

INVITING YOU TO **AABE 2017 : PRE-TRIP TRAINING COURSES FOR SINGAPORE PAVILION EXHIBITORS**

Singapore Manufacturing Federation (SMF) is pleased to inform you that we are organizing a series of Pre-Trip Training courses for the Singapore Pavilion Exhibitors at the upcoming **Africa-ASEAN Business Expo 2017**.

These training courses will include an overview of the vast African Market and other investment and business related opportunities for Singapore businesses that are keen to consider a move to Africa as well as touching on topics pertaining to :-

1. Pitching & selling techniques at Trade Shows
2. Personal Health & Safety in South Africa, Business Cultures of South Africa and Africa in general
3. Changing Global Perception of Africa

About the African Market

For more than 20 years, trade between Africa and ASEAN has seen significant increases with ASEAN-Africa trade growing at 15% since 1989. Trade between the two regions was worth S\$42.5 billion in 2012 compared to S\$2.8 billion in 1990. This is a trend expected to dramatically increase in the next 5 years. Singaporean companies have become ASEAN's largest investor in Africa (US\$16 billion in 2012) and currently more than 300 companies from ASEAN operate in Africa.

We therefore strongly urge you to take this opportunity to attend these **Pre-Trip Training courses** to equip yourselves on leveraging opportunities in Africa for your business expansion in this emerging and growing market.

These Pre-Training courses will be free of charge for the following participants: -

The Singapore Pavilion Exhibitors @ AABE 2017, AABE Steering Committee Members, SMF Council Members and Government Officials. Participants not under the aforementioned categories will be charged **\$15.00 / person**

Please indicate which training course you are interested to attend:

Course Day 01 – Participation Fees @ SGD \$15.00 / person (Fees include 7% GST)

[] PITCHING & SELLING TECHNIQUES AT TRADE SHOWS

Conducted by: **Mr. Maarten van den Bos**, Managing Director of Bright Forever Consultants Pte Ltd

Date: Thursday, 19th October 2017

Time: 3.30pm - 5.00pm, Registration starts @ 3pm

Venue: 2985 Jalan Bukit Merah Singapore 159457, Rooms 1.1 & 1.2

Course Day 02 – Participation Fees @ SGD \$15.00 / person (Fees include 7% GST)

[] PERSONAL HEALTH & SAFETY IN SOUTH AFRICA , BUSINESS CULTURE OF SOUTH AFRICA & AFRICA IN GENERAL

Conducted by: **Mr Sean Pike**, Chargé d'Affaires of the South African High Commission in Singapore or **Ms Nthabiseng Ramatshela**, First Political Secretary, South African High Commission in Singapore

Date: Friday, 20th October 2017

Time: 3.00pm - 3.40pm, Registration starts @ 2.30pm

Venue: 2985 Jalan Bukit Merah Singapore 159457, SMF Auditorium - Concourse III

[] CHANGING GLOBAL PERCEPTION OF AFRICA

Conducted by: **Mr. Abhineet Kaul**, Director-Consulting at Frost & Sullivan's Public Sector practice

Date: Friday, 20th October 2017

Time: 4.30pm – 5.15pm, Registration starts, Registration starts @ 4.00pm

Venue: 2985 Jalan Bukit Merah Singapore 159457, SMF Auditorium - Concourse III

REGISTRATION

Company Name:	
Address:	
Product & Services:	
Name/Designation:	Email : Office no. / Mobile no. :
Please indicate your organization category : <input type="checkbox"/> Singapore Pavilion Exhibitors @ AABE 2017 <input type="checkbox"/> Others <input type="checkbox"/> AABE Steering Committee Members <input type="checkbox"/> SMF Council Members <input type="checkbox"/> SG Government Officials	

Company Name:	
Address:	
Product & Services:	
Name/Designation:	Email : Office no. / Mobile no. :
Please indicate your organization category : <input type="checkbox"/> Singapore Pavilion Exhibitors @ AABE 2017 <input type="checkbox"/> Others <input type="checkbox"/> AABE Steering Committee Members <input type="checkbox"/> SMF Council Members <input type="checkbox"/> SG Government Officials	

Kindly note that upon registration, an email confirmation will be sent to you and arrangements will be made for your attendance. Should the unlikely event that you are unable to attend due to unforeseen circumstances, kindly assist us with sending a replacement.

**2985 Jalan Bukit Merah
Singapore 159457**
Please call telephone +65-68263000 for directions to location.

Around The Vicinity

- Tiong Bahru Plaza
- Tiong Bahru MRT
- ATM
- Food & Beverage
- Medical Clinic
- Petrol Kiosk (Esso)

Suggested Alternative Car Park

- Car Park 1**
Maple Tree Industrial Estate Car Park – Can be accessed via Lower Delta Road, turn left after Cendex Centre.
- Car Park 2**
Bukit Merah View, HDB Blk 121 Car Park – Directly opposite SMF House, beside HDB Blk 121.

Suggested Route By Public Transport:

- Alight at Tiong Bahru MRT
- Board Bus 5
- Alight at Bus Stop 2

Bus Services Available

- 5, 14, 131, 147, 167, 175, 196, 197, 275, 855, 961, 961C

Shuttle Bus Service

- Shuttle bus service from Tiong Bahru MRT station is available. Please visit our website for the detailed bus schedule and pick-up location.

ADMINISTRATIVE DETAILS

- Please fax/email registration form to SMF by 18th October 2017. Registration is on first-come-first serve basis.
- Programme is tentative and is subject to change at the sole discretion of SMF.
- Confirmation of your registration will be emailed to your company upon receipt of registration form. We regret that no refund will be made for cancellation or non-attendance. Non-attendees will also be charged for the full amount.
- Please mail the cheque to Singapore Manufacturing Federation, 2985 Jalan Bukit Merah Singapore 159457. Cheque should be made payable to “Singapore Manufacturing Federation”. Indicate company, participant’s name and event name at the back of the cheque.

For registration or enquiries, please contact:

Mr Gabriel Tan @ SMF @ DID: 6826 3085 / Fax: 6826 3068 / Email: gabriel.tan@smfederation.org.sg