

SMF Leads Inaugural Africa-ASEAN Business Expo and Joint Business Mission to South Africa

Singapore, 3 November 2017 – The Singapore Manufacturing Federation (SMF) will be leading a group of 27 Singapore companies from an array of industries to take part in the Africa-ASEAN Business Expo (AABE) trade exhibition. These companies will form the Singapore Pavilion at the exhibition, which will take place from 6 – 8 November 2017 in Johannesburg, South Africa.

The AABE trade exhibition is an initiative by SMF and the Conference & Exhibition Management Services Pte Ltd, with IE Singapore supporting SMF in this venture through the Local Enterprise and Association Development (LEAD) Programme. The LEAD Programme supports trade associations and chambers such as SMF in facilitating the internationalisation of enterprises through projects that allow Small and Medium-sized Enterprises (SMEs) to capture new opportunities for growth in overseas markets.

Singapore and Africa linkages continue to strengthen

Singapore's trade and investment linkages with Africa has been on the rise. Since 2005, total trade between Singapore and Africa grew at a compounded annual rate of 5.2%. As of 2014, Singapore was the 7th largest foreign investor in Africa, with a stock of direct investments that total S\$ 22.5 billion. Today, there are more than 60 Singapore companies operating across 50 countries in Africa, with total investments of about S\$23 billion.



AABE 2017 – A platform for partnership

AABE 2017 will feature manufacturers from ASEAN and Africa, from several interest sectors such as environment, water, housing & building construction, infrastructure, healthcare, transportation, food & beverage, IT & telecommunication, franchises, education and other industries. Country pavilions include Vietnam, Thailand, Ghana, Rwanda, Zimbabwe. There are also onsite business matching services as well as a hosted buyers programme, specially tailored to bring in quality buyers from the African Union and ASEAN to the event for the benefit of Singapore companies.

The AABE initiative comes at the back of the recent push to sustain positive growth of the manufacturing sector in the past year. Singapore manufacturing companies can look further afield at the emerging market of Africa for business opportunities.

“Africa, with its huge population and emerging middle class, is a viable platform for Singapore companies to consider for their business expansion. It is an up and coming continent with varied business opportunities which we must be quick to discover. As the cost of doing business in Singapore remains high, Singapore businesses must look further to sustain their business growth,” said Mr. Douglas Foo, SMF President.

“AABE 2017 is an efficient platform that will allow more Singapore companies to showcase their products, services and capabilities to the fast-growing African market. Over the years, increasing numbers of SMEs have been venturing into Africa particularly in the consumer, technology and infrastructure sectors. We also believe that AABE will facilitate more cross-border partnerships” said Mr. G. Jayakrishnan, Group Director of Middle East & Africa Group at International Enterprise Singapore.

Singapore – Malaysia Joint Business Mission



In addition, SMF will also be leading a joint business mission to South Africa with the Federation of Malaysian Manufacturers, concurrent with AABE. From 4 – 13 November 2017, a 15-member delegation from Singapore and Malaysia businesses will visit various government agencies and chambers of commerce in Cape Town and Johannesburg, South Africa.

With the aim of exploring business opportunities in the African continent, business networking sessions and site visits to African countries will be made by the delegation. Participants will also be brought to AABE to ride on the opportunity of business networks across the African region.

The following edition of AABE will be held in Singapore, in August 2018, in conjunction with the 5th edition of IE Singapore's Africa Singapore Business Forum.

For Media Enquiries, please contact:

Debra Toh (Ms)
Executive, Corporate Communications
Singapore Manufacturing Federation (SMF)
Mobile: (65) 9856-3453
DID: (65) 6826-3034
Fax: (65) 6826-3068
Email: debra.toh@smfederation.org.sg



About Singapore Manufacturing Federation

Established since 1932, SMF represents the interest of the Singapore manufacturing community, driving its competitiveness and sustainable growth through serving industry-specific needs. Supported by 10 industry groups and its Centres of Excellence, SMF enhances the competitiveness of the industry by encouraging capacity development and capability building, innovation and productivity.

SMF provides opportunities for companies to collaborate, network; and to grow and expand both locally and internationally. Current membership stands at about 3,000 corporate members ranging from SMEs to MNCs.

For more information, visit www.smfederation.org.sg.