

# Horizons Expanded: Singapore-South Africa Business Mission Launch

## Leveraging Technology for Cross-Border Success

 Friday, 17th May 2024

 IMDA PIXEL

 3:30PM to 6:30PM

 Complimentary

Registration begins at 3:30 PM. During the networking session, savor a selection of fine South African wines.

### Speakers:

#### GEORGE CHOO

President, Association of Telecommunications Technology Industry of Singapore (ATIS)

George boasts three decades of experience in electronics and related industries. Leveraging his expertise, he guides SMEs in crafting and executing robust business and marketing strategies, enabling them to scale their operations beyond the confines of Singapore.

#### LLEWELLAN VANCE

AI Consultant for ATIS South Africa Business Mission Trip

With more than 18 years in the field, Llewellan is esteemed for spearheading strategic endeavors that fuse technology with real-world business utilities. He will show how the groundbreaking AI platform CoFounder Pilot revolutionizes the landscape on this business mission trip.

#### FRANCIS JINJIE

Grant Consultant of Asia Group Pte. Ltd.


Jinjie specializes in helping companies access Market Readiness Assistance (MRA) grants for global expansion. He will offer expert guidance on grant eligibility, application processes, and strategic use of funds to cover overseas market entry efforts.

#### KRYSTAL TAN

Founder & Director of Blue Sky Escapes

Blue Sky Escapes is a travel and lifestyle company that curates extraordinary, one-of-a-kind experiences around the world. Krystal will share stories, encounters and practical tips on tackling Southern Africa as a traveller.

SCAN HERE TO REGISTER

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Organised by



ASIA GROUP  
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ASIA INNOVATE HUB  
THOUGHT MEETS TECHNOLOGY

BLUE SKY  
ESCAPES



SOUTH AFRICAN  
CHAMBER OF COMMERCE  
SINGAPORE

# EVENT SCHEDULE

**3:30PM**  
**4:00PM**

**ARRIVAL AND REGISTRATION OF GUESTS**

**4:00PM**  
**4:10PM**

**OPENING SPEECH  
BY GEORGE CHOO (ATIS PRESIDENT)**

**4:15PM**  
**4:35PM**

**DEMONSTRATION OF AI MATCHMAKING TOOL  
COFOUNDER PILOT BY LLEWELLAN VANCE  
(AI CONSULTANT)**

**4:40PM**  
**5:00PM**

**PANEL DISCUSSION: SOUTH AFRICA  
"INSIGHTS AND OPPORTUNITIES"**

**5:05PM**  
**5:20PM**

**"THE CALL OF THE WILD"  
SHARING BY KRYSTAL TAN  
(FOUNDER & DIRECTOR, BLUE SKY ESCAPES)**

**5:25PM**  
**5:40PM**

**MARKET READINESS ASSESSMENT GRANT  
SHARING BY FRANCIS JINJIE  
(GRANT CONSULTANT)**

**5:45PM**  
**6:30PM**

**NETWORKING AND SOUTH AFRICAN WINE  
TASTING**