MEDIA RELEASE

SBF Leads 54 Singapore Companies to 9th CIIE to Unlock Singapore-China and Regional Opportunities

2 November 2026, 12pm (Monday) [Singapore]

The Singapore Business Federation (SBF) will lead a delegation of 54 Singapore companies to the 9th China International Import Expo (CIIE) in Shanghai from 5 to 10 November 2026, with a sharpened focus on positioning Singapore as a strategic bridge for Chinese businesses expanding into ASEAN – ahead of Singapore's 2027 ASEAN Chairmanship.

Marking its ninth consecutive year at the Expo, SBF's sustained participation reflects the enduring interest of Singapore businesses in the Chinese market.

Strong Singapore-China Ties Pave The Way for New Regional Growth Opportunities

Anchored by the All-Round High-Quality Future-Oriented Partnership established in 2023, Singapore and China share longstanding economic ties with bilateral trade in goods reaching SGD 162.85 billion (approximately CNY 895.9 billion) in 2025. China remains a significant market for Singapore businesses, underpinned by its vast consumer market, evolving demand and focus on high-quality development.

Since the inaugural CIIE in 2018, Singapore businesses have generated SGD533million in cumulative trade value through the Expo.

Beyond bilateral trade, Singapore's extensive business networks and deep familiarity with Southeast Asian markets make it a valuable partner for Chinese enterprises looking to expand their regional footprint. As Singapore prepares to assume ASEAN Chairmanship in 2027, the focus on regional connectivity presents fresh opportunities for Singapore and Chinese companies to deepen their presence across China and ASEAN.

Singapore Delegation to Showcase Diverse Market-Ready Solutions

Under the theme, "Unlocking Singapore-China Opportunities, Building a Shared Regional Future", the Singapore delegation will present a diverse range of products, services and business solutions across three exhibition areas: Food and Agricultural Products, Consumer Goods, and Trade in Services.

Spanning established household names and emerging businesses, participating companies will highlight Singapore's capabilities in food, health and wellness, consumer innovation, financial services and professional solutions. These include **Mirxes Pte Ltd**, returning for its third CIIE and expanding its exhibition space this year, and homegrown **See Hai Tat Medical Hall (Singapore) Pte Ltd**, which is looking to grow its consumer presence in China. New food entrants including **Prima Food Pte Ltd** and **Heritage Tanglin Puff Since 1952 Pte Ltd** are also using CIIE to explore opportunities in the China market.

The Trade in Services area will spotlight Singapore's expertise in facilitating international business, with companies presenting cross-border solutions designed to support Chinese businesses seeking to establish or grow their presence in Singapore and the wider ASEAN region.

SCTIF to Advance Singapore-China and Regional Business Collaboration

Alongside the exhibition, SBF will convene the Singapore-China Trade and Investment Forum (SCTIF) on 6 November 2026. The annual bilateral platform brings together business leaders, enterprises and trade representatives from both countries to exchange market insights and identify new areas for collaboration.

SCTIF has a strong track record of fostering business partnerships. In 2025, the Forum saw 16 MOUs valued at approximately SGD 17 million (CNY 92.8 million) signed across cross-border trade, healthcare innovation, education and sustainable consumer products.

This year's forum will feature a panel discussion with senior leaders from government agencies, banking, logistics and business services alongside an MOU presentation ceremony spotlighting new partnerships.

Mr Mark Lee, Chairman of the Singapore Business Federation, said: "China remains an important long-term growth market for Singapore businesses. As consumer needs and the business landscape evolve, sustainable growth will increasingly depend on understanding shifts in the local market and building the right partnerships. CIIE gives our businesses a valuable platform to engage directly with the market, strengthen existing relationships and explore new possibilities.

"Beyond bilateral ties, we see significant potential for Singapore and Chinese businesses to grow together across Southeast Asia. With Singapore's strong regional networks, we can play an important role in facilitating between China and ASEAN partnerships. Through CIIE and SCTIF, SBF remains committed to helping businesses translate opportunities into tangible commercial outcomes."

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About Singapore Business Federation

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, please visit: www.sbf.org.sg