



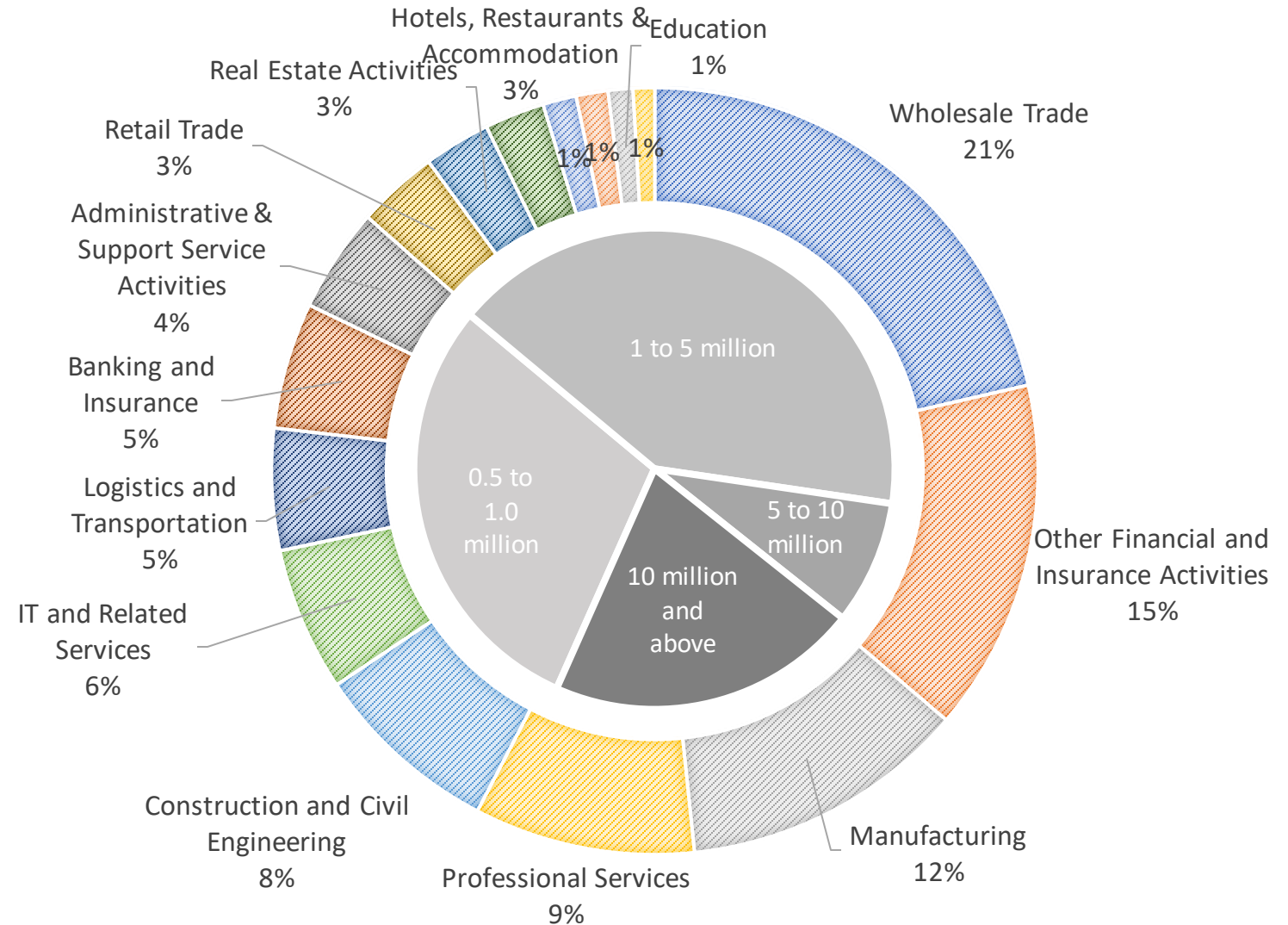
# GlobalConnect@SBF

partnering you in your business expansion abroad

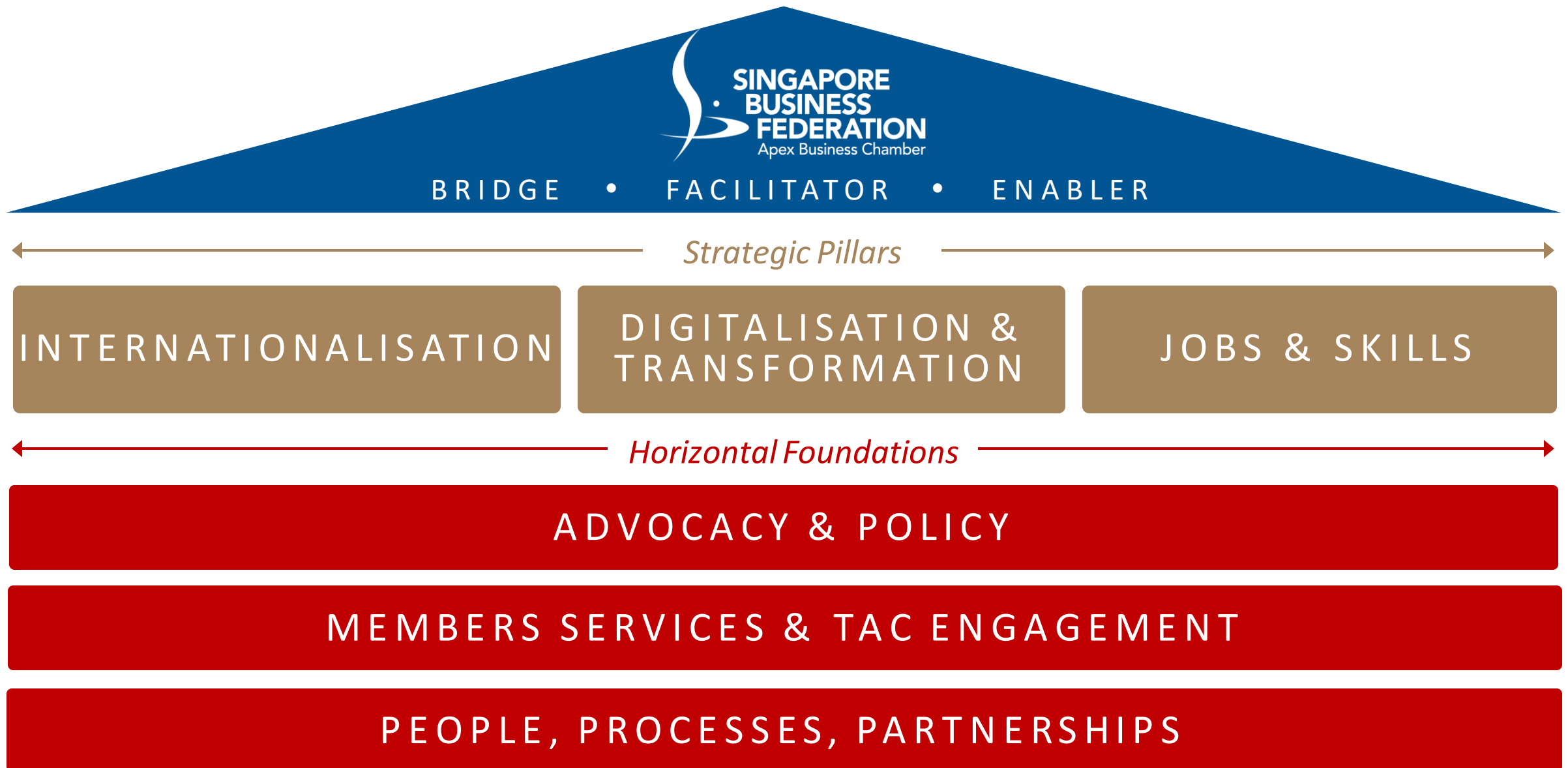
23 March 2022

# About SBF

- **Apex business chamber championing the interests of the Singapore business community** in the areas of trade, investment and industrial relations.
- Represents **27,200 companies** as well as **local and foreign chambers** and **key national industry associations**.
- Broad-based membership spans a range of sectors and company sizes.



# ONE SBF House



A faint, light-gray world map is visible in the background. Singapore is marked with a dot in Southeast Asia, and several thin, light-gray lines radiate from this point to other locations across the globe, including North America, Europe, Africa, and Australia, suggesting global connectivity.

# **GlobalConnect@SBF**

An initiative by SBF in partnership with Enterprise Singapore launched in November 2019 to help Singapore businesses expand and deepen their presence in overseas markets.

## We helps Singapore Companies to go global

### Learn

Learn how to expand overseas with in-person expertise and market resources.

### Land

We help you to connect and close deals in new markets.

### Localise

Develop your market presence through our networks

**Learn**  
about markets,  
FTAs, and new  
customers

## **Local Activities**

- *Webinars and seminars*
- *Insights of SBF market specialists*
- *Free Trade Agreements advisories*

## **Overseas visits**

*Experiential learning of target markets*

## **Trade shows**

*Showcase products and services abroad*

## **Conferences, Forums**

*Network and grow contacts abroad*

## Land

in markets abroad  
scale up ***digitally***  
and ***physically***

### SBF Overseas Offices

***Indonesia***  
***Vietnam***  
***Thailand***

- **Instant and ready**  
local operating base
- **On-the-ground facilitation** in pursuing  
leads and closing deals
- **Complimentary value-added services** for hot  
desks and use of business  
lounges
- **Preferential rates** for  
use of meeting rooms,  
concierge, and secretarial  
services

**Localise**  
operations  
sustainably for  
the long term

## **Grow via local networks**

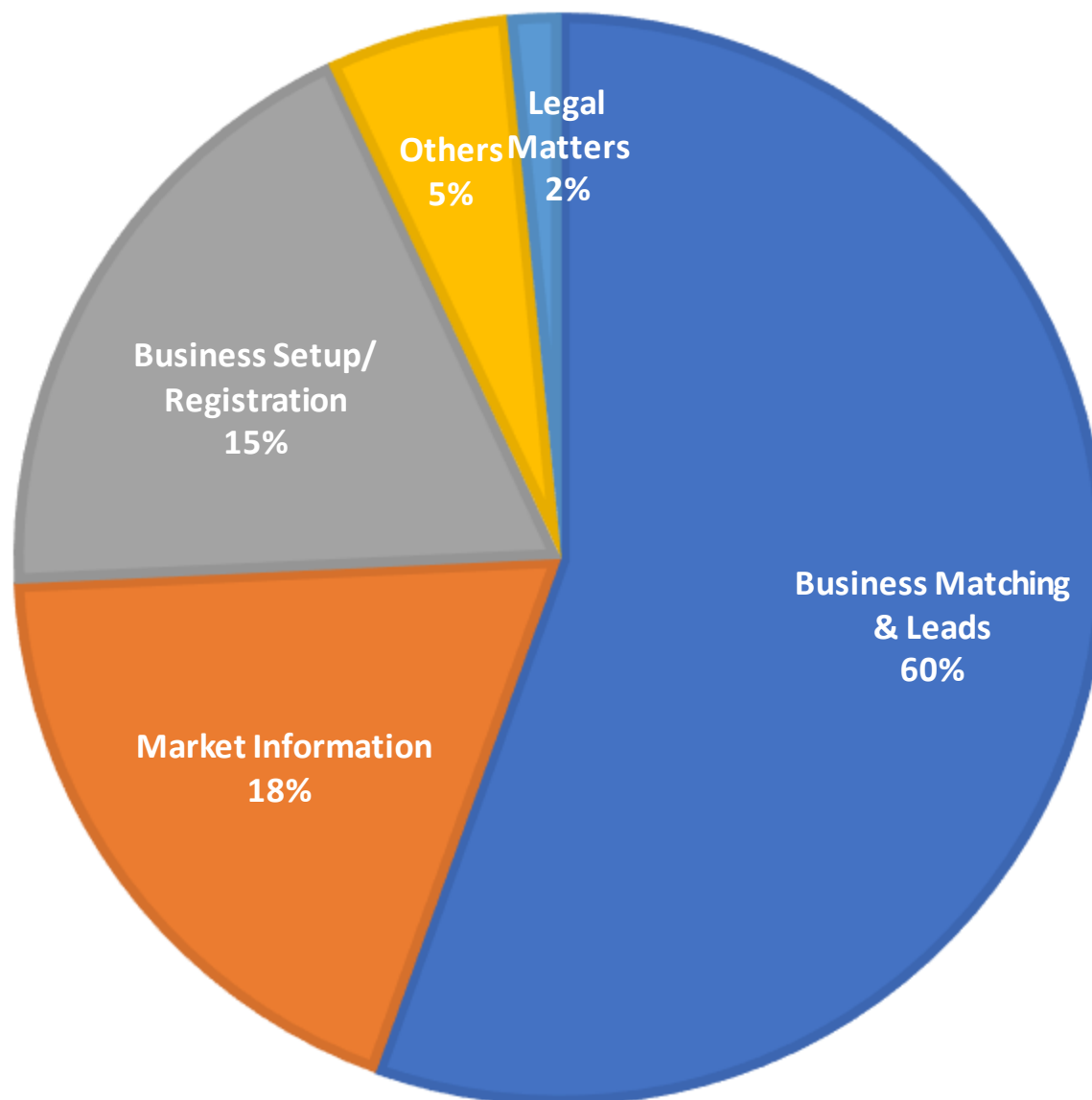
- Singapore communities abroad
- Foreign governments
- Key foreign businesses and chambers

## **In-market assistance**

- Business partnerships
- Accounting, tax & legal
- Government affairs
- HR
- Marketing
- Premises
- Suppliers



Demand for services as indicated through business engagements:



## ■ Business Matching & Leads

Top 5 Markets Vietnam  
Indonesia  
Thailand  
China  
Malaysia

## ■ Market Information

Top 5 Markets Indonesia  
Bangladesh  
Vietnam  
Cambodia  
Malaysia

## ■ Business Set-up/Registration

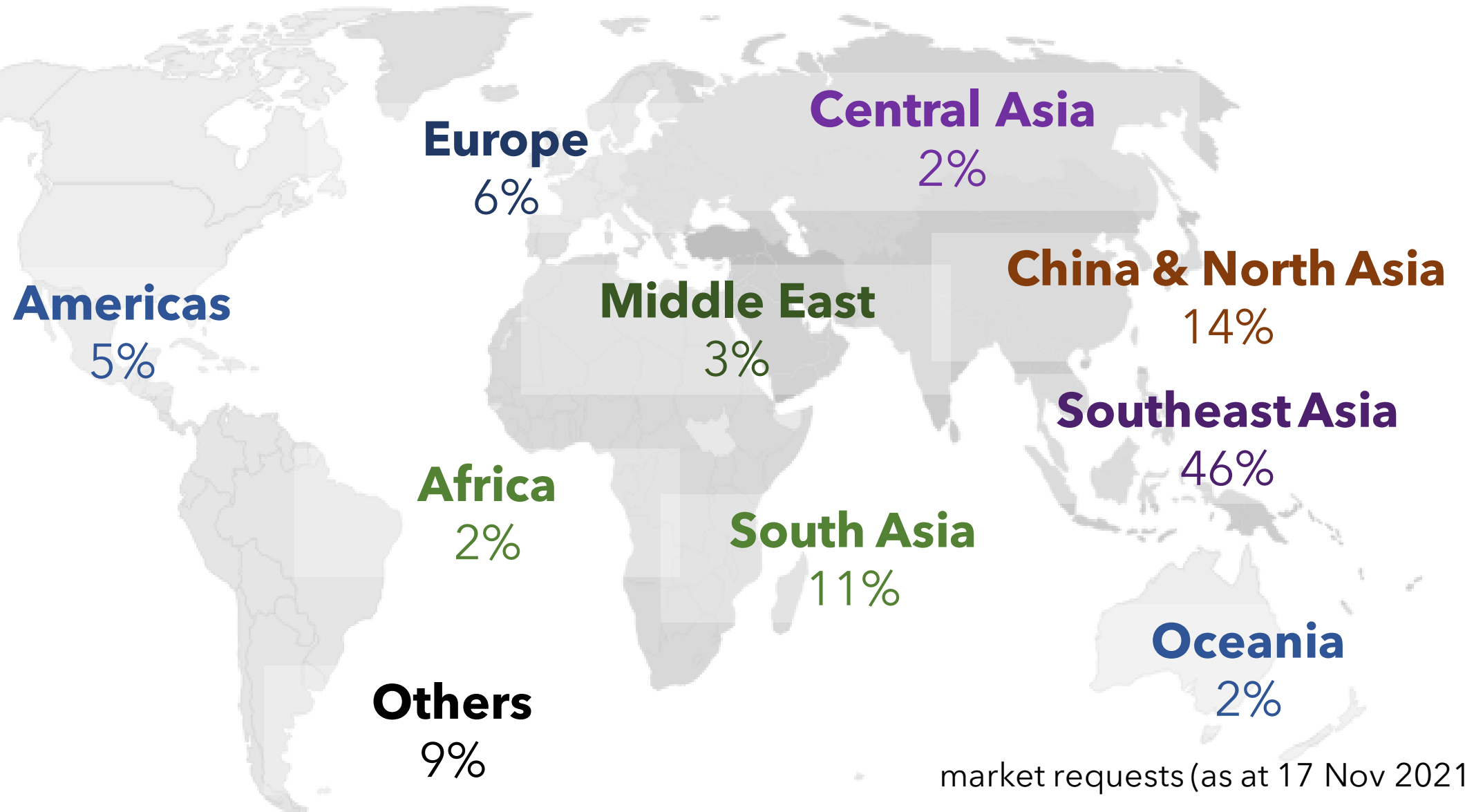
Top 5 Markets Vietnam  
Indonesia  
Malaysia  
Philippines  
Thailand

## ■ Others

Top 5 Markets Bangladesh  
Indonesia  
Malaysia  
Vietnam  
Thailand

## ■ Legal Matters

Top 5 Markets Indonesia  
China  
Japan  
Nigeria  
Laos



SBF is Singapore's sole educator on FTAs. Since April 2019, we assisted with more than 400 queries from businesses to help them gain a competitive edge with >20 FTA's.

## Free Trade Agreements



STRUCTURED  
TRAINING

1. FTA Workshops

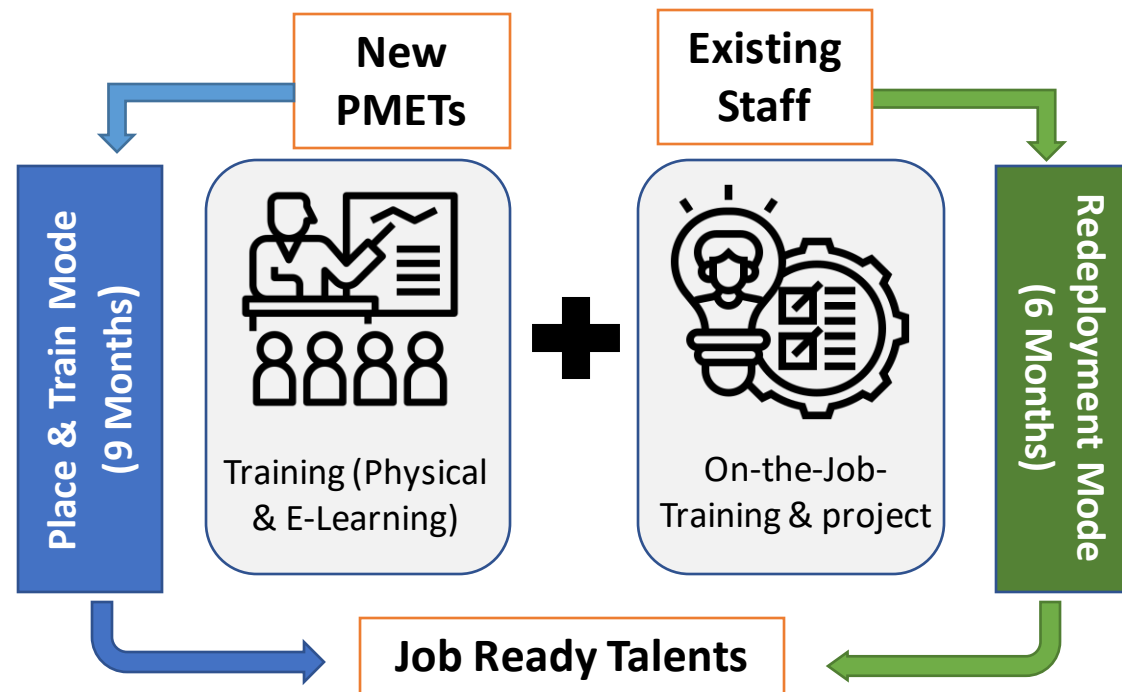
2. Seminars

3. Individualised  
FTA advisory

# Career Conversion Program – Internationalisation (CCP-I)

Salary support and funding to train staff to do international business

- Southeast Asia
- China and South Asia
- Middle East and Africa
- B2B e-commerce





**Alchemy, a Singapore Foodtech start-up specialising in food innovations to fight diabetes**



*"SBF has been an extremely helpful partner in our journey overseas with creating partner connections and facilitating discussions with background research, tailored to what Alchemy Foodtech needs."*

*"Because of SBF's efforts, we have found suitable and passionate distributors in neighbouring countries and are about to launch our products in those markets. Grateful to SBF's efforts!"*

*- Alan Phua , Chief Everything Officer & Co-Founder, Alchemy Foodtech Pte. Ltd.*



**iLoveReading.sg**  
cultivating minds

**iLoveReading.com**, a Singapore-  
based education publisher



*I got acquainted with SBF for a few years back through a networking session and recently we reconnected again to explore options for Indonesia Market.*

*Subsequently, we met their counterpart and quickly listed all products onto Indonesia's e-marketplace, BliBli.*

*We look forward to working closely with BliBli for more business and marketing plans to drive sales for Indonesia market.*

*Thanks to the Team at SBF for their dedicated support and hard work to make this possible.*

*- Nikson Low, Founder of iLoveReading.sg*





**Truvisor, a leading solution providers of connecting Business and IT for intelligent automation**



**Digitalisation & Automation**



**Security**



**Cloud-X**

*Truvisor's rapid expansion in Southeast Asia has been greatly aided by SBF officers through their relentless assistance and great advices.*

*SBF officers have been a great source of information and provided useful advice to issues encountered by Truvisor.*

*These services range from getting the appropriate parties to advice on individual countries permits applications, legal advice, and manpower regulations. With this information, it enabled Truvisor to move and execute swiftly in these countries.*

*- Dennis Tee, Director, Security, Truvisor*



**Websparks, an award winning  
web solutions agency**

## An **award** winning web solutions agency with a mission

We are out to revolutionise the World Wide Web with our distinctive blend of web alchemy.  
Established in 2008, our team lives by one motto: To exceed our clients' expectations in every project we undertake.

395

PROJECTS

165

CLIENTS

75

WEBSPARKERS

13

YEARS

*SBF has been very supportive of Websparks and we always enjoying the interactions with SBF officers.*

*SBF has linked us up with a law firm in Vietnam which greatly helps us in our incorporation of our Vietnam Entity.*

*The numerous activities organized by SBF helps us in understanding the economy landscape in Vietnam.*

*In 2022, we would be looking at Phillipines and Malaysia and we trust SBF would be able to assist us as well.*

*- Ng Chee Chiu , Founder, Websparks Pte Ltd*



## Whatsapp QR Code



[globalconnect@sbf.org.sg](mailto:globalconnect@sbf.org.sg)



6701 1133



<https://globalconnect.sbf.org.sg>





# Thank you

GLOBALCONNECT@SBF

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Embark on that journey now.

Or visit us at  
**GlobalConnect@SBF Hub**

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**THANK YOU**