



From Singapore to Global Partnerships via SBF

**Mobilising Business,
Magnifying Opportunities**

2025



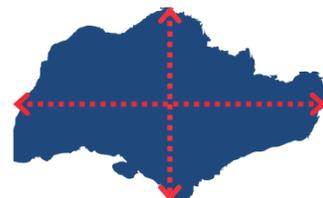
ABOUT SINGAPORE



Numbers



Total population:
6.04M



Total Land Area :
735.7 km²



Total Merchandise Trade:
S\$ 1,285.9 Bil
(2024)



GDP (2024)
S\$ 731, 436 Mil
Per Capita
S\$ 121,161



Top Trading Partners
China, Malaysia,
United States
information as at Nov 2024

Connectivity



Recognition

World's Most Competitive Economy

*Global Competitiveness Report,
World Economic Forum*



One of The World's Easiest Places to Do Business In

The World Bank,



Most Innovative Country in Asia

Global Innovation Index



Top in Asia for IP Rights Protection

*Global Competitiveness Report,
World Economic Forum*



Asia's Most Digitally Competitive Country

IMD World Digital Competitiveness Ranking



2024 GDP Growth: +4.4%

2025 Forecast: 0 to 2.0%



Sectoral breakdown for Manufacturing

- Electronics
- Chemicals
- Precision Engineering
- Biomedical Manufacturing
- Transport Engineering
- General Manufacturing

2024 GDP: S\$731 Billion (approx. US\$545 Billion)

EUROPE + SINGAPORE = POWER

The EU is a major trading partner

5th
Largest Partner for
Trade in Goods in 2024
(~S\$100B)

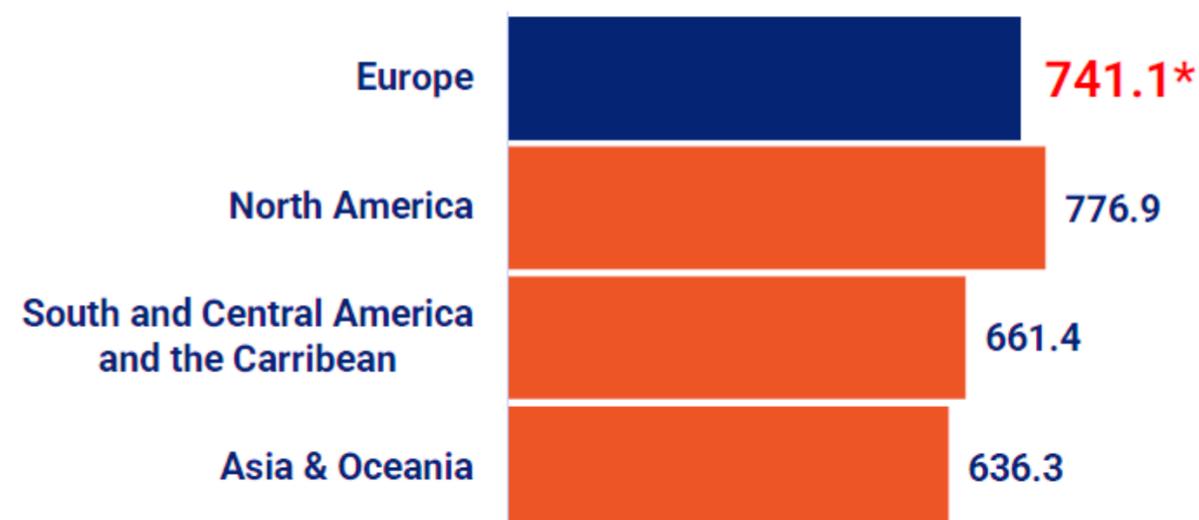
1. Mainland China
2. Malaysia
3. US
4. Taiwan
5. **EU**

2nd
Largest Partner for
Trade in Services in
2023 (~S\$115B)

1. US
2. **EU**
3. Mainland China
4. Japan
5. ASEAN

Europe is Singapore's largest source region for FDI

Singapore's FDI Stock by source region as at end 2023 (S\$ billion)



SINGAPORE: THE REAL GATEWAY TO ASEAN



Why ASEAN, Why Now?

Global Macro Trends Reshaping Investment Decisions

Geopolitical Uncertainty & Trade Tension

Persistent US-China trade tensions, escalating tariffs, and regulatory uncertainties have driven companies to diversify their supply chains and operational footprints

Post-COVID-19 Supply Chain Disruptions

The pandemic exposed vulnerabilities in global supply chains
Businesses now prioritise resilience, digitalisation, and stable jurisdictions

Tightening Capital & Investment Climate

Rising interest rates and inflation are prompting investors to seek efficient, low-risk, high-growth markets



Why Singapore Stands Out

Stability & Trustworthiness

Top-tier governance, strong rule of law, and low corruption

Pro-Business & Open Economy

Over 25 Free Trade Agreements and Investment Guarantee Agreements
Consistently top-ranked for ease of doing business
Strategic Asian location, gateway to ASEAN's 660+ million consumers and global trade routes

Highly Skilled, Diverse Talent Pool

Multilingual, globally competent workforce with supportive immigration policies (e.g. EntrePass for foreign entrepreneurs)

Robust Digital & Physical Infrastructure

Advanced digital economy, smart nation initiatives, world-class port and airport

BUSINESS-FRIENDLY: SINGAPORE

- 1.5 days on average to set up your business

(Source: EDB)

Quick business set-up

Established R&D and innovation ecosystem

- Home to 21 public research institutes
- Over 50,000 research scientists and engineers

- 2nd in the world and top in Asia for strength of intellectual and physical property rights

(Source: International Property Rights Index 2024)

Robust Intellectual Property Regime

Well-established capital markets

- Access to multiple asset classes
- Total AUM of **S\$5.4 trillion (US\$4.1 trillion)**

(Source: Financial Times 2023)



Government Support Every Step of the Way



A wide range of schemes to support growth and innovation

The following government incentives are available for new company set-up with 30% Singapore shareholding



Internationalize

Grow Digital:

- Funding support for SMEs selling overseas via pre-approved global e-commerce platforms (MRA)

Market Readiness Assistance (MRA) Grant:

- Up to 50% support for SMEs expanding into international markets



Hiring & Training

Career Trial:

- Short-term trial for jobseekers with government training allowance (up to 3 months)

Enhanced Training Support for SMEs (ETSS):

- Up to 90% subsidy on course fees for employer-sponsored training

R&D & Innovation

Technology for Enterprise Capability Upgrading (T-Up):

- Access A*STAR talent to enhance in-house R&D capabilities



Operational Efficiency

Productivity Solutions Grant (PSG):

- Up to 50% funding for adopting pre-approved productivity solutions



Empowering Your Growth in Singapore



With Attractive EDB Incentives for Foreign Businesses

Explore attractive EDB incentives that support and accelerate your high-value business growth in Singapore



Strategic Sector Incentives

Finance & Treasury Centre (FTC) Incentive:

- Facilitates the establishment of strategic finance functions and treasury management in Singapore, encouraging companies to expand capabilities and leverage the country as a regional financial hub

Aircraft Leasing & Investment Incentives:

- Boosts aircraft leasing and asset management activities

Investment & Business Expansion

Refundable Investment Credit (RIC):

- Tax credit (with refundable cash feature) for high-value activities in trade, enterprise, manufacturing, services & sustainability

Pioneer Certificate (PC) & Development and Expansion Incentive (DEI):

- Reduced corporate tax rates for new or expanded activities, including regional HQs



Innovation & Talent Development

Intellectual Property (IP) Development Incentive (IDI):

- Encourages R&D and IP commercialisation with tax benefits

Training Grant for Company (TGC):

- Co-funding support for companies to upskill employees in new technologies

Sustainability & Resource Efficiency

Resource Efficiency Grant (REG(E)):

- Provides funding support for energy efficiency and emissions reduction projects in Singapore

Land Intensification Allowance (LIA):

- Tax deductions for land-efficient industrial development, particularly for high-density industrial activities



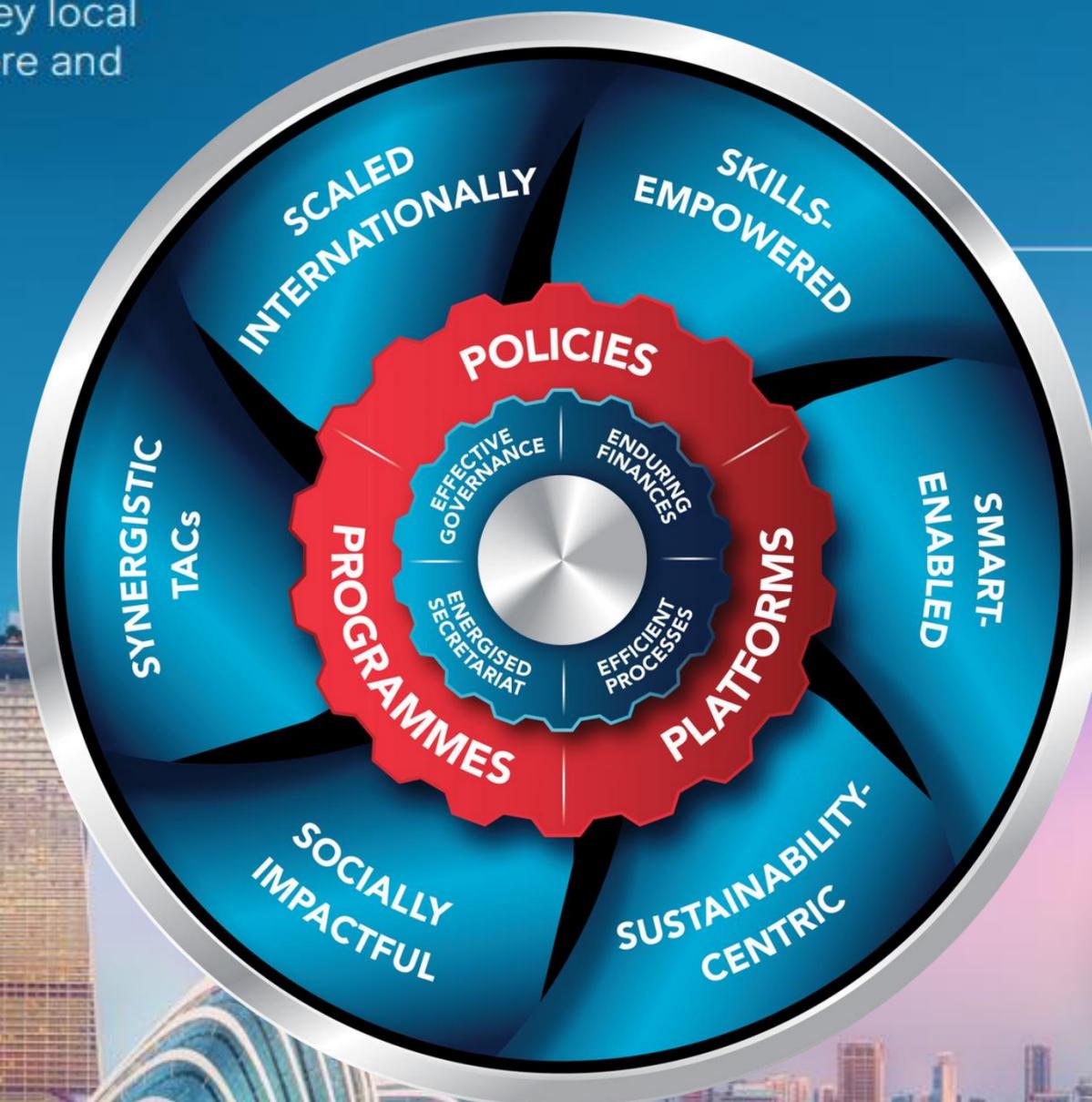
About SBF



Established on 1 April 2002, the Singapore Business Federation (SBF) is the apex business chamber that champions the interests of the Singapore business community in the areas of trade, investment, and industrial relations. With a membership base of over 32,000 companies, SBF represents both key local and foreign business chambers in Singapore and internationally.

Vision

Globally Competitive and Sustainable Economy,
Future-Ready Businesses,
Impactful Trade Associations and Chambers.



Mission

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

2024 in Numbers

Membership Profile

As of 31 December 2024, there are 32,440 SBF members.

STATUTORY MEMBERS

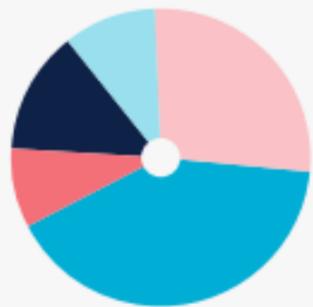
31,931

ASSOCIATE & CONSTITUENT MEMBERS

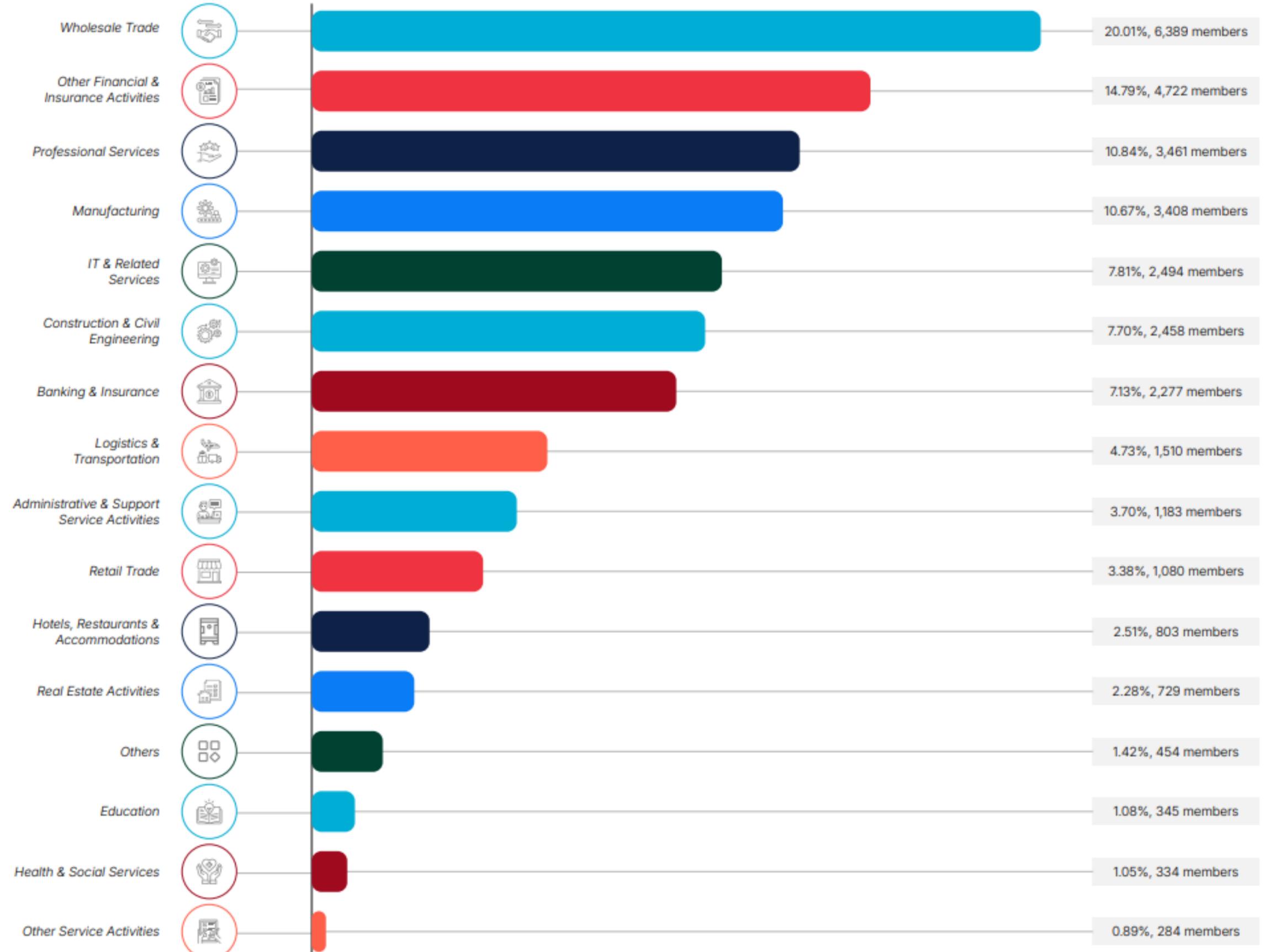
509

The largest group of Statutory Members (SMs) are companies with \$1m to less than \$5m share capital.

8,768 companies	27.46%	\$0.5m to less than \$1m
12,956 companies	40.57%	\$1m to less than \$5m
2,816 companies	8.82%	\$5m to less than \$10m
4,179 companies	13.09%	\$10m to less than \$50m
3,212 companies	10.06%	\$50m & above



Statutory Members by Industry [based on Singapore Standard Industrial Classification (SSIC) in 2024]



SCALED INTERNATIONALLY



Mobilising International Networks, Magnifying Global Presence



>1,500

Market and FTA
advisories provided



13

Business
Mission Trips



142

Overseas projects
facilitated

Launch of the "Greater Together: Two economies, One Ecosystem" Report to outline strategies facilitating cross-border trade and investments between Singapore and Malaysia.



Malaysia

Scaled Internationally

- > Business Groups
- > Centre For The Future Of Trade And Investment (CFOTI)
 - > Trade And Investment Advisory Support
 - > U.S. Tariffs And Our Support For Singapore-Based Businesses
- > International Advocacy
 - > APEC Business Advisory Council (ABAC)
 - > ASEAN Business Advisory Council (Singapore)
- > Future Of Trade & Investment Publications
- > Future Of Trade & Investment Forums

SKILLS-EMPOWERED

Mobilising Human Capital, Magnifying Workforce Potential



6 Career Conversion Programmes

>320

Professionals benefitted



Overseas Markets Immersion Programme

>100

Companies expected to benefit



Learn@SBI

>3,000

Participants were upskilled through 260 courses



PW Mark Accreditation

>3,000

Companies achieved the accreditation

Skills-Empowered

- > Career Conversion Programme
- > Jobs-Skills Integrator For Wholesale Trade Sector (JSIT-WST)
- > Mid-Career Pathways Programme
- > Progressive Wage Mark
- > SBF Business Institute

SMART-ENABLED

Mobilising Technology Partnerships, Magnifying Business Competitiveness

Accelerated digital transformation for nearly 2,000 companies through:



Chief Technology Officer-as-a-Service



InvoiceNow adoption



Cybersecurity workshops



GenAI educational sessions

Smart-Enabled

- > Artificial Intelligence
- > Cybersecurity
- > Digital Health Check
- > InvoiceNow
- > Technology Implementation Advisory Services

SUSTAINABILITY-CENTRIC



Mobilising Environmental Actions, Magnifying Sustainability Readiness



>200

Localised emission factors aggregated on SEFR



21

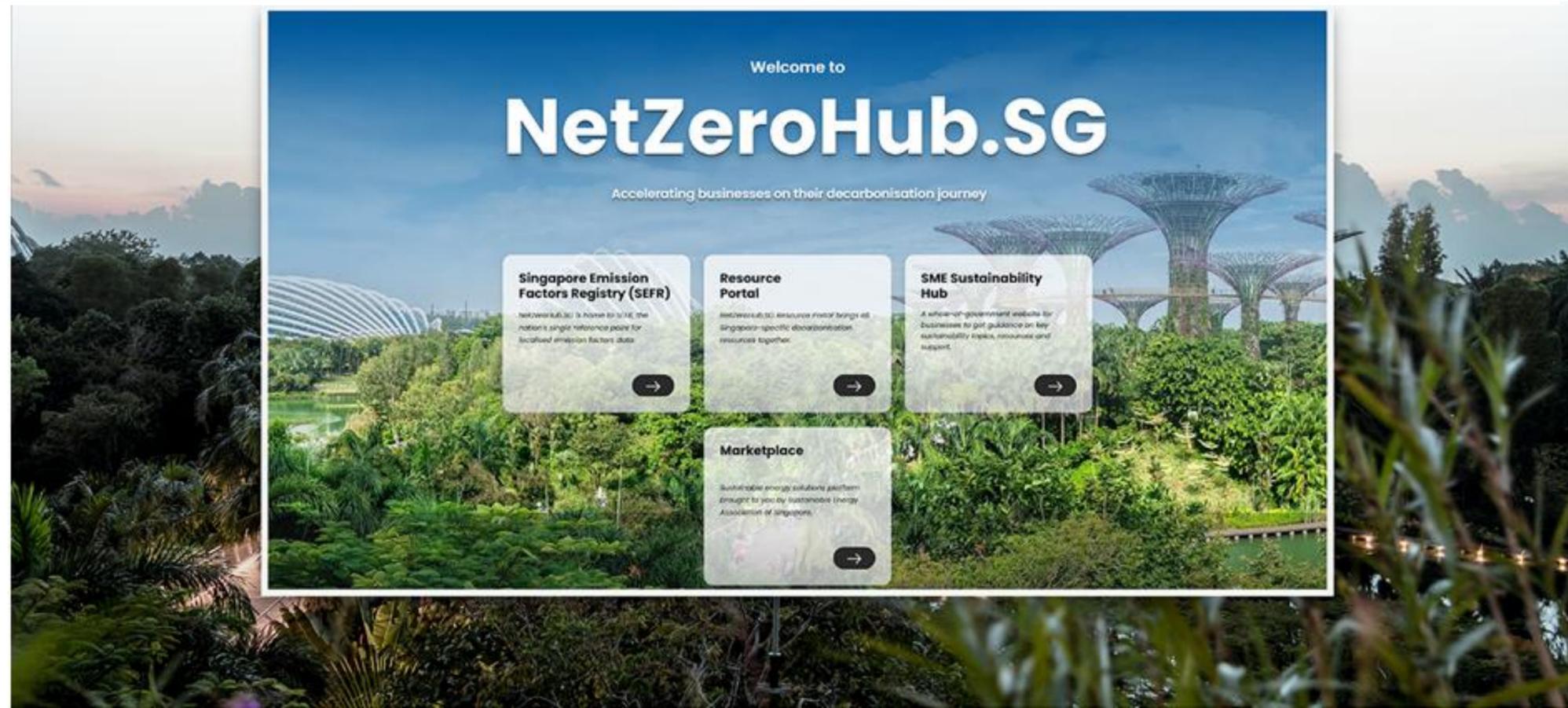
Food manufacturers trained in SME Sectoral Net Zero Transition Programme



25

Singapore companies to benefit from Queen Bee Enabled Sustainability Transition (QUEST) Programme

We launched **NetZeroHub.SG** to help businesses accelerate their decarbonisation journeys.



SOCIALLY IMPACTFUL

Mobilising Corporate Purpose, Magnifying Social Impact



46

Companies onboarded into the Company of Good initiative



15

Community Marketplace partners



6

The Corporate Purpose Initiative strategic donors

Socially Impactful

- › Social Sustainability
- › SBF Foundation
- › Global Compact Network Singapore

SYNERGISTIC TACS

Mobilising Diverse Capabilities, Magnifying Transformational Growth



71
TAC
members



129
TACs
engaged



49
TACs onboarded for
capability programmes

How SBF Supports Your Businesses:



4 "L" FRAMEWORK

**Global
Connect@SBF**

AN INITIATIVE BY



LEARN
Gain In-depth Market Intelligence
and Access Expert Advisory

LEADS
Expand Customer Networks
and Accelerate Deal-Making

LAND
Deepen In-Country Engagement
and Scale Strategically

LOCALISE
Launch Overseas Presence
and Optimise Operations



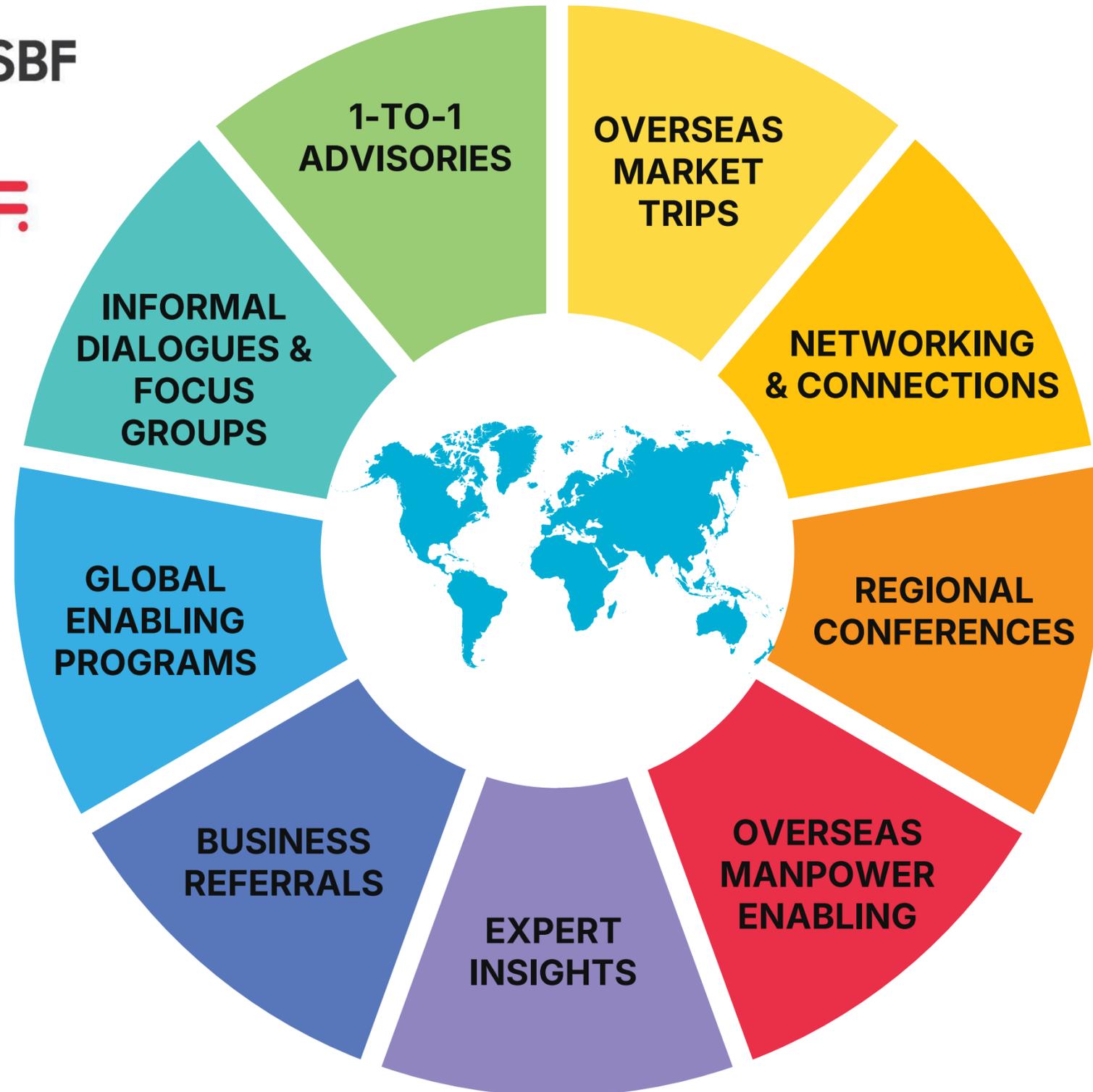
Your Partner in Networks, Services, and Global Opportunities

Leverage On Our Services



Global Connect@SBF

AN INITIATIVE BY



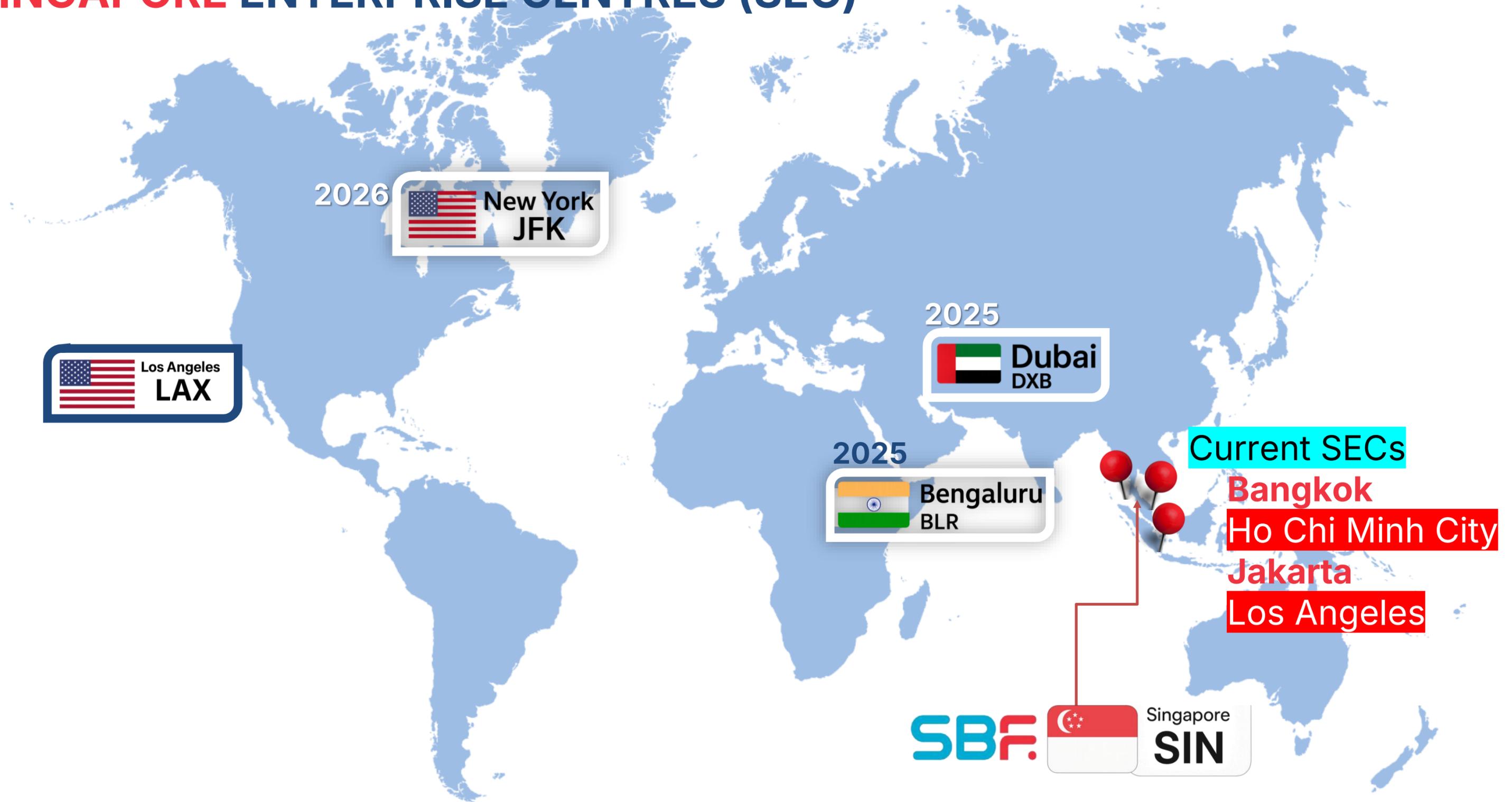
OTHER PROGRAMS

- Events And Trainings
- Annual General Meeting
- ASEAN Conference
- Singapore Apex Business Summit
- Singapore Regional Business Forum®
- TAC Summit
- [NEW] Europe Conference 2025:**
 - Innovation & Sustainability
 - With A Tinge of Family Offices
 - B2B Match-Making
 - A Taste of Europe – Wine Appreciation
 - Networking Reception
 - Site Visits To Innovative SG Companies

SBF GLOBAL FOOTPRINT:

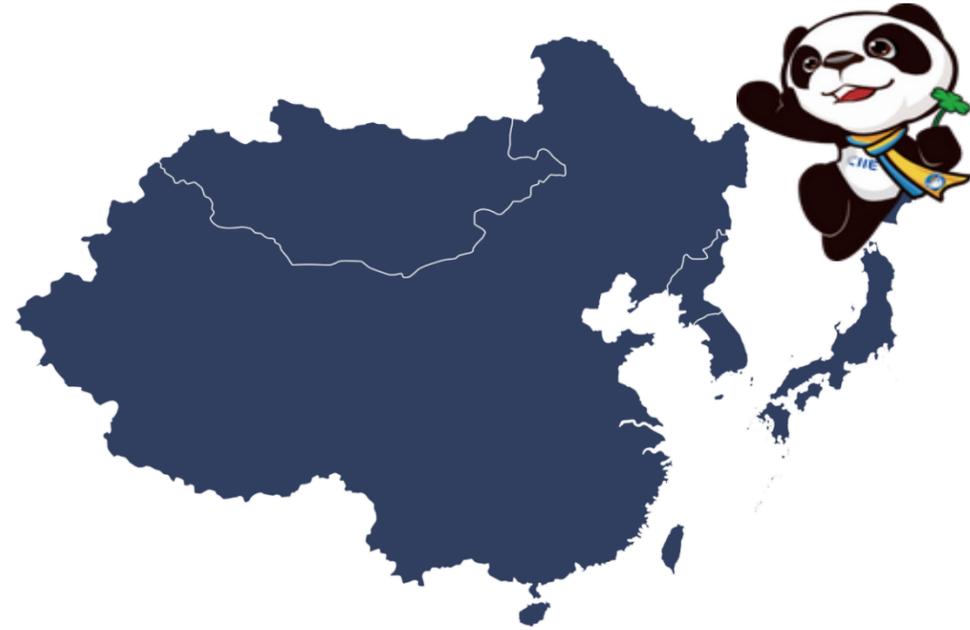


SINGAPORE ENTERPRISE CENTRES (SEC)



OUR GLOBAL NETWORK

REGIONAL BUSINESS EXHIBITIONS



- Official Singapore Partner for **CIIE (China International Import Expo)** and **CAEXPO (China-ASEAN Expo)**

FREE TRADE AGREEMENTS



- 27 FTA support covering every Singapore FTA
- Seminars/ Webinars
- 1 to 1 FTA Advisories



Enterprise Europe Network

The world's largest support network for small and medium-sized enterprises (SMEs) with international ambitions.

Member organisations include:

#chambers of commerce and industry

#regional development organisations

#universities and research institutes

#innovation agencies

* Business Profile * What You Are Looking For in Europe
Let Our Market Advisors Do The Connection For You

Our partners and community have been at the heart of all we do.



“

We're excited and honoured to showcase FunClaw — Singapore's first amusement advertising platform! We're unveiling FunClaw Clawvertising™, hoping to inspire more Singapore SMEs to get on board this revolutionary new media platform — where claw machines aren't just for fun, but also a powerful tool to drive brand recall and boost sales.

Kelvin Tan

Founder of FunClaw

Our partners and community have been at the heart of all we do.

“

SBF's continued support in our expansion into the Middle East, along with their partners' assistance, has been invaluable. We look forward to working with SBF for more overseas markets' expansion.

Sanjit Singh Arora

Founder and Managing Director of nSearch Group



Our partners and community have been at the heart of all we do.



“

Through SBF's strong network and strategic partnerships, we were able to connect with the right distribution partners, giving us the relevant market access to kickstart our export journey.

Jason Soon (Left)

Founder of Kim Guan Guan Coffee

Nigel Soon (Right)

*Brand Partnerships and Growth Manager
for Kim Guan Guan Coffee*

Our partners and community have been at the heart of all we do.

“*It's a privilege for T1 Glass to be featured, alongside some of Singapore's most impactful businesses. It's a meaningful milestone that reflects our growth and ongoing commitment to the built environment across the region.*”

Gerry Lee

Regional Director for T1 Glass Systems



Be a member of Singapore Business Federation



[CLICK HERE](#) FOR MEMBERSHIP INFORMATION

Your Launchpad for Global Expansion

For as low as **S\$327/year**
(or **S\$27.25/month**), join
Singapore's premier
business network and
unlock the full potential of
your enterprise



Expand Your Network &
Partnership Opportunities



Build New Capabilities &
Enhance Existing
Competencies



Access Global Markets &
Tap Overseas Connections



Engage Actively &
Advocate Collectively

More Benefits

1. Access the latest business advisories, industry reports and market updates
2. Enjoy member rates for overseas business missions, internationalisation programmes, capability training programmes, workshops and conferences
3. Enjoy member rates for advertising on our platforms and rental of seminar rooms at SBF Centre
4. Advance your corporate social responsibility initiatives through the SBF Foundation



People of Purpose

01

SBF Value Awards

Recognising our team members who have embodied values that drive SBF forward, the SBF Value Awards honour their dedication and impact, inspiring us all to continue giving our best to support the business community in Singapore.

02

SBF Leadership

It comprises the Board of Trustees, Honorary Advisory Panel, Council and Action Committees. These business leaders offer strategic guidance and collective stewardship to champion and advance the interests of Singapore's business community.

03

SBF Secretariat

Led by SBF CEO and the senior management team, they drive the execution of the organisation's strategic priorities and ensure excellence across all initiatives.

Heng Peng Kwang
Executive Director,
Centre for the Future of Trade & Investment

Cheryl Kong
Executive Director,
Membership and Corporate
Services Division

Peggy Ng
Executive
Director, HR &
Transformation
Division

Annie Wang
Chief Strategic Partnership Officer,
Strategic Partnerships & Events
Division

Ong Chin Ann
Chief Information Officer,
Information Technology Division

Jean Tan
Chief Executive Officer,
SBF Foundation;
Chief Social Sustainability Officer,
SBF Social Sustainability Division

Kok Ping Soon
Chief
Executive
Officer

Lee Yee Fung
Chief Smart Technologies and Sustainability Officer,
Smart Technologies and Sustainability Division

Thian Tai Chew
Executive Director,
Human Capital Division

Carolina Ng
Chief Marketing & Communications Officer,
Marketing & Communications Division

Samantha Teo
Executive Director,
International Business Division

Soo Wei-Chieh
Executive Director,
International Business
Division

Mabel Tang
Senior Director,
SBF Business Institute

Musa Fazal
Chief Policy
Officer,
Advocacy & Policy
Division



SBF.

Contact SBF today at
globalconnect@sbf.org.sg
to discover how your business
can thrive in Singapore



Embracing global markets

#GoGlobalWithSBF

Follow Us for More Updates

