



# SUN MEDIA NEWSLETTER

Welcome to Sun Media Singapore’s weekly e-newsletter! Your go-to source for the latest news and insights on key markets that include Central Asia, Southeast Asia, and South Asia. In this edition, we’ll be taking a closer look at the latest bilateral developments in Singapore, India, Saudi Arabia, Indonesia, and Malaysia with a focus on the economy, and business. So whether you’re a business professional, investor, or just interested in keeping up with the latest news from these dynamic regions, this newsletter is for you. Let’s dive straight in!

## SINGAPORE



### From Singapore to Saudi: A Special Private Initiative for Business Expansion in the Middle East

The ‘From Singapore to Saudi’ event on April 18th, 2024, provided a unique networking platform for 40 C-suite executives interested in the Saudi Arabian and UAE markets. Organized by World Future Enterprises and AstroLabs, the session included lively discussions led by experts on market challenges, fintech, and business setup procedures. The event was enriched with a Q&A session and a networking lunch, fostering direct connections and potential business expansions.

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## GERMANY



### Senior Minister Teo Chee Hean’s Diplomatic Visit to Germany

Senior Minister Teo Chee Hean’s visit to Germany from April 21 to 24, 2024, emphasized strengthening Singapore-Germany ties. His engagements included officiating a new submarine launch and high-level meetings in Berlin, discussing bilateral defense and security cooperation. This visit highlighted the multifaceted relationship between the two countries, with commitments to deepen strategic partnerships and collaborative ventures across various sectors.

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## INDONESIA



### Indonesian Sustainable Fashion Makes a Splash in Singapore with ‘Indonesia in SG’ Exhibition

The Indonesian Embassy in Singapore launched the ‘Indonesia in SG’ exhibition on April 17, 2024, showcasing sustainable Indonesian fashion. This event, part of a broader effort to promote Indonesian products, featured cultural performances, workshops, and trade exhibitions, highlighting the diversity and richness of Indonesian craftsmanship to a Singaporean audience.

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## PHILIPPINES



### Philippines Delegates Engage in Public Policy Course in Singapore

A delegation from the Philippine Congress participated in a public policy course in Singapore from April 21 to 26, 2024, aimed at enhancing bilateral ties and understanding public sector leadership. Organized by the Development Academy of the Philippines and the National University of Singapore, this program facilitated exchanges that reinforce the strong relations between the two nations.

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## SOUTH AFRICA



### South African High Commission Hosts Trade Mission Promoting Women’s Empowerment in Singapore

The South African High Commission’s trade mission from April 15-19, 2024, in Singapore, supported women entrepreneurs from Southern Africa to explore economic opportunities. The mission featured seminars, B2B meetings, and visits to innovation hubs, aiming to foster business collaborations and enhance women’s economic inclusion. This initiative aligns with global Sustainable Development Goals and strengthens ties between South Africa and Singapore.

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### South African High Commission in Singapore Showcases Culinary Excellence at FHA Food and Beverages Expo 2024

The South African High Commission participated in the FHA Food and Beverages Expo 2024 from April 23 to 26, promoting South African cuisine and beverages. This participation highlighted South Africa’s rich gastronomic offerings and its potential for increasing trade and cultural exchanges with Singapore.

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## SRI LANKA



### Sri Lankan Chamber of Marine Industries Strengthens Boating Sector Promotion Through MoU with Singapore Boating Industry Association

On April 22nd, 2024, the Chamber of Marine Industries of Sri Lanka (CMISL) signed an MoU with the Singapore Boating Industry Association (SBIA) to enhance collaboration in promoting the boating industry. This agreement, fostering bilateral cooperation, aims to boost the marine sector’s growth and innovation, reflecting both parties’ commitment to sustainable and prosperous industry development.

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## UNITED STATES



### Singapore and US Congressional Delegation Strengthen Defence Ties

During a meeting on April 24, 2024, Singapore’s Defence Minister, Dr. Ng Eng Hen, discussed the enduring defence partnership with a US congressional delegation. The discussions affirmed both nations’ commitment to strategic and defence collaboration, focusing on regional peace and stability. This engagement highlights the strategic importance of bilateral ties and mutual support in defense and geopolitical strategies.

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