

For Immediate Release

**SENIOR MINISTER OF STATE SIM ANN TO ATTEND 24<sup>th</sup> APEC SME  
MINISTERIAL MEETING IN HO CHI MINH CITY, VIETNAM, FROM  
14 TO 15 SEPTEMBER 2017**

1. Senior Minister of State for Trade and Industry Ms Sim Ann will attend the 24th Asia-Pacific Economic Cooperation Small and Medium Enterprises (APEC SME) Ministerial Meeting in Ho Chi Minh City, Vietnam, from 14 to 15 September 2017.
2. The APEC SME Ministerial Meeting is an annual platform that brings together Ministers, and their representatives responsible for SMEs, from the 21 APEC economies to discuss issues pertaining to the growth of SMEs in the region.
3. At the meeting, the Ministers will discuss ways to strengthen the competitiveness and innovative capacities of SMEs in the digital age. The discussion will focus on facilitating market access and deeper integration into global value chains for SMEs, creating an enabling business environment through better access to technology and capacity building, and strengthening the region's support for startups.
4. During the meeting, Ms Sim will reiterate the importance of building strong digital capabilities so that our enterprises remain nimble and competitive in the future economy. Ms Sim will highlight how digital technology can enable SMEs to grow by enhancing their productivity and innovation, and facilitating overseas expansion. Ms Sim will also share how the Singapore Government has been supporting SMEs in their digitalisation journeys, for example through the SMEs Go Digital Programme that was announced earlier this year. The programme includes sector-specific plans to guide SMEs on the use of digital technology at different stages of their growth and enhance their digital capabilities.
5. Ms Sim will be accompanied by officials from the Ministry of Trade and Industry and SPRING Singapore.

**MINISTRY OF TRADE AND INDUSTRY  
14 SEPTEMBER 2017**

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