

promoting closer ties within Singapore and between Singapore, Australia, New Zealand, Israel and the region

The Singapore Business Circle (SBC) was established in 2015 to build on the growing number of business and people-to-people ties within Singapore as well as globally. Dr Bill Foo is the Chairman of SBC and is based in Singapore. SBC is part of the Trans-Tasman Business Circle Group (the Circle) – a strategic growth partner for the region’s leading organisations in the public and private sectors.

Become a Member

SBC is a member-based organisation. Membership is the basis on which we build our program of engagement with our clients.

Enjoy the full benefits of SBC by joining as a Member to PROFILE your business, ENGAGE with our offerings and ACCESS our program – benefits are as follows:

STRATEGIC PLANNING TO MEET YOUR OBJECTIVES

- We build a stakeholder engagement map
- Meet with us regularly to review your objectives
- CEO to CEO meetings to explore and highlight opportunities
- Receive guest lists in advance

ACCESS OUR NETWORK

- All company senior executives included
- Access programs in Singapore, Australia and New Zealand
- Attendance at limited-numbers, member only briefings
- Member ticket rates
- Invitation to private reception prior to keynote briefings
- Invitation to private events for your CEO or their nominee
- “How to use the Circle” session annually for your team

BRAND PROMOTION

- Listing in *Company We Keep* member directory
- Listing on Circle website
- Promote SBC membership on company website and marketing
- Event partnership / hosting
- Shape our briefings by identifying potential speakers and industries
- Logo on display at high-profile keynote briefings
- Provide content for monthly e-newsletter

HOSPITALITY

- Complimentary tickets at briefings (conditions apply)
- Business introductions at briefings
- Priority table placement and waitlist for sold out events

- Membership is non-exclusive and while we are sensitive to competitive issues we strive to offer our clients a level playing field in which opportunities are shared.
- The Circle is non-partisan and does not engage in lobbying activity.

Investment \$10,000 SGD

This includes invitations to the briefings featured on the program and a minimum of one seat at each briefing.