

**SENIOR MINISTER OF STATE TAN KIAT HOW ATTENDS THE 2025  
EXPERIENCE SINGAPORE WEEK IN CHONGQING TO DEEPEN SINGAPORE'S  
AND CHONGQING'S ECONOMIC AND CULTURAL TIES**

1. Senior Minister of State (SMS) for Digital Development and Information and Health Tan Kiat How attended the Opening Ceremony of the *2025 Experience Singapore Week* in Chongqing on 29 September 2025. The event is co-organised by Singapore's Ministry of Trade and Industry and Chongqing Municipal Government, in commemoration of the 10<sup>th</sup> anniversary of the China-Singapore (Chongqing) Demonstration Initiative on Strategic Connectivity (CCI). Held from 29 September to 2 October 2025 at Chongqing's Guanyinqiao Circular Plaza, the *2025 Experience Singapore Week* aims to promote Singapore's and Chongqing's economic and cultural ties through the exchange of culture, food, brands and people-to-people connections.
2. The Opening Ceremony was attended by Guests-of-Honour SMS Tan and Chongqing Vice Mayor Xu Jian, and over 80 guests and officials from Singapore and Chongqing. It featured a lion dance performance, performances of Singapore songs by BZ1, an electronic urban-folk China-Singapore duo, and a launch ceremony to officiate the start of the *2025 Experience Singapore Week*.
3. The commemorative event also features a Lau Pat Sat-inspired zone with 12 hawker stalls offering Singapore cuisine and local delicacies, including chicken rice, satay, laksa, and durian. Over 10 Singapore brands<sup>1</sup> spanning consumer products, lifestyle goods, and healthcare services are also showcased at the event. Interactive zones provide visitors with immersive experiences of Singapore's iconic attractions such as Mandai Wildlife Reserve, Gardens by the Bay, Sentosa and Jewel Changi Airport, whilst heartland landscapes featuring public housing blocks offer a glimpse into Singapore's neighbourhoods. A dedicated Peranakan section allows guests to explore this unique heritage through displays of traditional Peranakan attire, architecture and designs. Throughout the four-day event, visitors can also enjoy daily *Xinyao* concerts and participate in traditional games including a *chapteh* kicking competition.
4. SMS Tan said, "The 2025 Experience Singapore Week in Chongqing showcases Singapore's unique culture, including our beloved local food, attractions, and brands. This exhibition coincides with the China's October 1<sup>st</sup> National Day holiday and Mid-Autumn Festival. We hope that friends from Chongqing and Western China will get a deeper appreciation and understanding of Singapore. As we celebrate a decade of the CCI and look towards the next phase of collaborations, we will continue to strengthen both our economic partnerships and people to people ties."
5. CCI is the third Government-to-Government project between Singapore and China. Launched in November 2015, the CCI serves as a key priority demonstration

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<sup>1</sup> Participating brands include Alpha TClique, The Ascott Limited, Best Service, Blé de Fonty, CapitaLand, DAWN, Hai's, OSIM, Raffles Medical Group, Rachele The Rabbit Distillery, Singapore Airlines, Suns Singapore, Tag Espresso, Warinn

project for China's Belt and Road Initiative, the Western Region development, and the Yangtze River Economic Belt Strategy. Based on the theme of "modern connectivity and modern services", the CCI's four priority areas are financial services, aviation, transport & logistics, and information and communications technology (ICT). The CCI aims to catalyse the economic growth of Western China by enhancing connectivity within the region and the next phase of CCI's developments will see deeper connectivity and expanded collaboration in emerging sectors, underpinned by digitalisation and sustainability.

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