

Market Access through SBF

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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.



BRIDGE • FACILITATOR • ENABLER

Strategic Pillars

INTERNATIONALISATION

DIGITALISATION & TRANSFORMATION

JOBS & SKILLS

Horizontal Foundations

ADVOCACY & POLICY

MEMBERS SERVICES & TAC ENGAGEMENT

PEOPLE, PROCESSES, PARTNERSHIPS

Potential Sectors for Collaboration



Green Economy



FMCG



Food/Agri Tech

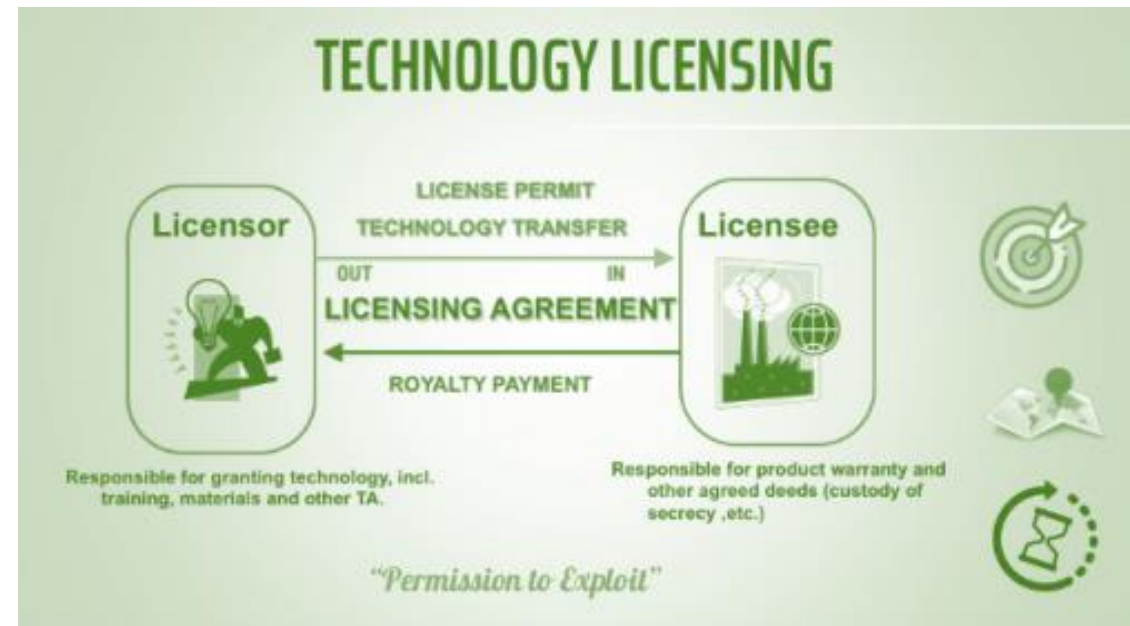


Digital Tech

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