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**MEDIA ADVISORY:
SCCCI's ICT Survey shows a consistently high percentage of
SMEs adopting IT solutions to improve productivity**

The Singapore Chinese Chamber of Commerce & Industry conducted its annual ICT Survey on August 20-21 2014, during the 16th SMEs Conference and 17th Infocomm Commerce Conference at Suntec Singapore. The survey concluded the following findings:

- In SCCCI's 2014 SME Survey released in September, 90% of companies have embarked on the productivity improvement effort. Reinforced in the ICT Survey, 97% indicated that usage of IT solutions is able to improve productivity
- A significant increase in the percentage of SMEs leveraging on CRM, ERP and business analytics to build competitive advantage
- With increasing business overheads, SMEs recognise that outsourcing of IT functions and shared services could help to reduce business costs
- PIC was the most commonly used government scheme to support ICT adoption

Mr Thomas Chua, President of the SCCCI said, "We are pleased to know that most companies have committed to embark on the productivity journey and adopting IT solutions is one of the key channels. We would like the government to continue their support in providing funding to companies."

The SCCCI will continue to assist companies in:

- Helping more SMEs to lower business costs through IT outsourcing and shared IT services
- Working with IDA and expanding the list of pre-qualified list of IT vendors to accelerate the adoption of IT solutions to improve productivity
- Helping SMEs to leverage on the full potential of web and social media

For the full survey findings, please refer to the attached powerpoint slides.

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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 and the World Chinese Business Network (www.wcban.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 151 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. Together, they provide the business community with vast resources and an influential global Chinese business network for business, culture and education.