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Joint Media Release

SBF and EuroCham agree to deepen collaboration in sustainability, digitalisation, internationalisation and corporate social responsibility

Thursday, 3 December 2020 [Singapore] – The Singapore Business Federation (SBF) and the European Chamber of Commerce, Singapore (EuroCham) have committed to deepening collaboration in the areas of sustainability, digitalisation, internationalisation and corporate social responsibility (CSR) to better benefit their members and stakeholders. These are key areas of cooperation between the European Union and Singapore and underpin our bilateral trade and investment relations.

Chief Executive Officer of SBF Mr Ho Meng Kit and President of EuroCham Mr Donato Federico signed a Memorandum of Understanding (MOU) at the EU-Singapore Free Trade Agreement (EUSFTA) first anniversary event today. SBF and EuroCham are supporting organisations for the event.

The partnership under the MOU covers cross-marketing and co-organisation of initiatives related to sustainability, including commitments in the area of sustainable employment, driving digital adoption and building digital capabilities among businesses. It includes cooperation in internationalisation and EUSFTA outreach activities, as well as CSR through the industry-led SBF Foundation Compassion Fund, for the business community to pool resources and collectively support employees in need.

EuroCham President Mr Federico Donato said, “Together, EuroCham and SBF will strengthen the nexus between European and Singaporean businesses, reinforcing national commitments to improve trade and investment relations between our countries.”

SBF CEO Mr Ho Meng Kit said, “This MOU is reflective of the strong synergies between Singapore and European businesses and the trusted relationship between Singapore and the EU. SBF and the EuroCham share common goals in supporting our members and communities in the areas of sustainability, digitalisation, internationalisation, and corporate social responsibility. Like the EUSFTA, the MOU will be a ‘win’ for the business community and pave the way for deeper and more multifaceted collaboration among our businesses.”

“We look forward to continuing our work with EuroCham to cascade the benefits of the agreement to Singapore businesses, particularly our small and medium enterprises (SMEs), by linking them up with European partners. To facilitate this, we are working with EuroCham to bring European SMEs on board our GlobalConnect B2B platform so that Singapore businesses can connect with buyers and suppliers in Europe.”

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

As the apex business chamber, the Singapore Business Federation (SBF) champions the interests of the business community in Singapore in trade, investment and industrial relations. Nationally, SBF acts as the bridge between businesses and government in Singapore to create a conducive business environment. Internationally, SBF represents the business community in bilateral, regional and multilateral fora for the purpose of trade expansion and business networking. For more information, please visit our website: www.sbf.org.sg

About EuroCham

EuroCham is an independent non-profit organisation governed by members, representing the common interest of the European business community in promoting bilateral trade, services and investments between Europe and Singapore and the region.

EuroCham represents the voice of the European business community in Singapore. We provide our members with a forum for advocacy, networking and information sharing within the European and Singaporean business communities and governmental circles. For more information, please visit our website: www.eurocham.org.sg