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SINGAPORE REINFORCES ITS ROLE AS ASIA PACIFIC'S TRUSTED BUSINESS GATEWAY AT BNI SINGAPORE NATIONAL CONFERENCE 2026

SINGAPORE, (September 1, 2026) – The recently concluded **BNI Singapore National Conference (SNC) 2026** brought together 1,000+ entrepreneurs, business leaders, and referral partners from across Asia Pacific, highlighting the growing importance of trust-based business relationships in an increasingly connected global economy.

The conference featured Mary Kennedy Thompson, CEO of BNI, alongside regional business leaders and strategic partners. Discussions focused on how trusted referrals and professional relationships continue to drive business growth across borders.

With close to **150,000 BNI Members across Asia Pacific**, Singapore plays a pivotal role in connecting businesses throughout the region. Its strategic location, strong international business presence, and multicultural environment position it as a natural hub for cross-border collaboration.

"Singapore is uniquely positioned to connect markets, cultures, and business communities across Asia Pacific," said **Mary Kennedy Thompson, CEO of BNI**. "As businesses seek new opportunities beyond their home markets, trusted relationships remain one of the most powerful drivers of growth."

A key theme emerging from the conference was the difference in how referrals and business introductions are approached across cultures. While Western markets often prioritize expertise, credentials, and business fit, many Asian markets place greater emphasis on trust, reputation, and long-term relationships before recommendations are made.

Singapore's business culture bridges both approaches.

"Businesses here value results and professionalism, while also recognizing the importance of trust and relationships," Thompson said. "That balance makes Singapore an ideal environment for meaningful business connections between Eastern and Western markets."

Conference discussions also explored why BNI's relationship-based networking model continues to resonate across Asia. Built around BNI's philosophy of **Givers Gain®**, the organization provides a structured environment where Members can build credibility and confidence over time through consistent engagement and collaboration.

"In many Asian cultures, a recommendation reflects directly on the person making it," Thompson added. "BNI creates a framework where trust can develop naturally, giving Members confidence that the referrals they make are backed by credibility and reliability."

The success of SNC 2026 underscores Singapore's growing role as a platform for regional business collaboration, strengthening connections among entrepreneurs, SMEs, and business leaders while reinforcing the value of trusted relationships in today's business landscape.

About BNI®

BNI (Business Network International) is the world's largest and most successful business networking organization. Today, BNI has over 355,000 Member-businesses participating in over 11,800 BNI Chapters that meet in-person, online, or in a hybrid format each week in 77 countries around the globe. Since inception in 1985, BNI has proudly helped 2.28 million businesses garner over \$228 billion USD in revenue. To learn more about BNI and how you can visit a Chapter, go to www.bni.com.

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1. *This information is based on historical BNI Member self-reported data for April – June 2026 and represents collective results from BNI Members worldwide. Errors in the self-reporting of data or in subsequent analysis are possible. Therefore, the information herein should only be viewed as representative in nature.*

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