

Invitation to join the Inaugural Singapore Apex Business Summit



ACCELERATING BUSINESS TRANSFORMATION IN AN ENDEMIC WORLD



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Dear Trade Associations and Chambers,

Greetings from the Singapore Business Federation (SBF)!

The Inaugural Singapore Apex Business Summit

SBF will be organising the inaugural **Singapore Apex Business Summit (SABS)** from 22 to 25 March 2022 at Marina Bay Sands, Singapore. We are glad to have 9 Singapore government agencies, over 30 trade associations and chambers (TACs), and several NGOs come onboard to be our **Supporting Organisations** as of today, including but not limited to Ministry of Finance (MOF), Ministry of Trade and Industry (MTI), Singapore Tourism Board (STB), Enterprise Singapore (ESG), Future Economy Council (FEC), Infrastructure Asia (IA), JTC Corporation (JTC), SkillsFuture Singapore (SSG), Workforce Singapore (WSG), Global Compact Network Singapore (GCNS), and many more.

Guests-of-Honour and Special Guests that will grace SABS events include:

- **Mdm Halimah Yacob**, President of Singapore
- **Mr Heng Swee Keat**, Deputy Prime Minister
- **Mr Lawrence Wong**, Minister for Finance
- **Mr Gan Kim Yong**, Minister for Trade & Industry
- **Mrs Josephine Teo**, Minister for Communications & Information and Second Minister for Home Affairs
- **Mr S Iswaran**, Minister for Transport & Minister-in-charge of Trade Relations

- **Ms Low Yen Ling**, Minister of State, Ministry of Culture, Community and Youth & Ministry of Trade and Industry

With the overarching theme of “**Accelerating Business Transformation in an Endemic World**”, the inaugural SABS will be anchored by SBF’s flagship event, **Singapore Regional Business Forum (SRBF®)**, and include other premier business and networking platforms like **ASEAN Conference, Future Economy Conference & Exhibition (FECE), TAC Symposium** and **FTA Day** over 4 days. A series of high-level engagement activities such as exhibitions, roundtable discussions, business matching sessions, and networking sessions will also take place within the SABS week.

The TAC Symposium

SBF recognises the importance of building a strong TAC community in Singapore, as well as helping to build TACs that are effective multipliers to drive industry transformation. Through the inaugural edition of the TAC Symposium, SBF aims to inspire TACs to scale up individual efforts by facilitating active conversations and encouraging collective actions and collaborations. Themed “**Re-imagining Collaborations for Industry Transformation**”, the Symposium will focus on collaborations in the areas of digitalisation, sustainability and human capital development for TACs.

Ministry of Culture, Community and Youth & Ministry of Trade and Industry, Ms Low Yen Ling, who is the Guest-of-Honour for the Symposium will participate in a fireside chat moderated by Ms Kwee Wei-Lin, President, Singapore Hotel Association. There will also be presentations by Ms Yean Cheong, Executive Director, SGTech and Ms Karina Kuok, Head of Professional Services, IHRP, as well as a panel discussion comprising Mr Jeffrey Siow, Managing Director & Chief Operating Officer, Enterprise Singapore, Mr Federico Donata, President, The European Chamber of Commerce, Singapore and other representatives.

More information can be found from the SABS website:
<https://singaporeapexbusinesssummit.com/>.

You are Invited!

We will be most privileged if you will be able to join us at the inaugural SABS! You can redeem your **Complimentary VIP Pass** by clicking either of the buttons below.

VIRTUAL PASS

PHYSICAL PASS

Should you encounter any difficulties while registering, feel free to contact us at
info@singaporeapexbusinesssummit.com.

If you would like to invite your business partners and associates to join you at the event, please do not hesitate to forward this invitation to them.

We look forward to welcoming you at the inaugural SABS!

Organised by:



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