

ERC/PR/2020
25 JANUARY 2020

MEDIA ADVISORY:

SCCCI and Business China Usher in the Year of Golden Rat

SCCCI President Mr Roland Ng said: “‘Singapore Culture’ embodies a special power that always reminds us that we share a common history and urges us to work hard and move forward! And the vital cornerstones that ensure the sustainable development of the ‘Singapore Culture’ and our continued prosperity are racial harmony and cultural integration.”

The annual Lunar New Year Gathering held at Trade Association Hub is co-organised by Singapore Chinese Chamber of Commerce & Industry and Business China. Some 600 distinguished guests from the diplomatic corps, government officials, leaders from the business, cultural and community organisations and trade association members attended the event.

Last year we commemorated Singapore’s Bicentennial. As we reflect the journey “from Singapore to Singaporean”, Singapore’s strong international influence and being able to live together in peace and harmony can be attributed to our unique “Singapore Culture”. The shared history and memory among different ethnic groups fostered the “Singapore Culture” of racial harmony and cultural integration, which has laid a solid foundation for Singapore’s prosperity and development.

Since the Chamber was founded in 1906, it went through hardships together with compatriots from all ethnic groups, all of whom witnessed and participated in Singapore’s nation-building. SCCCI will continue to infuse the essence of Singapore Culture and Chinese Entrepreneurial Spirit into events and activities with “harmony in diversity” as the key theme, linking up the common collective memories about this land to further promote the Spirit of Chinese Entrepreneurs and Singapore Culture.

Year 2020 is the beginning of a new decade. We went through a bumpy 2019 and finally welcomed some good news at the beginning of this year. However, the international situation remains unpredictable. While businesses are looking forward to Budget 2020, enterprises should constantly strengthen their competencies. SCCCI and trade associations will continue to assist enterprises to enhance their capabilities through digitalisation and internationalisation to accelerate the pace of their transformation.

SCCCI has launched the “Membership and Event Management System” to help Trade Associations (TA) strengthen the management of resources, with funding from the “Local Enterprise and Association Development” programme. SCCCI will also provide professional training to the TA secretariats to enhance the strengths of the TAs as we work together to spur the development of the industries with the support from Enterprise Singapore (ESG).

In addition, SCCCI will continue to organise business missions to emerging markets, help the local enterprises expand their ventures abroad, and promote multilateral trade cooperation. With the strong support from SkillsFuture Singapore (SSG) and ESG, SCCCI will be holding courses and Overseas Market Workshops, assisting local SMEs to have a good grasp of overseas business culture and seize the latest business opportunities, while at the same time enhancing the interactions among businesses.

Launched in November 2007, Business China’s mission is to nurture an inclusive bilingual and bicultural group of Singaporeans through extensive use of the Chinese language as the medium of communication, so as to sustain Singapore’s multicultural heritage, and to develop a cultural and economic bridge linking the world and China. Business China aims to strengthen ties between Singapore and China, as well as to sustain and grow the global connectivity of Singapore. Business China needs the continuous support of like-minded partners to achieve Business China’s strategic goals and remain relevant.

Business China Chairman Mr Lee Yi Shyan said, “This is the third Spring Reception which Business China and Singapore Chinese Chamber of Commerce & Industry (SCCCI) have been co-organising. We are looking to expand our collaboration with SCCCI to create many wins for both organisations. As such, I would like to take this opportunity to express my warmest gratitude to SCCCI for supporting Business China in the past 13 years. Business China and SCCCI have built a strong relationship thus far and will continue to strengthen in the years to come.”

Business China aims to fulfil 3 strategic objectives, namely: (1) Nurture Singapore-China-savvy talents, (2) Grow premium Singapore-China network of influencers, (3) Develop deep & wide-ranging relationships and strengthen commitment to Business China.

Business China hopes to further strengthen the relationship between Singapore and China, through the nurturing of talent and establishment of a premium network to effectively contribute to the bilateral relations.

(1) Nurture Singapore-China-savvy talents

As part of efforts to nurture Singapore-China-savvy talents, Business China implemented the Youth Interns Exchange Scheme (YES)¹, to provide opportunities for youths from Singapore and China to interact and build relations, while nurturing Singapore-China-savvy talents to have a heightened awareness and understanding of Singapore and China.

(2) Grow premium Singapore-China network of influencers

The Business China Advanced Leaders Programme (ALP), which is into its 9th year, will focus on the future economic trends and development of the Yangtze River Delta Economic Zone, further expanding the premium network of Singapore-China influencers. The 9th ALP includes a visit to one of

¹ The Youth Interns Exchange Scheme (YES) is the first internship exchange scheme for youths signed between Singapore and China. Up to 500 youths will secure an internship visa and apply directly for internships with China-based companies of their choice for a period of up to six months. To facilitate students' entry into Singapore and China, Business China will manage the scheme's official website - which provides information on the internship visa application process, as well as available internship opportunities.

Southeast Asia's lucrative business markets – Indonesia, allowing participants to discover the business potential of Southeast Asia, allowing participants to appreciate Singapore's competitive advantages as a partner with China, strengthening Singapore as a bridge linking China and Southeast Asia.

(3) Develop deep & wide-ranging relationships and strengthen commitment to Business China

To develop deep and wide-ranging relationships and strengthen commitment to Business China, Business China plays the roles of a connector, an integrator and a catalyst for collaborations. This year, the FutureChina Global Forum (FCGF) will co-organise with the Singapore Summit for the first time, themed 'A Tale of Two Regions: Yangtze River Delta (YRD) and the ASEAN driving towards the Integration and Transformation'. The forum's panel of speakers comprises professionals, business leaders and foreign delegates, where they will engage in critical discussions pertaining to trending topics. The FCGF will also include round table dialogues and exclusive closed-door networking sessions, to foster deeper and wide-ranging relationships among participants.

30th Anniversary of Singapore-China Diplomatic Relations

In commemoration of the 30th Anniversary of Singapore-China Diplomatic Relations, Business China's upcoming programmes and activities will include elements to highlight the development of bilateral ties and resulting potential opportunities. With this knowledge, Business China aims to equip members with a strong understanding of Singapore-China relations and inspire companies from both countries to venture into third-party markets together.

Business China will consolidate insights and members' experiences gained over the years, to share meaningful stories of the deepening and widening of trade relations between the two countries through innovative ways.

Business China CEO Ms Tin Pei Ling shared, "In this New Year, we aim to fulfil our three strategic objectives to establish the role of Business China in

cultivating Singapore-China-savvy talents and develop an economic and cultural bridge linking ASEAN, China and the world. We appreciate the support from the many individuals from various sectors and look forward to deeper and meaningful connections.”



Guest-of-Honour Mr Ong Ye Kung attended the Lunar New Year Gathering jointly organised by SCCC and Business China. Also present were Mr Chan Chun Sing, Minister for Trade and Industry; Ms Sim Ann, Senior Minister of State; Ms Low Yen Ling, Senior Parliamentary Secretary and other members of parliament.



Guest-of-Honour Mr Ong Ye Kung writing Chinese calligraphy with kids at the cultural booth.

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, 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 that has been awarded ISO 9001:2000 certification since 1995. In 2018, the Chamber successfully upgraded its ISO certification to ISO 9001:2015.

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 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.

About Business China

Launched in November 2007 by Founding Patron and Singapore's Founding Prime Minister Mr Lee Kuan Yew, Business China's mission is to nurture an inclusive bilingual and bicultural group of Singaporeans through extensive use of the Chinese language as the medium of communication, so as to sustain our multi-cultural heritage, and to develop a cultural and economic bridge linking the world and China.

For more information, please visit www.businesschina.org.sg.