



Career Conversion Programme(CCP) Internationalisation Professionals

(Previously known as PCP for Southeast Asia Ready Talents)



CCP for Internationalisation Professionals (CCP-I)

Helping local companies break into new markets

- WSG had approved to revamp PCP for Southeast Asia Ready Talents (PCP-SEA) which helps local companies to recruit suitable talent to assist the company to break into SEA markets
- PCP-SEA will be renamed CCP for Internationalisation Professionals (CCP-I) which will include new markets such as China, Middle East, South Asia and Africa, in addition to SEA. CCP-I will also help companies who are keen to use B2B e-commerce to expand overseas
- CCP-I will offer the following modalities:
 - **Place-and-Train/ New hires** (9 months)
 - **Redeployment** for existing employees who are at immediate/ short-term risk of redundancy (6 months)
 - **Job Redesign Reskilling (JRR)** for existing employees who required to be reskilled to take on redesigned or new internationalisation related role (3months)

Strategic Partners:



CCP for Internationalisation Professionals (CCP-I)

Company Eligibility



- Registered or incorporated in Singapore
- Offer employment directly related to the CCP, with remuneration that is commensurate with the market rate
- Commit to the CCP training arrangements for the PMETs
- Be committed to work with SBF on the necessary administrative matters
- Companies need to provide a clear development/transformation plans for the trainee and how these plans support the company's internationalisation strategy

Trainee Eligibility



- Singapore Citizen or PR
- Min 21 years old
- Should not be a fresh graduate (2 years work experience, or graduated / completed NS for at least two years)
- Newly hired / Immediate or short-term risk of redundancy / Job Redesign Reskilling nominated by an eligible company
- Must not be in a similar job role prior to joining the CCP

CCP for Internationalisation Professionals (CCP-I)

Helping companies build Internationalisation capabilities

PMETS : SC/PR \geq 2 years of working Experience

Place-and-Train (9 Months)



Facilitated
classroom
training
including
e-learning



Structured
On-the-Job-
Training
(OJT)



Summative
Project
Plan



Job Ready PMETs



Examples of Job Function

- Regional Business Development
- Franchise Operations
- Regional Account Management
- Regional B2B e-commerce
- Global Market Analysis

PMETS : SC/PR \geq 1 year of service with
Company Experience

Job Redesign/ Reskilling (3 Months)

PMETS : SC/PR \geq 1 year of service with Company Experience

Redeployment (6 Months)

Training Programme Structure for 130hours (New Hire/ Redeployment)



Mandatory

(~46 hrs)

Provide core competencies

Navigating the Global Business Landscape

Leadership, Management & Business Acumen in the International Market

Distribution Strategy & International Marketing

International Trade and Investment



Specialised Elective Tracks

(~53 hrs)

Specialise in either a region or B2B e-commerce

**Region /
E-Commerce**

South East Asia

China

B2B e-Commerce



Functional Elective

(~31 hrs)

Modules based on trainee's functions

To complete a total of about 130 training hours for the mandatory, specialized elective track and functional elective modules



Immersion (optional)

(Separate fee chargeable)

Encouraged to participate in the immersion programme for in-market exposure and experience

Training Programme Structure

a. **Mandatory Modules (~46hrs)** - *provide core competencies for the participants*

Navigating the Global Business Landscape

Practice using the skills needed to succeed in changing global markets and select and categorize a business according to its stage of globalization and evaluate its strategy.

Leading Across Cultures: Leadership, Management & Business Acumen in the International Market

Explore five key dimensions of cross-cultural leadership: culture, context, risk, linear/ parallel hierarchy, and individualism/ collectivism. Explore their impacts on business and how to adapt

Distribution Strategy & International Marketing

Explore marketing channels and to leverage them to provide value and benefits to customer. Explore the world of international marketing & discover the nuances of global markets.

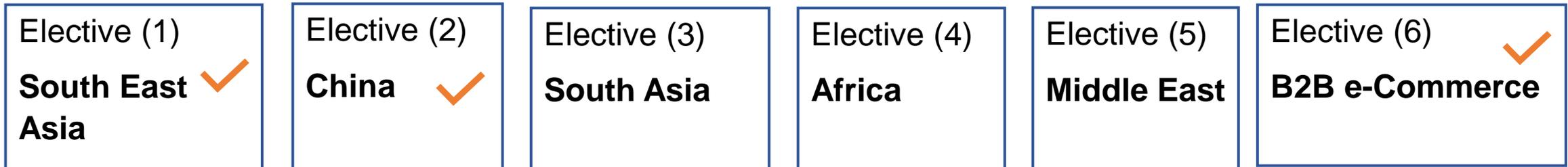
International Trade and Investment

Understanding the Geopolitical Business Environment
Trade and Investment Trends and Policies
Digitalisation Impact on Internationalisation

Face 2
Face

Training Programme Structure

b. Specialised Elective Tracks (~53hrs) - *to specialise in either a region or in B2B e-commerce*



Modules for Region tracks:

- E-commerce Strategy
- Distribution Channels
- Essential Business Culture
- Local Labour Laws & Practices
- Trade Investment Regulations & Incentives
- Taxation and Compliance Practices
- Market Mentoring

Modules for B2B e-commerce track:

- E-commerce strategy
- E-commerce Technology
- Online Customer Management
- Inventory Management
- Logistics Planning
- Mentoring

Training Programme Structure

c. Functional Elective Modules (~31hrs):

Upon choosing the specialised elective track, participants would need to select from a list of elective modules to complete a total of about 130 training hours for their programme.

- International Logistics Management
- Shipping & International Trade
- Introduction to International Trade Finance
 - Incoterms 2020
 - Letters of Credit: An Understanding for Importers and Exporters
- Understanding International Transfer Pricing in Practice
 - Understanding Transfer Pricing
 - Understanding Regional Transfer Pricing
- Negotiation Skills
- Understanding the Digital Marketing Landscape & the Customer Funnel
- Introduction to Marketing and Advertising for Consumer & B2B Products
- International Business Social Media Strategies & Market Research Information
- Financial Risk Management
- Exploring our Mind for Situational Thinking & Decision Making

CCP for Internationalisation Professionals (CCP-I)



JRR - Redesign/ Reskill employee to take on International role

Total Duration: **3 months**

Salary range: \$2,500 - \$8000

Existing
SC/PR



Training
(Physical &
E-Learning)
43 hours



On-the-Job-
Training

***Job
Redesign/
Reskill**

**Transformation must
affect at least 50% of
current job scope*

Navigating the Global
Business Landscape

International Trade
and Investment

E-Commerce Strategy

Understanding the
Digital Marketing
Landscape & the
Customer Funnel

Grant Support



3 Months
Up to 90% Salary Support



70% of \$4,475 training course subsidy

Training Programme Structure (JRR)

Mandatory Modules (~46hrs) - *provide core competencies for the participants*

Face 2
Face

Navigating the Global Business Landscape

Practice using the skills needed to succeed in changing global markets and select and categorize a business according to its stage of globalization and evaluate its strategy.

Understanding the Digital Marketing Landscape & the Customer Funnel

Overview of the digital marketing world and learn discover how to use time-proven frameworks to assess their customers' needs, identify primary marketing objectives

E-Commerce Strategy

Explore how to map a company's current business strategy, its value chain, and areas of competitiveness. It also looks at an ecommerce business model and the concomitant strategy that best fits it

International Trade and Investment

Understanding the Geopolitical Business Environment
Trade and Investment Trends and Policies
Digitalisation Impact on Internationalisation

Programme Funding Structure

Course Fee Grant

Total Course Fee: \$13,000 (New Hire/ Redeployment) | \$4,475 (Job Redesign Reskilling)

Government Subsidy		Company Commitment	
70% of course fee, per trainee at capped at <ul style="list-style-type: none"> • \$9,100 (new hire/redeployment) • \$3,132.50 (JR Reskilling) 		30% of course fee per trainee <ul style="list-style-type: none"> • \$3,900 (before GST) for new hire/redeployment • \$1,342.50 (before GST) for JR Reskilling *Company might be eligible for SkillsFuture Enterprise Credit (SFEC)	
For new hires employed between Sep 2020 and 31 Mar 2023 (both months inclusive)*		For new hires employed from 1 Apr 2023/ Redeployment / JR Reskilling	
Eligibility	Government Subsidy	Eligibility	Government Subsidy
SC < 40 years old or PR	35% of monthly salary, capped at \$2,000 per trainee per month over 18 months	SC < 40 years old or PR	70% of monthly salary, capped at \$4,000 per trainee per month over approved period
SC ≥ 40 years old or LTU	45% of monthly salary, capped at \$3,000 per trainee per month over 18 months	SC ≥ 40 years old or LTU	90% of monthly salary, capped at \$6,000 per trainee per month over approved period

*Adjusted salary funding support for new hires who start employment between Sep 2020 and Sep 2022 (inclusive) due to JGI
 LTU: Long-Term Unemployed where LTU refers to new hires who have been actively looking for job for at least 6 months