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RUSSIA, with its immense resources, may be an economic magnet, but Singapore should look at changing the way it engages it.

Instead of merely building up existing business connections there, Singapore should offer Russia access to the new generation of emerging markets in Asia, said Michael Tay, Singapore's ambassador to Russia as well as executive director of the Russia-Singapore Business Forum (RSBF).

"Singapore has become a strategic platform that introduces and supports business links between Russia and Asia," he said at the curtain-raiser for the sixth annual business forum yesterday. Indeed, this idea of tapping the new emerging markets in Asia will be the focus of the upcoming

Russia-Singapore Business Forum. The event will see businessmen from all over Asia, Russia and the Commonwealth of Independent States (CIS) joining this opportunity to network.

During the four-day conference, participants can also expect to examine case studies of successful ventures in these markets and identify specific sectors or projects that can lead to collaboration between Russian and Asian firms. In addition, top Russian business leaders like Herman Gref, chairman and CEO of Sberbank, will also speak during the conference.

The RSBF is the largest conference involving Russian businessmen in the world. This year's RSBF will be held from Sept 25 to 28 at Marina Bay Sands and is expected to draw close to 1,000 participants.