21st Annual SME Conference

22nd Infocomm Commerce Conference

SME Expo 2019

21 – 22 AUGUST 2019

EXHIBIITION HALLS 404 – 406 SUNTEC SINGAPORE

第二十一届中小型企业大会 21st ANNUAL SME CONFERENCE

22nd 第二十二届资信商业大会 INFOCOMM COMMERCE CONFERENCE

SMEXPO 2019 中小企业博览会

SMEICC

Amalgamating three prolific business events under one roof, the SMEICC is the must-attend event for SME business owners and management executives in Singapore and Asia. A curation of expert knowledge, industry updates and sharp insights from a diverse group of influential thought-leaders and industry champions, the 2-day event updates, inspires and challenges businesses to level up and tackle the challenges of the ever-changing business environment.

"Attending the official opening of the 20th SME Conference, 21st Infocom Commerce Conference & SME Expo this week, I was very impressed by the huge turnout! So many like-minded business owners gathered to learn how to improve their businesses, to find ways to collaborate as well as to keep up with changes around us."

- Guest-of-Honour / Keynote Speaker, Mr Heng Sweet Keat
Minister for Finance

HIGHLIGHTS

New Faces of SMEs: Disruptor. Challenger. Leader

The 2018 theme explores the myriad of new industries and emerging opportunities that have surfaced from the disruptive economy and digitalised business landscapes. The 2-day conference brought together an impressive line-up of 103 speakers over 16 panels and 12 booster labs to discuss competitive strategies and organisation practices. Topics range from global business trends as business model transformation, family business innovation, multigenerational workforce, company culture, change management, to small business technology trends such as blockchain, artificial intelligence, internet-of-things, cybersecurity and cloud computing.

30 Minutes of candid dialogue with Minister Heng Swee Keat, Moderator Prof David Lee bringing SMEs issues onto the table for debate.

200+ hard questions posed to expert speakers sharing practical tips and real insights

26+ stories of the new SMEs of tomorrow on their blood, sweat and tears journey to triumph

Why Attend

Get Real Solutions to Hard Questions to Keep Business Going and Growing

- How can you reinvent yourself to continue to be relevant in the new age?
- How will your competitors – old and new – make you obsolete?
- Are these success factors still relevant or have they been eroded over time?
- What has made your business successful so far?

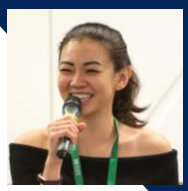
Network with
6,000+
C-Suite and Decision Makers

Learn from
85+
Industrial Experts and Leaders

Discover
200+
Enterprise Solutions

PAST SPEAKERS

PETER LIM
Founder and Chairman,
Soo Kee Group Ltd



VIOLA TAN
Co-Founder,
LoveBonito

CHARLES WONG
CEO, Charles & Keith

ANG KIAM MENG
Group CEO and
Executive Director,
Jumbo Group Limited

KEN KOH
CEO,
Yang Kee Logistics Group

MINISTER HENG SWEE KEAT
Minister for Finance

MINISTER THARMAN SHANMUGARATNAM
Deputy Prime Minister and
Coordinating Minister for
Economic and Social Policies

CINDY GOH
CEO,
Meiban Global Pte Ltd

RON SIM
CEO, OSIM

YVON BOCK
Founder & Managing
Director,
Hegen Pte Ltd

ARRIF ZIAUDEEN
CEO, Chope

PAULINE NG
Founder and
Managing Director,
Porcelain

ERIC LIEW
Executive Director,
Wong Fong Industries
Pte Ltd

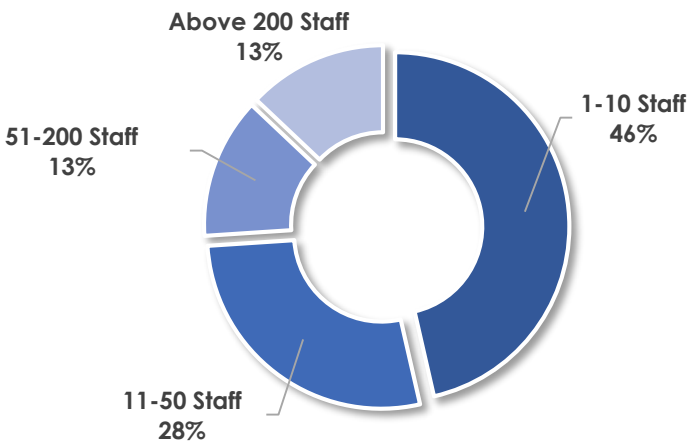
CONFERENCE DELEGATES' PROFILE

>6,000 SMEs
Attended
2018 Event

DELEGATES' PURPOSE OF PARTICIPATION

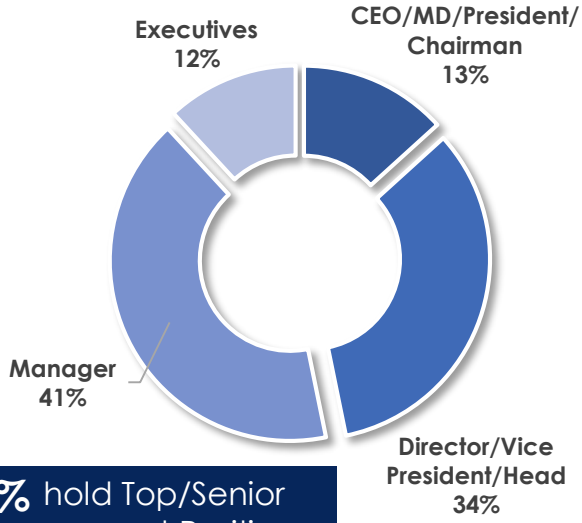
30%	Gather market information / technology updates / SME services
26%	Learn from speakers on ways to conduct a successful business or adopt technology for business growth or productivity
17%	Business networking opportunities
16%	Obtain more information on Government assistance schemes and programmes
11%	Source the best / alternative ICT solutions / SME services

COMPANY EMPLOYMENT SIZE



87% are from SMEs

DELEGATES' DESIGNATION

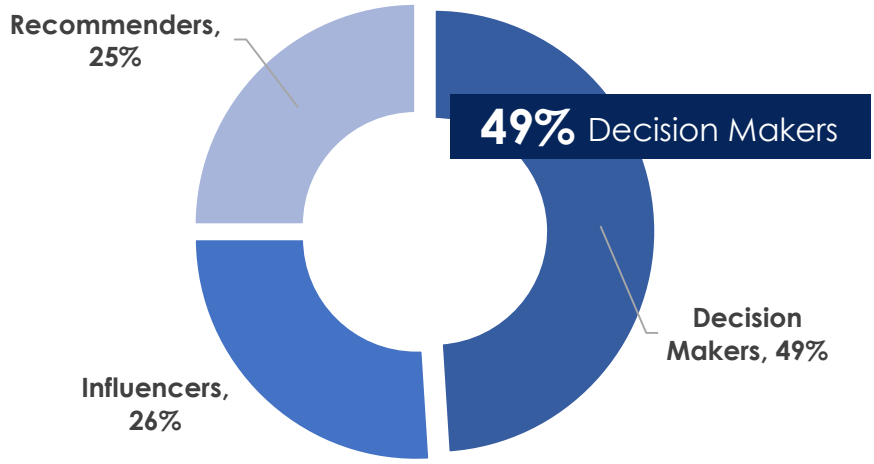


47% hold Top/Senior Management Positions

"It's a very insightful event with very forward-thinking topics and interesting selection of speakers. There was a topic on going global which was very interesting as that's how we're planning to expand so it was good to hear from the speakers sharing their experience."

- JOHN CHENG
Director of Business Development, Cheng Yew Heng Candy Factory Pte Ltd

ROLE OF DELEGATE FOR PROCUREMENT



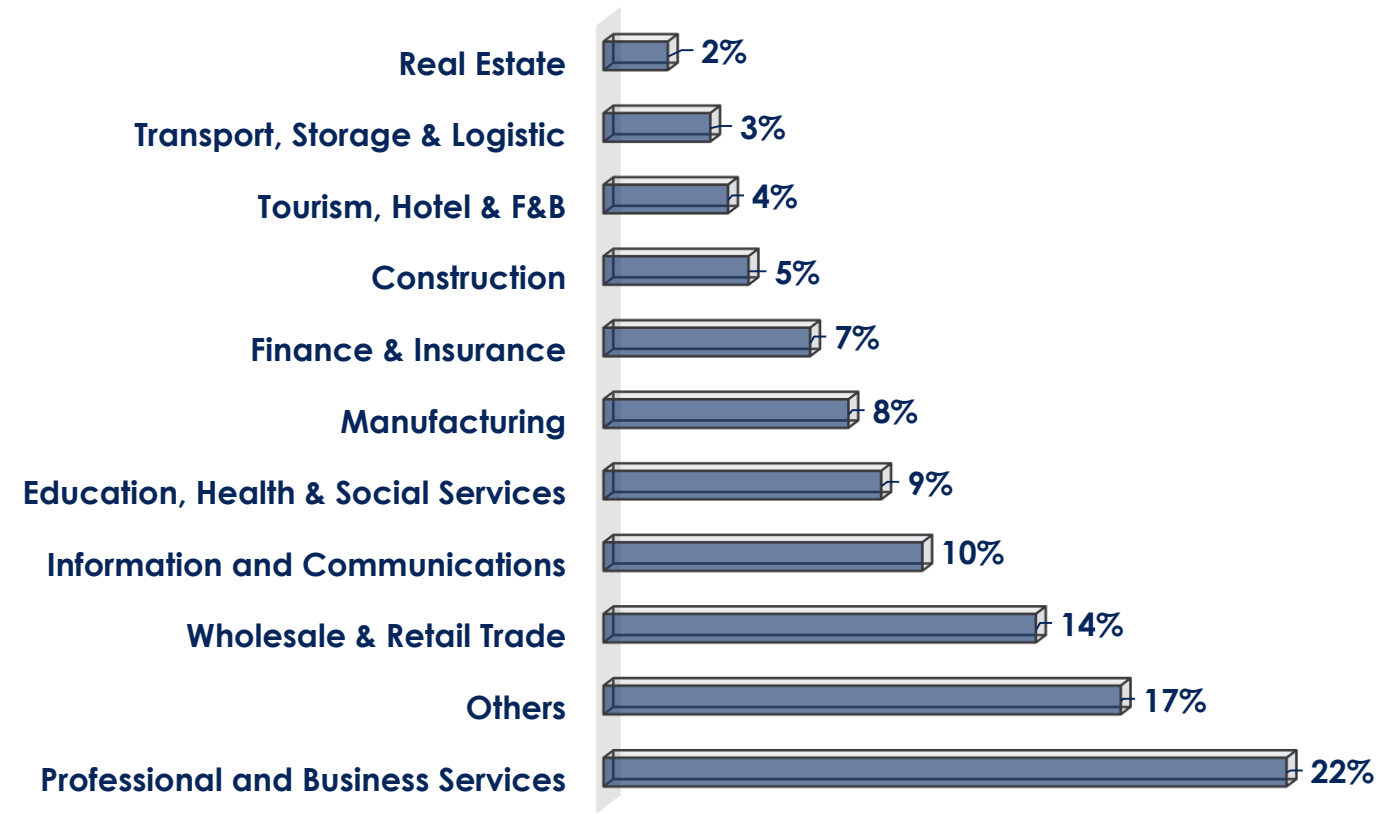
"中小型企业大会给予新加坡中小型企业一个很好的平台 – 不止有一百多位演讲者分享各自的经验以外也能够把大家不同的想法与理念一起来分享。"

- THOMAS PEK
Managing Director, Tai Hua Food Industries

"This is a very useful platform for SMEs to come and learn, to share with each other. A lot of times, we are alone so this brings us together to share our experience and help one another"

- ERIC LEW
Executive Director, Wong Fong Industries

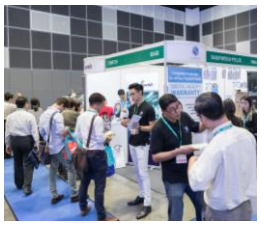
2018 DELEGATES' INDUSTRY PROFILE



EXHIBITORS' FEEDBACK AND INDUSTRIAL PROFILE

100%

Agree that the event helped
INCREASE PRESENCE AND AWARENESS
In the SME Industry



95%

WILL RECOMMEND
this event to other companies

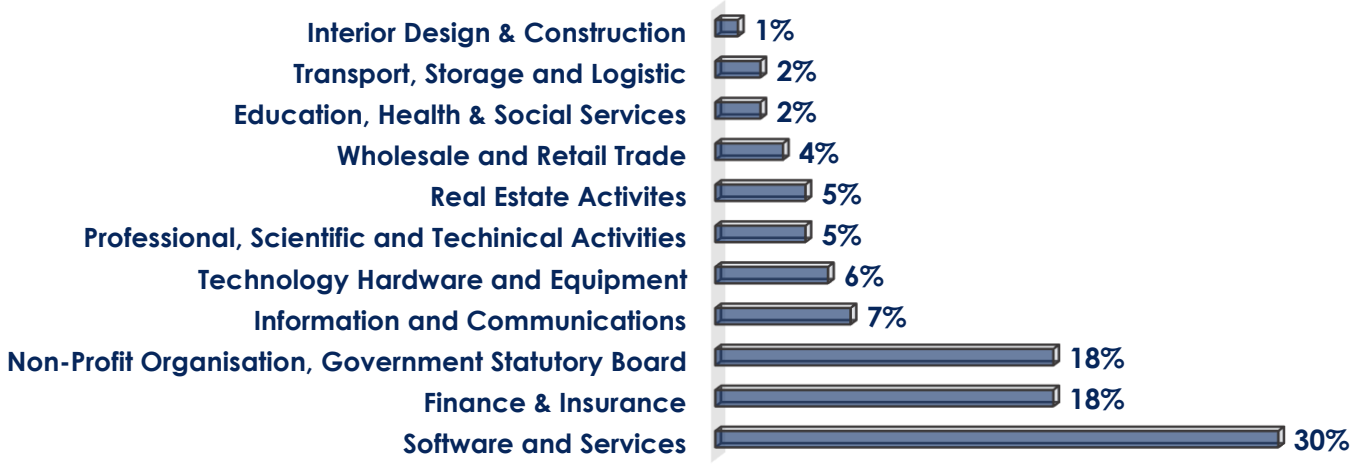
90%

WILL PARTICIPATE AGAIN
In SMEICC 2019

75%

Achieved successful contacts to
GENERATE BUSINESS DEALS
at SMEICC 2018

2018 EXHIBITORS' INDUSTRY PROFILE



STANDARD SHELL-SCHEME & RAW SPACE BOOTH PACKAGE

STANDARD SHELL-SCHEME BOOTH PACKAGE

- Green Fascia Board with Company Name and Logo
- Panel Counter – dimensions 3m (L) x 2.5m (H) x 3m (W)
- 02 nos fluorescent tubes
- 01 no 13amp electrical powerpoint *(Cost of additional powerpoints are to be borned by the respective exhibitors)*
- 01 no 1m (L) x 1m (H) x 0.5m (W) high lockable cabinet
- 02 nos armchair
- 01 no wastepaper basket
- 9sqm new needle punched carpet

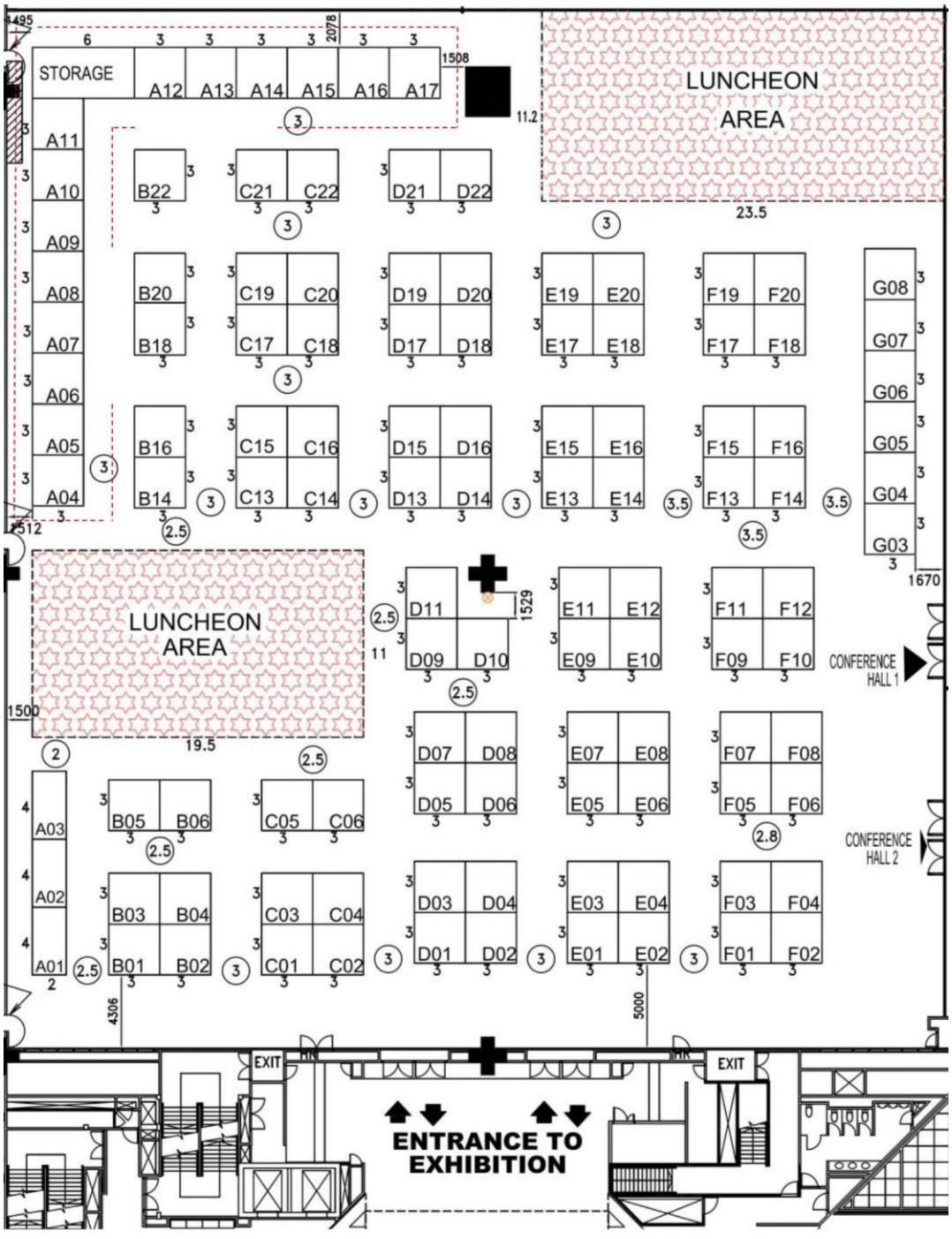
RAW SPACE BOOTH PACKAGE (Min space booking 18sqm)

- $620/sqm (Stand and Carpet NOT included)

PAST SPONSORS & EXHIBITORS

Singtel
DBS
Deskera RUN YOUR BUSINESS
StarHub
Hewlett Packard Enterprise
FedEx Express
UOB 大华银行
m1
OCBC Bank
Singapore POST
RHB
HONG LEONG FINANCE
BANK OF CHINA
CIMB BANK
ups
DHL
Lenovo
SAP
Grab
TUAS POWER
A member of China Huaneng Group
ADVENTUS DELIVERING IT INNOVATIONS
EPSON EXCEED YOUR VISION
Link an NTUC Social Enterprise
salesforce
xero Beautiful business
SOVERUS Security Solutions Subsidiary of SGX-Listed Secura Group Limited
Union POWER Energy for a brighter tomorrow!
amazon web services
VIEWQWEST Internet Made Better
FUJITSU

SME EXPO 2019 FLOORPLAN



CONTACT US

FELICIA KOH
felicia@sccci.org.sg
6430 8363

TIFFANY SHIA
tiffany@sccci.org.sg
6430 8312

CALL FOR 2019 SMEICC CONFERENCES SPEAKERS

JOIN US AS A SPEAKER!

INSIGHTS | EXPERIENCE | ANAYSIS | STORY | EXPERTISE

We are in the midst of putting together the conference programme for SMEICC 2019, if you like to share your business story and fresh insight on:

- ❖ the latest innovative solutions and technologies, trends and emerging opportunities, research and expert analysis, strategies and tactics, for business survival and growth

- ❖ triumphs and pitfalls, learnings and revelations along your own business transformation and evolution journey.

- ❖ practical tips, techniques and solutions to tackle business problems or inspire business to reach greater heights.

Send in your proposed topic(s) and speaker cv(s) for consideration by **31st March 2019** to Ms Emelyn (emelyn@sccci.org.sg) or contact 6430 8315.

2019 PARTICIPATION PACKAGES

	Platinum Sponsor	Gold Sponsor	Exhibitor Booth	Raw Space
	S$25,000	S$18,000	S$6,200	S$620/sqm *(Min space booking 18sqm)*
Company Information on Event Website	✓	✓	✓	✓
1x 9sqm (2.5mH x 3mW x 3mL) Standard Booth Scheme with Exhibitor Name on Fascia Board	✓	✓	✓	×
Exhibitor Logo on Fascia Board	✓	✓	✓	×
Premium Booth Location Selection *(subject to availability)*	✓	✓	×	×
Brochures Placement at Lvl 4 and Lvl 3 Luncheon Area	✓	✓	×	×
Showcase of Sponsor Corporate Video at Exhibition Hall Entrance	✓	✓	×	×
Company Logo Placement and hyperlink to your Website on Event Website	✓	✓	×	×
Recognized as a Sponsor in all Marketing Collaterals where appropriate	✓	✓	×	×
Display of Company Logo on Screen before Opening Ceremony and Entrance of Exhibition Hall	✓	✓	×	×
Networking Breakfast with GOH	2 Reps	1 Rep	×	×
Advertisement Banner Placement in Conference Programme	✓	×	×	×
1 Pre-Event eDM Marketing (of SME ICC event related) disseminated to pre-registered Delegates only	✓	×	×	×
Showcase of Sponsor Corporate Video at the Opening Ceremony	✓	×	×	×
Special Mention on Stage	✓			
Co-organise 1 half-day Post Conference Seminar/Workshop with SCCCI	✓	×	×	×

PACKAGE ADD-ONS

EXCLUSIVE SPONSORSHIP

CONFERENCE BAG

1 Side Printing of Your Company's Logo on the Recycle Bag

- Bags will be designed and produced by Sponsor
- Sponsor must ensure that 1 side of recycle bag must have event logo/design incorporated

EXCLUSIVE SPONSORSHIP

CONFERENCE GIFT

To be distributed to delegates who has responded to the event's survey form

- Sponsor will handle design and production of souvenirs
- Minimum quantities required, 600 pieces, valued at S$25 per piece
- Final approval of gift will be required by organiser

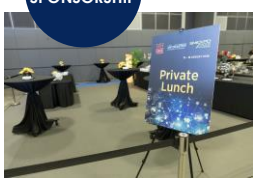
EXCLUSIVE SPONSORSHIP

2 SIDE PILLAR WRAP

S$8,000

- 2-sided system-constructed pillar wrap at 3000mmL x 2500mmHt
- 2 units full digital graphic print on foam board
- Inclusive of setup
- Design to be provided by Sponsor

EXCLUSIVE SPONSORSHIP



SPONSOR VIP LUNCHEON

$10,000 – First Day
$7,500 – Second Day

- Sponsor is allow to put up removal decorations and marketing collaterals within the compound of the VIP luncheon booth area.
- Decoration and marketing collaterals expenses will be borne by the sponsor
- Sponsor is to submit design layout plan to organizer for approval

SPONSORSHIP & EXHIBITION (PARTICIPATION FORM)

21 & 22 August 2019, Suntec Convention Centre Hall 404 - 406

To reserve your preferred sponsorship and exhibition package, please complete this form and email **tiffany@sccci.org.sg / chris@sccci.org.sg / felicia@sccci.org.sg**

For more details on sponsorship and participation opportunities, please contact Tiffany / Chris / Felicia at **+65 6337 8381** or visit **www.smeicc.org**

Types Of Participation

Please indicate your sponsorship preference with a ✓

TYPES OF PARTICIPATION	TOTAL (SGD) *	PLEASE ✓ ACCORDINGLY
Platinum Sponsor	**S$25,000**	❑
Gold Sponsor	**S$18,000**	❑
Exhibitor Booth	**S$6,200**	❑ **(_____ booth/s)**
Raw Space	**S$620/sqm**	❑ **(_____ sqm/s)**

Sponsorship Add-On
(Applicable to all participating exhibitors & sponsors)

Please indicate your sponsorship preference with a ✓

TYPES OF PARTICIPATION	TOTAL (SGD) *	PLEASE ✓ ACCORDINGLY
Conference Bag (Exclusive Sponsorship)	Conference Bag	❑
Conference Gift (Exclusive Sponsorship)	Conference Gift	❑
2 Side Pillar Wrap (Exclusive Sponsorship)	S$8,000	❑
Sponsor VIP Luncheon(Exclusive Sponsorship)	$10,000 – First Day $7,500 – Second Day	❑ ❑

Total Amount of Type of Participation and Sponsorship Add-On

Total before GST	$_____
***Subject to prevailing 7% GST**	$ _____
Net Total	$ _____

Particulars of Participating Sponsor / Exhibitor For Administrative Purpose

Company Name (for invoice) _____ ***Booth number** _____
(Company Name stated in the above will be used for invoicing only)

Working Contact Person (Mr/Mdm/Ms) _____ Designation _____

Address _____ Postal Code _____

Email_____ Tel _____ Mobile _____

Approving Officer (Mr/Mdm/Ms) _____ Designation _____

Email _____ Tel _____

Particulars of Participating Sponsor / Exhibitor for Marketing Purpose

(Company particulars stated below will be used in all SMEICC 2019 applicable marketing collaterals e.g. Conference Guide book, Exhibitor Fascial Board, Mobile App, Website, etc.)

Company Name _____

Company Address _____

Enquiry Email _____ Enquiry Hotline_____

Corporate Website _____

Company Line of Business (please tick one)

☐ Administrative & Support Services
☐ Education, Health & Social Services
☐ Finance & Insurance
☐ Information and Communications
☐ Non-Profit Organisation, Government Statutory Board
☐ Professional, Scientific & Technical Activities
☐ Real Estate Activities
☐ Software and Services
☐ Technology Hardware and Equipment
☐ Transport, Storage & Logistic
☐ Wholesale and Retail Trade

Payment Information

Please sign and return the completed booking form and email to tiffany@sccci.org.sg / chris@sccci.org.sg / felicia@sccci.org.sg. All quoted sponsorship fees, participation rates and booths and raw space bookings are subjected to prevailing GST rate. Availability of sponsorship packages and booth/floor spaces are on a first-come, first-served basis, and confirmed only upon receipt of payment.

For payment by Cheque,
Please make payable to **SCCCI** and mail to:
Singapore Chinese Chamber of Commerce & Industry
9 Jurong Town Hall Road #04-01 Trade Association Hub
Singapore 609431
Attention: Ms Tiffany Shia / Mr Chris Foo / Ms Felicia Koh

For TT to Bank Account:
Overseas-Chinese Banking Corporation Ltd
65 Chulia Street, OCBC Centre, Singapore 049513
A/C no: 501-013668-001
SWIFT Code: OCBCSGSG
(please quote your invoice number)

❑ **We confirm our sponsorship/ participation for the 21st ANNUAL SMEs and 22nd ICC Conferences & SME Expo 2019 and agree to abide with the SCCCI regulations and instructions on this form and all conditions mandated by the conference site provided by SCCCI.**

_____ _____ _____
Approving Officer's Signature **Date** **Company Stamp**

Terms & Conditions

These contract conditions, rules and regulations are part of the 21st SMEs, 22nd ICC and SME Expo 2019 Sponsorship form and are biding for all participating companies. All participating organisations should read the rules before signing the contract.

1. Terms of Payment
A 50% non-refundable deposit applies upon the signing of this Sponsorship and/or Exhibition Participation Form to secure your booking. Full payment of the total participation fee must be made to SCCCI no later than 90 days before the Event. Failure to make full payment on time implies that your booking will not be guaranteed and the organiser has the right to cancel your booking and forfeit your 50% non-refundable deposit as administrative charges.

2. Cancellation of Participation
Cancellations must be made in writing to SCCCI. Please note that the below cancellation fee applies.
• Cancellation received 90 days or more before the event - The Exhibitor shall be liable for 50% of the agreed participation amount.
• Cancellation received after 90 days or less before the event - The Exhibitor shall be liable for 100% of the agreed participation amount.

3. All sponsorship opportunities quoted exclude production unless otherwise stated.

4. The Organiser reserves the right to change, cancel or substitute any sponsorship/ advertising opportunity of benefit at any time.

5. Governing Law
This Agreement shall be governed by, and construed in accordance with the laws of Singapore.