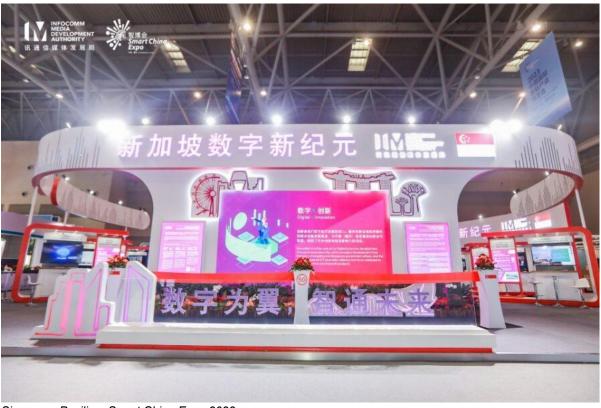1st October 2023

Business Mission & Singapore Pavilion at Smart China Expo 2023

Singapore Pavilion: Smart China Expo 2023
Photo credit: IMDA

Together with Infocomm Media Development Authority (IMDA), SGTech is proud to be a part of this year's Smart China Expo (SCE) in Chongqing, China. SCE is an annual flagship event in China where companies get the opportunity to showcase their innovative digital solutions on a global platform and connect with Information and Communications Technology (ICT) companies from China and other parts of the world. There were 15 Singapore company booths under the Singapore Pavilion at the SCE.

Mr Tan Kiat How, Senior Minister of State for Communications and Information and National Development, with Mr Yap Chih Nam from Y3 Technologies Pte Ltd at the Singapore Pavilion
Photo credit: IMDA

Mr Tan Kiat How, Senior Minister of State for Communications and Information and National Development, had graced the event and were accompanied by the Chinese officials at the SCE opening ceremony. They got to visit all the company booths in the Singapore pavilion. The Singapore delegates had the opportunity to make exchanges and share their business activities with them.

Meeting and networking discussions at the Singapore Pavilion
Photo credit: IMDA

Throughout the 3 days of exhibiting at SCE, the Singapore delegates had the chance to meet and connect with various local and international industry experts. There were open spaces and private meeting rooms available in the Singapore Pavilion for the companies to conduct their meetings and network with relevant parties. Business matchmaking sessions were incorporated into the programme itinerary to enhance support for the Singapore companies in sourcing and generating new business leads. Majority of the business matchings had taken place at the Singapore Pavilion at the SCE.

Mr Li Wei, Co-Opted Exco Member of SGTech Singapore Enterprise Chapter, announcing the plan to launch the China - Singapore Information and Communication Sector Market Access Guidebook
Photo credit: IDC Forum

One of the key events of SCE is the Singapore (Chongqing) International Dedicated Connectivity (IDC) Forum, where 15 MOUs were signed between Singapore and China companies. At the IDC Forum, Mr Li Wei, Co-Opted Exco Member of SGTech Singapore Enterprise Chapter, announced the upcoming December 2023 launch of the China - Singapore Information and Communication Sector Market Access Guidebook. He shared that this guidebook would provide useful insights into the Chinese market, identifying market trends, gaps, opportunities, and more. This could help to further strengthen commercial ties between China and Singapore, fostering new growth in potential markets.

Presentation by Mr Xu Jinsong from Innowave Tech Pte Ltd at the IDC Forum 2023
Photo credit: IDC Forum

One of the Singapore delegates, Mr Xu Jinsong, Managing Director at Innowave Tech Pte Ltd, had the opportunity to present about the benefits of using AI in manufacturing, as well as the integration of automation and digitalisation processes, during the IDC Forum.

Yubei District Networking Session and Presentation

The delegation programme included activities such as industry visits and conferences in Qijiang, Jiulongpo and other districts in Chongqing.

Opening speech by Ms Kaylene Wong, Co-opted Exco Member of SGTech Singapore Enterprise Chapter at SGTech networking dinner

Singapore delegates and Chinese representatives having a discussion over dinner

Group photo with the Singapore delegates and some of the Chinese industry leaders at SGTech networking dinner

On 5 Sep, SGTech hosted a networking dinner in Chongqing, Yubei District, and there were government officials who had attended from different Chongqing Administration Bureaus, trade association, research centres etc. The networking dinner was officiated by Ms Kaylene Wong, Co-opted Exco Member of SGTech Singapore Enterprise Chapter.

Group photo at Chengdu networking event and software park tour hosted by Singcham

To enhance the Singapore delegates' business experience and to further understand the local markets in China, the programme had an extended visit to Chengdu.

Organised by Singcham in conjunction with IMDA, the Singapore delegates had attended a 1-day conference which aimed at creating business opportunities between tech companies from Singapore and Chengdu. Furthermore, the Singapore companies had visited the Jinjiang Software Park where they had shared about the Chinese government support for setting up a business in Chengdu and its future potential development plans.

The post-event survey indicates that most of the Singapore companies have gained better understanding of the Western China market, found potential business leads and partnerships, and expressed interest to take part in similar business missions in the future. Overall, there were positive feedback, and the business mission programme was a successful one.

We would like to extend our appreciation to all our partners for their collaboration and Chinese counterparts for their warm hospitality. Below is the list of our participating Singapore companies - Assurich Industries Pte Ltd, Bamboo System Technology Pte Ltd, BIPO (Asia), DEPA International Centre, Innowave Tech Pte Ltd, John Ethans International Pte Ltd, Nxgen Communications Pte Ltd, Transfong Ventures and Y3 Technologies Pte Ltd and we would like to thank them for their active participation and cooperation throughout this business mission programme.

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