



Event Report: "Ask Me Anything"

By- 'AECCI-Virtual B2B Forum'

Event Title: Ask Me Anything

Title: *"Singapore as a Gateway to ASEAN for Trade & Business Growth"*

Platform: AECCI-Virtual B2B Forum (Zoom)

Date: 24th June 2025 (Tuesday)

Time: 11:30 AM (IST)

Duration: 1 Hour

Expert Guest: Ms. S. H. Ming, Managing Partner, IWomen Asia LLP – Singapore

Host: Mrs. Swarn Dhiman, Executive Director, AECCI-India

Overview:

AECCI-India successfully hosted an Ask Me Anything session on Zoom, focusing on Singapore's strategic role as a gateway to ASEAN for trade and business growth. The session featured Ms. S. H. Ming, a distinguished expert in international trade and business strategy, who shared valuable insights on entering and expanding within the Singaporean and broader ASEAN markets, wherein the speaker highlighted Singapore as a launchpad for ASEAN.

Key Takeaways:

Ms. Ming elaborated on effective entry models including joint ventures, representative offices, and branch offices, stressing the importance of market research and compliance.

An overview of Singapore's attractive corporate tax regime and various government-backed incentives available to foreign businesses was provided.

The expert outlined FTAs and tariff benefits that Indian traders can leverage, especially under the India-Singapore Comprehensive Economic Cooperation Agreement (CECA).

Participants were informed about the robust banking infrastructure in Singapore and the financial products available for foreign entrepreneurs. She insisted about the strictness of trade-unions and a safe business environment in Singapore.

Guidance was shared on building networks with buyers and indenting agents, including using trade missions and B2B platforms. Role of gtrade fairs, business delegations and background checks were also discussed during the session.

Ms. Ming detailed the legal and procedural steps to set up a business in Singapore, highlighting the country's ease of doing business.



Conclusion: The session was highly interactive and informative, offering clarity on Singapore's role as a regional hub. Attendees gained actionable knowledge to explore trade opportunities and business expansion in the ASEAN region through Singapore. AECI-India thanks Ms. S. H. Ming for her expert guidance and all participants for their engaging questions and presence.

We extend our gratitude to Ms. Ming for such an insightful session and look forward to have such valuable sessions in the future also.
