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SBF Leads Top Singapore Firms in Showcasing Digital Innovation and Trade Opportunities at the 22nd China-ASEAN Expo

Wednesday, 17 September 2025 [Singapore]

The Singapore Business Federation (SBF) leads a strong delegation of Singapore enterprises at the 22nd China-ASEAN Expo (CAEXPO), taking place in Nanning, Guangxi, China. Themed “Digital Intelligence and Innovation Empower Development — Leveraging China-ASEAN FTA 3.0 to Build an Even Closer China-ASEAN Community with a Shared Future,” this year’s Expo highlights the pivotal role of technology and innovation in driving regional growth and strengthening economic collaboration.

2. Senior Minister of State for Trade and Industry Low Yen Ling graces the opening ceremony and tours the Singapore Pavilions, which include the Singapore National Pavilion and the Singapore Commodity Trade Pavilion where 25 Singapore exhibitors, including 10 first-time participants, presented a diverse range of products and services from food and healthcare solutions to education and technology. The National Pavilion features four exhibiting companies, four government-to-government and state-level projects, as well as 13 Trade Associations and Chambers (TACs). Key Singapore players present at the pavilion include DBS Bank, Grab, Pacific International Lines, and the Port of Singapore Authority (PSA), alongside other industry associations and initiatives.

3. Singapore’s participation highlights the nation’s commitment to strengthening trade, investment, and innovation linkages under the upgraded China-ASEAN Free Trade Area (FTA) 3.0 framework. The delegation, comprising companies across diverse sectors including digital solutions, sustainability, wellness, and financial services, demonstrates Singapore’s capabilities as a trusted partner in driving sustainable and tech-enabled growth.

4. “With FTA 3.0 opening new doors for cooperation, Singapore businesses are well positioned to play a leading role in digital transformation, green growth, and innovation-led partnerships with our ASEAN and Chinese counterparts. We encourage businesses to leverage these opportunities to expand regionally, adopt sustainable practices, and build strategic collaborations that strengthen their competitiveness on the global stage,” said Mr S. S. Teo, Chairman of SBF.

5. This year’s Expo also marks the 35th anniversary of diplomatic relations between Singapore and China, a milestone that underscores the enduring partnership between the two nations. The celebration takes place at the Singapore Day Seminar and Singapore-China Friendship Night on 17 September, where both nations reaffirm their commitment to deepening bilateral ties and fostering closer collaboration through a symbolic gift exchange.

6. Beyond the exhibitions, Singapore business leaders will actively participate in a series of high-level forums on the sidelines of CAEXPO. Mr S. S. Teo, Chairman of SBF will join counterparts from across ASEAN and China at key sideline events, including the China-ASEAN Business Leaders Forum, the Annual Meeting of the China-ASEAN Business Council, the Joint Meeting of China-ASEAN Leaders of Chambers of Commerce and Industry, and the ASEAN



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Plus Three Industrial and Supply Chain Partnering Conference. These platforms offer Singapore leaders the opportunity to exchange insights on the China-Singapore Free Trade Agreement (CSFTA), the Regional Comprehensive Economic Partnership (RCEP), technology adoption, and supply chain resilience, while shaping the future of regional trade and innovation.

7. "We are excited to participate in the China-ASEAN Expo for the very first time. As one of Singapore's oldest not-for-profit professional institutes for lifelong learning, MDIS has always been committed to nurturing future-ready talent through our internationally accredited programmes and strong industry linkages," said Sharon Wang, Assistant Director, Management Development Institute of Singapore. "CAEXPO provides us with a valuable platform to showcase our capabilities in education and training, connect with partners across China and ASEAN, and explore opportunities to support workforce development in the region. We look forward to building meaningful collaborations that will empower individuals and organisations to thrive in a rapidly evolving global economy."

8. "The CAEXPO is an incredible platform for us to connect with partners from China and across ASEAN, exchange ideas, and open up new pathways for meaningful cooperation. This is our second time joining the event — and as the saying goes, the second time's the charm! We're thrilled to be here once again, sharing our innovations with the world, strengthening friendships, and creating new opportunities for collaboration and growth. For us, CAEXPO is more than just an exhibition — it's a celebration of partnerships, possibilities, and progress," said Esther Ho, Director, Sixth Harmony Global Pte Ltd.

Annex: List of exhibitors at the Singapore Pavilion during the 22nd CAEXPO

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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 platforms and capability programmes.

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