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SBF's Centre for the Future of Trade and Investment Secures Six Partners and Launches World's First Generative AI Tool to Help Businesses Navigate Trade Regulations

Tuesday, 9 September 2025 [Singapore]

Close to 600 business leaders, policymakers, and trade experts convened today at the Orchard Hotel Singapore for a seminar on '*Navigating US Tariff: Adapt and Advance*', where the Singapore Business Federation (SBF)'s Centre for the Future of Trade and Investment (CFOTI) announced partnerships with six organisations – DBS Bank Ltd, DHL Express (Singapore), Pacific International Lines, PwC Singapore, Rajah & Tann Singapore LLP, and Temasek Foundation – to deepen regional trade and investment connectivity, build enterprise capabilities, and co-develop practical solutions for businesses navigating today's turbulent global trade environment.

2. CFOTI, established in 2024, aims to build a vibrant regional community of trade and investment practitioners, thought leaders, and officials to advance global trade that is inclusive, sustainable, and future-ready. CFOTI provides trade advisory, develops trade competencies and convenes forums that are business-led, practice-driven and integrated.

3. To augment the trade advisory services, CFOTI has launched Trade AI Advisor (TAIA), world's first generative AI tool dedicated to global trade advisory. TAIA simplifies complex trade rules, providing clear guidance on free trade agreements, tariffs, and compliance requirements for the business community. Powered by trusted sources and SBF's extensive FTA database, it delivers actionable answers that help businesses unlock opportunities, ensure compliance, and stay competitive.

4. The event was graced by Mr Gan Kim Yong, Deputy Prime Minister and Minister for Trade and Industry as the Guest-of-Honour, and Mr Jeffrey Siow, Acting Minister for Transport and Senior Minister of State for Finance as the Distinguished Guest. In his opening remarks, Deputy Prime Minister Gan emphasised Singapore's commitment to strengthening enterprise resilience amid global tariff shifts and highlighted ASEAN's role as a robust hub for production and trade. Both ministers later participated in a fireside chat, sharing insights on how businesses can adapt supply chains, seize regional opportunities, and maintain competitiveness in a volatile trade environment.

5. A highlight of the programme was the business panel discussion *Adapt and Advance*, which explored how companies can respond strategically to tariff challenges while positioning for long-term growth. The session was moderated by Mr Chen Ze Ling, Managing Director and Group Head of Corporate and SME Banking, DBS Bank, and featured panellists Mr Frank Debets, Asia Pacific Customs and Trade Leader, PwC Singapore; Mr Gary Kwang, Managing Director, Infracomms Pte Ltd; Ms Kala Anandarajah, Head of Competition & Antitrust and Trade, Rajah & Tann Singapore LLP; and Mr Raymond Yee, Vice President for Customs and Regulatory Affairs, DHL Express (Asia Pacific).



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6. The event and discussions reaffirmed the importance of collaboration between government, and industry, to help Singapore businesses navigate complex trade environments and seize regional opportunities. Attendees walked away with actionable strategies to strengthen supply chains, leverage financing and government support, and build capabilities that enhance long-term resilience and competitiveness in ASEAN and beyond.

7. "With CFOTI, we are creating an ecosystem where businesses, policymakers, and thought leaders can experiment, exchange ideas, and co-develop solutions. This initiative will help companies move beyond reactive risk management toward building capabilities that position them for long-term success in the dynamic global trade landscape," said Mr S. S. Teo, Chairman of SBF.

8. "The strength of CFOTI lies in the collective leadership of our Partners. Their diverse strengths enable us to co-develop real-world solutions, from simplifying trade compliance to building enterprise capabilities. This spirit of partnership ensures CFOTI is not just responding to near-term changes but actively shaping the future of trade and investment in our region," said Mr Gan Seow Kee, Chairman of CFOTI.

Annex: Quotes from Partners

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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



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platforms and capability programmes.

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