

# ORIENTATION FOR SBF MEMBERS

**Your Journey To a Future-Ready Network**

**11 September 2024**



**BUSINESS NOT AS USUAL**

**Mr Kok Ping Soon**  
Chief Executive Officer

# Business **not** as Usual



**Why your SBF Membership matters**  
**What SBF does to advance your business**  
**How you can benefit from SBF**





**REGIONAL  
CONFLICTS**



**ECONOMIC  
DE-COUPLING**



**WEAK GLOBAL  
ECONOMY**







**MANPOWER  
SHORTAGES**



**LAND  
SCARCITY**



**CARBON  
CONSTRAINTS**





**TECHNOLOGICAL  
ADVANCES**



**NET ZERO  
TRANSITION**



**SKILLS  
ATROPHY**



# **Mobilising** the whole of **Business** **Magnifying** your world of **Opportunities**

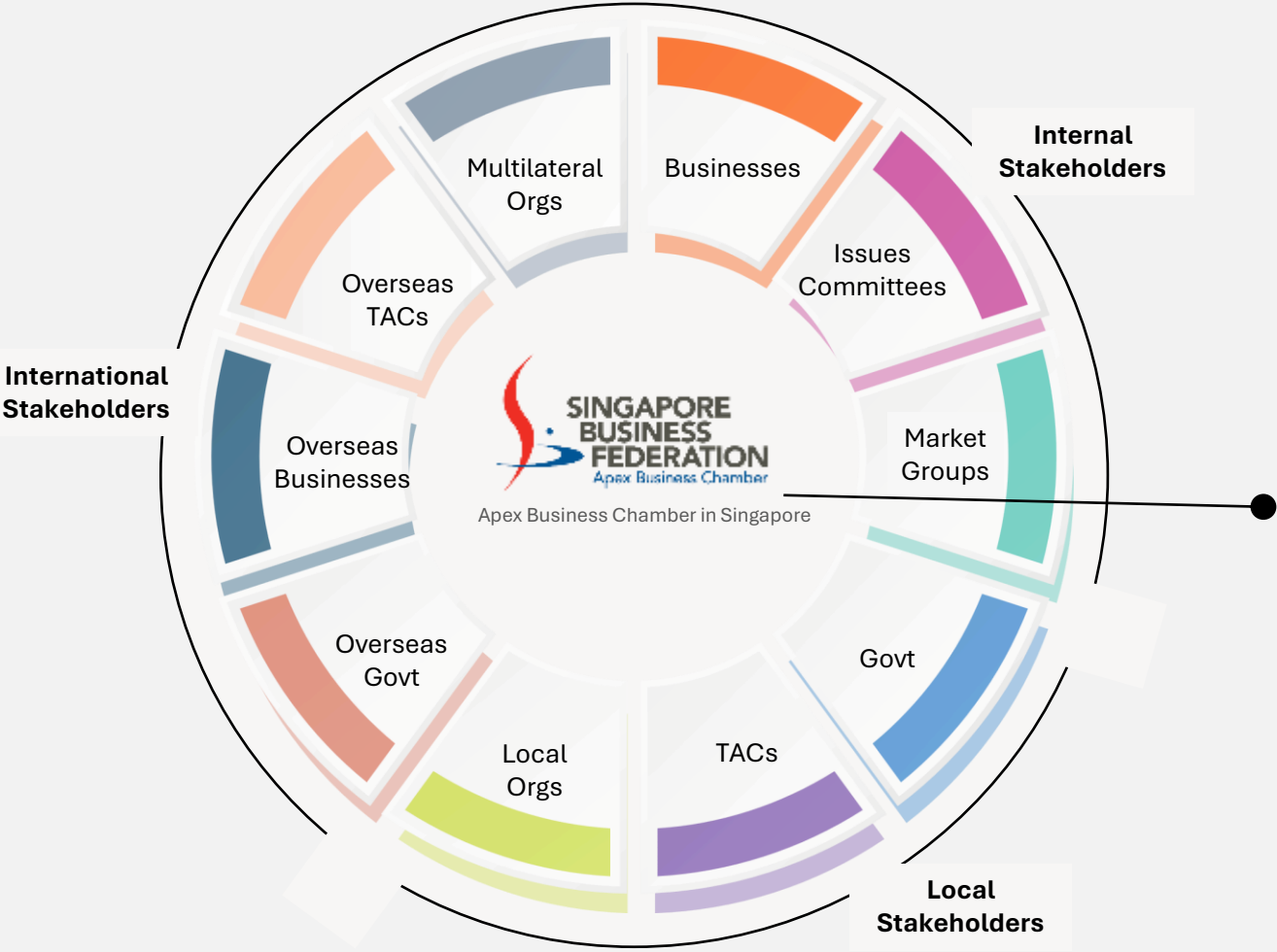
## **Vision**

Globally Competitive Sustainable Economy  
Future-Ready Businesses  
Impactful Trade Associations And Chambers

## **Mission**

Shape Solutions, Build Partnerships and  
Foster Capabilities  
with businesses to advance Singapore.

# Operating at the nexus of government, businesses & TACs, SBF shape the change needed and drive growth of businesses







**Scale  
Internationally**

**Smart  
Enabled**

**Skills  
Empowered**

**Sustainability  
Centric**

**Socially  
Impactful**

# Work with us to create opportunities and enable a globally competitive and sustainable Singapore

## Shape Solutions



### Shape Solutions (Policy)

- Provide feedback to Policy & Regulations through surveys, FGDs, Dialogues
- Tap on domain expertise in Internationalisation, Human Capital, Digitalisation, Sustainability and more

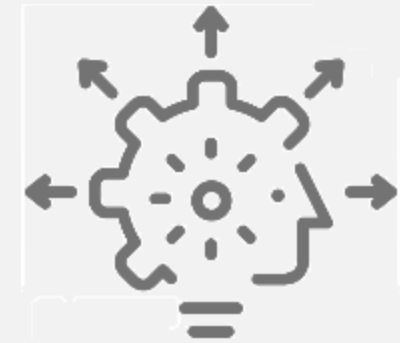
## Build Partnerships



### Build Partnerships (Platforms)

- Showcase your business at SBF events (>600 annually) and channels
- Participate in SBF Networks of Issues, People and Markets

## Foster Capabilities



### Foster Capabilities (Programmes)

- Sign up for Programmes on Digitalisation, Internationalisation and Skills to Recruit, Reskill and Upskill



# Connect with SBF





**Scaled Internationally:**  
**Having a global orientation and  
developing brands, products  
and services that transcend  
our domestic market**

**Mr Kelvin Kee**

Executive Director  
International Business Division



# INTERNATIONALISING WITH THE SBF

## GLOBAL CONNECT @SBF

AN INITIATIVE BY

Enterprise  
Singapore

SINGAPORE  
BUSINESS  
FEDERATION  
Apex Business Chamber

### OUR RESULTS



ESTABLISHED CONNECTIONS

18,000



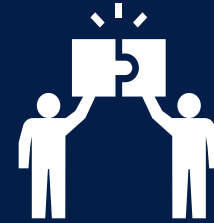
ADVISORIES TO COMPANIES

8,300



PROJECTS FACILITATED

350



BUSINESS MATCHING  
AND LEADS

46%



MARKET INFORMATION  
REQUEST

27%



BUSINESS REGISTRATION  
AND SET UP

15%



OTHER SUPPORT

12%

# INTERNATIONALISING WITH THE SBF

## GLOBAL CONNECT @SBF

AN INITIATIVE BY

Enterprise  
Singapore



### LEARN

Markets, FTAs, and  
new customers

#### Webinars and Seminars

- Networking Sessions
- Market Specialist Insights

#### Free Trade Agreement

- Advisories
- Individual Guidance

#### Overseas Visits

- Trade Shows
- Conferences & Forums

Business Missions



GlobalConnect@SBF



# How FTAs can help

As the key enabler of FTAs for Singapore businesses, SBF has assisted with more than 1,800 companies through more than 1,000 advisories and 60 seminars, webinars and workshops.

## Free Trade Agreements



Improve  
market access  
for services



Less documentation  
and greater  
transparency in  
customs law



Expedite custom  
clearance for  
your shipments



Protect  
investments  
abroad



Reduces tariffs  
for eligible  
goods

### How can we help?



#### 1. FTA Workshops

Structured training on the basics of FTAs and how to benefit from Singapore's network of 27 FTAs.



#### 2. Seminars/Webinars

Explain the exact benefits of each FTA by market e.g. ASEAN, China, Turkey etc., or chapters e.g. Trade in Services



#### 3. 1 to 1 FTA Advisories

[fta@sbf.org.sg](mailto:fta@sbf.org.sg) at ready to answer queries from businesses





# SBF Initiatives

## GLOBAL CONNECT @SBF

AN INITIATIVE BY

Enterprise  
Singapore



### SINGAPORE



Networking Sessions



Budget Seminars



ASEAN Conference

### REGIONAL



China International Import Expo (CIIE)  
& China Asean Expo (CAEXPO)



Vibrant Gujarat Trade  
Show



Overseas Market  
Workshops (OMW)

### WORLDWIDE



Seminars and  
Business Forums



Overseas Market  
Workshops (OMW)



International Fairs  
and Missions (IFM)

# INTERNATIONALISING WITH THE SBF

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SINGAPORE  
BUSINESS  
FEDERATION  
Apex Business Chamber



### LAND

in markets abroad  
physically and  
digitally

#### Singapore Enterprise Centres (SEC) and Overseas Representation

- Indonesia
- Vietnam
- Thailand
- North America

Co-Working Spaces and other in-market facilitation services

B2B matching with in-market partners

# INTERNATIONALISING WITH THE SBF

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Singapore



Singapore  
Enterprise  
Centres (SEC)

### INDONESIA

SINGAPORE ENTERPRISE CENTRE @ JAKARTA



#### JAKARTA



Hisyaamuddin  
Abu Bakar  
Country Head,  
Indonesia, Brunei  
& Timor Leste  
[syam@sbf.org.sg](mailto:syam@sbf.org.sg)



Scan to inquire on services of SEC Jakarta

### THAILAND

SINGAPORE ENTERPRISE  
CENTRE @ BANGKOK



#### BANGKOK



Tan Teck Lee  
Country Head,  
Thailand, Malaysia &  
Philippines  
[Tecklee.tan@sbf.org.sg](mailto:Tecklee.tan@sbf.org.sg)



Scan to inquire on services of SEC Bangkok

### VIETNAM

SINGAPORE ENTERPRISE CENTRE @ HO CHI MINH CITY



#### HO CHI MINH CITY



Amy Wee  
Country Head, Vietnam,  
Cambodia, Laos &  
Myanmar  
[Amy.wee@sbf.org.sg](mailto:Amy.wee@sbf.org.sg)



Scan to inquire on services of SEC HCMC



# INTERNATIONALISING WITH THE SBF

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BUSINESS  
FEDERATION  
Apex Business Chamber



### LOCALISE

operations sustainably, for long term

### Grow via Local Networks

- Singaporean Communities
- Foreign Governments
- Foreign Business Chambers

### Local In-Market Assistance

- Accounting & Tax
- HR & Marketing
- Legal and Government
- Academia



# INTERNATIONALISING WITH THE SBF

## GLOBAL CONNECT @SBF

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FEDERATION  
Apex Business Chamber



### CONTACT US

WhatsApp Us



LEVEL 6, SBF CENTER

160 Robinson Road

Singapore 068914



GLOBALCONNECT@SBF.ORG.SG



[HTTPS://GLOBALCONNECT.SBF.ORG.SG](https://globalconnect.sbf.org.sg)





# **Skills-Empowered: Growing a workforce that focuses on skills acquisition and development**

**Mr Thian Tai Chew**  
Executive Director  
Human Capital Division

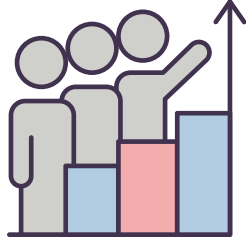
# We are helping companies recruit, reskill, redesign jobs and be recognised as a supporter of progressive wage through the following programmes



## **R**ECRUIT

### **Mid-career Pathways Programme (MCP)**

- Helps mature mid-career individuals (>40 yrs) look for a full-time role with Host Organisations
- 70% allowance support from Government



## **R**ECRUIT

### **Career Conversion Programme (CCPs)**

- SBF handles 6 CCPs :
  - Sustainability
  - WST
  - Professional Exe
  - SME
  - OMIP
  - Human Capital
- Salary Support : Up to 90%, from 3 to 6 months
- (up to \$7,500 per month for mature individuals)



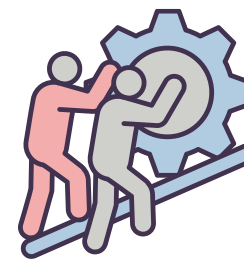
## **R**ESKILL, UPSKILL

### **Training Workshops**

- Training in 4 areas : Internationalisation, Digitalisation, ESG, Business Operations.
- 2023 : >250 workshops were organised/3,200 participants

### **New Popular Workshops:**

- COMPASS Framework
- Flexible Work Arrangement Requests
- Generative AI
- [Xiaohongshu/TikTok](#)



## **R**EDESIGN JOBS & TRANSFORMATION

### **Jobs Development Partner programme**

- Help SMEs accelerate industry transformation and spur job creation and job redesign.

### **Jobs Skills Integrator Programme (JSIT)**

- Help Wholesale Trade companies to hire, train and redesign jobs.



## **R**ECOGNITION

### **Progressive Wage (PW) Mark**

- Accredits firms that pay progressive wages to lower-wage workers.
- Mark-eligible suppliers and subcontractors must be Mark-accredited for government tenders called from 1 March 2023. This will be extended to include quotations from 1 March 2024



# Mid-Career Pathways Programme

**Helps mature mid-career individuals (40 yrs and above) acquire industry-relevant experience through attachments with Host Organisations and look forward to a full-time role with the Host Organisation**

**Host Organisations will need to :**



**Provide between 4 to 6 mths attachment programme**



**Provide clear attachment descriptions and development plans**



**Provide monthly stipend\* during attachment**

**\*No CPF**



**Post attachment vacancies on MCF**



**Offer a full-time employment by the end of the attachment, if the individual's performance is satisfactory.**

**Note:** For **early conversion** to full-time employment, Host Organisations can continue to receive the remaining approved funding support, if the trainee has completed at least 3 months of the attachment.

# Host companies will receive 70% allowance support from Government



Government Funding, with WSG co-funding 70% of Training Allowance

Monthly stipend will depend on attachment, and will be benchmarked to 90% of the median gross wages for equivalent full-time job roles:

|                                      |                   |
|--------------------------------------|-------------------|
| Estimated Monthly Training Allowance | \$1,800 - \$3,800 |
| Government Funding of 70%            | \$1,260 - \$2,660 |



## Illustration

A Host Organisation offering the following attachments

|   | Attachment Offered           | Number of Mature Mid-Career Individuals | Proposed Monthly Stipend per Mature Mid-Career Individual | Funding under SGUP           |                            |
|---|------------------------------|---|---|------------------------------|----------------------------|
|   |                              |   |   | Company Outlay per pax (30%) | Govt Funding per pax (70%) |
| 1 | Business Development Manager | 1                                       | \$3,000   | \$900                        | \$2,100                    |
| 2 | Data Analyst                 | 1                                       | \$3,800   | \$1,140                      | \$2,660                    |
|   |                              | <b>Total:</b>                           | <b>\$6,800</b>  | <b><u>\$2,040</u></b>        | <b>\$4,760</b>             |

\*Host Organisations must be registered or incorporated in Singapore. This includes SMEs, MNCs, TACs, NGOs and Non-Profit Organisations.



# As the appointed Programme Manager, SBF manages the end-to-end process of MCPP

SBF's roles :

- Assist companies in applying for the grant
- Process and approve applications
- Process the disbursement of grants
- Handling Feedback and Complaints

Application is  
open since 7  
Mar 22



Scan to submit your application  
or visit [go.gov.sg/sgup-apply](https://go.gov.sg/sgup-apply)



SCAN OR  
VISIT [GO.GOV.SG/SGUP-INFO](https://go.gov.sg/sgup-info)  
TO LEARN MORE

# SBI aims to help SBF members and the wider business community build capabilities through up-skilling and reskilling the workforce

## SBF Business Institute

(set up in 2014)

#participants (2023) :  
3,200 (include CCPI)

#Workshops (2023) :  
250

### New Popular Workshops:

- COMPASS Framework
- Flexible Work Arrangement Requests
- Generative AI
- Xiaohongshu/TikTok



Download our Training  
Calendar Here!



Join our Telegram Channel!  
@SBFInternationalisationNetwork

# Career Conversion Programme (CCP@SBF)



## CCP-Sustainability

### PMETS ONLY

New Hires : 6 Mths  
Existing : 3 Mths

- ✓ Sustainability-related roles



## CCP-Professional Executives

### PMETS ONLY

New Hires : 4 Mths

- ✓ Business support roles : Administration, Biz Development, Sales and marketing, Operations and Project Management.



## CCP-SME

### PMETS ONLY

New Hires : 3 Mths

- ✓ 3 Days Workshop
- ✓ Different Job Role OR Similar Role but from Non-SME



## CCP-Wholesale Trade

### PMETS :

New Hires : 6 Mths  
Existing : 3 Mths

**Non-PMETS :**  
New Hires & Existing Employees : 3 months

- ✓ Different Job Role in Wholesale Trade (WST) or Same Job Role but from a non-WST sector



## CCP-OMIP Overseas Market Immersion Programme

### PMETS ONLY

Salary and overseas allowance support up to 9 months for overseas posting

- ✓ Salary Cap at \$5,000
- ✓ Overseas Allowance cap at \$3,000



## CCP-Human Capital

### ALL ROLES

New Hires : 4 Mths  
Existing : 3 Mths

Convert non-HR individuals into HR job roles, as well as supporting employers to reskill existing employees to take on growth HR roles or HR skills

### Salary Support

- 70% Salary Support over approved period – Aged < 40 Years Old
- 90% Salary Support over approved period – Aged 40 Above & LTU
  - Salary Cap raised from \$6,500 to \$7,500 per mth for (a)
  - Salary Cap raised from \$4,000 to \$5,000 per mth for (b)



## CCPs reduce the financial risk for companies taking in near-fit individuals

| (New Hire Only)                               | Below 40 yrs<br>(Salary \$5,556)<br>(Cap : \$7,143) | Above 40 years<br>(Salary \$8,333)<br>(Cap \$7,500) |
|---|---|---|
| Salary Funded by Govt<br>(Over 6 months)(max) | $0.7 \times 7,143 \times 6 = \$30,000$              | $0.9 \times 8,333 \times 6 = \$45,000$              |
| Company's Contribution                        |   |   |
| Salary (Over 6 months)                        | $0.3 \times 7,143 \times 6 = \$12,857$              | $0.1 \times 8,333 \times 6 = \$3,600$               |
| Average over 6 months                         | <b>\$2,143 (30%)</b>                                | <b>\$833 (10%)</b>                                  |

## For Jobs- Redesign and Reskilling (JRR)

| (Existing Employees Only)           | Below 40 yrs<br>(70% salary capped<br>at \$5,000)<br><br>Cap Salary = \$7,143 | Above 40 years<br>(90% Salary capped<br>at \$7,500)<br><br>Cap Salary = \$8,333 |
|-------------------------------------|---|---|
| Salary Funded by Govt<br>(3 months) | \$5000 x 3 = \$15,000<br>(max)  | \$7,500 x 3 = \$22,500<br>(max)   |
| Company's Contribution              | 0*  | 0*  |
| Net Surplus per pax                 | \$15,000  | \$22,500  |

**Existing employee, no additional salary  
needed**

\*Training cost not included

# Jobs Development Partner (JDP) Programme



**Jobs Development Partner Programme, a 3-year program started on 1 Apr 22, is a government initiative to help SMEs accelerate industry transformation and spur job creation and job redesign.**

**JDPP is a **complimentary** advisory service offered to interested SMEs.**



# Features and Benefits



**I need help with my business transformation.**



Where can I get help?



What are my business transformation priorities?



Where do I start?



How do I transform my workforce?



## Industry Transformation Advisors (ITAs)

- **Complimentary service**
- **Access to experienced business advisors**
- **Connector to solution providers and government grants**



## Customer Satisfaction Score

(Based on 291 companies)



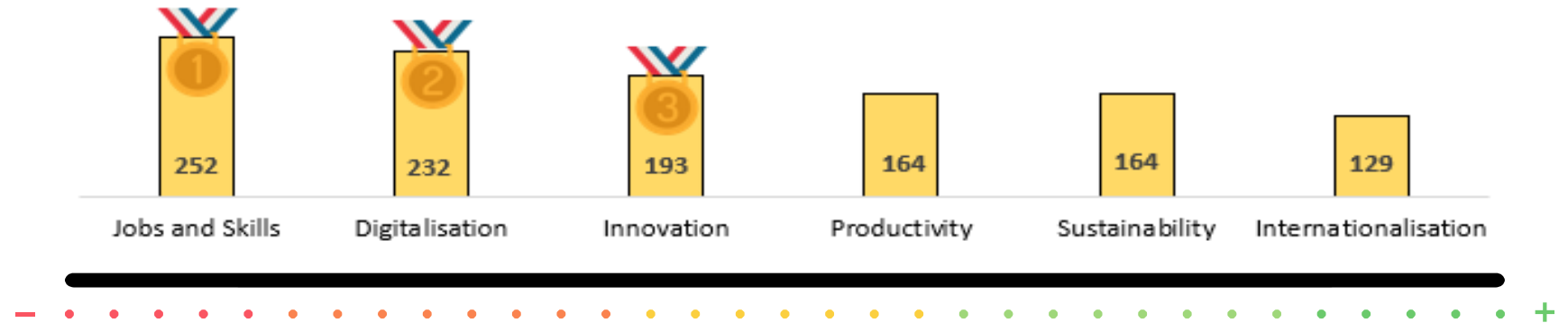
**91%** Rated satisfied and very satisfied in meeting their expectations

**91%** Useful & applicable

**92%** Implementation in next 6 months

## JDPP Testimonial

Prioritised Transformation Areas  
(76 + 249 Companies)



## Testimonials from Post-advisory Feedback Forms



### Beverage SME :

It was definitely a challenging journey as an SME navigating through the journey of working towards sustainability and I have learned so much from your wealth of experience and sharing during this process. We are glad to have embarked on this journey with you and your support for us!



### Maritime Bunker Supplier :

We are able to identify areas where we needed manpower to focus on transforming our company.



### Food SME :

I'm grateful that the program was implemented by the ITA. He has massive experience with exporting to multiple markets, and is well-versed with starting a FMCG brand and pushing it out to local and foreign markets. I was able to benefit from his knowledge on compliance, retail, freight, warehousing, etc. Through JDP, I've received his recommendations and we were able to develop solutions immediately. Good stuffs!

# Start Your Transformation Journey with JDPP



SMEs in the following sectors:

- Aerospace
- Lifestyle (Food Mfrg, Food services, Furniture, Catering)
- Logistics
- Marine Industry
- Process Industry
- Retail
- Waste Management
- Wholesale Trade



➤ >325  
Companies  
have already  
completed  
the advisory

**Register  
Now !**



Register your interest now at [jdp@sbfi.org.sg](mailto:jdp@sbfi.org.sg) to secure a limited slot with our ITAs to kick start your transformation journey

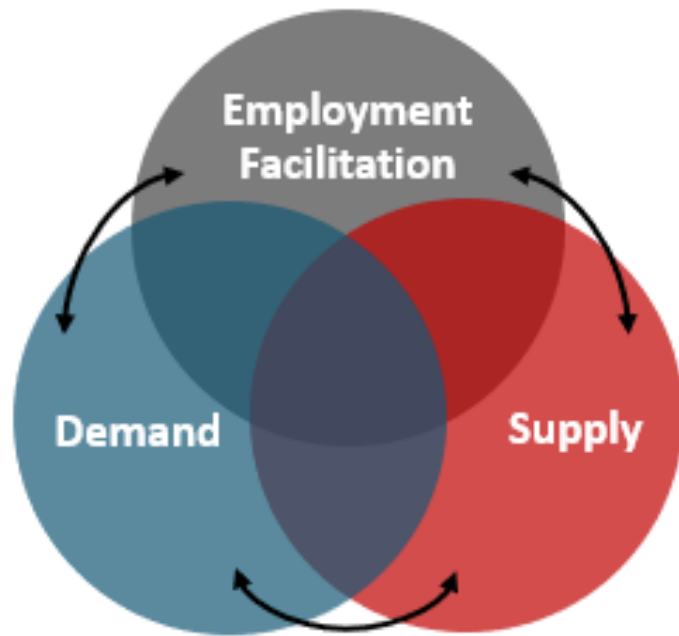
**Complimentary Advisory to only 250 SMEs per year.**



# Jobs Skills Integrator Programme (JSIT-WST) is a 3-year Government funded programme to help companies in Wholesale Trade Sector

## Objective:

Aimed at optimising training and job matching for companies in the Wholesale Trade sector.



Through JSIT-WST, companies will have access to expert advisory services provided by SBF Jobs Skills Advisors (JSAs), who will assist in enhancing and optimising companies' human capital capabilities.

# Wholesale Trade Sector (WST): The Backbone of Singapore's Economy

## The Largest Sector

With nearly 50,000 companies and 300,000 employees, this sector, the wholesale trade sector is the largest services sector in Singapore, accounting for 20% of Singapore's GDP in 2023.

In SBF Membership – 20% of SBF member companies are in WST sector

## Key Challenges:

- Over 50% struggle with hiring relevantly skilled candidates
- Around 50% face training issues due to manpower shortages
- Nearly 50% have job redesign difficulties
- Emerging trends (supply chain disruption, digitalisation, sustainability) require role redesign in key areas



# JSIT will focus on WST Human Capital Challenges

## Key Jobs and Skills Challenges

WST Workers at risk of displacement due to skills obsolescence, while job seekers face difficulty entering the sector due to skills mismatch, limited relevant work experience

WST SMEs face difficulty filling vacancies (particularly for specialised roles) due to limited access to available jobseeker pools and potential manpower pipelines

WST SMEs face challenges in manpower attraction and retention due to lack of structured training pathways for employees

## JSIT Focus

**Support Workforce Transformation / Job Redesign / Career Health Initiative**

**Access to Jobseeker Pools, Support for Skills-Based Hiring/ Placement**

**Support Skills-Based Training, Access to Training Options/ Solutions**

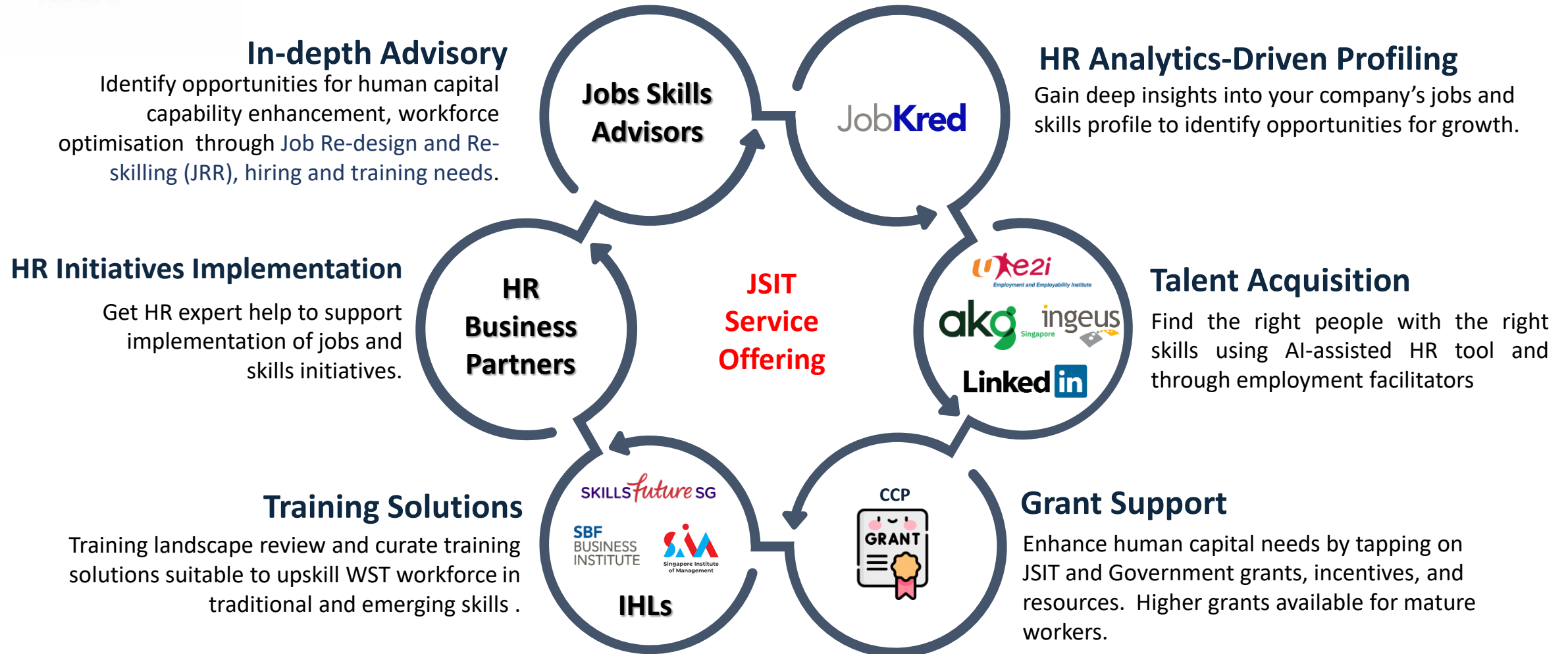
## JSIT-WST Services

- **Jobs and skills analysis**
- **Recommend workforce transformation solutions, e.g. CCP, JRR**
- **Find the right people with the right skills from diverse jobseeker pools**
- **Curate new training options**
- **Recommend training tailored to workforce up-skilling and re-skilling needs**





**Aim to engage & benefit more than 1,700 WST sector companies, support more than 1,200 job placements, reskill/ upskill around 1,600 workers from now till March 2027**



# JSIT Services Are Complimentary for Qualified Wholesale Trade Companies

**Our team is ready for you.**

**jobs.skills@sbf.org.sg**  
**www.sbf.org.sg**





# The Progressive Wage (PW) Mark accredits firms that pay progressive wages to lower-wage workers. It enables consumers and employees alike to easily identify these progressive employers.

- The PW Mark is **administered by SBF** on behalf of the Tripartite Partners, as part of a national effort to uplift the wages and well-being of lower-wage workers.
- Mark-eligible suppliers and subcontractors must be Mark-accredited for government tenders called from 1 March 2023. This will be extended to include quotations from 1 March 2024.

Firms that hire locals or PRs across the below in-force PWMs are eligible for the PW Mark:

## Sectoral PWMs



## Occupational PWMs



Over 6,000 PW Mark accredited firms



ATTRACT AND  
RETAIN  
WORKER AS  
PROGRESSIVE  
EMPLOYER



GAIN GREATER  
VISIBILITY AND  
SUPPORT FROM  
CONSUMERS



ACCESS TO  
GOVERNMENT  
PROCUREMENT



OPPORTUNITY TO  
DEMONSTRATE  
INDUSTRY  
LEADERSHIP



IMPROVE FIRMS'  
CORPORATE  
IMAGE



VISIT OUR WEBPAGE  
to kickstart your PW Mark journey  
[bit.ly/sbfpwmark](https://bit.ly/sbfpwmark)





# 6,198 firms have been accredited with PW Mark/PW Mark Plus !

These are some of our featured PW Mark/ PW Mark Plus accredited Progressive Employers:



Updated as of 11 March 2024

| Organisation Name                    | UEN          | Progressive Wage Mark | Progressive Wage Mark Plus | Accreditation Start Date | Accreditation End Date |
|--------------------------------------|--------------|-----------------------|----------------------------|--------------------------|------------------------|
| *PRESTIOUS*OLUTION*S* PTE. LTD.      | 201020531C   | ✓                     |                            | 14/12/2023               | 12/12/2024             |
| 01 COMPUTER SYSTEM PTE LTD           | 198902113D   | ✓                     |                            | 11/04/2023               | 09/04/2024             |
| 1 PLUS PRIVATE LIMITED               | 201626670R   |                       | ✓                          | 09/11/2023               | 07/11/2024             |
| 1036 SEAFOOD HOLDINGS PTE. LTD.      | 201619823E   | ✓                     |                            | 14/12/2023               | 12/12/2024             |
| 122 MIDDLE INVESTMENT PTE. LTD.      | 201129905R   |                       | ✓                          | 23/07/2023               | 21/07/2024             |
| 13MART PTE. LTD.                     | 202025445K   | ✓                     |                            | 14/12/2023               | 12/12/2024             |
| 1ST JEWELLERY (CITY PLAZA) PTE. LTD. | 201112088G   | ✓                     |                            | 14/12/2023               | 12/12/2024             |
| 20/20 VISION OPTOMETRIST             | 53084381A    | ✓                     |                            | 14/12/2023               | 12/12/2024             |
| 213 SPEED MART PTE. LTD.             | 201932367Z   | ✓                     |                            | 14/12/2023               | 12/12/2024             |
| 2EZ ASIA PTE. LTD.                   | 200901537N   | ✓                     |                            | 14/12/2023               | 12/12/2024             |
| 2K BUILDER PTE LTD                   | 198400907Z   | ✓                     |                            | 09/06/2023               | 07/06/2024             |
| 2K INTERNATIONAL PTE. LTD.           | 200415190C   | ✓                     |                            | 09/06/2023               | 07/06/2024             |
| 3 MOTORWERKZ                         | 53275682K    | ✓                     |                            | 14/12/2022               | 13/12/2023             |
| 3D INFOSYSTEMS PTE. LTD.             | 200613312E   | ✓                     |                            | 10/01/2024               | 08/01/2025             |
| 3E BUILDER & PREFAB PTE. LTD.        | 201610276G   | ✓                     |                            | 14/12/2023               | 12/12/2024             |
| 3G LASER PTE. LTD.                   | 201418345R   | ✓                     |                            | 14/12/2023               | 12/12/2024             |
| 3G SOLAR PANELS PTE. LTD.            | 201600000000 | ✓                     |                            | 21/01/2024               | 22/01/2025             |



# Useful Schemes to Support PW Efforts

## [Progressive Wage Credit Scheme \(PWCS\)](#)

From 2022 to 2026, the Government is co-funding eligible wage increases given to lower-wage workers through the Progressive Wage Credit Scheme. Employers are encouraged to use this period of support to accelerate firm-level productivity improvements. For more information, you may refer to IRAS' [website](#).

## [Workfare Skills Support Scheme \(WSS\)](#)

If you are an employer, you can tap on the Workfare Skills Support scheme to offset a significant portion of the training costs for your Singaporean employees. WSS encourages lower-wage workers to undertake training that leads to more impactful employment outcomes. The training grant covers 95% Absentee Payroll.

## [Productivity Solutions Grant for Job Redesign \(PSG-JR\)](#)

Eligible enterprises will receive up to 70% funding for consultancy services, capped at \$30,000 per enterprise. Funding is on a reimbursement basis upon completion of the PSG-JR project. You will have up to one year to complete the project.

On top of the above funding support, you can also tap on the SkillsFuture Enterprise Credit (SFEC) to defray out-of-pocket (OOP) expenses. Eligible enterprises will receive a one-off \$10,000 credit to cover up to 90% of OOP expenses. To find out more, please visit WSG's [website](#).

## [Career Conversion Programmes \(CCPs\)](#)

Companies can tap on CCPs to reskill mid-career new hires or workers with up to 90% salary and course fee support. WSG offers close to 100 CCPs across around 30 sectors to support companies in reskilling mid-career individuals to take on new job roles.



# **Smart-Enabled:** **Embracing technology as an enabler and a source of opportunity for growth**

**Mr Lee Yee Fung**

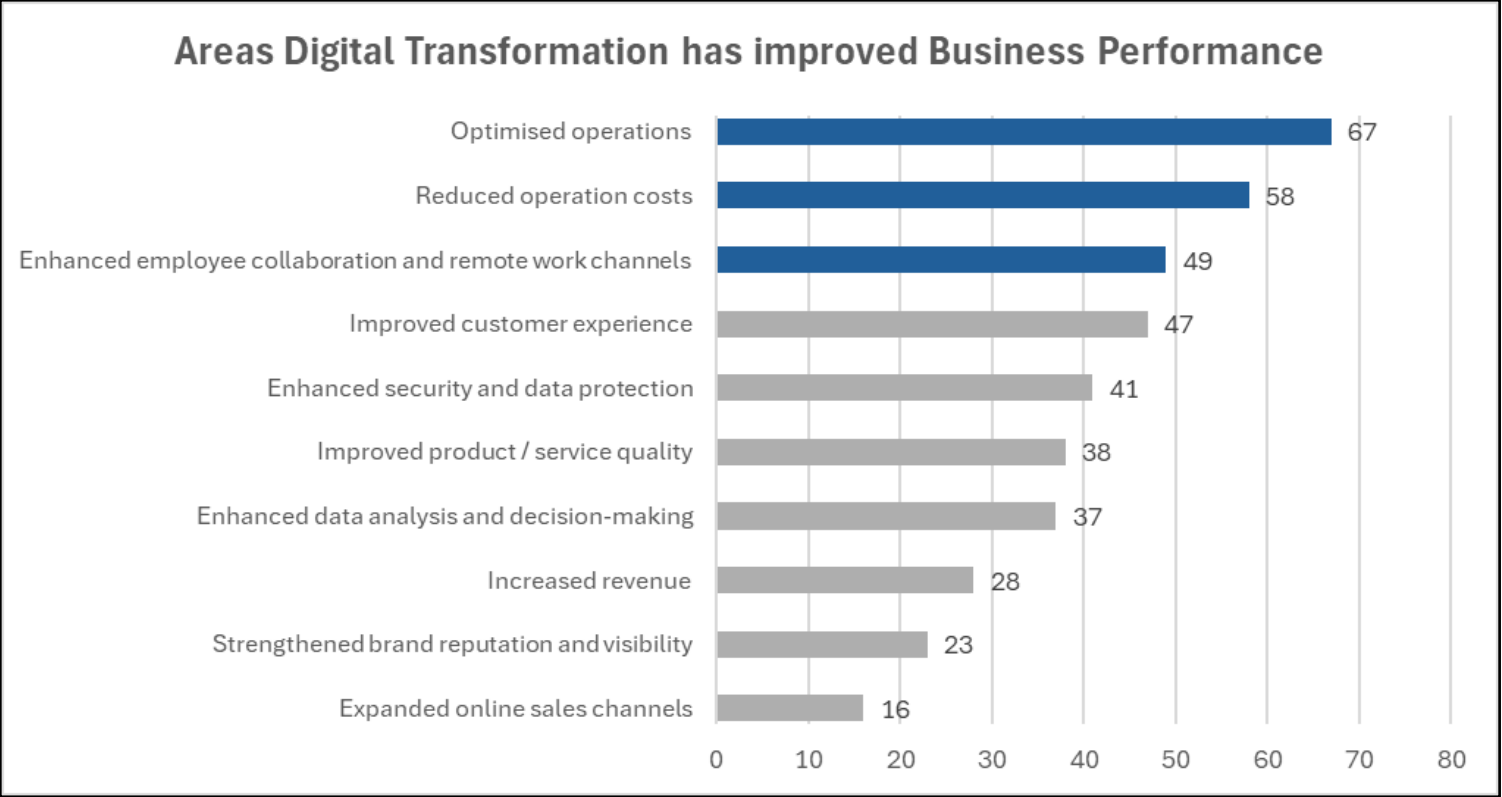
Chief Smart Technologies Officer  
Smart Technologies and Sustainability  
Division

# Businesses are focusing their Digital Transformation initiatives on gaining operational efficiencies

National Business Survey: Smart Enabled Business Edition 2024

9 in 10 businesses have responded that digital transformation is important. The areas where businesses have found important, and have experienced most performance improvements are centered around operation processes.

| Business Aspect               | % of Respondents rating as Important (%) |
|-------------------------------|--|
| Operational Processes         | 77<br>(▲ by 7%-points)                   |
| Information Technology System | 71<br>(▲ by 19%-points)                  |
| Products or Services          | 65<br>(▼ by 3%-points)                   |
| Customer Experience / Service | 65<br>(▼ by 1%-points)                   |
| Business Models               | 65<br>(▲ by 3%-points)                   |
| Research & Development        | 48<br>(▲ by 9%-points)                   |
| Expanding Overseas            | 46<br>(▲ by 5%-points)                   |

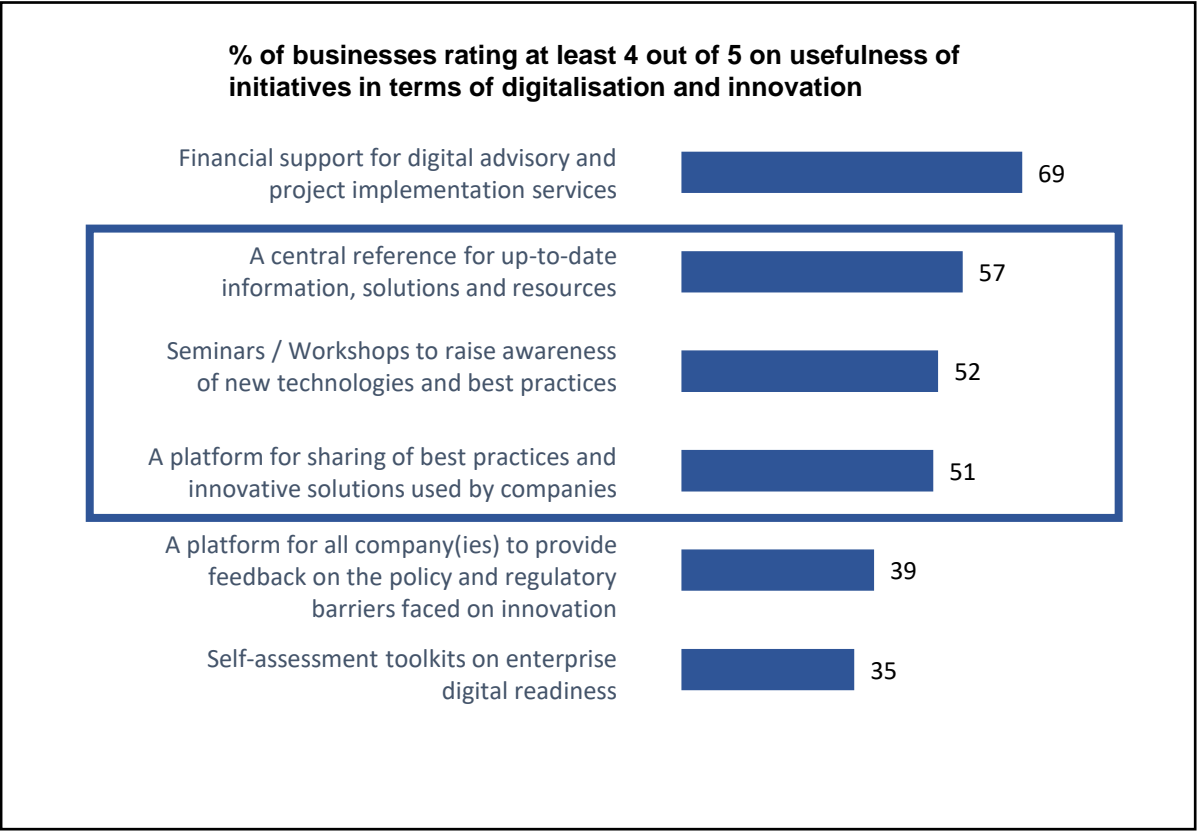


# On top of cost concerns, capability building across business functions is important for addressing challenges with digital adoption

National Business Survey: Smart Enabled Business Edition 2024

- Costs related to technology adoption remains top of mind concerns for businesses.
- Challenges related to capabilities, from upskilling, awareness and access to relevant technologies have seen increase in intensity as challenges to technology adoption.

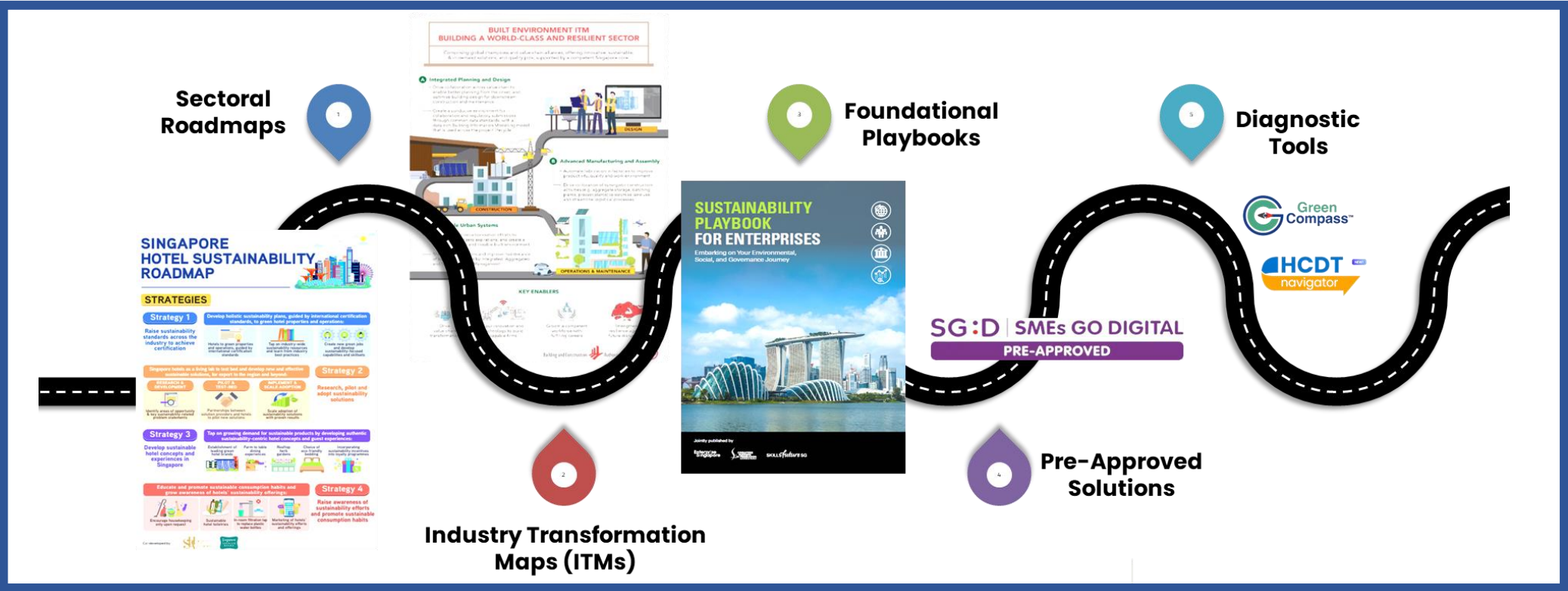
| Challenges  | % of Responses (%)       |
|---|--------------------------|
| High Cost of Tech Adoption  | 73<br>( ▲ by 9%-points)  |
| Expensive licensing payments<br>(for commercial use of IP)                  | 47<br>( ▲ by 16%-points) |
| Upskilling of staff to keep up<br>with technologies                         | 47<br>( ▲ by 18%-points) |
| Awareness of suitable<br>technologies                                       | 45<br>( - %-points)      |
| Access to relevant technologies   | 34<br>( ▲ by 9%-points)  |
| Lack of management expertise<br>to drive the technological<br>change        | 33<br>( ▲ by 4%-points)  |
| Existing staff not attuned or<br>inclined to the use of the<br>technologies | 28<br>( ▲ by 8%-points)  |





# A range of resources available from Govt and industry ecosystem

Self Help Resources



Advisory services

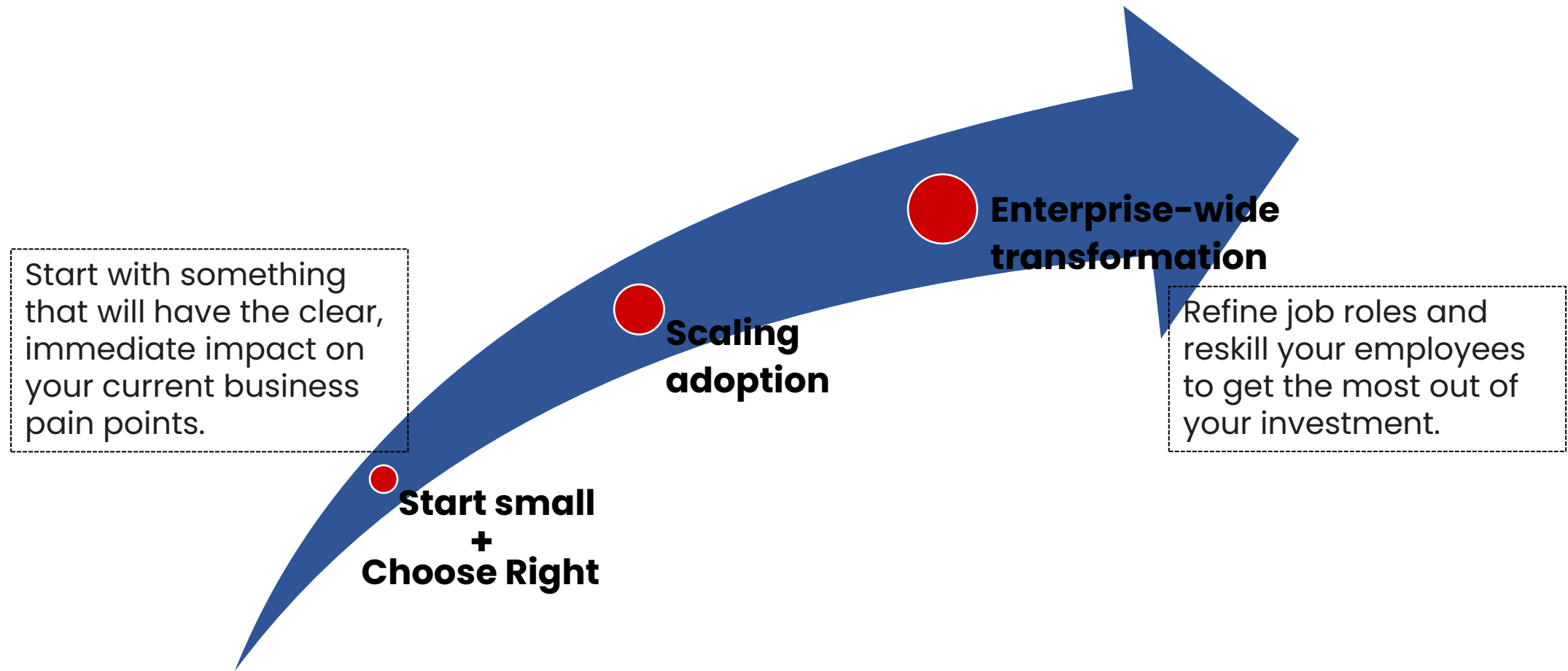
INDUSTRY TRANSFORMATION ADVISORS

INDUSTRY TRAINING OFFICERS



# Transformation can start with small steps

SBF can be your navigator to the right resources, and your source of information

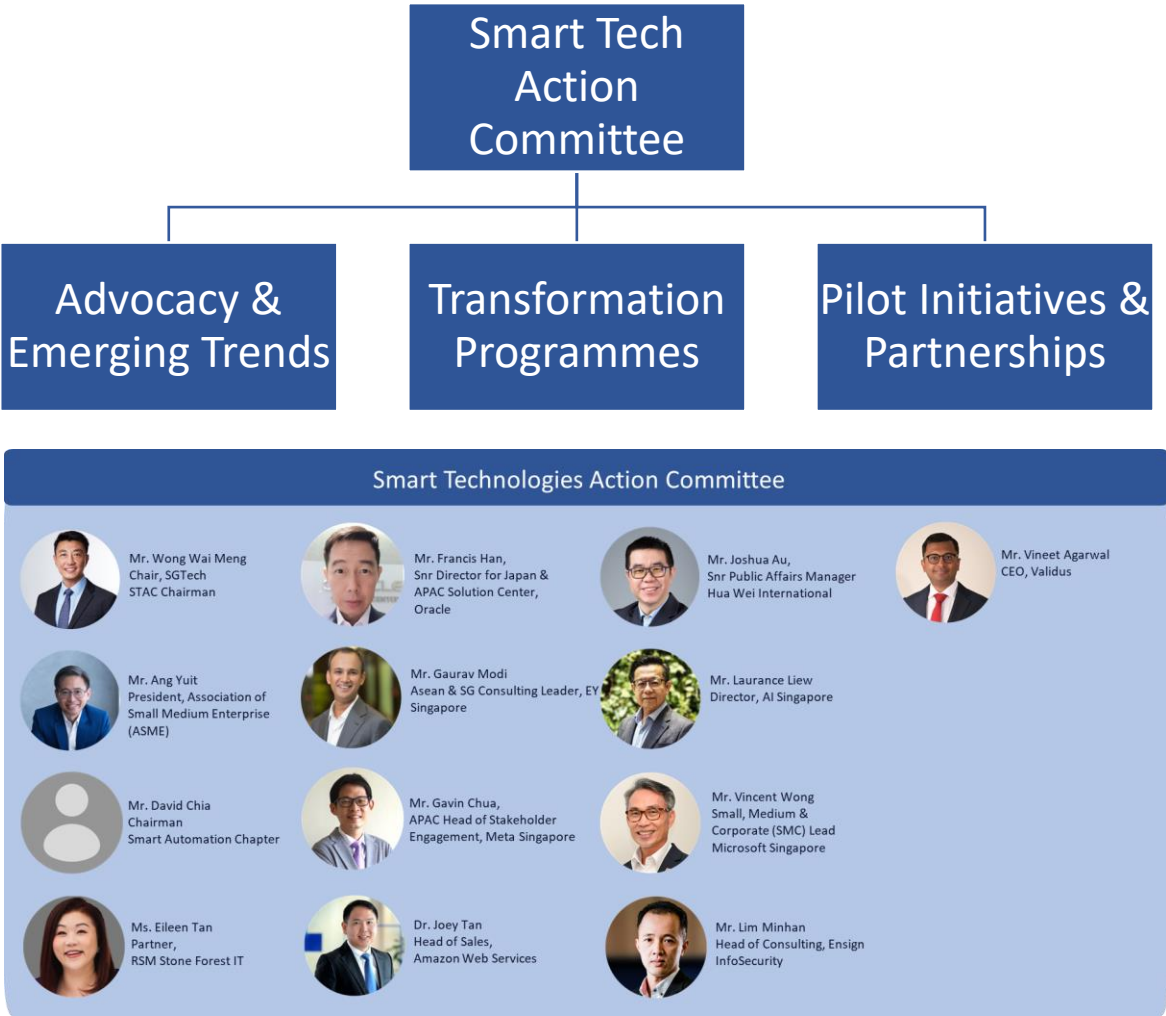


# Establishing Platform for Feedback and for Actions

## Smart Tech Action Committee

Joint secretariat by SBF and Sgtech, STAC aims to support the sensing of issues and opportunities Singapore businesses faced in adopting smart technologies, and help to resolve them via policy advocacy as well as development of interventions with industry partners.

Members include representatives from both business and industry community.



# Bridging Awareness + Mobilizing Action in support of your digital journey



- Receive tailored recommendations and relevant grant support
- Speed up digitalisation efforts with advisory at your convenience
- Adopt solutions based on your specific budget and needs

## INVOICENOW

- Send invoices quickly, securely and directly
- Eliminate delays and human errors
- Reduce manual and rectification costs



- SBF is among 37 SG Cyber Safe Advocates.
- Help more SMEs raise their cybersecurity awareness through outreach events and encourage adoption of good cybersecurity practices

## Singapore Apex Business Summit 2024:

Bringing thought-leadership to businesses

- Digital transformation in a 100x World
- Unlocking the Gold in Green
- Turning Demographic constraints into opportunities



## Future Ready Business Spotlight -

Learn from those who have walked the path:  
Company visits to Mastercard, PSA and Schneider Electric



## SBF x Mastercard Cyber Workshop

- Hands on with RiskRecon tool to understand public-facing digital assets' vulnerabilities





# Stay tuned for ...



Enhanced areas of digital implementation support



Capability uplifting initiatives related to Cybersecurity



Programmes related to Data and AI

**Thank You**

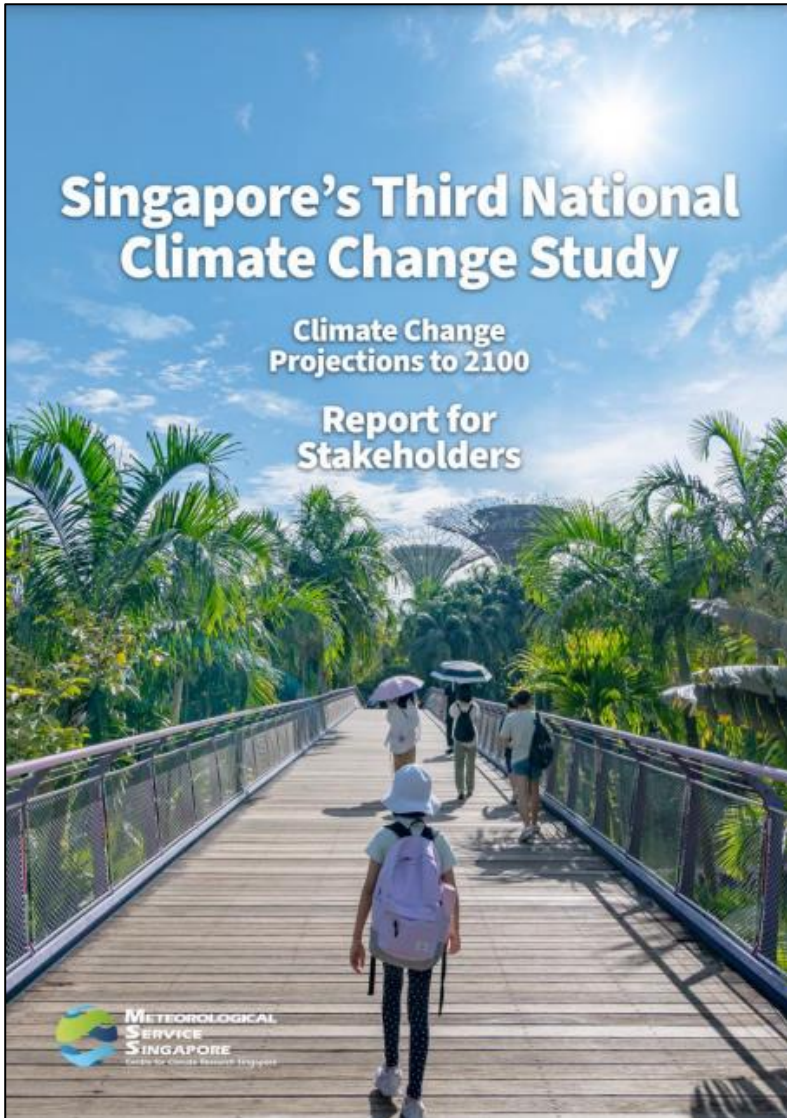


# **Sustainability-Centric:** **Incorporating sustainability** **into business as a source of** **competitive advantage**

**Mr Hu Ching**

Head, Net Zero Transition Programme  
Office  
Smart Technologies and Sustainability  
Division

# Climate change is set to impact Singapore



| Parameter                       | Potential Impacts   |
|---------------------------------|---|
| Higher annual mean temperatures | Up to 5.0°C increase by 2100  |
| More intense extreme rainfall   | Extreme daily rainfall* projected to increase 6%-92% by 2100                                |
| Dry periods to get drier        | Seasonal rainfall# could fall significantly below the historical low of 314mm every 3 years |
| Sea level rise                  | Up 0.23m to 1.15m by 2100<br>Up to ~2m by 2150  |

\*in April and May

# between June and Aug

# Why does sustainability *matter* to my business?

Singapore has set ambitious targets to advance our national sustainability agenda and has implemented initiatives that will impact local businesses.

## Mandatory climate-related disclosures (CRD)



|               |   |
|---------------|---|
| <b>FY2025</b> | <b>All listed entities</b> will be required to make CRD   |
| <b>FY2026</b> | <b>All listed entities</b> will be required to report Scope 3 GHG emissions (in addition to existing requirements)        |
| <b>FY2027</b> | <b>Large non-listed</b> companies will be required to make CRD  |
| <b>FY2029</b> | <b>Large non-listed</b> companies will be required to report Scope 3 GHG emissions (in addition to existing requirements) |

## Other policies and regulations



### Carbon Tax

Covers large emitters like power operators, but indirectly affects all businesses.

Gradual increase from S\$5/tCO<sub>2</sub>e in 2023 to between S\$50 to 80/tCO<sub>2</sub>e by 2030



### Singapore Green Plan 2030

Real economy measures such as banning ICE vehicle sales and achieving 80% green buildings by 2030



### Mandatory Packaging Reporting

Mandates companies to report packaging use and submit 3R plans annually



# Why does sustainability *matter* to my business?

Large firms are setting climate targets and reporting their Scope 3 value-chain emissions, which will impact SMEs

## Examples of large local firms



Net-zero carbon emissions targets by 2045.

Goals to quantify and initiate Scope 3 value-chain inventory tracking by working with suppliers to reduce their emissions.



Net-zero carbon emissions targets for domestic operations by 2030, and global operations by 2050.



Net-zero carbon emissions targets by 2045.

Ongoing efforts to reduce their scope 3 supply chain emissions, such as embodied emissions of Singtel's network infrastructure.

## Challenges for SME suppliers



### **Regulatory and Compliance Risks**

Legal implications for non-adherence to sustainability requirements



### **Financial Implications**

Revenue loss or increased business costs



### **Loss of Business Opportunities**

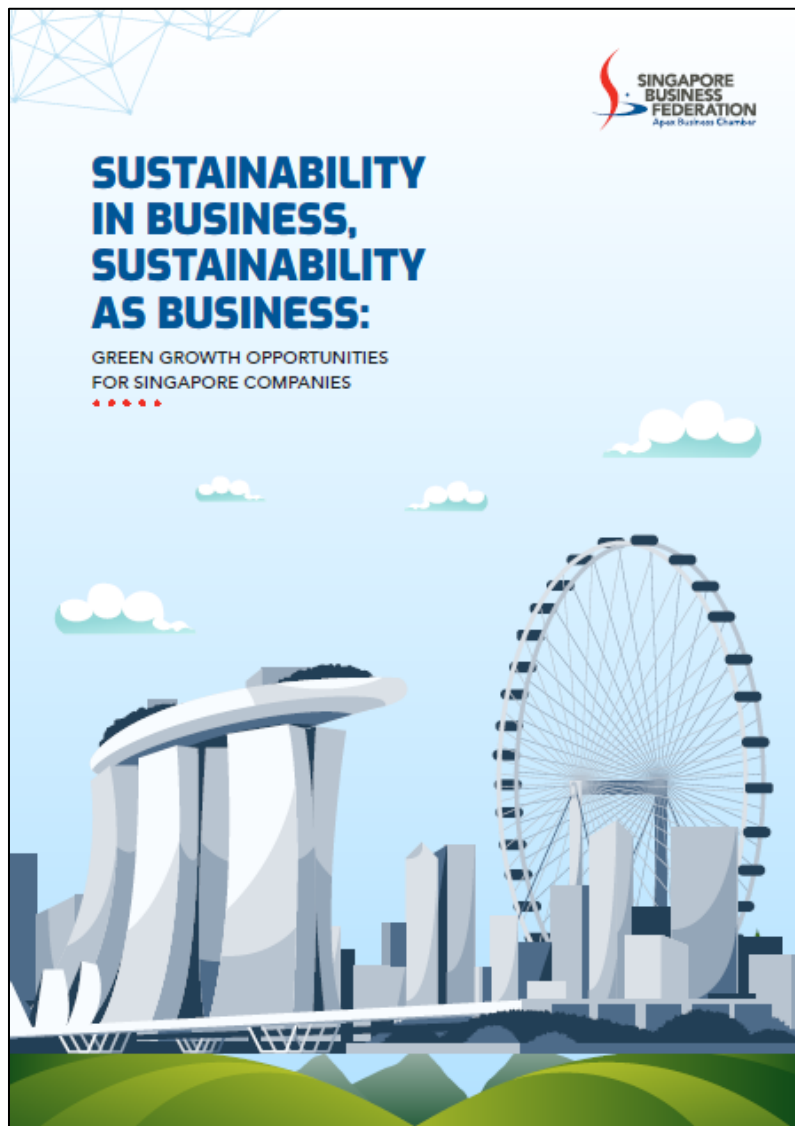
Supplier exclusion and reduced market access



### **Long-term Competitive Disadvantage**

Loss of market position

# But there are also substantial opportunities



## Growing Market for Green Products and Services

Higher price premium potential with sustainability as a differentiator, and increased market share by attracting ESG focused customers



## Cost Savings and Avoidance

Notable cost savings and future cost avoidance from the adoption of energy efficient solutions in company's operations, resulting in lower expenses



## Access to Sustainable Financing

Greater access to both private and public sector financing such as subsidies, grants, and sustainability-linked loans

# Unlocking decarbonisation opportunities for SMEs

Our recent survey, conducted in partnership with Bain & Company, highlights substantial opportunities and challenges for SMEs to accelerate their decarbonisation efforts.

**Decarbonisation is crucial and has potential to create value for SMEs**

**~50%** of SMEs realised value creation benefits of decarbonisation

**Majority of SMEs in Singapore have not yet made any decarbonisation progress**

Only **1/3** of SMEs have made significant decarbonisation progress

**Regulatory pressure is the main motivator for SMEs to decarbonise**

**47%** of SMEs cite regulatory compliance as primary motivator to decarbonise

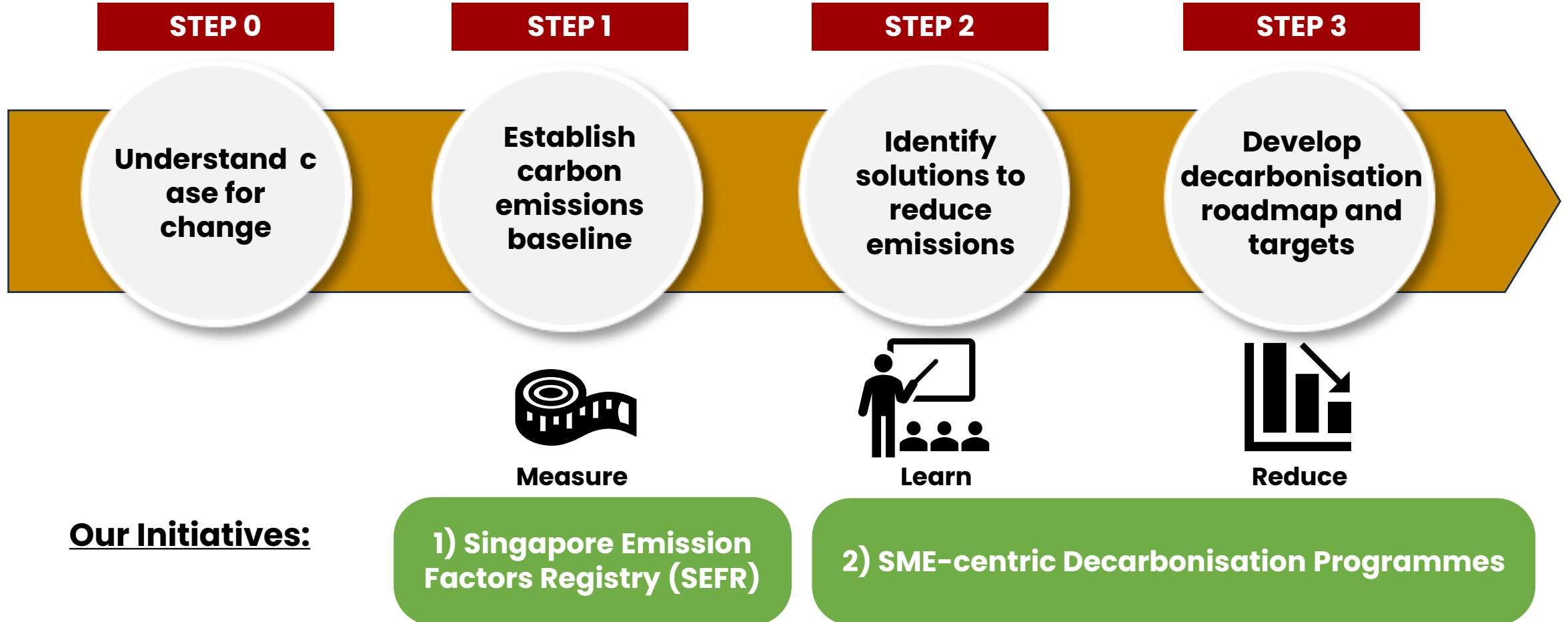
**Lack of awareness and in-house capability are key barriers**

**46%** of SMEs lack awareness of solutions

**60%** of SMEs lack in-house decarbonisation capability and capacity

# SBF can help your business go green

## DECARBONISATION JOURNEY





# SBF can help your business go green

## 1) Singapore Emission Factors Registry (SEFR)



- Emission Factors (EFs) convert an organisation's activity or spend-based data to quantifiable carbon emissions.
- Currently, most Singapore firms use EFs from international sources (i.e. US / UK) to calculate their carbon emissions, especially Scope 3 emissions.
- Minister Grace Fu announced at Ecosperity Week 2024 that SBF would lead a public-private consortium to develop and scale localised EF data.

### Benefits:



**Central 'single source of truth' platform which is easily accessible**

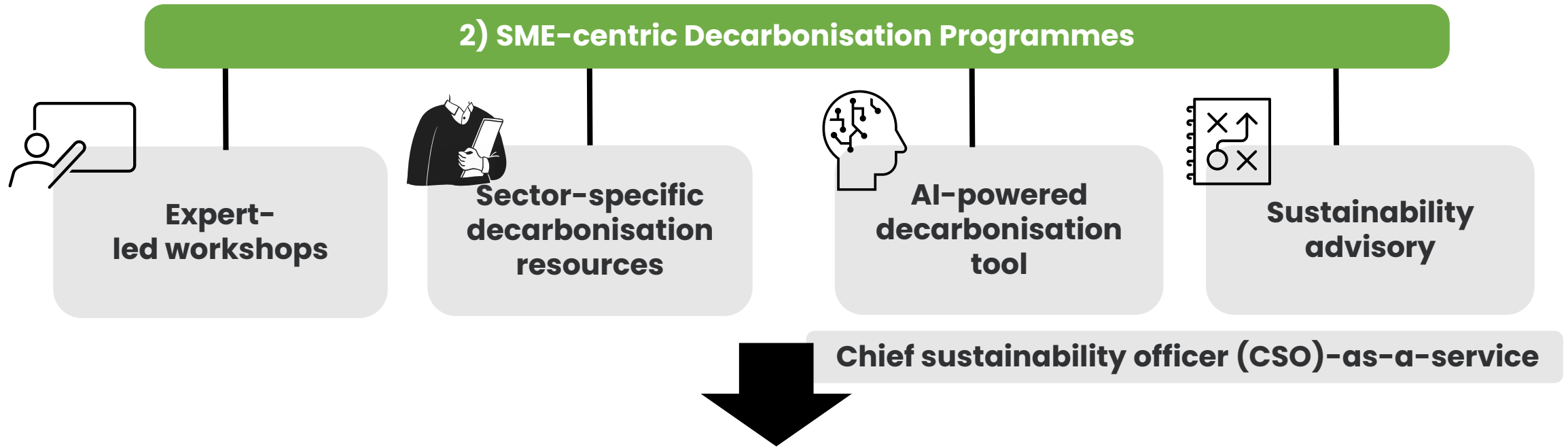


**Greater consistency, relevance, and accuracy in emissions reporting**



**Improve competitiveness and sharpen strategic decision-making**

# SBF can help your business go green



## Benefits:

- Enhance sector-specific knowledge of decarbonisation opportunities in SME's operations
- Cost-effective capability and capacity to develop a decarbonisation action plan
- Focus on implementation: Connect with an ecosystem of relevant suppliers and financing providers

# SME Decarbonisation Programme





***"The journey of a thousand miles begins with a single step."***  
– Lao Tzu







ADOPT CORPORATE PURPOSE AND  
JOIN THE COMPANY OF GOOD



HIRE OR DONATE TO SUPPORT THE  
EMPLOYABILITY OF VULNERABLE WORKERS



VOLUNTEER TO UPLIFT COMMUNITIES WHILE  
STRENGTHENING EMPLOYEE ENGAGEMENT

## **Socially Impactful:** **Embedding social impact into business strategy and contributing meaningfully to community**

**Mr Tham Kok Wing**

Head, ESG Coordination Office, Advocacy &  
Policy Division

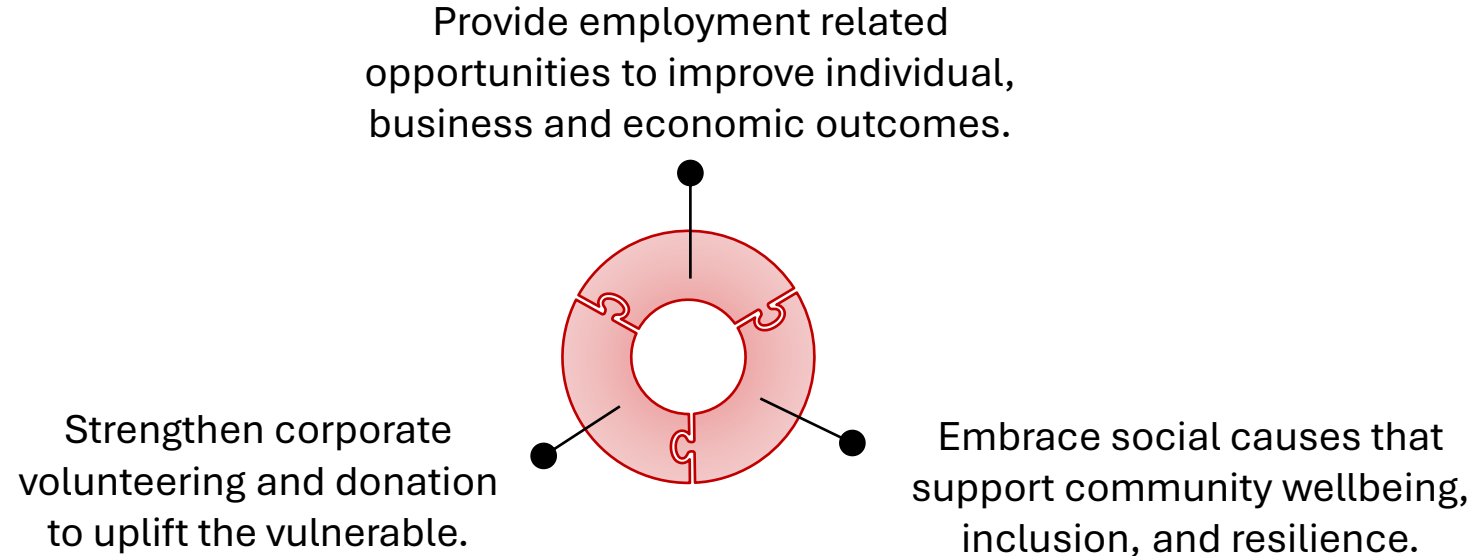
**Ms Wai Hui Peng**

Assistant General Manager, SBF Foundation

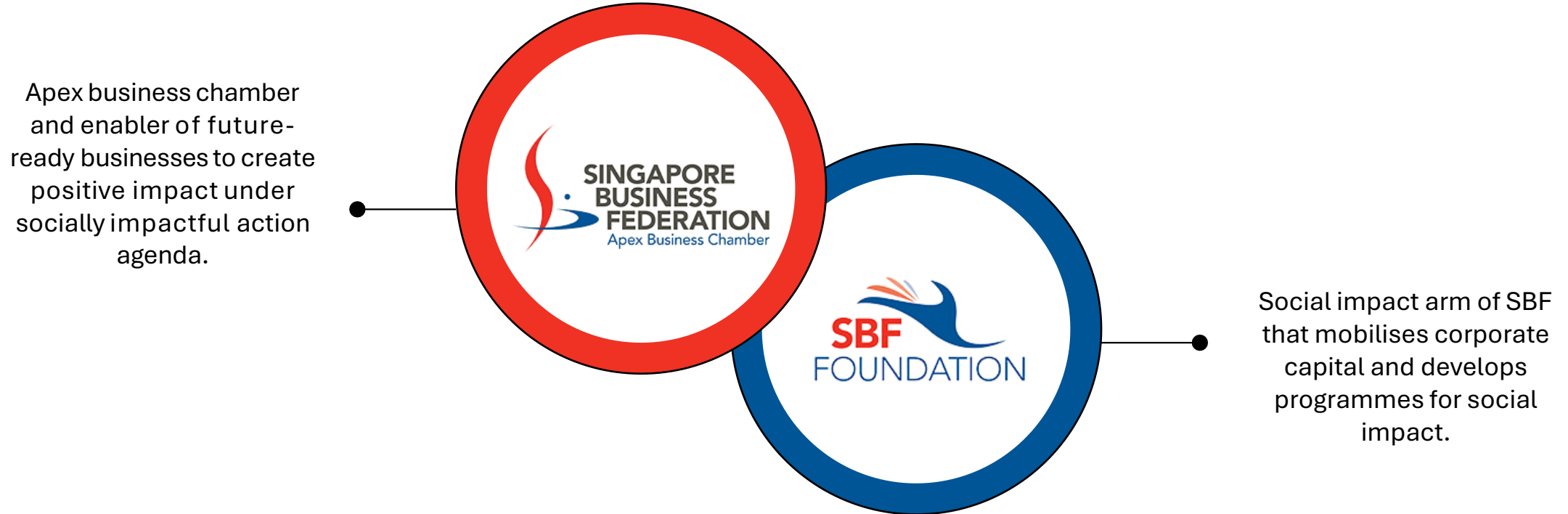
# Socially Impactful Action Agenda

**A strong social compact forms the foundation of a functional and resilient society.**

Our **Social Impact Action Agenda** aims to mobilise the business community to develop and deepen their social impact contribution to society.



# Our socially impactful work with the business community is co-driven by SBF and SBF Foundation



By socially impactful, we mean companies that give, volunteer, and have socially responsible business practices.

Why? We mobilise the business community to develop and deepen their social impact contribution to society because a strong social compact forms the foundation of a functional and resilient Singapore.

# What does it mean for businesses to be socially impactful?



## ENVIRONMENT

- GHG emissions
- Carbon Footprint
- Energy demand and consumption
- Water demand and consumption
- Waste management
- Resource resilience



## SOCIAL

- Labour practices
- Fair wages, fair employment
- Employee health and safety
- Employee diversity and inclusion
- Community engagement and impact
- Customer and Consumer responsiveness

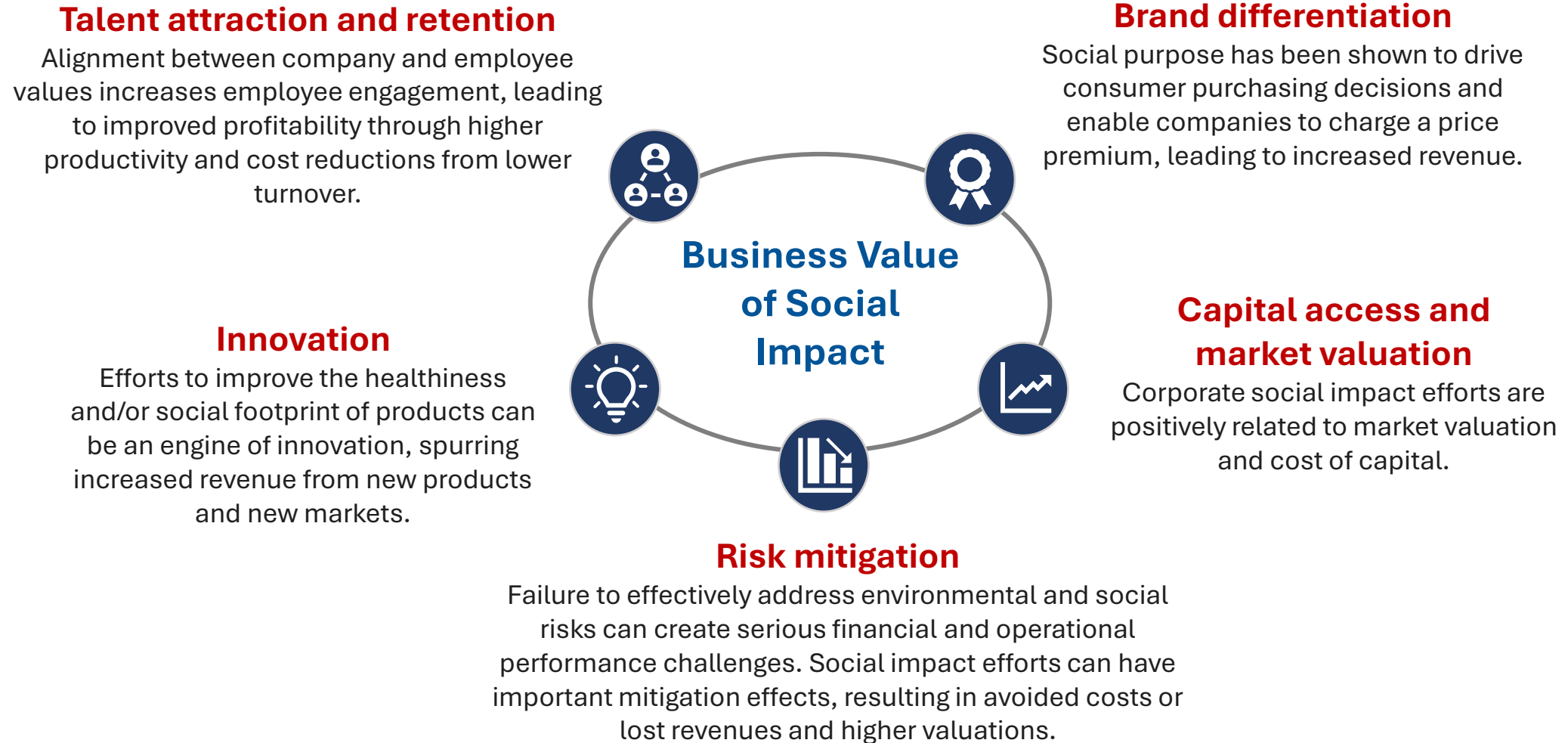


## GOVERNANCE

- Ethical business practices and conduct
- Transparency and disclosure
- Risk management
- Shareholder rights and interest
- Regulatory compliance
- Board structure and independence



# What is the business value of social impact?



# Over the years, SBF has undertaken key initiatives aligned with the national agenda of employment as a social multiplier

## Sustainable Employment



- SBF-led position paper advocating for businesses to address needs of vulnerable workers.
- Estate and Facilities Management Lighthouse Project funder by SBF Foundation. SBF worked with 7 companies and 4 TACs to enhance the livelihoods of trade staff through multi-skilling and cross-sectoral integration of job functions.
- Discussions with government on policy enhancements to facilitate multi-skilling across sectors.

## Progressive Wage Mark



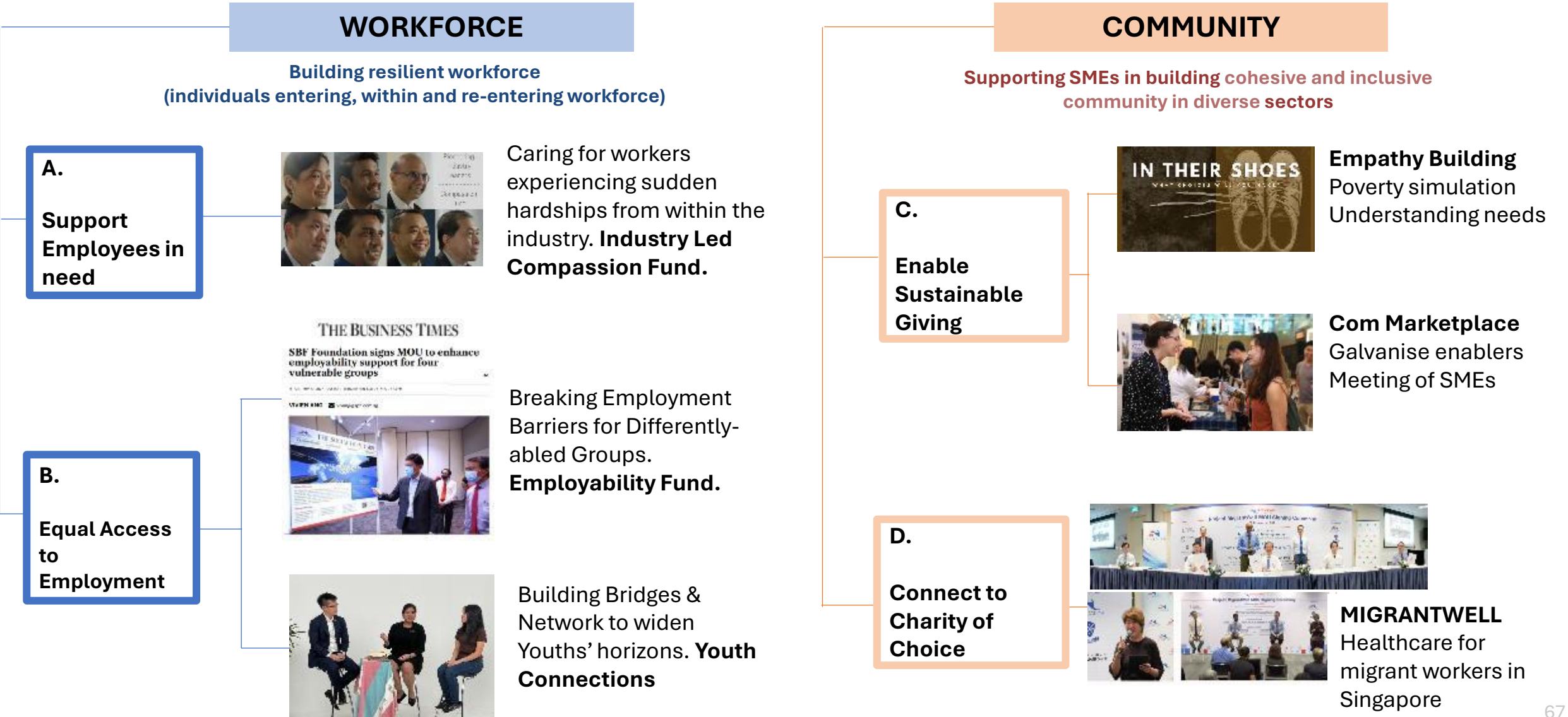
- Accreditation scheme to recognise eligible firms that pay progressive wages to lower-wage workers
- Administered by SBF with the support of Tripartite Partners as part of national effort to uplift the wages and well-being of lower-wage workers.
- 3,600 companies have attained PW Mark accreditation since Dec 2022.

## Supporting Livelihoods during Covid-19



- ManpowerConnect initiative facilitated transfer of over 2,000 Work Permit Holders between companies.
- SGUnited Jobs Initiative and Traineeship Programme matched local jobseekers to job positions and traineeships.

# Here are ways you can work with us to be socially impactful



# Volunteer with **Youth Connections** to build social networks and support social mobility of vulnerable youths

**UPCOMING [4<sup>th</sup> RUN] – 13 Sept – 5 Nov 2024**

This programme fosters connections through three simple sessions of speed matching, bonding over lunch and a company visit, spanning two months.



Mr Alvin Yapp  
BusAds Pte Ltd  
Director, Corporate Affairs



Ms Tan Sock Huan  
RSM Stone Forest Pte Ltd  
Director, Corporate Solutions



Mr Jeshier Loi  
Ya Kun International Pte Ltd  
Director, Branding and  
Marketing Development



Mr Sanjiv Rajan  
Allen & Gledhill  
Lawyer and firm partner



Mr Ronnie Seah  
Sankyu Singapore  
General Manager (Admin)

## What is Youth Connections?

Youth Connections is designed to **help youths from lower-income families expand their social networks**, while connecting business leaders with an impactful cause. By acting as a ‘connector’ for under-privileged youths, it facilitates meetings and interactions with professionals from various fields, provide networking opportunities to expand their personal and professional ties, and broaden their worldview with new perspectives.

*“I believe with his experience, knowledge and wisdom, my connector would be able to change me to a better version of myself”*

*“Someone I would like to learn more from because I feel that I would be influenced by my connector's positive mindset and thinking”*

*“I am surrounded by people who come from very different backgrounds, and my connector shared his personal experience on how he was when he was younger, and I think I can learn a lot of lessons from it and see how I want to grow and pave my path in my future”*

***“The business of life is human connection”*** - Robin Sharma



Support our [Employability Fund](#) by hiring vulnerable workers or donating to the Fund to support their employability

# THE BUSINESS TIMES

## SBF Foundation signs MOU to enhance employability support for four vulnerable groups

© SUN, MAY 22, 2022 - 3:54 PM | UPDATED SUN, MAY 22, 2022 - 3:54 PM



Vivien Ang

Published Sun, May 22, 2022 - 3:54 pm



*MOU Partners:*

*Programme Partners:*



## Homeless Individuals



## Persons with Mental Health Conditions



## Women facing challenges

Stable, sustainable employment empowers disadvantaged individuals towards self-reliance and community integration.

Businesses can donate to support employability for homeless, women in challenging situations, and people with mental health conditions.

Employers can foster inclusive cultures by creating supportive environments with empathetic colleagues, offering comprehensive training, and implementing flexible work arrangements.

706 persons have received employability support, with 84% (509) placed in jobs, and 55% retaining their job for at least three months

\*Individual and corporate donations are eligible for 250% tax deduction.

# Join our empathy-building initiative. Step **In Their Shoes** for an immersive experience of challenges faced by vulnerable persons

WHAT WILL YOU CHOOSE TO DO?

BUY FOOD FOR  
YOUR FAMILY



PAY THE BILLS



There are choices to be made daily. However, what may be a simple choice for us could be a struggle for others; especially for individuals and families trying to make daily decisions to meet their needs.

In 2023, **130 like-minded business leaders** from 91 companies took the first step to understanding the challenges faced by individuals and families in our midst.

**UPCOMING [5<sup>th</sup> RUN]**

**– 17 Oct 2024, 2.00PM - 5.30PM**

Venue: Kampung Siglap Lifeskills Training & Retreat Centre





# Participate in **Community Marketplace** to be matched to your charity of choice and start or scale your social impact.

## COMMUNITY MARKETPLACE 2024

Where Corporates and Community Connect  
to Catalyse Change.



Launch of Community Marketplace by Mr Tharman Shanmugaratnam  
President of the Republic of Singapore and Patron of SBF Foundation

In partnership with:



Participating companies:



255 corporate leaders engaged with  
14 community agencies

### Objective:

- Raise corporate awareness and deepen their social impact contribution to society.
- Share support available to businesses seeking to start or strengthen their corporate purpose.

### Partners Involved:

- Government
- Social Service Agencies & Enterprises
- Intermediaries and Enablers
- Corporates

### Outcomes:

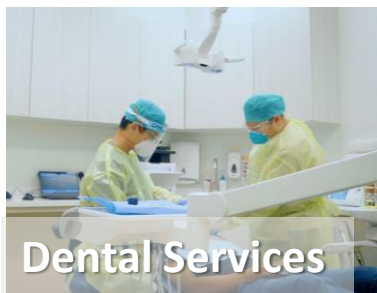
- Connect businesses to social impact enablers for knowledge exchange.
- Partnerships that strengthen corporate purpose and support for social causes.

# Donate to and engage with **MigrantWell** to support the well-being of the migrant worker community in Singapore.



The SBF Foundation catalyses business involvement in social, educational, environmental, and health causes to strengthen society's social compact.

One notable project is **MigrantWell Singapore** (MWS), in partnership with ACE (MOM + MOH), Founding Donors (the estates of Khoo Teck Puat and Ng Teng Fong), and programme partners St. Andrew's Mission Hospital, HealthServe, and SATA.



To address care gaps such as dental health, mental health, and rehabilitative care, the MigrantWell Welfare Fund (MWWF) was established. Additionally, a MigrantWell Medical Centre in Penjuru was set up to provide primary care and care gap services to migrant workers.

Through these collaborations, some 5,575 migrant workers have since received assistance for dental, physiotherapy and psychological care services through HealthServe and SAMH.





# Adopt corporate purpose and join the **Company of Good**



In Support of:



In Partnership with:



In collaboration with the Ministry of Culture, Community & Youth (MCCY), the ESG Coordination Office will work with the Company of Good initiative at the National Volunteer and Philanthropy Centre (NVPC) to **mobilise the business community** to adopt corporate purpose as a driver of social impact and sustainability.

Through the ESG Coordination Office, SBF will support NVPC in the delivery of Socially Impactful programmes for companies such as:

- **Company of Good Community**  
*For companies to join a community of purpose-driven companies, with regular activities and programmes*
- **Company of Good Fellowship**  
*A 12-week leadership development programme designed to nurture social impact practitioners across multiple sectors*
- **Company of Good Recognition Framework**  
*This framework measures and recognizes a company's efforts across 5 impact areas – People, Society, Governance, Environment and Economic dimensions*

Since 2023, **~300 unique organisations** have begun their corporate purpose journey and engage them in opportunities for corporate giving at a national level

# Find out if your company is Corporate Purpose ready!


Creating change in  
**5 Impact Areas**



**People**

**People** refers to workforce and employees directly affected by the organisation's operations.

When a company's purpose is aligned with that of its employees, talent attraction and employee engagement are boosted.



employee mental health and wellbeing



progressive wage model

**Society**

**Society** refers to broader stakeholders indirectly affected by the company's activities, such as the community.

Companies must consider the impact of their activities on society, and how they can bridge existing gaps in society.



placemaking for local communities

**Governance**

**Governance** refers to the systems and policies of decision-making and implementation.

Good governance principles encompass accountability, transparency, fairness and responsibility.



achieving regulatory standards

**Environment**

**Environment** refers to sustainable production, consumption and climate action.

Companies can improve practices to manage their environmental impact.



managing greenhouse gas emissions and decarbonisation goals

**Economic**

**Economic** refers to advancing innovation and value-added growth through business strategy, fiscal management and resource allocation.

Sustained, inclusive economic growth can drive progress and build stronger industries and markets.



create and sustain jobs



enable new businesses

**Be recognised as a**

— SINGAPORE —

**COMPANY OF GOOD®**



# To connect with SBF Foundation



## Donate Any Amount

\*Donations of any amount to the SBF Foundation are eligible for tax deduction of 250%.



## Be a Catalyst for Change

Provide job opportunities for vulnerable individuals



## Stay Connected

Stay updated on our latest happenings and programmes

Visit [www.sbffoundation.org.sg](http://www.sbffoundation.org.sg), or follow us on our socials



# To connect with ESG Coordination Office @ SBF



## To learn more about ESG or Keen to be a Company of Good

- ✓ Join our mailing list to be notified of upcoming ESG related events
- ✓ Join a community of Purposeful business

Visit our page at <https://tinyurl.com/sbf-esgco>, or reach out to us at [esgco@sbf.org.sg](mailto:esgco@sbf.org.sg)







# **SBF Membership**

## **– Connect and Engage with Us**

**Mr Kenny Chan**

Director  
Membership and Corporate Services  
Division

# Leverage Your Membership

A sample of the many activities, programmes and events that SBF organises



Roundtable with Business Leaders



ASEAN Conference 2024 – Dialogue with DPM Gan



China-ASEAN Expo (CAEXPO)



Singapore Budget Symposium



Networking among Members



Singapore Apex Business Summit 2024



# Learn More About Benefits of Membership



Expand  
Network And  
Partnership  
Opportunities



Access Global  
Markets and  
Tap Overseas  
Connections



Build New  
Capabilities  
and Enhance  
Existing  
Competencies



Engage  
Actively and  
Advocate  
Collectively

# Engage with Us and One Another



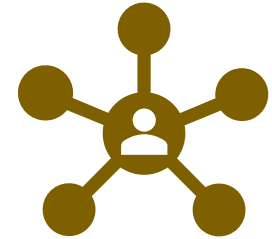
Engage with the  
SBF Teams



Ask us your  
Questions on SBF  
Membership



Let us help you  
set up your  
Membership  
Account



Update your  
Corporate Profile  
for you to be  
Connected to SBF

Visit the SBF booths at the foyer to learn how we can boost your business!



# Find Out More on our Website: [www.sbf.org.sg](http://www.sbf.org.sg)



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EVENTS

WHAT WE DO

MEMBERSHIP & TACS

NEWSROOM



## SBF NATIONAL BUSINESS SURVEY 2024

# SCALED INTERNATIONALLY EDITION

Share with us your concerns,  
challenges and support required for  
Internationalisation today!

**Take the survey now!**

### LOGIN TO MEMBERS' PORTAL

- ✓ Faster online data updating, self-help and greater convenience
- ✓ Online Event Registration & payment through shopping cart
- ✓ View your company's current year's transactions or invoices
- ✓ View your company's list of contact persons
- ✓ Trace your company's participation at SBF events

# **\*NEW\* Members' Portal :** [\*\*members.sbf.org.sg\*\*](https://members.sbf.org.sg)

**Create an Account and Profile**

**Sign in with Username and Password**

## Login

Login with your Email address and Password

Required \*

Email Address \*

your@email.com

Password \*

**LOGIN**



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Training

Business Missions

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## Events

Select Category



### WORKFORCE TRANSFORMATION ADVISORY

Complimentary Limited Seats

13 SEP 24, FRIDAY

2:00PM - 4:00PM

SBF CENTER,  
100 ROBINSON RD  
#B-01  
SINGAPORE 069114

#### RECEIVE SUPPORT

- ✓ JOB REDESIGN & RESKILLING
- ✓ HIRING NEEDS
- ✓ TRAINING SOLUTIONS
- ✓ GRANT SUPPORT
- ✓ JOBS & SKILLS ANALYSIS
- ✓ HR INITIATIVES IMPLEMENTATION

13 September 2024 – 2:00 PM to 4:00 PM

Workforce Transformation Advisory



SEMINAR



Enhance Food Safety and Prevent Outbreaks through Testing and Certification

18 September 2024 – 10:00 AM to 12:00 PM

Enhance Food Safety And Prevent Outbreaks Through Testing And Certification

# Stay Updated and Connected

## OUR CONTACTS

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- Hotline:  
6827 6828



[SingaporeBusinessFederation](#)



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[新加坡工商联合总会SBF](#)



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