

## SoftServe Joins International Trade Council's Trade Mission to Singapore



INTERNATIONAL  
TRADE  
COUNCIL

**London, Feb 21, 2019** ([Issuewire.com](http://www.Issuewire.com)) - [The International Trade Council](#) announces that [SoftServe](#), a leading digital authority and consulting company, will be participating in the International Trade Council's [Trade Mission to Singapore](#) from March 25-28, 2019. The Trade Mission consists of a series of networking events, seminars, and presentations focused on business opportunities in Singapore; as well as on-site visits and business-to-business meetings arranged by the Council.

The Trade Mission in Singapore is an opportunity for C-Level executives to explore the market, gain exposure to the business culture, as well as meet with potential customers and partners.

This year's Trade Mission will focus on automation, infrastructure, smart cities, information technology, telecommunications, the blockchain, data-analytics and Internet of Things.

As advisors and providers, SoftServe is agents of change that get innovation done for the enterprise. The company operates at the cutting edge of technology to deliver the quality and speed that its clients expect.

"The Trade Mission to Singapore is a great opportunity for us to create lasting international relationships in this region and to promote ongoing bilateral cooperation with companies in Asia," said Alfie Murray-Dudgeon, director of Europe & APAC at SoftServe. "Networking with business leaders looking to partner with companies that can help them solve their toughest innovation challenges and reimagine new ways of working for the future will help us assess and pursue investments in Singapore as the APAC hub for SoftServe's rapid global expansion."

During the trade mission, SoftServe will also be an invited guest at [IoT Asia 2019](#)—an award-winning dedicated business platform at the forefront of creating collaboration and knowledge sharing opportunities for professionals in the Internet of Things value chain around smart cities, industrial IoT, artificial intelligence, the blockchain, and data analytics. The event connects technology solution providers, enablers, end-users and potential IoT technology adopters.

### **About the International Trade Council**

The International Trade Council is a 64-year-old peak body Chamber of Commerce representing government export agencies, chambers of commerce and industry associations and businesses from 176 countries. The Council works with businesses to introduce them to new markets, understand the competitive landscape, find new customers, understand potential technical barriers to trade and meet the challenges of expanding in new and/or competitive environments. Council members include 19 national chambers of commerce, 59 state chambers of commerce, 73 government export agencies and 314 local business associations and chambers and approximately 28,800 direct corporate members.

To schedule a meeting with SoftServe during their visit, please contact the International Trade Council's office in Singapore or email [sing-mission@tradecouncil.org](mailto:sing-mission@tradecouncil.org)

### **About SoftServe**

SoftServe is a digital authority that advises and provides at the cutting-edge of technology. We reveal, transform, accelerate, and optimize the way enterprises and software companies do business. With expertise across healthcare, retail, media, financial services, software, and more, we implement end-to-end solutions to deliver the innovation, quality, and speed that our clients' users expect.

SoftServe delivers open innovation—from generating compelling new ideas, to developing and implementing transformational products and services.

Our work and client experience are built on a foundation of empathetic, human-focused experience design that ensures continuity from concept to release.

We empower enterprises and software companies to (re)identify differentiation, accelerate solution

development, and vigorously compete in today's digital economy. No matter where you are in your journey.

Visit our [website](#), blog, LinkedIn, Facebook, and Twitter pages.

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