



# A SHARED FUTURE: BUSINESS REIMAGINED

共享未來: 重塑商業新格局  
3 & 4 SEPTEMBER 2025 | SUNTEC SINGAPORE

Organised by 新加坡中華總商會  
Singapore Chinese Chamber of Commerce & Industry

**Singapore's leading & only bilingual SME Conference is back!**  
– Powering Your Business in a Disrupted World

Get ready for the 28th edition of SMEICC, happening this September — now upsized with regional perspectives and paradigm-shifting insights to power your business growth in the complex and fast-changing world.

Don't miss this opportunity to be part of the change as we deep dive into cutting-edge content, explore transformative innovations, and connect with industry experts and ASEAN thought leaders.

**GUEST OF HONOUR**  
Dr Vivian Balakrishnan  
Minister for Foreign Affairs



## KEY HIGHLIGHTS OF THE CONFERENCE

### STAY TUNED in the New Global Order

Get ready for bold conversations and sharp insights as we decode the shifting dynamics of today's world!

! Fireside Chat with Presidents of S.E.A Chinese Chambers

!! Meet ASEAN's Rising Gen in Business - How they build agile, resilient enterprises using tech and innovation

### TOP Minds BOLD Strategy REAL Impact



Learn from leaders behind regional powerhouses like CHAGEE, LUXASIA, GetGo, Mama Noodles, Amazon, and walk away with tools to reshape your business.

### POWER-PACKED SESSIONS – Future-Proof Your Business

Sharpen your edge with strategies to lead innovation, build resilience, and drive real results:

- i. Shaping a Shared Future: Business at the Speed of Change
- ii. The Rise of Range: Why Business Leaders Need Broad Expertise to Thrive
- iii. Future-Ready Enterprises: Leading with Intelligence in the AI-Driven Economy
- iv. Agentic AI: Re-imagining Business Transformation in the Age of Intelligence
- v. AI-Driven Marketing – Unlocking Growth with Generative AI

### EXCLUSIVE MASTERCLASSES – Learn. Apply. Accelerate.

Deep dive with industry experts into business-critical topics:

- i. Scaling for Success: Building an Investible Business for Growth
- ii. Future-Proof Your Brand in the Attention Economy
- iii. The Future of SMEs with AI: Balancing Tradition with Innovation



80+ RENOWNED ASEAN SPEAKERS | 20 INSIGHTFUL SESSIONS | 7 EXPERT MASTERCLASSES  
STAY AHEAD OF CHANGE. JOIN THE LEADERS SHAPING TOMORROW



Kent Teo  
Founder and CEO  
Invade



Johnson Lim  
Chief Marketing Officer and  
Co-Founder  
GetGo Technologies Pte Ltd



Ben Ang  
CEO and Co-Founder  
XM Studios Pte Ltd



Jenny Siew  
Senior Manager,  
People Advisory and People Ops,  
People & Culture  
Singapore Pools



Eugene Woon  
Principal Customer  
Solutions Manager  
Amazon Web Services



Prof Annie Koh  
Professor Emeritus of  
Finance (Practice)  
Singapore Management  
University



Dr Wilson Chew  
Managing Partner  
J.P. Wilson Pte. Ltd.



Brook Fu  
Partner and APAC COO  
CHAGEE



Tan Sri Andrew Sheng  
Chairman, George Town  
Institute of Open and  
Advanced Studies,  
Wawasan Open University



Kamolphan (May)  
Lerdprapapong  
Venture Partner &  
Global Business  
Development Leader  
Thai President Foods Public  
Company Limited

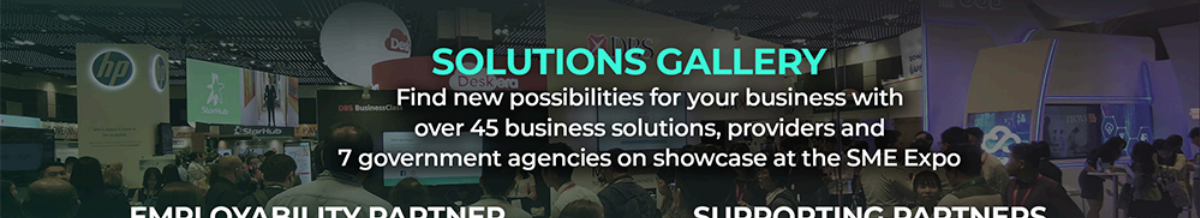


Peter Koh  
Executive Director and  
Group CEO  
Oceanus Group Limited



Cynthia Wijaya  
Chief Corporate Officer  
Daya Selaras Group

[Click here for the full Conference Programme & Speaker Lineup!](#)



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