

MEDIA ADVISORY:
**Helping SMEs to stay nimble and competitive
amidst changes in global economy**

The Singapore Chinese Chamber of Commerce & Industry's annual flagship event, 21st SME Conference, 22nd Infocomm Conference and the SME Expo 2019 (SMEICC 2019), is held on 21 – 22 August. The theme this year is "Global Innovations: Navigating the New Future". SMEICC aims to encourage SMEs to enhance business capabilities for transformation and innovation, helping them to stand firm against the current challenging environment, enabling companies to adapt quickly to global economic shifts and capture a share of tomorrow's opportunities.

SMEICC sets a record for having 7,000 attendees this year. The 2-day conference invited more than 100 outstanding entrepreneurs and professionals from Singapore and abroad to share their insights in 30 forums and workshops. A wide range of topics will be covered, including business transformation, global innovation, human resource management, internationalisation and increasing productivity through AI and Internet of Things (IoT). Among the eminent guest speakers are:

1. Lien Choong Luen, General Manager, GoJek Singapore
2. Chatri Sityodtong, Founder / Chairman / Chief Executive Officer, ONE Championship
3. Lai Xin, Co-Founder / Chief Operating Officer, IUIGA
4. Prof Paul Fang, Vice Dean of Institute of China Commercial Development / Senior Consultant of Institute of Theme Park, Shanghai Jiaotong University
5. Sam Too, General Manager / Division Leader, Qoo10 Singapore

At the same time, a total of 80 exhibitors are participating in the SME Expo to promote the latest business solutions. Among these are 10 pavilions from government agencies.

SCCCI President Roland Ng pointed out: "The ongoing Sino-China trade war also reminds us of the utmost importance of acquiring technology to build up competitiveness. SMEs could embrace digitalisation to drive transformation, including making use of artificial

intelligence and Internet of Things to improve operational efficiency. We are confident that the conference will benefit all attendees.”

Highlights of SCCC’s 2019 Annual Business Survey

SCCCI conducted an Annual Business Survey ahead of the conference. We garnered a total of 972 respondents, 95% being SMEs. Some of the survey highlights are:

- 38% of businesses expecting decrease in revenue
- 82% of businesses named revenue growth as top priority
- 63% of businesses regard Sino-US trade tensions as a top concern

According to survey respondents, economic slowdown contributed to the decrease of revenue, hence it is crucial for businesses to work for revenue growth. Businesses also value the importance of other aspects such as innovative products and services, attracting and retaining staff, and digitalising business, to improve their capabilities.

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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 SCCC has become the first business chamber in the region to be awarded ISO 9001 certification since 1995. In 2018, the Chamber successfully upgraded its ISO certification to ISO 9001:2015.

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.