



MEDIA ADVISORY

For Immediate Release

SBF and KADIN Deepen Partnership to Help SMEs Tap Regional Growth

[Wednesday, 2 September 2026] JAKARTA, INDONESIA

The Singapore Business Federation (SBF) further deepened bilateral business cooperation with Indonesia through renewed engagement with the Indonesian Chamber of Commerce and Industry (KADIN) over a high-level business dialogue spearheaded by SBF Chairman Mark Lee.

2. The engagement is built on the momentum of the two-year MoU signed at the Singapore-Indonesia Leaders' Retreat on 6 July 2026 and reflects both chambers' shared commitment to strengthening cross-border trade opportunities for Indonesian SMEs.

3. The meeting with KADIN, led by Deputy for Coordination of Economic Cooperation and Investment, Coordinating Ministry for Economic Affairs of the Republic of Indonesia Dr Edi Prio Pambudi, reviewed the practical outcomes of the partnership under the three pillars of the signed MoU:

- **Digital Enablement**, including the rollout of SBF's Trade AI Advisor (TAIA) Indonesia – the world's first Generative AI-powered trade platform;
- **Policy Engagement** – through business forums and roundtables;
- **Capability Building** – through business matching and workshops.

4. Beyond trade, both sides also explored opportunities to deepen cooperation and share regional approaches on sustainability and decarbonisation.

5. **Mr Mark Lee, Chairman, Singapore Business Federation** said, "Today's dialogue with KADIN has reaffirmed the depth and practical value of Singapore and Indonesia's bilateral business ties. The Trade AI Advisor (TAIA) Indonesia is a demonstration of our successful partnership and a strong proof point of what inter-ASEAN business collaboration can achieve. SBF is committed to translating high-level cooperation into real opportunities for all businesses, regardless of size – in cross-border trade, investment and capability-building. As Singapore prepares to chair ASEAN in 2027, partnerships like these will be central to how we help businesses seize regional growth."

6. **Mr Anindya Bakrie, Chairman, KADIN** said, "Our meeting today reaffirms the strength of the Indonesia–Singapore business partnership and our shared commitment to turning cooperation into practical opportunities, particularly for Indonesian MSMEs. Through the Indonesia Global Trading Initiative, powered by Trade AI Advisor (TAIA) Indonesia, we are helping businesses better understand trade requirements, identify market opportunities and move from information to actual market access and transactions. As we look towards ASEAN 2027, we also see strong opportunities to deepen cooperation on sustainability, decarbonisation and regional business connectivity. This is the kind of practical collaboration that can help businesses in both countries grow and contribute to a stronger ASEAN."

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Photos from the event are available at the following link [HERE](#).

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About Singapore Business Federation (SBF)

Singapore Business Federation (SBF) is the apex business chamber with over 34,000 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, visit www.sbf.org.sg