCCCI Building, a historical building which Mr Lee Kuan Yew personally declared open in 1964. It holds a special meaning, for it symbolises that, based on the firm foundations of the past, Chinese entrepreneurs will continue to contribute their utmost to our nation’s development. A simple memorial service will be held at the SCCCI Auditorium, representing the business community’s tribute to the memory of Founding Prime Minister Lee Kuan Yew.

Some 500 people will be participating in the brisk walk, including the Chamber’s council members, trade association members, corporate members, and students of the Singapore Chinese Chamber Institute of Business. All participants will be wearing a specially made T-shirt emblazoned with the characters “华商传承李光耀精神”. At the end of the event, everyone would immediately resume their usual working schedule, using actions to emulate Mr Lee Kuan Yew’s spirit and values.

Details of the event:

Date: March 23 2016 (Wednesday)

Time: 7 am

Starting point: Istana Park (opposite the Istana)

Route will pass by Oxley Road

End point: SCCCI Building

SCCCI invites the media to publicise this event.

For further enquiries, please contact:

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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 chamber 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 153 trade association members, representing over 40,000 companies including large financial and business organizations, 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.