



## Media Release

### *Immediate Release*

## **SBF Starts a New Chapter with Rebrand and Formation of Honorary Advisory Panel**

**Thursday, 7 November 2024 [Singapore]** – The Singapore Business Federation (SBF) has unveiled a rebranding of its identity, signalling the next bound for Singapore's apex business chamber 22 years after its establishment in 2002. Concurrently, SBF announced the formation of its inaugural Honorary Advisory Panel, which will play a pivotal role in guiding and shaping the organisation's strategic direction and initiatives. These announcements were made during SBF's inaugural Partners' Appreciation Night, attended by Guest-of-Honour Mr Gan Kim Yong, Deputy Prime Minister and Minister for Trade and Industry.

2 The SBF rebrand goes beyond a mere change in logo and visual identity; it represents the beginning of a transformative journey, building on the foundations laid over the last two decades. In its next bound, the organisation is poised to accelerate its efforts in mobilising the whole of business and magnifying opportunities for businesses to be future-ready. Operating in the nexus of government, businesses & TACs, the rebrand will offer a fresh and dynamic perspective on how the federation presents itself and fosters business growth.

3 In conjunction with the rebrand, SBF is proud to announce the establishment of its Honorary Advisory Panel. Chaired by current SBF Chairman Mr Lim Ming Yan, it comprises respected industry veterans including former Chairmen of SBF Mr Stephen Lee (2002-2008), Mr Tony Chew (2008-2014) and Mr Teo Siong Seng (2014-2020), as well as Mr Philip Ng, Senior Advisor to Far East Organization, Mr Wee Ee Cheong, Deputy Chairman and CEO of United Overseas Bank. The advisory panel will collaborate closely with SBF's leadership and management team to guide the organisation's growth strategy and provide invaluable counsel as SBF embarks on this significant next step in its journey.

4 SBF unveiled key initiatives and partnership opportunities aimed at achieving SBF 2030 targets of doubling companies' engagement to 25,000 annually and doubling number of partners to 300 at its inaugural Partners' Appreciation Night. The event was designed to recognise and thank the chamber's esteemed partners for their ongoing support and dedication to SBF's mission and vision. It was attended by close to 200 C-suite level representatives across the public and private sectors. Mr Lim Ming Yan, Chairman of SBF, and Mr Kok Ping Soon addressed the audience, sharing insights into their vision of the refreshed brand, conveying their gratitude for the partners' continued support and hopes for deepening and broadening partnerships to increase value to the Singapore business community in the coming years.

5 **Mr Kok Ping Soon, Chief Executive Officer of SBF**, said, “This rebranding marks a significant milestone for SBF, as we align the brand identity with our new vision and mission. It reinforces our dedication to staying relevant, strengthening value and scaling our impact for the business community while being a trusted partner to the government. The rebrand provides us with a renewed focus to approach our work, enabling us to sharpen our strategy and be a catalyst to enable future-ready businesses. Crucially, it will empower us to build and strengthen a business collective that will greatly boost the potential of our businesses, fostering an environment where businesses help and support each other for the growth and development of Singapore.”

6 Businesses today face a multitude of challenges, including geopolitical uncertainty, resource constraints, an accelerated pace of digitalisation and pressures towards decarbonisation. Companies must operate in a transformation-as-usual environment to stay competitive. As the apex business chamber, SBF will lead the charge by evolving its support for its members and the larger Singapore business community. A refreshed SBF brand sends a bold signal of the Federation’s commitment to galvanising relevant resources and networks, to increase and expand opportunities for businesses.

7 In light of these changes, partnerships are especially key for SBF to scale its programmes and impact. The federation aims to double its partnerships with private organisations and government agencies, from 150 to 300, by 2030. SBF currently runs more than ten government programmes including GlobalConnect, Career Conversion Programme, Jobs-Skills Integrator for Wholesale Trade and the Company of Good initiative. Its approach moving forward is to increase the participation of the private sector, alongside government, by tapping on its rich resources and networks to develop meaningful and relevant programmes that can support our SMEs and boost Singapore’s business growth.

8 **Mr Lim Ming Yan, Chairman of SBF**, said, “SBF’s new brand identity highlights our commitment to bringing the business community together to capitalise on growth opportunities in a rapidly changing environment. In line with our six Action Agendas, including helping companies scale up internationally and upskilling for the future, SBF will serve as an even more impactful partner connecting businesses, government, and key stakeholders. We look forward to expanding our programmes, platforms and policy advocate efforts, empowering Singapore businesses to emerge stronger and more competitive in an uncertain global climate.”

9 **Mr Lee Chuan Teck, Chairman of Enterprise Singapore**, said, “Trade Associations and Chambers (TACs) are pivotal in helping our enterprises grow, transform, and seize new opportunities. SBF’s refreshed brand identity underscores the enhanced role it has undertaken as the apex chamber to deepen partnerships and maximise opportunities for businesses. Enterprise Singapore will continue to partner SBF as it embarks on this exciting journey ahead.”

**Annex A: Profiles of Honorary Advisory Panel Members**

**Annex B: Factsheet on SBF’s New Brand Positioning (separate document)**

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**For media queries, please contact:**

**Melody Faye Jimbangan (Ms)**

Ruder Finn (*on behalf of Singapore Business Federation*)

Mobile: +65 9352 5498

Email: [melody.faye@ruderfinn.com](mailto:melody.faye@ruderfinn.com)

**Janice Ong (Ms)**

**Director, Marketing Communications Division**

**Singapore Business Federation**

Mobile: +65 9755 1597

Email: [janice.ong@sbf.org.sg](mailto:janice.ong@sbf.org.sg)

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

Singapore Business Federation (SBF) is the apex business chamber that mobilises the whole of business to magnify a world of opportunities in trade, investment and human capital. In an increasingly interconnected and interdependent world, SBF advances Singapore with future-ready businesses, impactful trade associations and chambers, for a globally competitive and sustainable economy.

For more information, please visit: [www.sbf.org.sg](http://www.sbf.org.sg)