



Collaboration to Boost Indonesian SMEs and Singaporean Businesses at TEI 2024

Description

At the 2024 Trade Expo Indonesia (TEI), Kimming Yap, Managing Director of Creativeans, was one of the keynote speakers at the Indonesia-Singapore Business Forum. The forum aimed to bridge trade relations between the two countries through branding innovation and market expansion strategies. Mr. Dennis Mark, CEO of Singapore Manufacturing Federation (SMF), officially opened the forum, setting the tone for the discussions that followed.

The event was also attended by the Indonesian Ambassador of the Republic of Indonesia to Singapore, H.E Suryo Pratomo, and Vice Minister of Trade of the Republic of Indonesia, Dr Jerry Sambuaga, who both expressed support for strengthening trade relations between the two nations. In addition to presenting Indonesia's economic outlook for the past five years and future projections, they emphasised the importance of cross-border collaboration in expanding Indonesian SME markets and supporting the entry of Singaporean businesses into Indonesia. The event was hosted by Yulia Saksen, while Edmund Ong, CEO of BridgifyAsia, moderated the panel discussion.



Indonesia -Singapore Business Forum

In addition to Kimming Yap, **other** key figures participated in the panel, including Jarius Draslaric, Chairman of the Lifestyle Industry Group (SMF), who discussed the importance of innovation and adaptation in the lifestyle industry for local products to compete internationally. Shoeb Kagda, Chairman of SingCham Indonesia, highlighted the bilateral trade opportunities and synergies between businesses from both countries. Christie Lumban Gaol, Vice President of Corporate Banking at Bank Mandiri, also participated, discussing the role of banking in supporting SME growth through financing and financial infrastructure.

During the discussion, Kimming Yap highlighted the enormous potential of Indonesian SMEs to thrive in the Singaporean market but stressed that the biggest challenge they face lies in branding and packaging. “While many Indonesian products are of high quality and ready to compete, they still need improvements in packaging and branding to be accepted in international markets,” said Kimming Yap. Therefore, implementing the right branding strategies is crucial for Indonesian SMEs to compete on the global stage.

Furthermore, Kimming also discussed the vast opportunities for Singaporean companies in Indonesia’s rapidly growing market. “With strategic cooperation and understanding of local consumer behaviour, Singaporean businesses can take advantage of the opportunities to expand their markets in Indonesia,” he explained. He also emphasised the importance of partnerships to address logistical and supply chain challenges often faced by local companies in both countries.

The forum was attended by stakeholders and business leaders from Indonesia and Singapore, who together explored opportunities to strengthen trade, build dynamic collaboration platforms, and facilitate dialogue between the two nations, which have shared diplomatic relations for 57 years. According to the latest data, bilateral trade has reached USD 31 billion, with USD 15.4 billion in direct investment from Singapore to Indonesia.

This strategic collaboration is expected to not only open up new market access but also increase the exposure of local products, making them more recognised on the international stage. The innovation mirrors the collaboration between Creativeans and BridgifyAsia, where the two work together to help Singaporean companies access the Indonesian market and vice versa. This partnership provides logistical ease, increased product exposure, and effective branding strategy planning for both parties.

Creativeans is an award-winning brand consultancy and venture studio that has collaborated with global companies based in Singapore, Jakarta, and Milan. With years of experience in international marketing, Creativeans remains committed to adding value to companies in Indonesia and Singapore, supporting their business growth to go international.

Source: [kwen2co](#), [Apac News](#), [News247Asia](#), [PacificPost](#), [PRNewsSAI](#)