

MEDIA RELEASE

Immediate Release

Singapore Business Federation Deepens Support for Businesses Eyeing Latin America with Second LATAM Conference

Thursday, 31 July 2025 [Singapore] - The Singapore Business Federation (SBF) today convened the second edition of the LATAM Conference, drawing more than 180 government officials, business leaders, and industry stakeholders from Singapore and Latin America.

2 Building on the success of its inaugural edition in 2024, this year's LATAM Conference – themed 'Destino LATAM: First Foray to Fortune' – highlighted regional opportunities, examined strategies to capitalise on new developments and free trade agreements, and explored how businesses can operate effectively in key Latin American economies. Organised by SBF, the event offered practical insights, expert guidance, and networking opportunities to support market entry and growth across key economies including Brazil and Mexico. Minister of State for Trade and Industry, and National Development Alvin Tan graced the event as Guest-of-Honour.

3 The conference also spotlighted Singapore's evolving partnership with Latin America. Minister Tan reaffirmed the government's commitment to enabling more business-led trade, innovation, and investment flows into the region, in line with Singapore's economic diversification strategy. Participants across sectors include wholesale and retail trade, information and communications, transport and logistics gained insights from subject matter experts and public sector representatives on evolving regulatory frameworks, regional integration trends, and opportunities across advanced manufacturing, green technology, and digital trade.

4 A key highlight of the opening segment was the expert panel on "Economic Diversification and Integration through LATAM". Panellists shared practical experiences on localising operations, building cross-border networks, and tapping into complementary strengths across Latin America's 33 economies. The session underscored the region's diversity and complexity, offering actionable insights on how businesses could navigate the unique operating environments.

5 Delegates also participated in a range of targeted, practical engagements designed to address Latin American market entry:

- In-depth breakout sessions on practical opportunities across advanced manufacturing, energy and automation technologies, and supply chain logistics.
- Emphasis on navigating the regulatory, legal, and localisation landscapes of key Latin American markets, with practical advice shared by in-market advisors and ecosystem partners.

6 SBF will continue to support Singapore companies pursuing opportunities in Latin America through its Latin America Business Group (LABG) and GlobalConnect@SBF initiative. SBF has facilitated more than 140 advisories to Singapore businesses across various sectors including trade, food manufacturing and business services that wish to venture into LATAM over the last three years.

MEDIA RELEASE

Immediate Release

7 Mr S S Teo, Chairman of SBF, said, “Latin America is a dynamic and promising market for companies that are prepared and committed to engage strategically. With the support of over 15 Trade Associations and Chambers, and 11 embassies, SBF organised this year’s LATAM Conference to create a platform for companies to better understand the market, build trusted partnerships, and navigate the complexities of operating in the region. As we continue deepening engagements with Latin America, business collaborations, especially across borders, become crucial for us to build resilience and drive growth globally.”

Annex A: List of corporate profiles

- End -

For media queries, please contact:

Edna Chia
Assistant Director, Marketing and Communications
Singapore Business Federation
E: edna.chia@sbf.org.sg

Melody Faye Jimbangan
Ruder Finn Asia on behalf of
Singapore Business Federation
E: melody.faye@ruderfinn.com

About Singapore Business Federation (新加坡工商联合总会)

Singapore Business Federation (SBF) is the apex business chamber with over 32,000 members across diverse industries. With a vision to advance Singapore towards a globally competitive and sustainable economy, SBF mobilises the business community to be future-ready and magnify transformation opportunities through policy advocacy, partnership platforms and capability programmes.

For more information, please visit: www.sbf.org.sg

About GlobalConnect@SBF

GlobalConnect@SBF is an initiative by SBF and Enterprise Singapore to help businesses expand globally. GlobalConnect@SBF supports companies’ expansion into new markets through market advisory and in-market assistance, networking opportunities, business matching and overseas workshops. GlobalConnect@SBF’s suite of services also include FTA education and advisory, market insights and research.

For more information, please visit globalconnect.sbf.org.sg

MEDIA RELEASE

Immediate Release

Annex A: Corporate profile

Singapore's PIL Expands Strategic Presence in Latin America

Pacific International Line (PIL), Singapore's largest home-grown container carrier in Southeast Asia, has established a strong presence along both the West and East Coasts of Latin America. Recent improvements to its West Coast South America Service have enhanced connections between Mexico, Guatemala, Colombia, and Chile with China. The introduction of new feeder lines to Nicaragua, Costa Rica, and El Salvador marks PIL's expansion into Central America, serving a growing customer base. Complementing its shipping services, PIL has strengthened its regional presence with offices in Mexico, Peru, Brazil, and a new hub in Chile, underscoring Latin America's increasing significance in global trade.

PIL's continued investment reflects its recognition of the region's expanding trade opportunities and its key role in diversifying supply chains. This growth also reinforces Singapore's position as a global maritime hub, boosting trade prospects and supply chain resilience for Singapore businesses.