

NEWS RELEASE



SIF STRENGTHENS SINGAPORE-CHINA YOUNG PROFESSIONALS NETWORK

Shanghai, 21 May 2011... The Singapore International Foundation (SIF) appoints its alumni representative in Shanghai to strengthen relationships between professionals of both cities. Mr Zhou Ji will partner the SIF in helping friends of Singapore in Shanghai remain connected through alumni engagement and networking activities. The first in a series of such activities is today's Young Business Ambassadors (YBA) Exchange – a sharing of business insights and perspectives between young professionals in Singapore and Shanghai.

Some 100 SIF programme alumni and partners, their colleagues and friends will discuss “Building and Creating Sustainable Businesses” with a panel of business professionals at this inaugural Exchange. Speakers include Ms Elim Chew - social entrepreneur, youth outreach volunteer, founder of streetwear chain, *77th Street* and SIF Governor – as well as former YBA alumni.

Mr Zhou Ji himself was a participant of the Singapore-China (Shanghai) YBA programme. He spent twelve weeks in Singapore on the SIF business exchange programme in 2010. Aside from the opportunity to develop his professional ties and network with business leaders, Mr Zhou Ji got to immerse himself in Singapore culture, and gained a better understanding of its people and policies. He is enthusiastic about his role as SIF's representative in welcoming Singaporean YBAs to Shanghai, and helping to build goodwill between young Singaporean and Chinese business professionals.



To date, the SIF has partnered Melbourne and Sydney (2000 – 2003) and Shanghai (since 2004) for this programme. The seventh edition of the Singapore-China (Shanghai) YBA programme and inaugural run of the Singapore-India (Mumbai) YBA programme this September will add to the SIF's growing global network of young professionals.

Ms Jean Tan, SIF Executive Director shares, "The SIF's YBA programme has been highly successful in fostering a close-knit network of Singaporean and Chinese young professionals. We seek to build on this goodwill to grow the community of friends of Singapore in Shanghai. This, we will do with the help of our new alumni representative in Shanghai. The combination of new YBA programmes and the appointment of SIF representatives in major economic cities form part of the Foundation's effort to grow a global network of friends and bridge Singapore and world communities."

This month's SIF Connects! Shanghai event follows SIF Connects! events held in London and Jakarta earlier in January and March, respectively. This series of events aim to strengthen alumni relations and grow the Foundation's friends of Singapore communities in cities around the world.

END

Enclosed:

- Programme
- Panel Session Speakers and Discussion Topics
- Summary of SIF Activities in China

For more information and interview opportunities, please contact:

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NOTE TO EDITORS

About the Singapore International Foundation

The Singapore International Foundation is a non-profit organisation founded in 1991. Its mission is to build a better world through shared ideas, skills and experiences, so as to uplift lives and create greater understanding between Singaporeans and world communities.

Its activities are organised around three strategic thrusts: working with communities for sustainable development, exchanging ideas for greater understanding, and showcasing Singapore to build ties. The foundation focuses on five core areas: healthcare, education, the environment, arts and culture, and livelihood and business.

For its work, the Singapore International Foundation was presented the Excellence for Singapore Award. Its Patron is His Excellency S R Nathan, President of the Republic of Singapore.

Please visit www.sif.org.sg and www.singaporekopitiam.sg for more information.