

## MEDIA FACTSHEET

# **Enterprise Singapore and the Singapore Chinese Chamber of Commerce & Industry launch GlobalConnect@SCCCI to accelerate market access to China**

*New initiative serves as go-to platform for Singapore companies seeking growth opportunities in  
the market*

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Singapore, Tuesday, 15 August 2023

1. Enterprise Singapore (EnterpriseSG) and the Singapore Chinese Chamber of Commerce & Industry (SCCCI) today announced the launch of **GlobalConnect@SCCCI** (迈向国际@新加坡中华总商会), as part of a concerted effort to deepen support for and accelerate Singapore companies' market access into China. This is part of EnterpriseSG's efforts to expand on its GlobalConnect initiative to help Singapore companies internationalise.
2. The GlobalConnect@SCCCI initiative builds on SCCCI's deep market expertise and strong networks in the China market, to help Singapore companies **deepen their internationalisation capabilities and accelerate their market access efforts**. Specifically, this is targeted to provide companies with the support they need to familiarise themselves with in-market business norms and culture, learn more about new opportunities, and connect with the right partners to establish their presence in China. The new efforts include:
  - a. **Launch of a dedicated website** to provide businesses with self-help resources and updated information on in-market investment and business trends.
  - b. **Support to cover additional regions of interest**. With the growth of the Greater Bay Area in South China, many Singapore companies are looking there for opportunities in areas including urban development, sustainability as

well as biomedicine. GlobalConnect@SCCCI will extend its support to these companies through its partner network in Guangzhou, expanding its existing reach beyond support provided by the existing Singapore Enterprise Centres in Shanghai and Chengdu<sup>1</sup>.

3. Under the initiative, SCCCI will also continue to offer its existing suite of services in China, with an expanded scope to help businesses keep pace with evolving business needs and market trends. This includes:
  - a. **“China Ready Programme” by the Singapore Chinese Chamber Institute of Business (SCCIOB)** to equip companies with the requisite skills to establish their business in China. Beyond tapping on courses to sharpen their business Chinese proficiency, learn local business etiquette and cultural norms, business owners will now also be able to enrol in courses to deepen their in-market knowledge and gain practical knowledge of doing business in China.
  - b. **Augmented Overseas Market Workshops** for companies to gain first-hand experience of doing business in-market. As businesses ramp up their activities in China, SCCCI will also step up on efforts to initiate more overseas workshops and spotlight specific market opportunities. Each workshop focuses on a new market or sectoral trend and features a curated programme of site visits and sharing sessions with industry stakeholders. Participating companies will not only gain new insights into market developments and business opportunities, but also expand their network and forge links with new partners in China.
4. "Since SCCCI opened its first office in Shanghai in 2010, our initiatives to facilitate Singapore companies to venture into China has significantly broadened. GlobalConnect@SCCCI will integrate our value proposition and offerings in a manner that companies can readily access them, ranging from market insights, advisory services, in-market assistance, capability development to be China-ready, business opportunities to market contacts," said **Mr. Kho Choon Keng, President, SCCCI**. "This comprehensive suite of services will empower and equip Singapore companies to enter the China market with confidence and achieve success."

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<sup>1</sup> SCCCI, with the support of EnterpriseSG, established two Singapore Enterprise Centres (SECs) in Shanghai (2010) and Chengdu (2019) to serve as first port-of-calls for Singapore companies entering China. The SECs also support Singapore companies' efforts to other parts of China, including in the Yangtze River Delta (YRD) and West China.

5. “China is a key market for Singapore companies looking to scale and accelerate their growth. With the loosening of border measures, we have seen a steady increase in business interests, particularly in the digital and green sectors,” said **Mr. Lee Chuan Teck, Chief Executive Officer, Enterprise Singapore**. “We are happy to partner SCCCI on the new GlobalConnect@SCCCI initiative to support Singapore’s enterprises in China.”
  
6. The GlobalConnect initiative was first introduced by Enterprise Singapore and the Singapore Business Federation (SBF) in November 2019 with the setup of GlobalConnect@SBF. To date, it has provided more than 8,000 advisories to Singapore companies exploring internationalisation opportunities and enabled 270 successful overseas ventures. To further support businesses venturing into Southeast Asia, SBF has established three Singapore Enterprise Centres (SECs) in Jakarta, Ho Chi Minh City and Bangkok. GlobalConnect@SBF continues to support companies’ expansion into overseas markets, through providing market advisory, networking opportunities, FTA education and advisory and more.
  
7. Companies looking to explore opportunities in China can reach out to SCCCI [here](#). More details on the GlobalConnect@SCCCI initiative will be made progressively available by the end of the year.

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**About GlobalConnect@SCCCI (迈向国际@新加坡中华总商会)**

GlobalConnect@SCCCI is an initiative by Enterprise Singapore and the Singapore Chinese Chamber of Commerce and Industry (SCCCI). With a focus on China, GlobalConnect@SCCCI supports companies' expansion into the market through market advisory and in-market assistance, networking opportunities, business matching, training programmes, and overseas workshops.

**About Enterprise Singapore**

Enterprise Singapore is the government agency championing enterprise development. We work with committed companies to build capabilities, innovate and internationalise.

We also support the growth of Singapore as a hub for global trading and startups, and build trust in Singapore's products and services through quality and standards.

Visit [www.enterprisesg.gov.sg](http://www.enterprisesg.gov.sg) for more information.

**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, a global business convention. It plays a key and pro-active role in representing the interests of the local business community.

The SCCCI has a membership network comprising 5,000 corporate members and has more than 160 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. These members together provide vast resources and opportunities which enable the SCCCI to develop an influential global Chinese business network for business, education, culture and community development. In return, they share a strong sense of pride and identity together and benefit immensely from the SCCCI's membership services, facilities and activities.

For more information, please visit [www.sccci.org.sg](http://www.sccci.org.sg)