

# Swiss Ties

JULIE RANEDA is the President of SwissCham (Singapore); she chats to us about how the organisation strengthens business relations between corporate and individual members who have a connection to Switzerland.

## Give us a bit of background to SwissCham.

Our roots date back to 1988, and our mission is to promote and strengthen bilateral business relations between Switzerland and Singapore and foster meaningful connections among professionals. We support our members in navigating today's evolving business landscape through advocacy, thought leadership and vibrant community-building events.

## Who are your members?

They're a diverse group, with a focus on companies; we have around 200 corporate members. These include Swiss multinationals, Singaporean

SMEs, start-ups and regional businesses across various sectors. We also count around 100 individual members, including entrepreneurs, consultants and professionals.

What unites our corporate and individual members is a connection to Switzerland, whether through business ties or a shared appreciation for Swiss values like quality, innovation, and sustainability. This makes for a dynamic, international community rooted in meaningful business exchange.

## Tell us a bit about the activities and events that you put on for members.

We offer a dynamic calendar of events – in 2024 alone, we organised 66 events! These range from knowledge-sharing sessions and CEO luncheons to industry-specific roundtables, casual networking evenings and career-focused gatherings for young professionals. We also host signature events like the Swiss Gala and regularly collaborate with other European chambers to expand the ecosystem.

Our seven thematic committees – Climate Tech, Finance, Hospitality, International Relations, Science & Technology, Young Professionals, People & Skills – allow members to exchange insights and co-create impactful initiatives throughout the year.

## Why should someone join the Chamber?

Becoming a SwissCham member means joining a trusted network that supports professional growth,




### About Julie

Julie is a Swiss citizen who has been living in Singapore for 10 years with her husband and two kids. She's the partner and Managing Director at Schellenberg Wittmer.

enhances visibility, and opens doors to both local and international business communities. Whether you're a corporate leader, SME, start-up or individual professional, we offer a platform to connect, collaborate and thrive, all with a distinctive Swiss touch.

## How long is a membership period and what can a member expect during this time?

Membership runs on an annual basis and is renewed by calendar year. During this time, members gain access to exclusive events, high-level networking opportunities, visibility through our communication channels, and the chance to engage in initiatives aligned with their business or personal interests.

It's a meaningful way to be part of a forward-thinking, engaged community that values both excellence and authentic connections. 



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