



Media Release

ASME welcomes the merger of International Enterprise Singapore and SPRING Singapore

Singapore, 5 September 2017 – The Association of Small & Medium Enterprises (ASME) welcomes the merger of International Enterprise Singapore (IE) and SPRING Singapore (SPRING) to form Enterprise Singapore.

Through this merger, SMEs can benefit from a more seamless and integrated one-stop experience in the dual endeavour of capacity development and internationalisation.

ASME also welcomes the Ministry of Trade & Industry's appointment of Mr Png Cheong Boon, Second Permanent Secretary for Ministry of Trade and Industry, as the Chief Executive-Designate of Enterprise Singapore.

"Mr Png has worked closely with SMEs over the last 2 decades. His distinctive service as the former Chief Executive of SPRING Singapore and subsequently Jurong Town Corporation will go its way to ensure a successful integration of the two important agencies, whilst also preserving the strengths and deep knowledge of each one," said Mr Kurt Wee, President of ASME.

As a long-time partner of IE and SPRING, ASME looks forward to working together with Enterprise Singapore.

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ABOUT ASME

ASSOCIATION OF SMALL & MEDIUM ENTERPRISES (ASME)

The Association of Small & Medium Enterprises (ASME) is a not-for-profit organisation established in 1986 for entrepreneurs, by entrepreneurs. With wide-ranging services and programmes, ASME strives to equip member SMEs with the business knowledge and market opportunities to help them grow their businesses.

ASME, as the champion of a pro-enterprise Singapore, bridges the public and the private sectors to promote a more conducive business environment which facilitates the start-up, growth and development of a larger pool of SMEs. The two ASME flagship awards – The Entrepreneur of the Year Award and Singapore Prestige Brand Award – are in recognition of SMEs' successes.

ASME will continue to roll out new SME-relevant programmes to enhance its position as THE business association For Entrepreneurs, By Entrepreneurs.

www.asme.org.sg