

Smobler Represents Singapore's Tech Start Ups at SelectUSA 2023

SelectUSA Investment Summit is the premier event for FDI promotion, between investors, economic development organizations (EDOs) and startups.

SINGAPORE, May 3, 2023

/EINPresswire.com/ -- [Smobler](#), a metaverse architecture and immersive design agency headquartered in Singapore, is proud to be a handful of companies selected to represent the country's tech start ups at the SelectUSA Investment Summit. It is held from 1 – 4 May 2023 at Gaylord National Resort and Convention Center.



Smobler's CEO and Co-Founder, Loretta Chen at SelectUSA 2023

The SelectUSA Investment Summit is the premier event in the United States for foreign direct investment (FDI) promotion, connecting investors, companies, economic development organizations (EDOs), industry experts and startups.

Backed by [The Sandbox](#) and Brinc, Smobler has been focused on building a diverse ecosystem with a strong academy emphasis. To do so, it partners with Web 2, legacy brands and works closely with governments, NGOs, financial institutions, F&B, retail and other B2B brands.

It made headlines by creating the first phygital wedding, was awarded a USD 525,000 (SGD700,000) SG Enable grant to build A11Yverse, a disability park as well as a USD1M scholarship fund with Aventis Graduate School to promote metaverse education for ASEAN communities. Smobler also launched a HERSTORY initiative to teach young women and girls digital asset creation and ownership in The Sandbox open Metaverse.

"We are very grateful for the robust support by Enterprise Singapore, the US Embassy in Singapore and H.E. Ambassador Jonathan Kaplan. We are looking forward to our conversations

with Secretary of Commerce Gina Raimado, in-depth meetings with governors and state representatives of California, Florida, Oregon, Utah, Texas, Washington and Nevada. I am particularly excited to meet with fellow entrepreneurs as well as the Global Women in Tech so we can create, connect and collaborate together," said Loretta Chen, Smobler's CEO and Co-Founder.

SelectUSA is off to a rousing start with President Joe Biden giving his opening remarks welcoming the delegation. Secretary of Commerce Gina Raimondo emphasized the importance of diversity and the support for women technopreneurs while Secretary of Education Miguel Cardona iterated the need for a skilled and future forward workforce.

About Smobler

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Smobler's CEO and Co-Founder, Loretta Chen

About Dr Loretta Chen



(from center to right) Ambassador Jonathan Kaplan, Assistant Secretary of Commerce for Global Markets and Director General of the U.S. and Foreign Commercial Service, Arun Venkataraman, Deputy CEO of Enterprise Singapore, Tan Soon Kim and Loretta Chen (in pink jacket)

Smobler is a metaverse architecture firm headquartered in Singapore. It is an investee studio of, and a recognized The Sandbox builder. It specializes in creative ideation, omnichannel brand marketing, phygital applications and metaverse development.

Smobler is keen on co-creating a diverse ecosystem with a strong academy and phygital experience emphasis. Its recent clients include DBS, Starhub, Mighty Jaxx, The Food Bank Singapore, Spa Esprit Group as well as digital collectible projects such as Tools of Rock and Clay Nation.

To learn more, visit www.smoblerstudios.com.

Regarded by the media as “a force of nature”, “Asia’s Anna Wintour” and “Top 100 Women of the Future”, Dr Loretta Chen is an award-winning creative director, a respected professor and bestselling author. Her latest book, M/OTHER is published by The Straits Times Press. She was shortlisted as a Nominated Member of Parliament and is International Consultant to the investment arm of the Royal Government of Bhutan.

Loretta is also a leadership, brand marketing and performance studies adjunct professor at University of Hawaii, Ritsumeikan Asia Pacific University, Stanford and Carnegie Mellon.

She is currently CEO and Co-Founder of Smobler, a leading metaverse architecture firm backed by The Sandbox and Brinc.

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