

MEDIA ADVISORY

SCCCI Celebrated Singapore's 56th National Day

Singapore Chinese Chamber of Commerce & Industry (SCCCI) celebrated Singapore's 56th National Day on 8 August 2021. The virtual celebration which was streamed online last year for the very first time, went "live" again on the SCCCI.OFFICIAL Facebook page this year. It was joined by the members of SCCCI and the public.

This year, the online celebration carried identical format as last year, but it bears even greater significance as Singapore is moving towards post-Covid era steadily and optimistically while we commemorate the 56th National Day.

SCCCI President Roland Ng said at the online National Day celebration: "As we deal with the pandemic, Singaporeans flourish with greater self-confidence. Amid the ever-changing pandemic, we emerge stronger as we adapt to the new environment. Some companies go into online sales, some companies switch from one industry to another, while some companies venture overseas. I truly believe, with everyone continuing to enhance competitiveness and maintain confidence, businesses will remain vibrant and grow from strength to strength! SCCCI will continue to foster stronger bonds in the business community, strengthen tripartite partnership as we solve the challenges caused by the pandemic, seize opportunities for development as the Singapore economy marches into the next glorious era."

Through the 'live' celebration on SCCCI.OFFICIAL Facebook page, SCCCI members and the public joined SCCCI council members for the singing of the National Anthem and recitation of the National Pledge to strengthen the Singapore identity. A special National Day video – "Down the Memory Lane – SCCCI National Day Celebrations" featuring the precious memories of the past National Day Celebrations organised by SCCCI since 1966, was screened during the online session. Public were also posting heart-warming National Day greetings on the SCCCI.OFFICIAL Facebook page to express their well wishes for the country.

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 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 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.