

PRESS RELEASE

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British Chamber of Commerce Singapore signs Strategic Partnership Framework with Invest Northern Ireland to strengthen support for Northern Ireland businesses

SINGAPORE. The British Chamber of Commerce Singapore (BritCham Singapore) has signed a Strategic Partnership Framework with the Invest Northern Ireland (Invest NI) South East Asia Team, setting out a shared ambition to strengthen support for Northern Irish businesses in Singapore and the wider Southeast Asia region.

The framework was signed in Singapore by Executive Director David Kelly and Justinian Habner, Interim Head of Territory, Asia Pacific and Regional Director, South East Asia at Invest NI. To mark the partnership, Invest NI also met with BritCham Singapore UK Representative, Board Member and Past President Damian Adams in Belfast, highlighting the organisations' commitment to supporting business links between Northern Ireland and Singapore.

As Northern Ireland's economic development agency, Invest NI grows the Northern Ireland economy by helping new and existing businesses compete internationally and by attracting new investment into Northern Ireland. Its South East Asia Team operates from the British High Commission in Singapore.

Under the framework, the two organisations will collaborate across four sectors of shared interest: Food & Drink, Advanced Manufacturing & Engineering, Technology, and Life and Health Sciences.

The framework sets out various areas of collaboration including:

- Promotion and profile raising for Northern Ireland companies through BritCham Singapore platforms.
- Support for Northern Ireland trade missions and market entry into Singapore and the region.
- Participation of Invest NI and Northern Ireland businesses in key BritCham Singapore activities.

"This partnership gives Northern Ireland businesses a route into Singapore and the wider region through a Chamber that already has the relationships and the reach on the ground," said David Kelly, Executive Director of BritCham Singapore.

"Singapore is a strategic gateway for Northern Ireland companies looking to grow in Southeast Asia, Through this partnership with BritCham Singapore, we aim to provide Northern Ireland companies

with greater access to networks, market intelligence and business opportunities across Southeast Asia," said Justinian Habner, Interim Head of Territory, Asia Pacific and Regional Director, South East Asia at Invest NI.

Notes to editors

- British Chamber of Commerce Singapore (BritCham Singapore) is the leading voice for British business in Singapore, supporting a diversified member network and bilateral trade between the UK and Singapore.
- Invest Northern Ireland is Northern Ireland's economic development agency, helping Northern Ireland businesses compete internationally and attracting new investment into Northern Ireland.