Market Access through SBF

Singapore Business Federation (SBF)

➢ The Apex Chamber of Commerce
Agenda

1. About Singapore
2. About Singapore Business Federation
3. Potential Collaboration with Singapore
4. Business Cultures
About Singapore

1. City, Island, state (733 sq KM)
2. Population = $5.5 million
3. GDP = $424 billion
4. Trade to GDP = 321%
5. World’s best airport (2023)
6. World’s 2nd busiest container port
7. Ease of doing business = 2nd
About SBF

Vision
The apex platform promoting the growth and vibrancy of the Singapore business community.

Mission
Champions the interests of the business community in Singapore and internationally, and act as the bridge between businesses and the Government.
Potential Sectors for Collaboration

- Green Economy
- FMCG
- Food/Agri Tech
- Digital Tech
Business Cultures

Advise for EU SMEs

• Proper introduction – name cards (>100), handshake, etc
• Brochures, samples = optional
• Articulate your needs
• Use Singapore as springboard to SEA
• USP hungry – technology licensing, patents, etc
THANK YOU