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**MEDIA ADVISORY:**  
**Singapore and Chongqing Enterprises Join Hands for  
Inter-Connectivity Collaborations**

Roland Ng, Vice-President of the Singapore Chinese Chamber of Commerce & Industry (SCCCI) said: “The SCCCI provides strong support to facilitate Singapore and Chongqing enterprises in project collaborations and in the exchange of business strategies and beliefs. This will achieve the 3<sup>rd</sup> G2G China-Singapore (Chongqing) project’s strategic objectives of enhancing ‘modern connectivity and services’.”

Under this objective, the SCCCI will roll out a series of projects to promote networking and collaboration among enterprises of both countries, and strengthen their understanding of the business environment and policies.

On June 2, the SCCCI organised a seminar on the “Internationalisation of Chongqing enterprises - leveraging on Singapore to venture into third countries”, which provided a useful and effective collaborative platform for Chongqing enterprises interested in investing in Singapore and building up connections with business counterparts in Singapore.

Given Chongqing’s pivotal position in the development roadmap of “One Belt One Road”, the SCCCI went ahead to launch the second edition of the *Singapore Investment Guide* in Chongqing; this useful guide was first launched by the SCCCI in Chongqing in 2014. Besides containing relevant information on doing business in Singapore, an introduction on the ASEAN Economic Community has been included to serve as a reference for Chinese enterprises in their Go Global strategy, especially in the ASEAN region.

During the event, the training centre of the China Council for the Promotion of International Trade (CCPIT) signed a Memorandum of Understanding with the SCCCI. Through various practical initiatives, both parties will actively lead businesses of both countries to explore more opportunities for collaboration, building a platform to strengthen connectivity.

To help Singapore enterprises obtain a better understanding of the investment landscape of Chongqing and to facilitate interaction with local enterprises, the SCCCI has also conducted training groups to Chongqing under the International Business Fellowship (iBF) Executive Programme, funded by IE Singapore. Going forward, the SCCCI will rally to the government’s call to actively nurture more Singaporean talents familiar with the China market, to provide important human resources for Singapore enterprises venturing into China.

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.wcbn.com.sg](http://www.wcbn.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 SCCC 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 SCCC 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.