

SBASA NEWSLETTER

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SBASA
新加坡書業文具商公會

The Singapore Booksellers and Stationers Association

January–September, 2024



新加坡書業文具商公會2024-2026年度全体理事合影
The Singapore Booksellers And Stationers Association
2024 - 2026 Management Committee Members

SBASA's New Management Committee

公会于2024年2月20日在万喜大酒店成功举办2024-2026新届理事就职典礼和2024会员新春团拜晚宴。

SBASA successfully hosted the Installation Ceremony for the 2024-2026 Management Committee, along with the Chinese New Year Members' Gathering Dinner, on 20 February 2024.



Ningbo Stationery Show 2024

本会组织商务考察团于2024年3月26-30日前往宁波，参观2024宁波国际文具展，并获颁优秀组织奖。代表团受邀参观宁波贝发集团股份有限公司，出席文具产业链企业代表发布会。考察活动取得圆满成功。

We organised a successful business trip to the Ningbo Stationery Show from 26 to 30 March 2024, where SBASA was honoured with the Outstanding Organisation Award. Members visited Beifa Group and attended the Global Stationery Association Business Chain Market Brand Overseas Event, hosted by Beifa. Many thanks to everyone who contributed to making it possible.



Visiting Canton Fair and Guangdong Stationery Association 2024

洪金成会长，朱美姿副会长及会员于5月1-5日前往广州参观广交会。广东省文化用品行业协会肖雄亮会长及理事们热情邀请洪会长一行参观其协会，举行座谈，参观工厂，并设晚宴招待我会代表团，体现两会的友谊和行业联系。

President Mr. Daniel Ang, Vice President Ms. Choo Mui Cher, and members visited the Canton Fair in Guangzhou from 1 to 5 May. During their visit, the delegation was warmly invited by the President and Management Committee of the Guangdong Stationery Association to visit their association, participate in a symposium, and tour a factory. A welcome dinner was held in honour of our delegation, highlighting the strong friendship between the two associations and strengthening industry ties.



MEGA SHOW-BANGKOK 2024

应香港展览公司Comasia的邀请，公会代表团一行10人于7月17-20日前往泰国，参观展览会，主办方提供2晚免费酒店给代表团成员。

In response to an invitation from Hong Kong Comasia, SBASA members visited the MEGA Show-Bangkok 2024 in Thailand from 17 to 20 July.

BUSINESS MISSION TO XI'AN, China

本会于6月15-21日组织商务考察团一行18人前往西安。考察团参观了西北最大的文具批发综合市场--西安市东方亿象城文体城，参观了第二届西北文化用品展暨办公用品展览会，出席交流会和晚宴。出席亚太文具协会联盟会议。团员们有机会了解当地市场情况，和亚太各国及中国各地同行认识和交流，建立商务联系，扩大商业网。在西安期间，大家也游览西安著名的历史文化景点。商务考察圆满成功。我们感谢会员的积极参与。

We're thrilled about our successful business mission trip to Xi'an from June 15 to 21. During the visit, the delegation explored Xi'an's stationery wholesale market, visited the 2024 Northwest Stationery & Office Supplies Exhibition, and attended the Asia-Pacific Stationery Association Alliance Meeting and gala dinner. Engaging with delegates from the Asia-Pacific region and China, while exploring the latest stationery trends was invaluable. Members also had the opportunity to visit Xi'an famous historical and cultural landmarks. We extend our sincere thanks to all members for their enthusiastic participation.



China Yiwu Stationery & Gift Exhibition 2024

应义乌市文化用品行业协会的邀请，公会代表团一行10人于6月3-5日前往义乌，参观2024中国义乌文具礼品展览会，并获颁优秀组织奖。主办方提供3晚免费酒店给代表团成员。

In response to an invitation from Yiwu Stationery Association, SBASA members visited the Yiwu Stationery & Gift Exhibition 2024 from 3-5 June, where SBASA was honored with the Outstanding Organization Award.



La Kopi Session

9月公会喝咖啡活动结合新加坡授权展，于9月12日在金沙会展中心举办。感谢会员积极参与。

La Kopi Session in September 2024 coincided with FRANCHISING & LICENSING ASIA 2024, organized and hosted by Constellar Exhibitions at Marina Bay Sands Expo & Convention Centre on 12th September 2024.



MEETING WITH TACOM/SCCCI Transformation Centre

本会洪会长及几位主委于9月19日，在会所和中华总商会下属的转型中心小组TACOM的董事和代表开会，大家对本行业和新加坡经济前景进行分析和讨论，会上我们反馈了本行业面临的困难和挑战，TACOM成员也分享了政府对中小企业的扶持政策，以及他们会如何协助公会加强秘书处的的工作，希望双方共同努力，为会员提供帮助和服务。

On 19 September, President Daniel Ang and several members of the Executive Committee held a meeting with the team from the TACOM Transformation Centre (TTC), led by the Singapore Chinese Chamber of Commerce and Industry (SCCCI) with the support of Enterprise Singapore. The meeting focused on sharing the challenges faced by our industry and discussing how TTC can assist us.