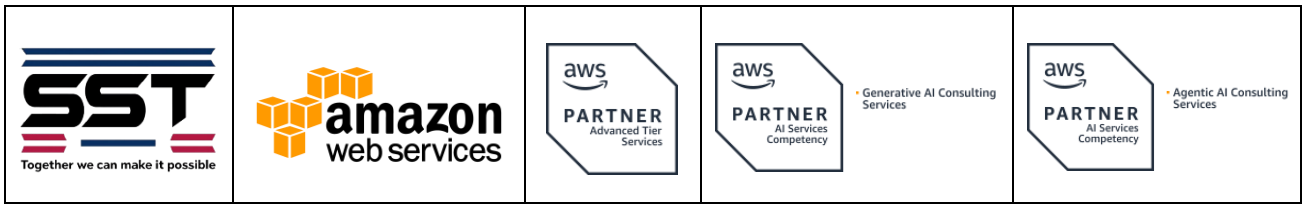
Case Study: SGDCC Digital Chamber Forum 2026

Partners and supporters: Joint sponsored the Event by SST & AWS



Background and Event Overview

The Singapore Digital Chamber of Commerce (SGDCC) held its Digital Chamber Forum on 11 November 2026. The forum brought together business leaders, technology experts, policymakers and regional chamber representatives to discuss competition, artificial intelligence and growth in Southeast Asia.

The programme combined a keynote address, three expert panels, an AI ethics session and a cross-regional dialogue. The event was presented with Aventis Graduate School. SST and AWS were the official sponsors. The forum was held at the Wyndham Singapore Hotel.

Objectives

The forum set out to:

- Give business leaders a practical view of how competitive advantage is changing
- Explore how AI can create value while meeting governance and ethical standards
- Identify growth opportunities for companies in Singapore and the wider region
- Strengthen collaboration between the Singapore, Vietnam and Malaysia digital chambers

Challenges and Requirements

A forum of this scale required coordination across three expert panels, a keynote, an AI ethics session and a cross-regional dialogue. Speakers came from several countries and sectors, so schedules and session flow had to be managed carefully.

The programme also needed to deliver clear value to attendees across business, technology and policy.

SST's Role and Sponsorship Contribution

SST and AWS were the official sponsors of the SGDCC Digital Chamber Forum. The sponsorship supported the event's delivery and its visibility among the chamber's audience.

- **Key sponsor:** SST was one of the key sponsors of the forum, with AWS as its partner.
- **Speaker slot:** Eliza Wong, Managing Director, SST Asia, delivered SST’s five-minute address on the AWS and SST partnership (see Speaker Spotlight).
- **Expo exhibit:** SST ran an exhibit in the Expo room, where attendees could book a funded AI assessment.

- **Hospitality:** SST hosted the lunch for attendees.

The sponsorship placed SST alongside the chamber, Aventis Graduate School and other partners, and opened conversations with business leaders and technology providers in the region.

How the Sponsorship Promoted AWS AI Tools and Programmes

As the AWS co-sponsor, SST used the forum to put AWS's AI tools and programmes in front of Singapore's business and policy audience. The sponsorship supported this in four ways:

- **AI Competency visibility:** SST's AWS AI Competency (Generative AI Consulting Services) was linked to the forum's AI theme, including the AI advantage and AI ethics sessions.
- **AWS programme funding:** SST secured AWS Marketing Development Funds (MDF) for the 11 November 2026 forum, connecting the sponsorship to AWS's co-funded partner marketing programme.
- **AWS AI tools showcased:** Amazon Bedrock, giving businesses a choice of leading AI models in one secure place; Amazon Bedrock AgentCore, for running AI agents in production with security and control; and AWS funding programmes for assessments, proofs of concept and migrations, which SST helps eligible customers access.
- **Funded first step:** AWS funding programmes for assessments, proofs of concept and migrations give attendees a low-risk way to start. SST helps eligible customers access them.

Together, these activities positioned AWS AI tools and programmes as practical options for regional businesses, rather than as a product pitch alone.

SST and AWS: Platform Plus Delivery

AWS brings the platform and SST brings the delivery. The partnership combines both in one offer for regional businesses.

What AWS brings	What SST brings
Choice: Amazon Bedrock gives access to many leading AI models through one secure service	Assess: find and rank the use cases that pay back
Trust: cloud regions in Singapore and across Southeast Asia, and an additional S$12 billion invested in Singapore by 2028	Build: engineer on AWS in 4 to 16 weeks
Agents in production: Bedrock AgentCore brings security, identity and monitoring for AI agents	Secure: compliance and controls from day one
Funding: programmes for assessments, proofs of concept and migrations	Operate: run and optimise the solution, 24/7

SST at a glance: founded in 2011 and headquartered in Monroe, New Jersey, with offices and delivery centres in Singapore, Cambodia, India, the UAE, Saudi Arabia and the UK. SST has delivered 200+ projects for clients in 10+ countries, with 100+ expert professionals. SST is an AWS Premier Tier Services Partner and holds the AWS Generative AI Competency.

Speaker Spotlight: Eliza Wong, Managing Director, Asia, SST

Eliza Wong delivered SST's five-minute address, "AWS and SST: from AI that talks to AI that works," as one of the key sponsors of the forum, with AWS as SST's partner. Her main points:

- **From talk to work:** AI has moved beyond chatbots and pilots that stall. Agentic AI completes tasks, such as reading an invoice, checking it against a contract and sending exceptions for approval.
- **AWS provides the foundation:** Amazon Bedrock offers a choice of leading AI models and Bedrock AgentCore runs agents in production.
- **SST provides the last mile:** SST works with operations teams to find the process where AI pays back fastest, builds it on AWS, secures it and runs it. Examples include a multi-agent system for utility operations, AI that reads medical documents and a multilingual voice assistant for local languages.

"AWS brings the platform. SST brings the delivery. You bring the knowledge of your business."

AI Features Showcased

The AI capabilities SST presented alongside the forum, and the examples given in the speech. [Confirm which of these were demonstrated at the forum itself.]

AI feature	What it does	Built on
Generative AI	Assistants and knowledge search over a business's own data, for customer support, sales and self-service	Amazon Bedrock, RAG, fine-tuning
Agentic AI	AI agents that complete tasks across systems, with human approval where judgement is needed	Amazon Bedrock AgentCore, multi-agent workflows
NLP and voice AI	Document intelligence, sentiment analysis, voice assistants and multilingual support	Shruti.ai, Document AI
Predictive analytics	Demand forecasting, churn prediction, fraud detection and real-time dashboards	Amazon SageMaker, Amazon QuickSight
AIOps and automation	AI-driven incident management, anomaly detection and automated remediation	Reduce MTTR, auto-healing
Computer vision	Image recognition, visual search and defect detection in manufacturing	Amazon Rekognition
Shruti.ai (SST product)	Voice AI assistant for everyday tasks, on iOS and Android	Voice AI, multilingual

LLMInsight.ai (SST product)	Tracks LLM spend and enforces team controls	AI cost governance

Examples: a multi-agent system for utility operations, AI that reads medical documents for healthcare, and a multilingual voice assistant for local languages. For retail, customer service in Bahasa, Thai, Vietnamese, Khmer and English from one system.

Event Photo Highlights



SST and AWS branding at DESA 2026



SST presenting its company overview at DESA 2026



Panel discussion at DESA 2026



Audience at the DESA 2026 sessions



Group photo at the Digital Economy Summit Asia venue



SST team with SGDCC leaders

Key Takeaways

- **Sponsorship works best alongside a clear programme.** SST's role complemented a well-structured event with strong speakers and a relevant theme.
- **Cross-border collaboration adds value.** The regional dialogue showed the benefit of connecting chambers across markets.
- **Governance is part of the growth conversation.** The AI ethics session reinforced that responsible adoption is a business priority.
- **Relevance drives engagement.** Themes tied to real business decisions give attendees a reason to stay and take part.
- **AI credentials gain traction in person.** Sponsoring an AI-themed forum with AWS gave SST's AI Competency a credible setting with business and policy leaders.

Conclusion

The SGDCC Digital Chamber Forum 2026 was successfully completed on 11 November 2026. It gathered speakers and attendees from business, technology and policy to discuss the future of digital growth in Southeast Asia.

SST's & AWS joint sponsorship supported the event and strengthened our presence in the regional digital business community. We look forward to contributing to future SGDCC initiatives.