

SBASA NEWSLETTER

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SBASA
新加坡書業文具商公會

The Singapore Booksellers and Stationers Association

January-June 2026

福泽同添，喜乐共赏 2026年会员新春团拜晚会圆满举行

本会于2026年2月27日（星期五，农历正月初十一）晚，在阿一海鲜酒楼成功举办2026年会员新春团拜晚会，喜迎丙午新岁。当晚，众多会员携公司职员及家属踊跃出席，大家欢聚一堂，互致新春祝福，同添福泽，现场洋溢着喜庆祥和的节日氛围。

为助兴晚会，全体理事热心赞助现金用作幸运抽奖；此外，多位理事与会员亦慷慨赞助丰富礼品，用于礼包及抽奖环节，令与会者满载而归。本会衷心感谢各方支持与参与，并期待明年新春团拜更加热闹圆满。

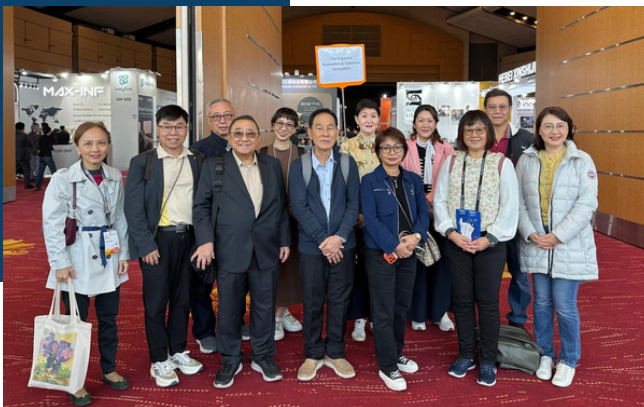


A Memorable 2026 Chinese New Year Celebration

SBASA successfully held its 2026 Chinese New Year Members' Gathering Dinner on Friday, 27 February 2026, at Ah Yat Seafood Restaurant.

The event was warmly attended by many members, together with their staff and family members, creating a lively and festive atmosphere. It was a wonderful evening for everyone to catch up, exchange New Year greetings, and celebrate the season's joy and blessings.

Adding to the excitement, all Management Committee members contributed cash prizes for the lucky draw. Committee members and ordinary members also generously sponsored gifts for the goodie bags and lucky draw, bringing plenty of smiles and surprises throughout the evening. The Management Committee would like to thank everyone for their generous support and participation, and looks forward to an even bigger and more enjoyable gathering next year.



SBASA Business Mission to Hong Kong Stationery & School Supplies Fair 2026

- At the invitation of the Hong Kong Trade Development Council (HKTDC), SBASA organized a business mission to Hong Kong from 12 to 15 January 2026 to visit the Hong Kong Stationery & School Supplies Fair. HKTDC generously sponsored three nights of hotel accommodation for all mission members.
- During the visit, members explored the fair's diverse exhibition halls, discovered the latest products and industry innovations, and connected with exhibitors from around the world. The mission offered valuable opportunities to gain market insights, exchange ideas, and explore potential business partnerships.



2026香港文具展商务考察

应香港贸易发展局邀请，2026年1月12-15日组织商务考察团赴港参观香港文具及学生用品展。主办方为考察团成员提供三晚免费酒店住宿。参展期间，代表团成员参观了多个展区及展品，收获颇丰。



2026世界书香日

新加坡华文书展圆满举行

由新加坡华文书业联盟主办的书展，于4月17日至22日在国家图书馆大厦1楼广场顺利举办。开幕礼主宾为推广华文学习委员会秘书长林美君博士。

书展汇聚本地出版社与书店，呈献海内外华文书籍，并举办多场阅读讲座与文化活动，反应热烈。本会会员公司积极参与展出，共同推动本地华文阅读风气。书展亦配合文化通行证，鼓励公众善用政府文化资源支持阅读。

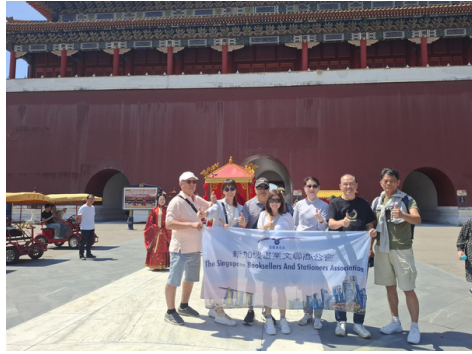
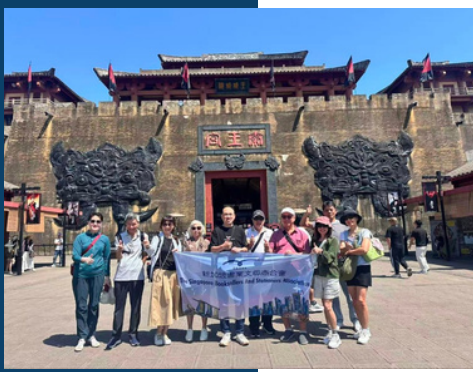


2026 World Book Day Singapore Chinese Book Fair Concludes

Held from 17–22 April at the National Library Building (Plaza Level), the fair was organised by the Singapore Chinese Books Alliance, with Dr Lim Mei Jun as Guest of Honour.

It featured Chinese publications from Singapore and abroad, along with talks and cultural activities. Association members actively participated, promoting Chinese reading culture and supporting the Culture Pass initiative to encourage public engagement with cultural resources.





新加坡书业文具商公会代表团 应邀赴义乌参观交流考察

2026年5月30日至6月5日，本会洪金成会长率领代表团一行17人应邀前往义乌，参观义乌文具礼品展。在义乌展会期间，代表团受到义乌市文化用品行业协会会长黄昌潮、常务副会长傅启明、副秘书长骆骏祥等协会领导的热情接待，走访了名弘科创园区，深入了解文具产业的生产与创新情况。本届展会规模较往届进一步扩大，参展商数量明显增加，创意产品丰富多样，获得代表团成员一致好评。

本会会长洪金成在现场接受媒体采访时，对展会组织工作及义乌文具产业的发展成果给予高度肯定，并表示双方未来将继续深化交流合作。在义乌期间，代表团还游览了横店影视城，感受当地丰富的文化旅游资源。此次访问增进了两地同业之间的情谊，也为后续合作奠定了良好基础。

SBASA Mission Delegation Visits Yiwu

- From 30 May to 5 June 2026, President Mr. Daniel Ang led a 17-member delegation to visit Yiwu to attend the Yiwu Stationery and Gift Exhibition. The delegation was warmly received by leaders of the Yiwu Cultural and Stationery Industry Association and toured Minghong Innovation & Industry Park to learn about the latest developments in stationery manufacturing and innovation.
- This year's exhibition was larger in scale, featuring more exhibitors and a wider range of creative products, which received high praise from the delegation.
- President Mr Daniel Ang participated in an on-site media interview, during which he commended the excellent organization of the exhibition and the achievements of Yiwu's stationery industry. He also expressed confidence that both sides would continue to strengthen exchanges and expand cooperation in the future.
- The delegation also visited Hengdian World Studios and gained insights into China's cultural and tourism attractions. The visit further strengthened ties between industry peers from both regions and laid a solid foundation for future collaboration.



Strengthening Industry Ties: SBASA Delegation Visits Kuala Lumpur

- On 28 June – 1 July 2026, President Mr. Daniel Ang led a 14-member delegation to Kuala Lumpur at the invitation of Mr. Tan, President of the Federation of Stationers and Booksellers Association of Malaysia, for a networking event, a visit to the 2026 Malaysia Gifts Fair, and a day tour to Kuala Kubu Bharu.
- Highlights included a durian tasting, a factory visit, and discussions on industry developments and challenges. Both associations also exchanged souvenirs, reaffirming the strong friendship and cooperation between the Singapore and Malaysian stationery, book and gift trade industries. We sincerely thank all members for their participation and support in making the mission a great success.

新马文具书业礼品同业交流联谊活动

2026年6月28日-7月1日，应马来西亚文具书业联合总会会长陈章王邀请，新加坡书业文具商公会代表团一行14人在洪金成会长带领下，赴吉隆坡，与马来西亚文具书业联合总会进行交流联谊。

交流餐叙中，代表团与马来西亚各州同业就电商冲击、成本上涨、消费模式转变等共同挑战交换意见，交流学习，气氛热烈，增进友谊。

在陈会长的精心安排下，代表团前往新古毛一日游，品尝树熟榴莲、参观当地工厂，并参观了马来西亚礼品展，了解最新礼品设计趋势。团员们表示此行收获颇丰。交流联谊活动取得圆满成功。感谢会员们的积极参与。

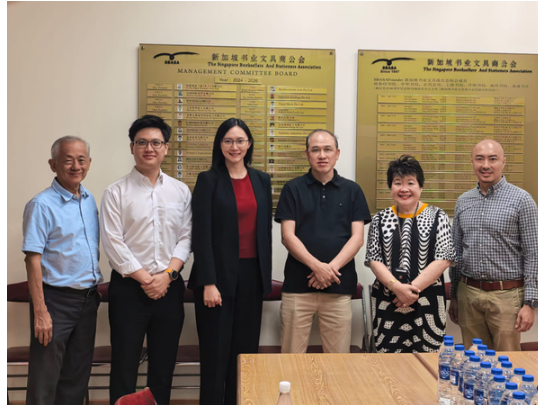


Event Highlights

活动掠影

On 11 March, President Daniel Ang, Vice President Kevin Goh, Treasurer Bernie Lee, and Secretary-General Carrie Shi welcomed Gloria Chan, the new General Manager of HKTDC Singapore and her colleague to our premises. Both sides reviewed past collaboration and discussed future joint initiatives.

3月11日，会长Daniel Ang、副会长Kevin Goh、财政Bernie Lee及秘书长Carrie Shi于本会会所，接待香港贸发局新加坡代表处新任总经理Gloria Chan及部门经理一行。双方回顾既往合作成果，并就未来合作契机进行深入交流。



President Daniel Ang, Vice President Kevin Goh, and Secretary-General Carrie Shi attended Refine Print Pte Ltd's PrintClub signing ceremony and luncheon on 22 May 2026, marking a new milestone in collaboration.

2026年5月22日，会长Daniel Ang携副会长Kevin Goh、秘书长Carrie Shi应邀出席会员企业Refine Print Pte Ltd的PrintClub签约仪式与午宴交流活动，共话合作新篇。



On 7 March 2026, President Daniel Ang attended and presented a commemorative gift at the Johor Books & Stationery & Gifts Association's 25th Anniversary Dinner, marking our enduring friendship.

2026年3月7日，承蒙柔佛书业文具礼品公会陈新强会长诚邀，洪金成会长出席该会25周年庆典，并致赠纪念品，以誌双方深厚情谊，以表同贺之忱。



On 24 June, members gathered at 聚JU Signatures for a La Kopi Session, enjoying Mr Sou's mooncakes and lively conversations. We look forward to welcoming even more members to our future laid-back get-togethers!

6月24日下午4点，公会在曹发盛先生的“聚JU Signatures”举办会员咖啡沙龙。大家欢聚一堂，在咖啡香气中品尝曹先生特制月饼，畅聊近况，共话未来。感谢到场的朋友，也期待下次活动有你的身影。