

PRESS RELEASE



THE ENTERPRISE EXCHANGE EXHIBITION TO PROPEL BUSINESS SYNERGIES

European and Asian businesses leverage on platform to exhibit latest inventions and offerings

SINGAPORE, 1 November 2007 - Global Entrepolis @ Singapore 2007 (GES 2007) will see greater exhibitor participation from European and Asian businesses at The Enterprise Exchange Exhibition this year. The Enterprise Exchange Exhibition is an international exhibition showcasing the latest technologies, innovations, cutting-edge products, and services of more than 400 participating companies from over 30 countries. GES 2007 is jointly presented by Singapore Economic Development Board and Singapore Business Federation; and organised by Zenith Events Management. Mr. Lim Hng Kiang, Minister for Trade and Industry, will officially open The Enterprise Exchange Exhibition.

With The European Chamber of Commerce (EuroCham) Singapore participating as a supporting organisation, The Enterprise Exchange Exhibition this year will showcase exhibitors from Europe under a dedicated European Pavilion. There, various European Embassies, Chambers of Commerce, Companies and Foreign Investment Agencies will share business and investment incentives with the visiting delegates. Ambassador Holger Standertskjöld, Head of the Delegation of the European Commission Singapore, said "The European Union is the largest source of Foreign Direct Investment in Singapore, and the European Union is Singapore's second largest trading partner after Malaysia. Companies from the European Union clearly view Singapore as an important centre for trade and business in the region."

The large European participation in this year's Global Entrepolis @ Singapore is testimony to the EU's continued commitment to Singapore and the region. The European Union ASEAN Free Trade Agreement that is being negotiated will further cement the relationship.

In conjunction with the European Pavilion, EuroCham Singapore together with the Singapore Business Federation will jointly organize a full-day seminar on "Promoting Business Opportunities between Europe & Singapore" on November 15th at GES 2007.

This year's GES sees significant exhibitor participation especially from Israeli businesses, sharing latest innovations and technologies from Southwest Asia. Notably, medical innovations, such as HIV self-diagnostic tests for patients from **Lab-On-Time** and advanced respiratory diagnostic devices from **POD System**, will be showcased at The Enterprise Exchange Exhibition. Other Israeli businesses who are exhibiting are **High Check Control Ltd**, a developer for proprietary technologies and systems for liquids measurement and control in industrial tanks; **3DRunner**, which develops interactive 3D animation content for web pages; and **NAVITEQ Solutions**, innovator of 'Anytime Anywhere Precise Location', an advanced indoor pinpoint solution.

Other Asia pavilions include the Vietnam, China, and India pavilions. Singaporean companies will also showcase new products and services at the Singapore pavilion.

Gary Fung, Managing Director of Zenith Events Managements, organiser of The Enterprise Exchange Exhibition, commented on the need for more knowledge-sharing among businesses around the world. "Platforms such as Global Entrepolis @ Singapore provide the international business community with a formal forum to gather and form common business synergies. This will in turn enable and facilitate greater trade, knowledge transfers and economic understanding between countries, vital for greater global growth."

HOTStage, a regular feature of The Enterprise Exchange Exhibition sees its return this year. HOTStage serves as a business matching channel, and will be segregated into HOTSsource and HOTSfunds. HOTStage will also see exhibitors, such as the Investment & Trade Promotion Centre from Vietnam and Shanghai Qixin Gene Technology from China, presenting their company's products and services.

The Enterprise Exchange Exhibition is part of GES 2007 and will be held on from 13th to the 15th November 2007. For more information on The Enterprise Exchange Exhibition, please visit www.globalentrepolis.com/2007/exhibition_main.htm. Entry is free for GES 2007 delegates and walk-in trade visitors.

Global Entrepolis @ Singapore 2007 will be held at the Suntec Singapore International Convention & Exhibition Centre from the 12th to the 15th of November. For more information, please visit www.globalentrepolis.com.

About GES 2007

GES 2007 is a unique festival of events: Cutting across industries, from nurturing and promoting entrepreneurship to facilitating investments, and business opportunities and collaboration, as well as providing a myriad of business networking, exhibition and conference platforms for a truly global audience.

GES 2007 will see a gathering of a series of major events: from strategic conference and industry seminars to venture capitalist summits and business workshops; from an emerging technology exposition - The Enterprise Exchange, to winning innovations and effective business matching platforms.

Understanding the importance of connecting for success, GES is the one big networking event where it all happens!

For more information, please visit www.globalentrepolis.com.

About Economic Development Board

The Economic Development Board is the lead government agency responsible for planning and executing economic strategies to enhance Singapore's position as a global hub for business and investment. We are the one-stop agency that facilitates and supports local and foreign investors in both the manufacturing and services sectors as they seek more value-creating operations, higher sustainable returns and new business opportunities.

Singapore commands global leadership positions in many areas. EDB is expanding and extending existing industry clusters, as well as exploring new growth areas to create good jobs and secure Singapore's future competitiveness. Our emphasis is on capital-intensive, knowledge-intensive and innovation-intensive activities.

For more information on how EDB can help in your business and investment, please visit www.sedb.com.

About Singapore Business Federation

The Singapore Business Federation is the apex business chamber in Singapore. SBF aims to advance and promote business opportunities and networking within the business community both in Singapore and abroad. At the national level, SBF works closely with the government and labour organisations in a tripartite relationship to create a conducive business environment in Singapore. At the international arena, SBF represents the Singapore business community in multilateral, regional and bilateral business organisations to advance and promote their interest in trade expansion.

For more information, please visit www.sbf.org.sg.

About Zenith Events Management Pte Ltd

Zenith Events Management Pte Ltd's forte lies in organising and managing trade exhibitions and conferences, providing a compelling platform for businesses to converge and for buyers and sellers to connect face-to-face, facilitating business, investment and partnerships. Leveraging on its global network and expertise with affiliate offices in Beijing, Shanghai and Hong Kong, coupled with an integrated marketing communications approach in its business model, Zenith Events Management is poised to create value in helping businesses and entrepreneurs gain market share and acquire business insights. As a member of Singapore Association of Convention and Exhibition Organisers and Suppliers (SACEOS), Zenith Events Management also collaborates with industry players, government bodies and trade associations to act as a catalyst for business success.

For more information, please visit www.zenithevents.com.sg

For media enquiries, please contact:

<p>Sonya Madeira Stamp Associate Director & Partner EASTWEST Public Relations for Global Entrepolis @ Singapore DID: +65 6429 0315 Email: sonya@eastwestpr.com ges@eastwestpr.com</p>	<p>Tan Jin Kien Executive Associate EASTWEST Public Relations for Global Entrepolis @ Singapore DID: +65 6429 0307 Email: jinkien@eastwestpr.com</p>
<p>Alex Tan Assistant Head, Communications Economic Development Board DID: +65 6832 6284 Email: alex_tan@edb.gov.sg</p>	<p>Gerald De Cotta Director, Corporate Communications Singapore Business Federation DID: +65 6827 6896 Email: gerald@sbf.org.sg</p>
<p>Derrick Tan Marketing Director Zenith Events Management Pte. Ltd. Tel: +65 6346 6811 Email: derrick.origen@gmail.com penelope_foo@zenithevents.com.sg</p>	<p>Thomas Long Exhibition Manager Zenith Events Management Pte. Ltd. Tel: +65 6346 6811 Email: thomas_long@zenithevents.com.sg</p>