

SBASA NEWSLETTER

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新加坡書業文具商公會

The Singapore Booksellers and Stationers Association

July–December 2025



BUSINESS MISSION TO THAILAND

本会于7月16日至18日，组织了一个11人的商务考察团前往泰国曼谷。此次行程包括：参观MEGA展会、拜访泰国文具公会并进行座谈，以及在泰国名誉会长热心安排下实地考察当地文具零售店。访问期间，我们与马来西亚代表团一同受到了泰国文具公会会长、名誉会长及理事们的热情接待，并获设欢迎晚宴。此外，考察团还参观了SAKURA公司，承蒙许丽丽董事长的热情接待，并特别为我们安排了一小时的绘画课。全体团员对此次考察活动均感满意，考察取得了圆满成功。

8月16日，应泰国办公文具仪器公会与中国义乌市文化用品行业协会联合邀请，本会会长率领会员企业代表前往曼谷，出席“2025义乌文具泰国联合订货会”。此次访问富有成效。

From July 16 to 18, the Association led an 11-member business delegation to Bangkok, Thailand for industry exchange and market exploration. The delegation visited the MEGA Show Exhibition and met with the Thai Stationery & Offices Supplies Association to strengthen collaboration and exchange insights.

Members also toured local stationery retail stores, and together with the Malaysian delegation, were warmly hosted at a welcome dinner by the Thailand Association's leadership.

The visit to SAKURA Company included a warm reception by Managing Director Mdm Lily and a specially arranged one-hour painting class. The mission concluded successfully, with participants expressing high satisfaction.

On August 16, at the joint invitation of the Yiwu Cultural Products Industry Association and the Thai Stationery & Office Supplies Association, President Mr. Daniel Ang led a delegation of member enterprises to Bangkok for the 2025 Yiwu–Thailand Stationery Joint Sourcing Fair. The visit yielded highly productive outcomes.





BUSINESS MISSION TO YIWU

应义乌市文化用品行业协会邀请，公会组织商务考察团一行15人于11月6日至10日前往义乌，参观了2025中国义乌文具礼品秋季展览会，并出席了义乌市文化用品行业协会成立25周年纪念晚会。在义乌期间，代表团受到义乌协会会长及领导层的热情周到接待。除参观展览会外，考察团还走访了名弘科创园、第六期新市场，以及国家级非物质文化遗产红糖制造厂。此次考察行程安排周密、内容充实，代表团成员深入了解了行业最新动态与发展趋势，与当地企业和参展商进行了富有成效的交流。我们衷心感谢会员们的积极参与和支持使本次考察活动取得圆满成功。

A 15-member business delegation organized by our association visited Yiwu from 6 to 10 November at the invitation of the Yiwu Cultural Products Industry Association. The delegation attended the 2025 Yiwu Stationery Autumn Fair and the Association's 25th Anniversary Gala, receiving warm hospitality from its leadership.

Delegates also visited Minghong Science and Technology Park, the Phase VI New Market, and a national intangible cultural heritage brown sugar production facility, gaining insights into industry innovation and cultural heritage.

The visit strengthened ties with Yiwu enterprises and opened avenues for future cooperation. We sincerely thank all members for their participation and support in making the mission a great success.



2025 ASIA-PACIFIC STATIONERY ASSOCIATION ALLIANCE (APSA) ANNUAL CONFERENCE and SHANTOU STATIONERY FAIR

10月21日至25日，应2025年亚太文具协会联盟年会邀请，会长率代表团赴汕头出席盛会并参观文具展。会议期间，会长参与联盟事务并发表讲话，与亚太同业深入交流；通过实地观展，重点考察了汕头文具企业的产品与生产实力，为未来挖掘合作机遇奠定了良好基础。

From October 21 to 25, President Mr. Daniel Ang led a delegation to Shantou to attend the 2025 APSA Annual Conference and visit the Shantou Stationery Fair. President Daniel Ang participated in APSA discussions, delivered a speech, and engaged with industry peers from across the Asia-Pacific region. The delegation also visited local enterprises at the fair to learn about their products and manufacturing capabilities, gaining insights and paving the way for future collaboration.

On July 1, members attended the SCCCI's Workshop "Smart Tools for Smarter Sales: Leveraging Microsoft Copilot for Business Productivity."

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On July 14, members attended the SCCCI's Workshop - Marking AI work for your business at Nanyang Polytechnic, School of Information Technology



**PRESIDENT DANIEL ANG'S OFFICIAL VISIT TO
THE NINGHAI STATIONERY & SPORTS
ASSOCIATION AND THE 14TH INTERNATIONAL
STATIONERY INDUSTRY EXPO**

11月11日，借宁海文博会举办之际，会长洪金成先生应邀拜访宁海文教体育用品协会进行交流访问。受到协会理事长邬岳伟、监事长应业辉热情接待。

洪金成会长在邬岳伟理事长的陪同下，首先参观了宁海文体用品展厅，详细了解协会发展历程、会员成果及重点项目。随后，双方在会议室举行座谈。

座谈会上，邬岳伟理事长对洪会长的来访表示欢迎，并系统介绍了协会的基本情况、主要职能及近年来在推动行业交流等方面的工作进展。洪金成会长也分享了新加坡书业公会情况。双方围绕资源对接、活动共办等议题进行了深入探讨。

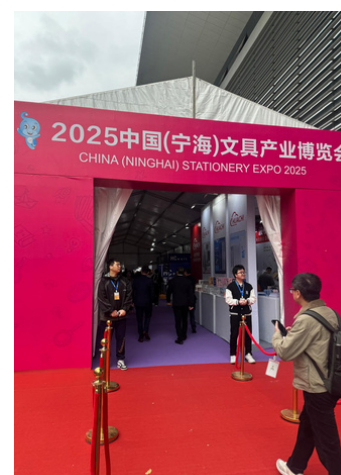
座谈期间，双方互赠纪念礼品，表达对未来合作的诚挚期待与美好愿景。此次交流进一步增进了两会之间的相互了解，为今后的务实合作奠定了良好基础。

On November 11, our President, Mr. Daniel Ang, was formally invited to visit the Ninghai Stationery & Sports Association and attend the 14th Ninghai International Stationery Industry Expo. He was warmly received by the Association's President, Mr. Wu Yuewei, and Supervisor, Mr. Ying Yehui.

Accompanied by President Wu, Mr. Ang toured the exhibition featuring Ninghai's stationery and sporting goods, where he gained a comprehensive understanding of the Association's development history, member achievements, and key initiatives. This was followed by a formal discussion session held in the meeting room.

During the meeting, President Wu extended a cordial welcome and provided a detailed introduction to the Association's background, core functions, and recent progress in promoting industry exchanges. Mr. Ang, in turn, presented an overview of the Singapore Booksellers and Stationers Association. Both parties engaged in in-depth discussions on potential areas of collaboration, including resource integration and the co-organization of joint events.

To commemorate the visit, the two associations exchanged souvenirs, expressing their mutual goodwill and shared commitment to future cooperation. This exchange further strengthened mutual understanding and laid a solid foundation for future substantive collaboration.





Meeting with SCCC Transformation Centre & Embassy of Vietnam

11月18日，本会会长及主委于会所接待了新加坡中华总商会转型中心代表以及越南驻华大使馆贸易处官员，共同举行了一场富有成效的交流会议。会议期间，双方围绕越南社会经济与展会现状进行了深入沟通，并就本会未来组织商务考察团赴越事宜展开了积极探讨。

越南贸易处官员对本会会员赴越考察表示热烈欢迎，并承诺将尽快提供更为详尽的政策及市场信息，以协助本会进一步规划行程与对接资源。会谈在友好氛围中进行，最后，会长代表本会向嘉宾赠送纪念品以示感谢。

On 18 November, our President and Executive Committee Members welcomed representatives from the Singapore Chinese Chamber of Commerce & Industry's Transformation Centre and Head of Vietnam Trade Office from the Embassy of Vietnam to our association's premises to discuss Vietnam's socio-economic and exhibition landscape and explore a potential business delegation to Vietnam.

The Vietnamese officials expressed strong support for a future business visit and will share further details to assist in planning. The meeting concluded with the presentation of commemorative gifts as a gesture of appreciation.