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your business to
global opportunities

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Welcome to SBF Global Group's

SBF-Citi Internationalisation Sharing Series for ELT Community

1 March 2022, Tuesday | 9.30am - 12.00pm (SG-time)

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GlobalConnect@SBF:
Helping Companies to Go Global
Jeffrey Phang
Director, Business & Industries Engagement
SBF



GlobalConnect@SBF

partnering you in your business expansion abroad

1 March 2022

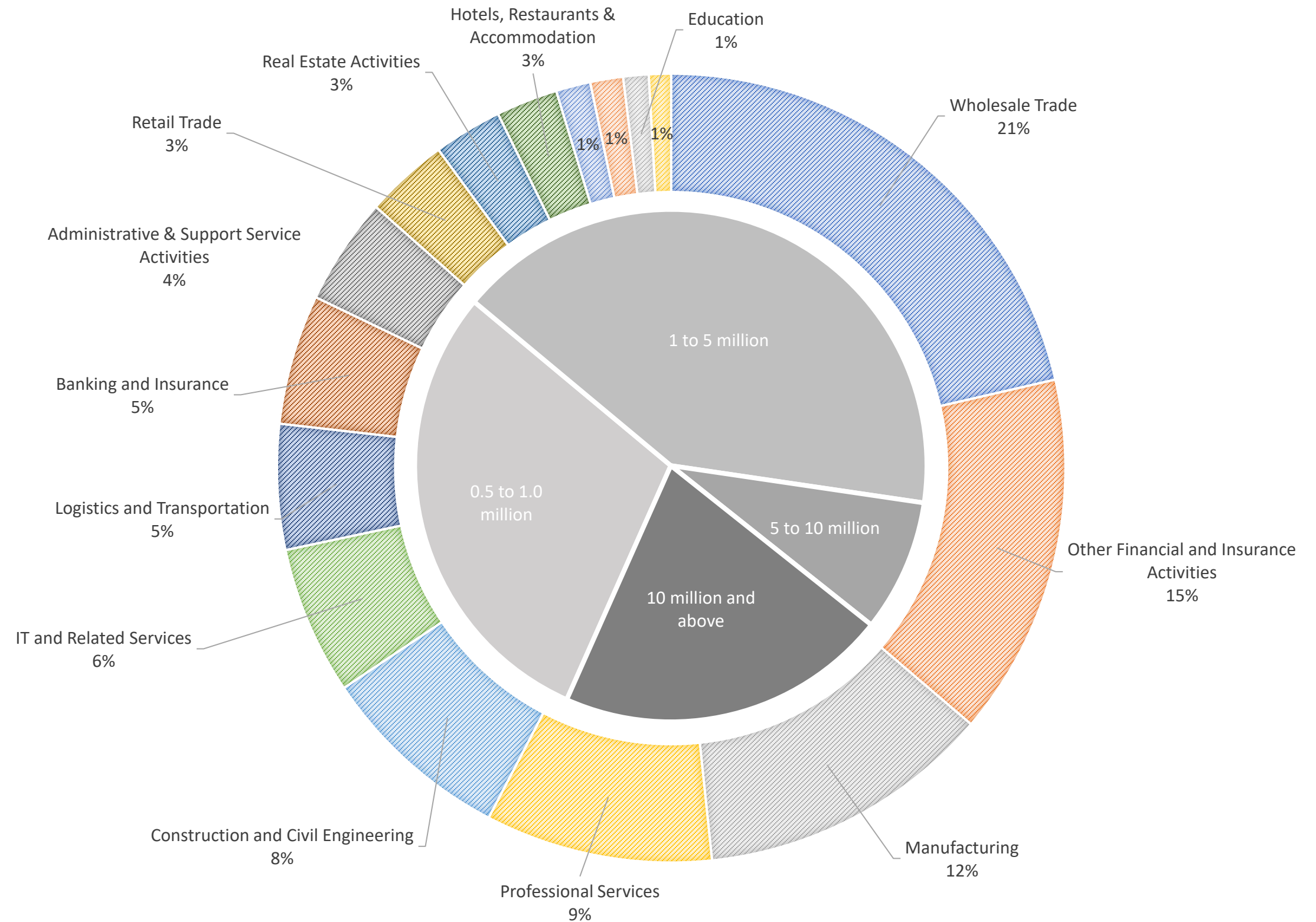
About Singapore Business Federation

Formed on 1 Apr 2002

Apex business chamber championing the interests of the Singapore business community in the areas of trade, investment, and industrial relations

Represents **27,200 companies**, local and foreign chambers, and key national industry associations from business sectors

All Singapore-registered companies with share capital of \$0.5m and above are members of SBF.



ONE SBF



BRIDGE • FACILITATOR • ENABLER

Strategic Pillars

INTERNATIONALISATION

DIGITALISATION &
TRANSFORMATION

JOBS & SKILLS

Horizontal Foundations

ADVOCACY & POLICY

MEMBERS SERVICES & TAC ENGAGEMENT

PEOPLE, PROCESSES, PARTNERSHIPS



GlobalConnect@SBF

An initiative by SBF in partnership with Enterprise Singapore launched in November 2019 to help Singapore businesses expand and deepen their presence in overseas markets.

GlobalConnect@SBF services

Learn

about markets, FTAs, and new customers

Local Activities

- Webinars and Seminars
- Insights of SBF market specialists
- Free Trade Agreements advisories

Overseas visits

Experiential learning of target markets

Trade shows

Showcase products and services abroad

Conferences, Forums

Network and grow contacts abroad

Land

in markets abroad
scale up **digitally** and **physically**

SBF overseas offices

Indonesia | Vietnam | Thailand

- Instant and ready local operating base
- On-the-ground facilitation in pursuing leads and closing deals
- Complimentary value-added services for hot desks and use of business lounges
- Preferential rates for use of meeting rooms, concierge, secretarial, printing, mailing and mail collection services

Localise

operations sustainably for the long term

In-market assistance

By SBF network of trusted service partners

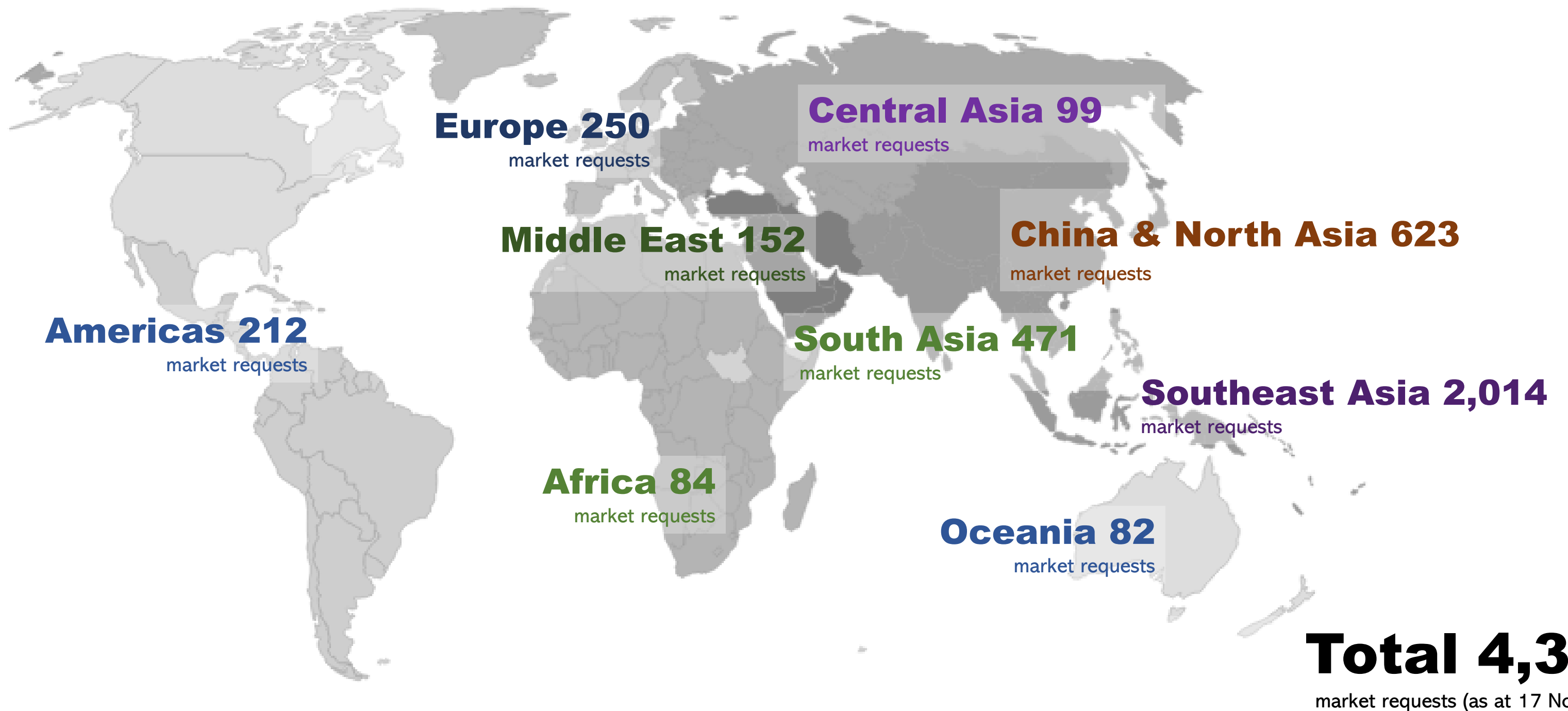
- Accounting
- Tax
- Legal
- HR
- Marketing
- Government affairs

Grow via local networks

Tap on SBF relationships with:

- Singapore communities abroad
- Foreign governments
- Key foreign businesses and chambers

Since **GlobalConnect@SBF** was launched in November 2019, over 9,487 connections have been made with companies for outreach, market advisory and project facilitation services with market requests spanning across the world's diverse regions.



Others 375
market requests

Learn with **GlobalConnect@SBF** FTA services

SBF is Singapore's sole educator on FTAs. Since April 2020, we assisted over 215 businesses to gain competitive edge with FTAs at over 85% Customer Satisfaction Score.

Free Trade Agreements

Save on
import duties

Faster
customs clearance

Reduce testing and
certification requirements

Market access
for services

Protect
investments abroad



STRUCTURED TRAINING

1. FTA Workshops

Structured training on the basics of FTAs and how to benefit from Singapore's network of >20 FTAs.

2. Seminars

Explain the exact benefits of each FTA for each market - ASEAN, China, EU etc.

3. Individualised FTA advisory

fta@sbf.org.sg at ready to answer queries from businesses



Digital Space - Virtual Interactions - Real Business

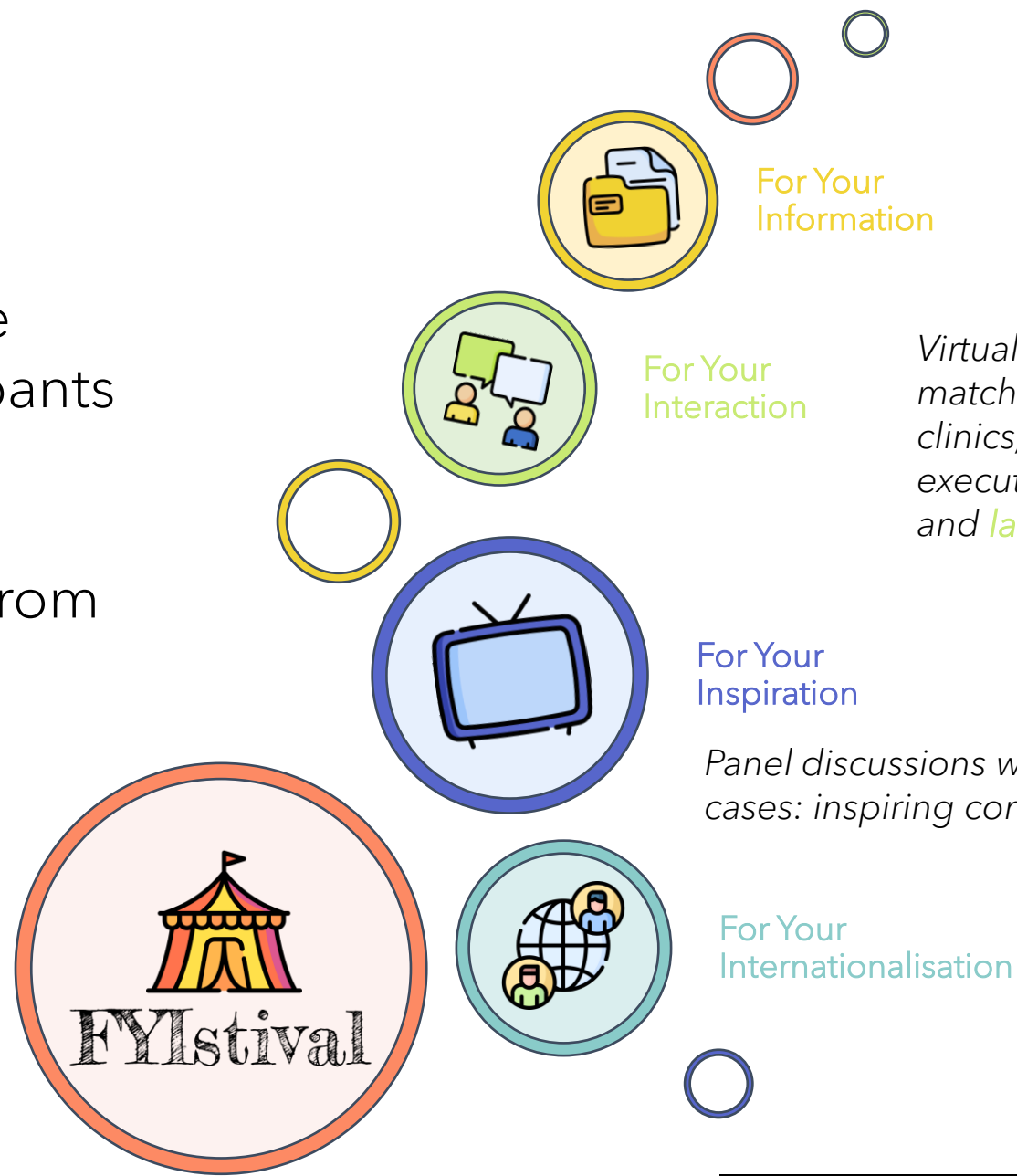
In 2021:

Interactions

- 34 webinars,
- >2,500 minutes runtime
- >2,700 webinar participants

FYIstival the website

- >3,900 unique visitors from 45 countries, with
- >17,000 page views

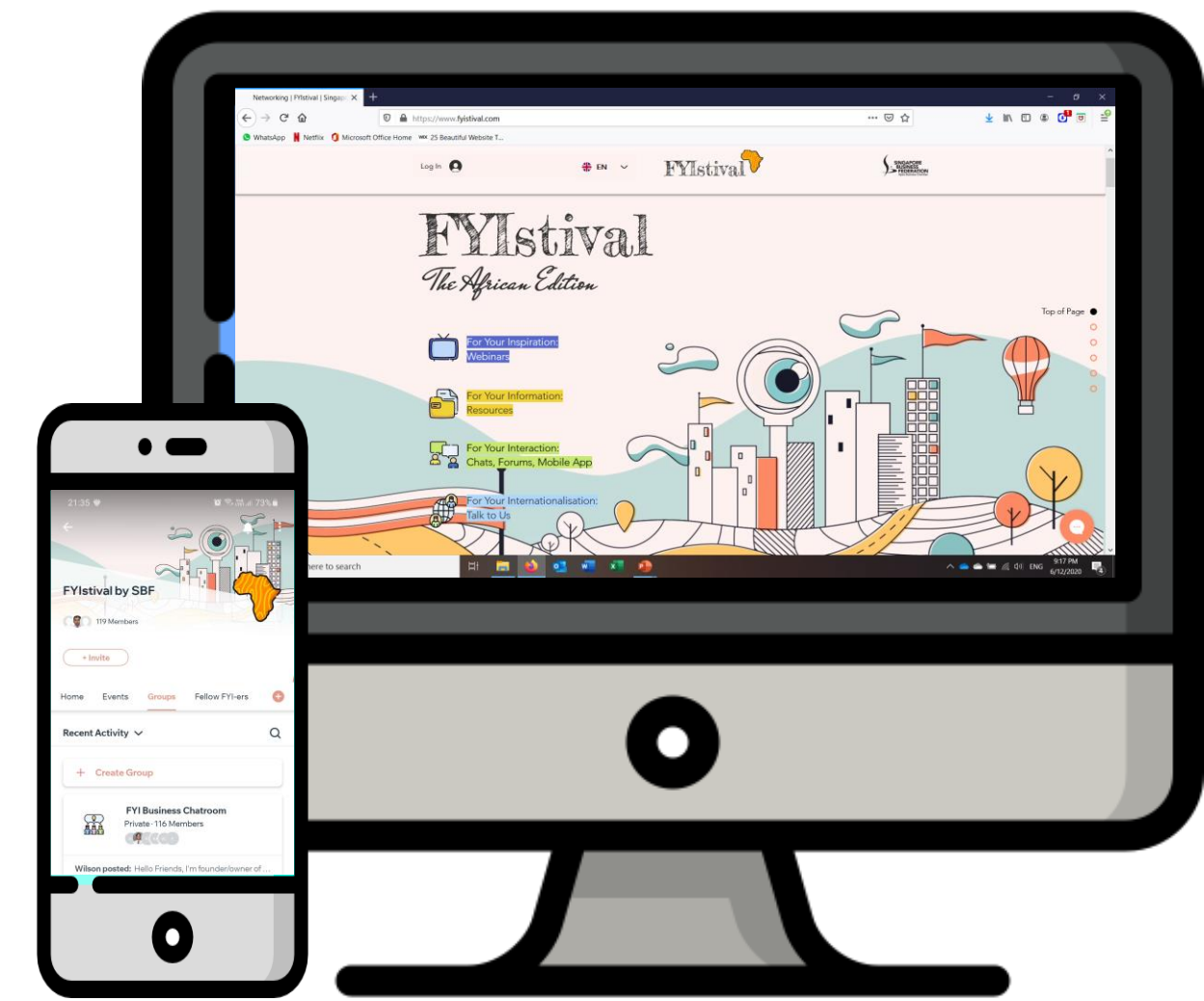


Webinars, FYI briefs, publications by knowledge partners, User-generated content #FYInfography: letting businesses **learn** about opportunities

Virtual lounges, business matching sessions, clinics, roundtables: for executives to interact and **land** deals

Panel discussions with successful cases: inspiring companies to **localise**

For Your Internationalisation



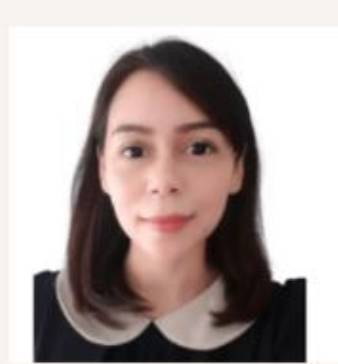
SINGAPORE ENTERPRISE CENTRE@JAKARTA



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SBF Members and GlobalConnect@SBF customers



Enjoy KLOUD serviced co-working offices from 1 January 2021 in **Ho Chi Minh City, Jakarta, Yangon** and **Singapore**:

- **Instant and ready** local operating base with KLOUD serviced co-working offices in the above cities
- **Complimentary value-added services** for hot desks and use of business lounges
- **Preferential rates** for use of meeting rooms, concierge, secretarial, printing, mailing and mail collection services

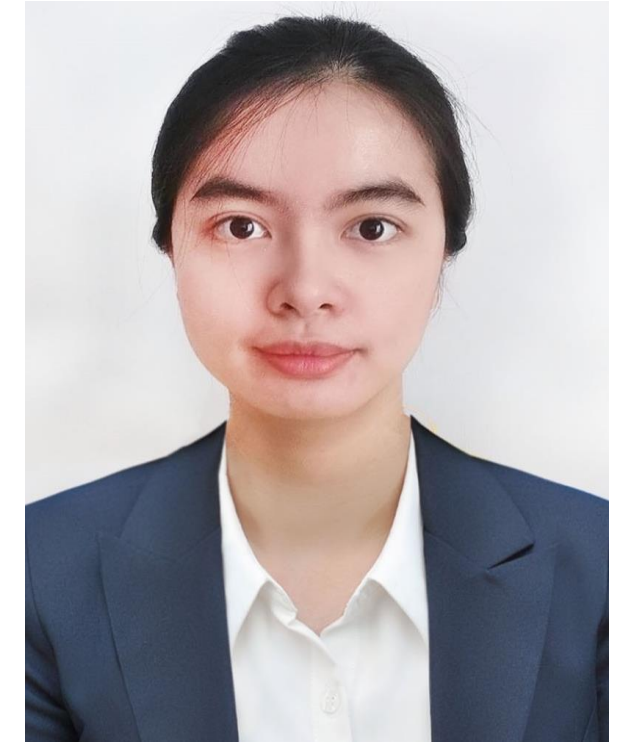
And land your businesses with our market and business assistance on the ground:

- **Business Trip Planner** services for short-term business trips
- **Deal Advisory & Facilitation Services** for market set up, business matching, deal origination and facilitation.

SINGAPORE ENTERPRISE CENTRE@BANGKOK



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Land your businesses with our market and business assistance on the ground from January 2022:

- **Business Trip Planner** services for short-term business trips
- **Deal Advisory & Facilitation Services** for market set up, business matching, deal origination and facilitation.

A few GlobalConnect@SBF stories



Company: **Kew Organics**
Industry: **Organic Skincare**
Expansion market: **Vietnam**

Challenges

- Unfamiliarity with target market culture
- Low brand awareness among local consumers
- Intense competition in Vietnam, hindering market penetration



I have been quite blessed to have related to Amy and SBF to journey along with our company entering the Vietnam market. Even though the language was a barrier, Amy quickly got me a local distributor well-versed in English. The distributor understood the lingo I was speaking and helped expedite a lot of things for us.

Lily Kew, Founder and CEO,
Kew Organics



Company: **One Vibes Nation Vending & Franchise Management Pte Ltd**
Industry: **Vending Machines**
Expansion market: **Turkey, Saudi Arabia, Dubai (UAE)**

Challenges

- Information gap in developing a market expansion strategy
- Lack of strong business connections in the target market
- Struggles in setting up overseas operations and business solutions



SBF really understood my language. Mark understood where I was coming from and why I was doing this. On that note, it really helped us a lot, and he got me connected to the right people.

Amanda A Atan, Founder
One Vibes Nation Vending & Franchise Management Pte Ltd



Ready-To-Eat Halal Poppadom Chips!



“Essentially, they (SBF) helped us to conceptualise an opportunity which we ourselves didn't think would have existed.”

Sreenivas Saba
Co-Founder & Director, Bhavani Stores

Find out more about
GlobalConnect@SBF
today!



globalconnect@sbf.org.sg



6701 1133



<https://globalconnect.sbf.org.sg>

Or you can drop us a text!

1. Scan this QR code:



2. Open your WhatsApp.

3. Send us your message beginning with the below text:

GC@SBF_COMPANY_EMAIL_[your message](#)

4. You will hear from us soon!

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Embark on that journey now.

**Or visit us at
GlobalConnect@SBF Hub**

Level 6, SBF Center
160 Robinson Road
Singapore 068914

THANK YOU

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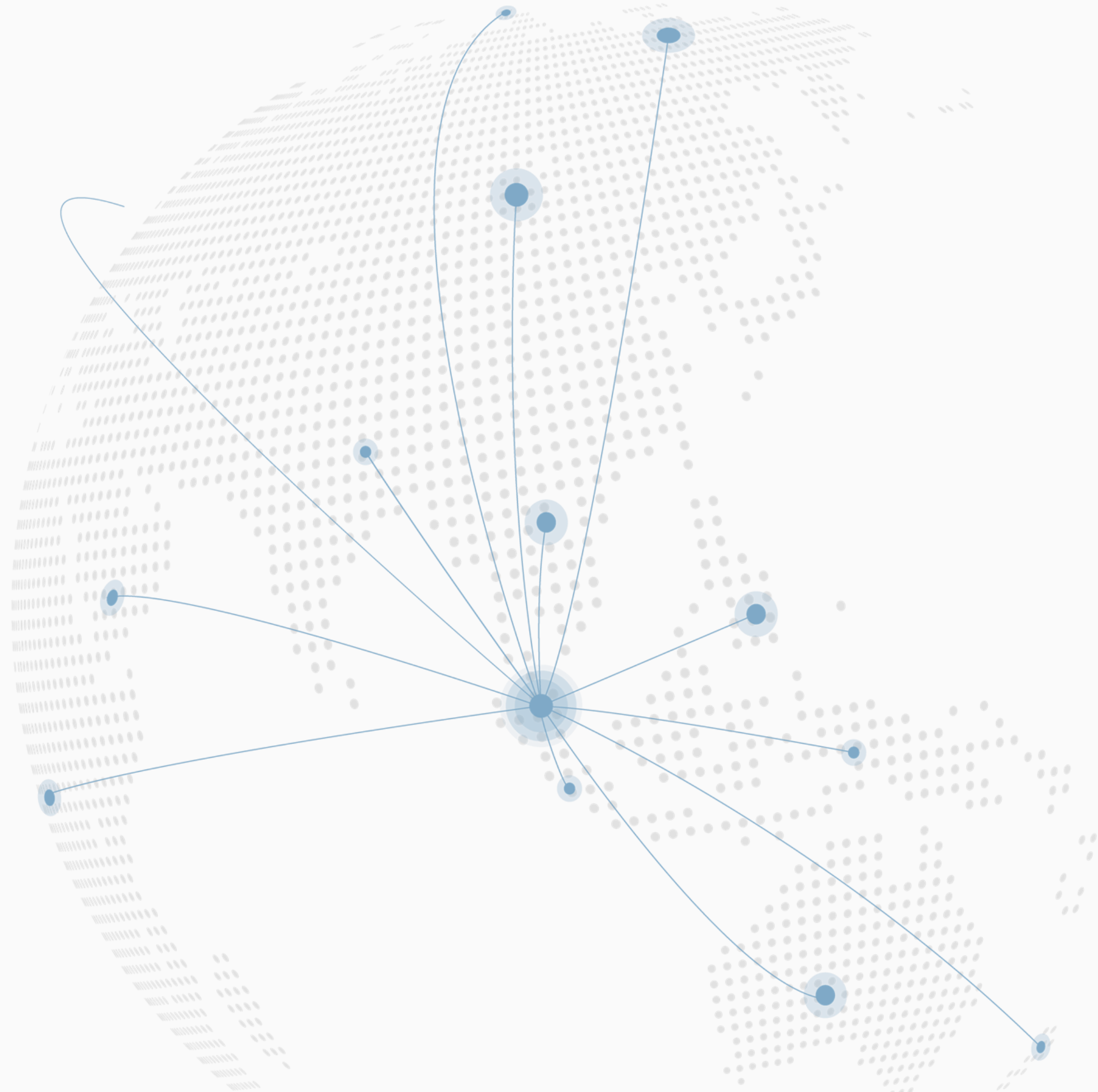


Vietnam's Business Opportunities
Amy Wee
Country Head (Vietnam), SBF



Vietnam Business Opportunities

Amy Wee
Country Head, Vietnam
Global Business Division



The Map of Vietnam

Capital : Hanoi

- Surrounding key Provinces : Hung Yen, Bac Ninh, Bac Giang, Hai Phong, Ha Long, Lac Son

Commercial city HCMC (Saigon)

- Surrounding key Provinces : Binh Duong, Long An, Dong Nai, Tay Ninh, Ba Ria-Vung Tau

Tourism : Danang / Hoi An / Hue

- Vietnam is composed of 63 provinces and five centrally-governed cities, which stand on the same administrative level as provinces (namely Hanoi, Ho Chi Minh City, Can Tho, Da Nang and Hai Phong)



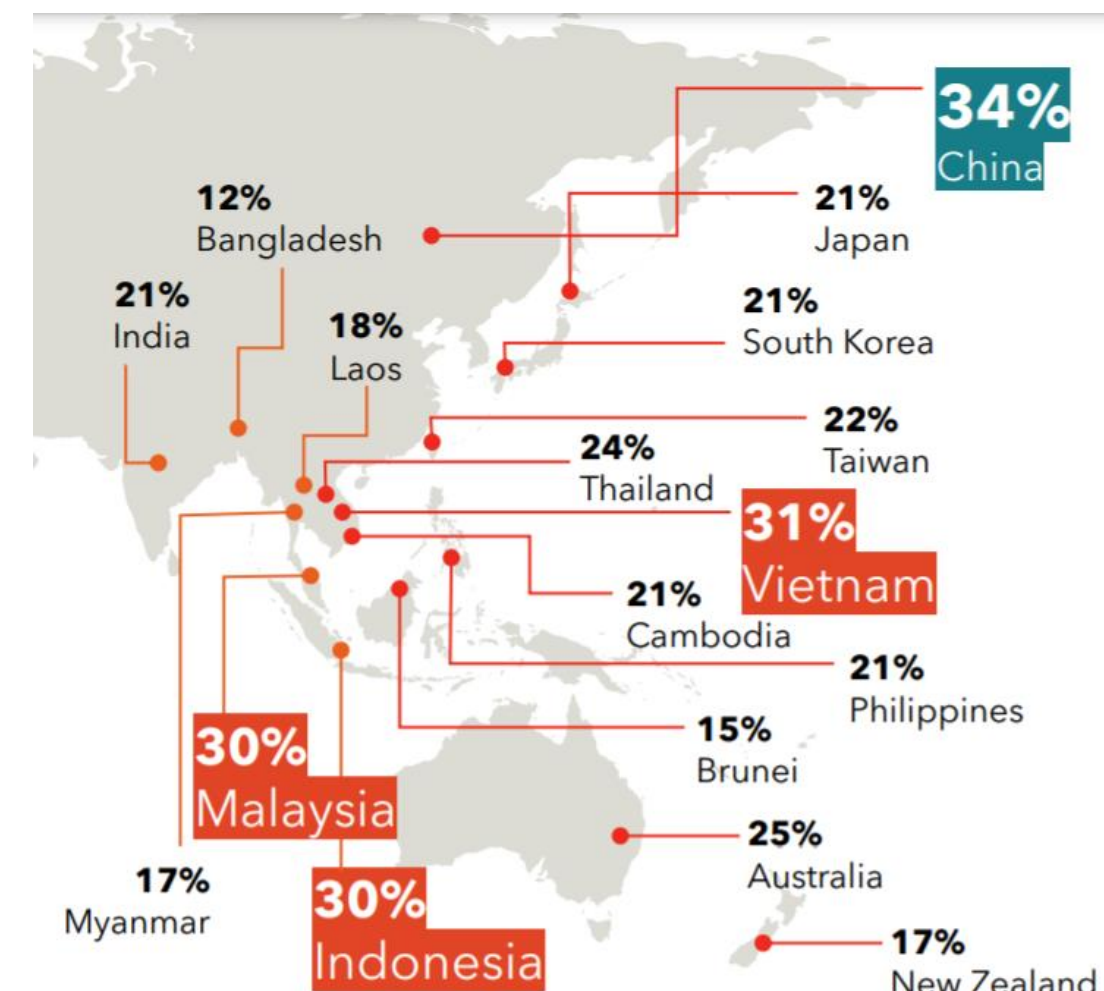
Singapore Retains Top Rank As Vietnam's Largest Foreign Investor In 2021

Top Investors 2021 (USD\$19.74bIn, MPI Vietnam)

1. Singapore (USD\$7bIn / 32.5%)
2. Japan (USD\$3.2bIn)
3. China
4. Hong Kong
5. Taiwan

Singapore Investments till date:
2700 projects / USD62.6bIn (ESG data)

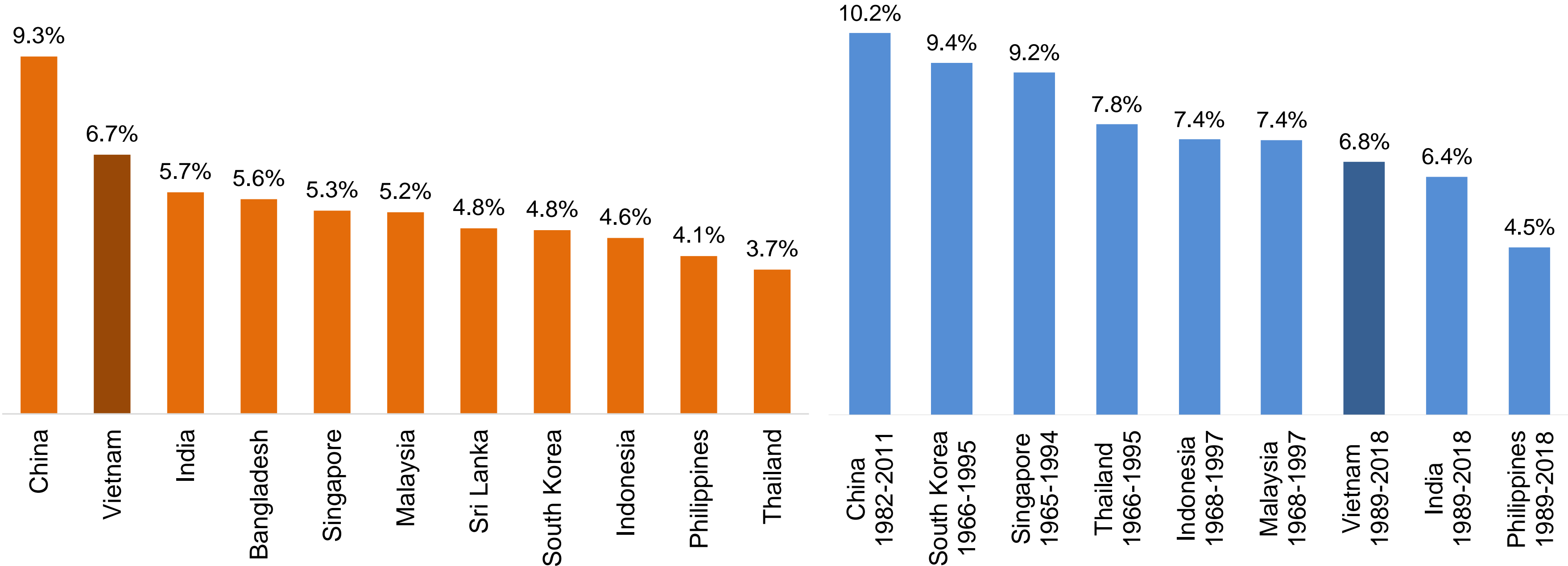
- National Business Survey 2021 by Singapore Business Federation
- Vietnam is the top country for Singapore companies to explore for overseas expansion



Economic Growth in the Last 30 Years

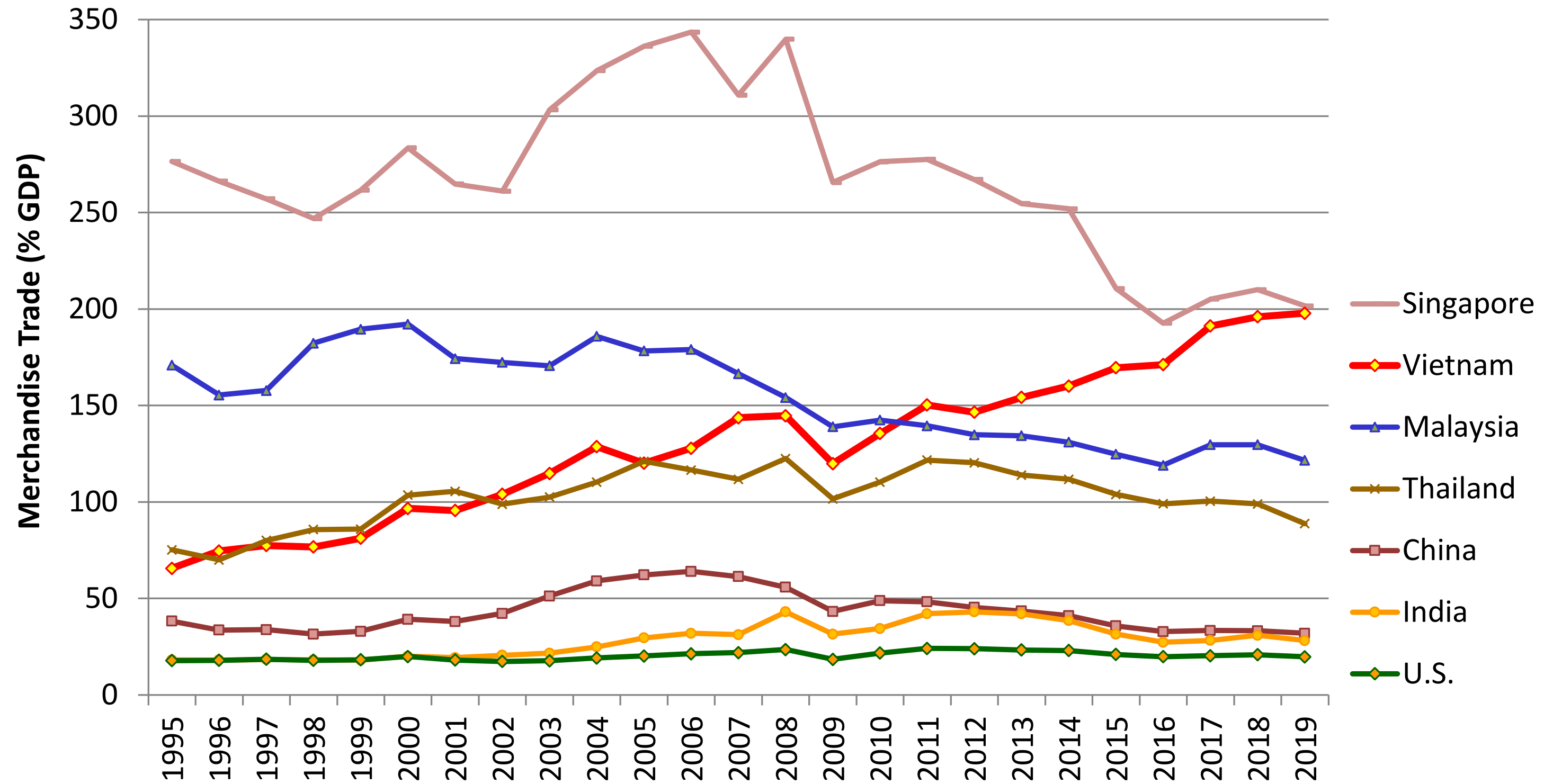
A Glass Half Full: Viet Nam was the second fastest growing economy in the last 30 years (1991-2020)

A Glass Half Empty: Viet Nam was significantly behind East Asian economies that achieved rapid growth in a 30 year period.



Source: World Bank, World Development Indicators

Vietnam has become one of the World's most Open Economies



Source: World Bank's World Development Indicators

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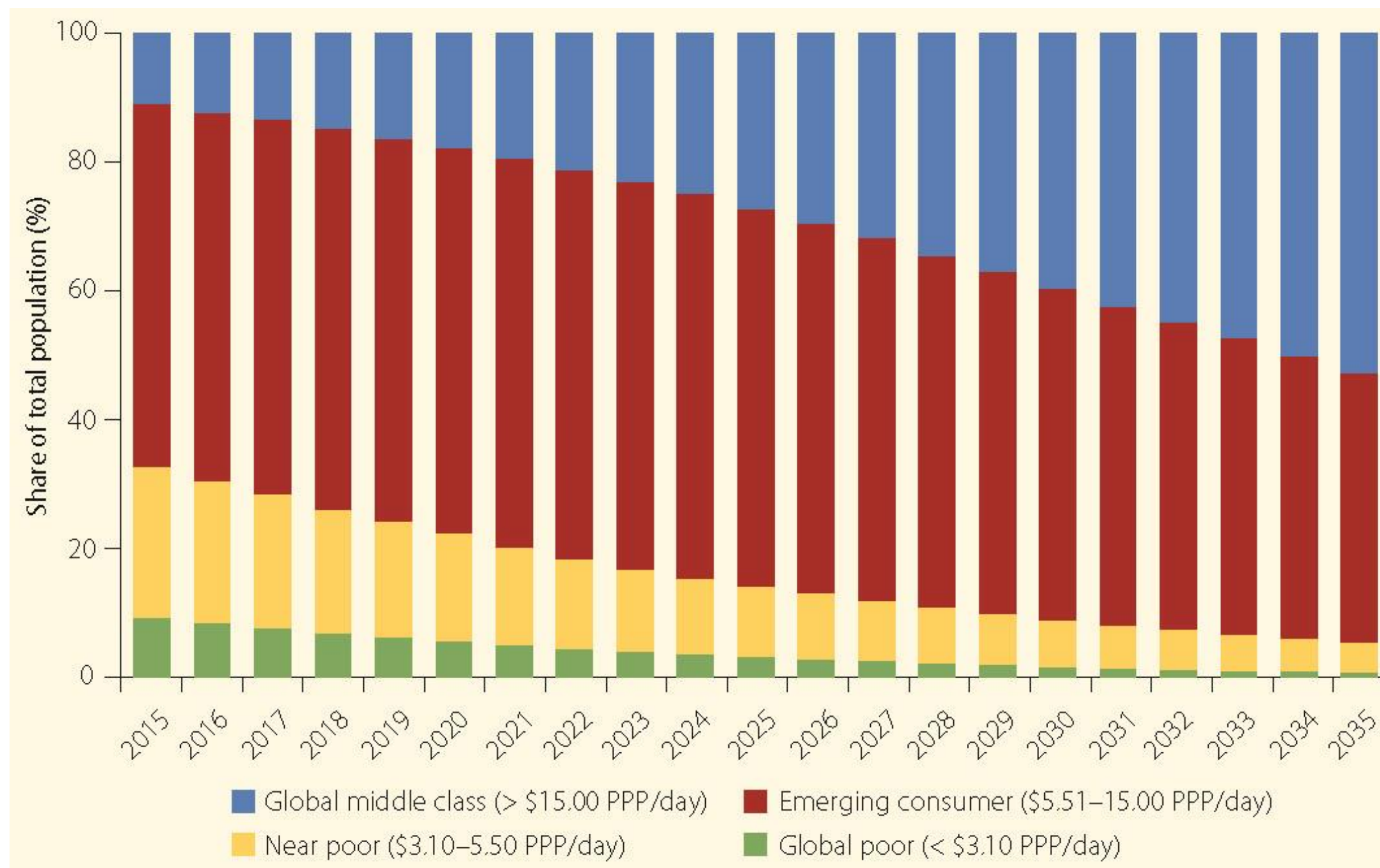
Shifts in Economic Development Strategy

- Moving away from economic dualism
 - Reduce support to SOEs
 - Improve business environment
 - Reduce institutional fragmentation in policy implementation
- Infrastructure development
 - Transport infrastructure to support new manufacturing locations with labor and land cost advantages (second-tiered provinces in greater HCMC area, Red River Delta in the North, and Central Coast)
 - Complete the North-South expressway network by 2025
 - Wind, solar, and LNG power project in the central and southern coasts
 - Infrastructure to support urbanization and services in Hanoi and HCMC
 - Agriculture and transport infrastructure in the Mekong Delta.

Trend in Structural Transformation

- Rising middle class
- Consumption to be a key driver of growth (more important than two traditional drivers, i.e. exports and investment)
- Policy supporting the middle class:
 - Sustainable urbanization
 - Openness to information
- Challenges
 - Public policies fiercely challenged by the general public
 - Strong state control over the society to continue

- By 2035, more than half the Vietnamese population will enter the global middle class



Source: World Bank & Government of Vietnam, Vietnam 2035

Key Industries

- Consumer and Lifestyle
 - Particularly HCM (consumer powerhouse)
 - Grab / Shopee / Shopback
- Infrastructure and Smart Cities
 - Singapore is the smartest city in the world
 - Urban developments
 - Master planning for cities
 - Renewable Energy projects
 - Zero new emission by 2050
- Manufacturing
 - Competitive land and labor costs
 - Strategically located
 - Long coastal line with logistic advantage
- Innovation and Start-ups
 - Apart from Singapore and Indonesia, Vietnam made tremendous progress in terms of investments injected into fintech, e-commerce, enterprise solutions

What Attracts Singapore Investors to Vietnam

- Growing Middle Class
 - Expected growth rate of 9.2% (McKinsey and Company). Fastest growth in SEA economies
 - >50% x population by 2035
 - High disposable income signals Vietnam as an attractive Consumer Market
 - Skilled and Cost-Competitive Talent
 - Last 15 years, Vietnam invested heavily in: Education, Science, IT, Technology and Education
 - Strong bilateral Relations
 - The recent Vietnam President's Visit
 - The 50 years of bilateral relations in 2023
 - Key industries for cooperation :
 - Digital economy
 - Cybersecurity
 - Sustainable developments
 - Smart cities
 - 14 FTAs with 50 economies
 - Low tariff for manufacturers
 - Top export markets : EU, US, Japan, Australia
- Companies can approach the International Policy and Engagement Division of SBF for free consultation*

Soft Skills for Foreigners in Vietnam

- Communications
 - Language is merely one part of Communications. What else?
- Respects
 - Trust is merely one part of Respects. What else?
- Understanding and Acceptance
 - Are we Asking the Vietnamese to understand and accept our culture? Is that what we want to inculcate so that they can be aligned with us?
- Visiting Vietnam many times as a Tourist / Business development trips
 - Makes us lesser a foreigner?
- What are the 1,2,3 steps we might want to do when we plan to globalize?

Plans Ahead / 2022

- Singapore Enterprise Centre @ HCMC

SINGAPORE ENTERPRISE CENTRE @ HO CHI MINH CITY



Level 21 Saigon Centre Tower 2
67 Le Loi, Ben Nghe Ward, District 1
Ho Chi Minh City, 700000, Vietnam



Amy Wee
Country Head, Vietnam
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Nguyen Minh Thu
Market Advisor, Vietnam
autumn.thu@sbf.org.sg

- Champion the interest of Singapore businesses to develop into Vietnam
- Bridge Singapore businesses to the Vietnamese partners
- Advisory sessions to Singapore companies, particularly those who are new to the market
- Connecting Singapore companies to trusted vendors

Plans Ahead / 2022

- Singapore Enterprise Centre @ HCMC



- In-Market Trips (OMWs)
- Seminars and Webinars / hybrid
- Government conferences
- On the ground Advisory for all Singapore companies
- Advocating initiatives that might be of interest to more Singapore companies (example the Food Initiative)

GLOBAL CONNECT@SBF Learn Land Localise News & Events Connect +

An Initiative by GLOBALCONNECT@SBF and Singapore Food Manufacturing Association

The Food Hamper Initiative by GlobalConnect@SBF is one of the most successful overseas ventures of the company. The collaboration between GLOBALCONNECT@SBF and Singapore Food Manufacturing Association ("SFMA") was set in motion to help Singaporean food companies jump onto the global bandwagon. Owing to a massive population of 96.47 million and its fast-growing economy, Vietnam is one of the most promising stars in the consumer product sector. However, the Vietnam consumer market is also well-known for its high

A photograph of a woman in a blue dress holding a large hamper filled with various food products, standing in a grocery store aisle. The hamper is overflowing with items, including bags of snacks, jars, and other packaged goods. The background shows shelves stocked with more products.

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Doing Business in Vietnam
Gabriel Tan
Director, GUAVA Amenities

SBF-Citi Internationalisation Sharing Series

Doing Business in Vietnam

Gabriel Tan – Director , GUAVA Amenities
1 March 2022

Credit: <https://unsplash.com/photos/MjYzuyjPUFo>

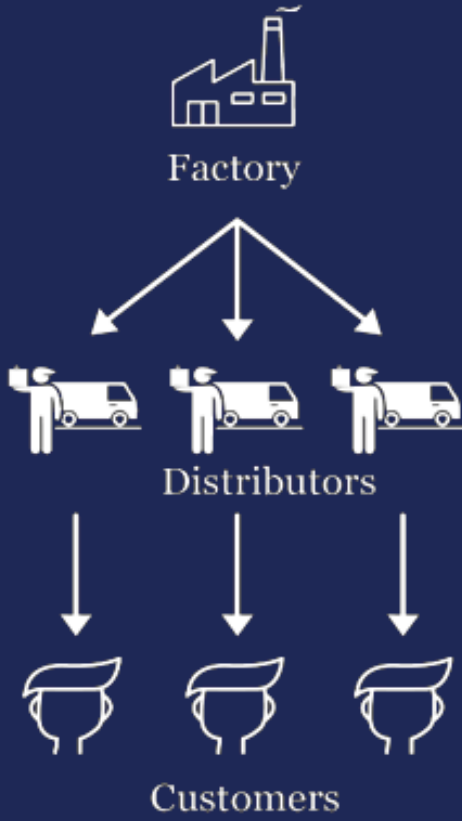
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GUAVA

GUAVA

IMPROVE PROFITS WITH SUSTAINABLE SOLUTIONS

Conventional Business Model



VS.

Our Ecosystem-Driven Model



GUAVA



Our Experience

GUAVA experience in Vietnam and how GlobalConnect@SBF has been instrumental in our expansion journey

GUAVA

Our Internationalisation Experience

How GlobalConnect@SBF has been instrumental in our expansion into Vietnam

GlobalConnect@SBF has been instrumental in our overseas expansion journey. With the help of their **in-market advisors** and experienced market facilitation representatives, we gained a deeper **understanding of Vietnam's local regulations** and market requirements. GlobalConnect@SBF also **introduced us to law firms, banks, and the Vietnam embassy in Singapore**, which enabled us to successfully navigate the regulatory requirements and local business practices in Vietnam.

Grasp of cultural nuances essential in business ventures overseas

Regardless of how good your product or how solid your business plan is, success when pursuing a business venture overseas depends on quickly coming to grips with the new market's cultural nuances.

Understanding how to approach local officials, developing lasting relationships with your partners and vendors, and winning the loyalty and trust of your local staff are critical when setting up business in a market that is much less developed than Singapore.

It is precisely in these matters that the Singapore Business Federation's (SBF) market specialists, such as Ms Amy Wee, provide assistance to Singapore's small and medium-sized enterprises (SMEs) when they land in Vietnam.

This hand-holding comes on top of the support that GlobalConnect@SBF provides companies looking to expand overseas.

Ms Wee, country head of GlobalConnect@SBF in Vietnam, has spent 12 years in Ho Chi Minh City.

She said that while business plans and products can be tuned to local requirements, businesses should also understand the differences in work ethic and the complexity of unfamiliar social norms even before they set up their first

think that what was successful here in Singapore should work in other markets as well. But that is not always the case," she said.

For example, in Vietnam no one says "no" to anything.

They will rather tell you that they will try, which does not mean "yes", said Ms Wee, who worked for various Vietnamese companies, including agriculture firm Hapro, before joining the SBF.

"To a Singaporean, if someone says 'I will try', it means the other person has agreed to what you asked for. But most of the time in Vietnam, that may not be the case."

This kind of miscommunication turns finding the right local business partners or hiring trustworthy staff into daunting tasks.

Most Singaporeans also believe that business is business, but in Vietnam, focusing solely on business talk with prospective partners or clients will not lead to a lasting relationship, said Ms Wee.

So she helps Singapore companies in bridging such communication gaps and ensures that both sides are comfortable talking to each other.

While GlobalConnect@SBF offers SMEs a structured pathway for their overseas ventures, not all



Guava Amenities co-founder and director Gabriel Tan with some of the products that the firm offers. Help from the Singapore Business Federation has been key to the firm acquiring a significant presence in Vietnam. PHOTO: LIANHE ZAOBAO

For example, Guava Amenities co-founder and director Gabriel Tan approached Ms Wee directly and asked for her help in getting a large delivery to a customer in Ho Chi Minh City to clear Vietnamese

documentation which was in Vietnamese, Ms Wee realised that Guava Amenities was missing some of the documents needed and that Mr Tan was also required

the Vietnamese Embassy in Singapore herself. She spoke to the Customs aides there and asked the ambassador to help out. The documents were notarised within two days and Mr Tan finally

again to centralise his firm's fragrance production in Vietnam. The firm, which supplies guest amenities to leading hospitality chains in South-east Asia and beyond, has now acquired a signifi-



踏出国门让业务“企”飞

销售。走出国门寻求海外商机是许多本地企业的愿望。新加坡工商联合总会历年来的商业调查显示，我国中小企业日渐国际化，目前有七成的中小企业经营各种形式的海外业务。在这些已走出国门的公司当中，有二分之一表示他们的营业额一半以上来自于海外销售项目，成绩令人鼓舞。虽然疫情打乱了本地公司的扩张计划，但危机中依然隐藏着商机。许多中小企业调整了商业策略和商业模式，通过数码化维持

业通过这个计划进入海外市场，迅速遍布全球多个国家。中小企业通过新加坡工商联合总会举办的培训和分享会，可以深入了解海外市场存在的高机，规划市场策略。在疫情期间，我们也推出数码平台“FYBotical”，为中小企业提供线上咨询和业务配对服务。除了直接协助企业开拓海外市场，我们还促成中小企业彼此合作，并和大型企业建立战略合作伙伴关系，帮助中小企业运用大型企业在海外的资源开展业务，取得市场优势。另外，在协助企业达成第一笔交易以后，我们也会继续和企业并肩合作，深化企业在当地市场的长期影响力。我们也在雅加达和胡志明市设立了两个新加坡企业中心，聘请经验丰富的当地市场顾问充当本地企业的引路人，提供宝贵的实战经验和资源。把握危机中的时机 新加坡工商联合总会和我们的合作伙伴，包括新加坡企业发展局、各大国内外的商会，以及本地大型企业等携手，为本地企业创造有利条件拓展海外业务。无论中小企业在哪个起跑点，属于哪一个专业领域，或锁定哪一个市场，都能运用新加坡

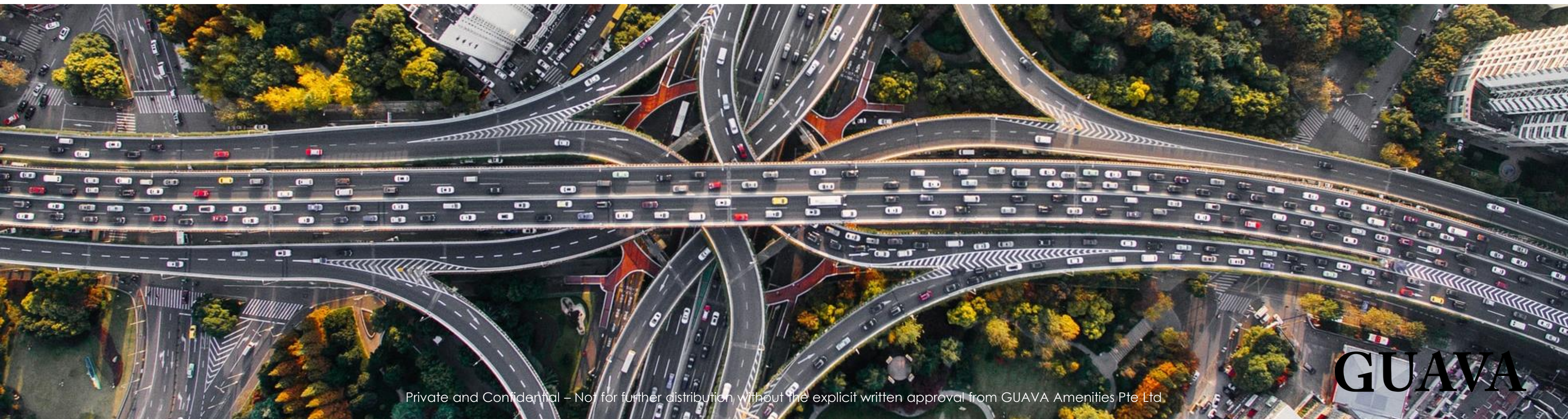
SME 中小企业 本专版每逢星期四刊登，欢迎商团提供资讯，请传真到63198125或电邮到dfo@sph.com.sg 工商联合总会和其他本地资源展开国际化的步伐。所谓千里之行，始于足下。唯有保持开放的心态，勇于承担风险，积极走出第一步，才能在危机中找到出路，在国际市场寻找商机。 作者是新加坡工商联合总会 执行总裁



Key Takeaways

From the State Visit of His Excellency, President Nguyen Xuan Phuc

- Strategic Partnership
- Supply Chain Connectivity
- Building Green economy



GUAVA



Gabriel Tan
Director, GUAVA

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GUAVA

www.GuavaAmenities.com

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Vietnam's Country Profile for Foreign Direct
Investment
Phung, Tien-Van
Commercial Subsidiaries Group Head
Vietnam, Citi Commercial Bank



Vietnam Country Profile



Citi Commercial Bank (CCB) Vietnam
2022



Citi Vietnam – Key Milestones and Business Portfolio



Citi Vietnam

Summary

- From the 1970s, Citi has established initial footprint in HCMC (Saigon) as First National City Bank, then resumed business with a representative office in Hanoi in 1993
- We licensed to open branches with full service in Hanoi and HCMC in 1994 and 1998 respectively, bringing an attitude and global perspective derived from years of experience and local market knowledge and insights around the world

Source: Citibank Vietnam

Citi Business Lines

- Treasury and Trade Solutions (TTS)
- Global Markets
- Citi Commercial Bank (CCB)
- Banking Capital Markets & Advisory (BCMA)
- Global Consumer Banking (GCB)



27

Years Present



2 | 2

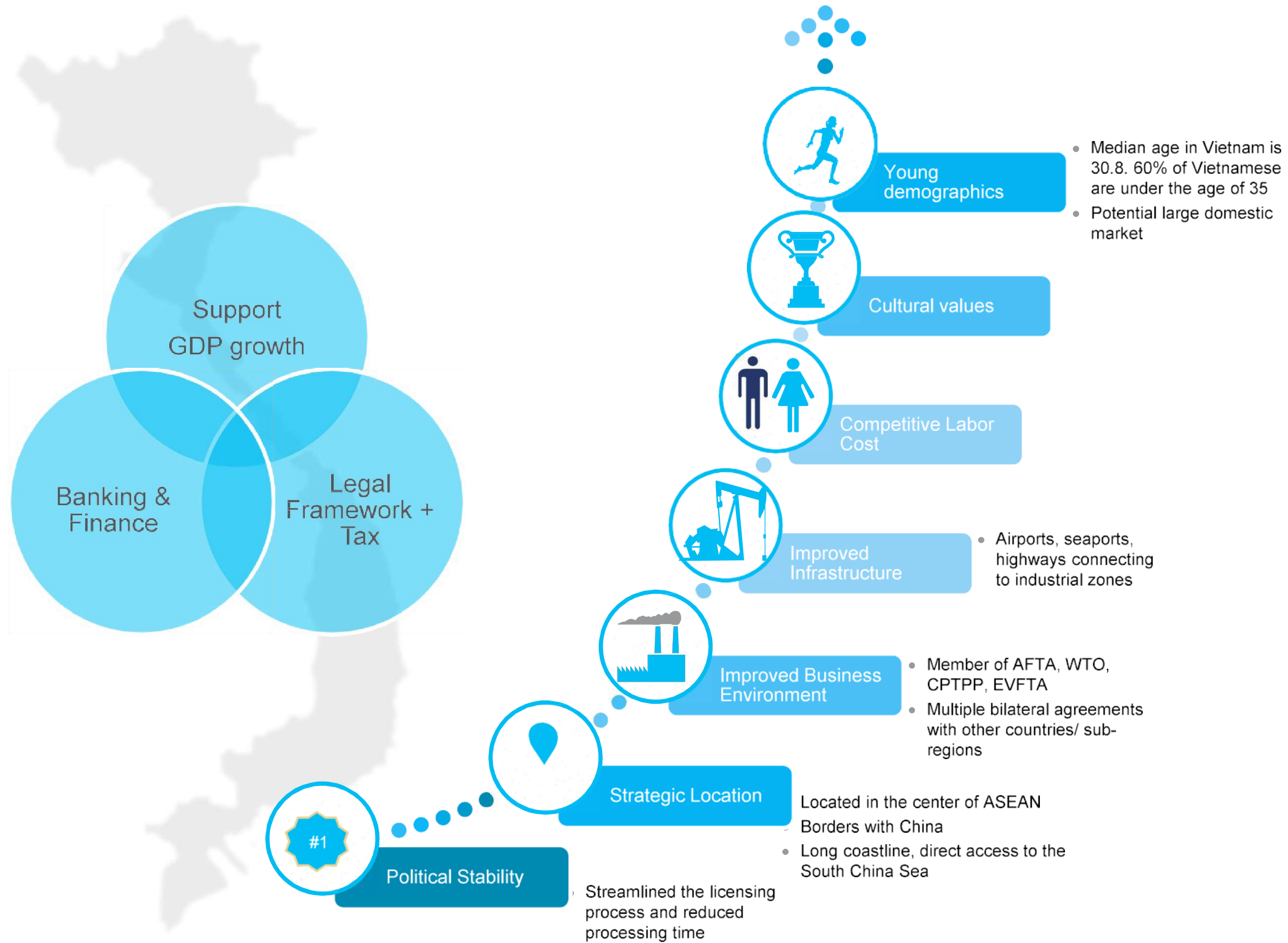
Cities | Branches



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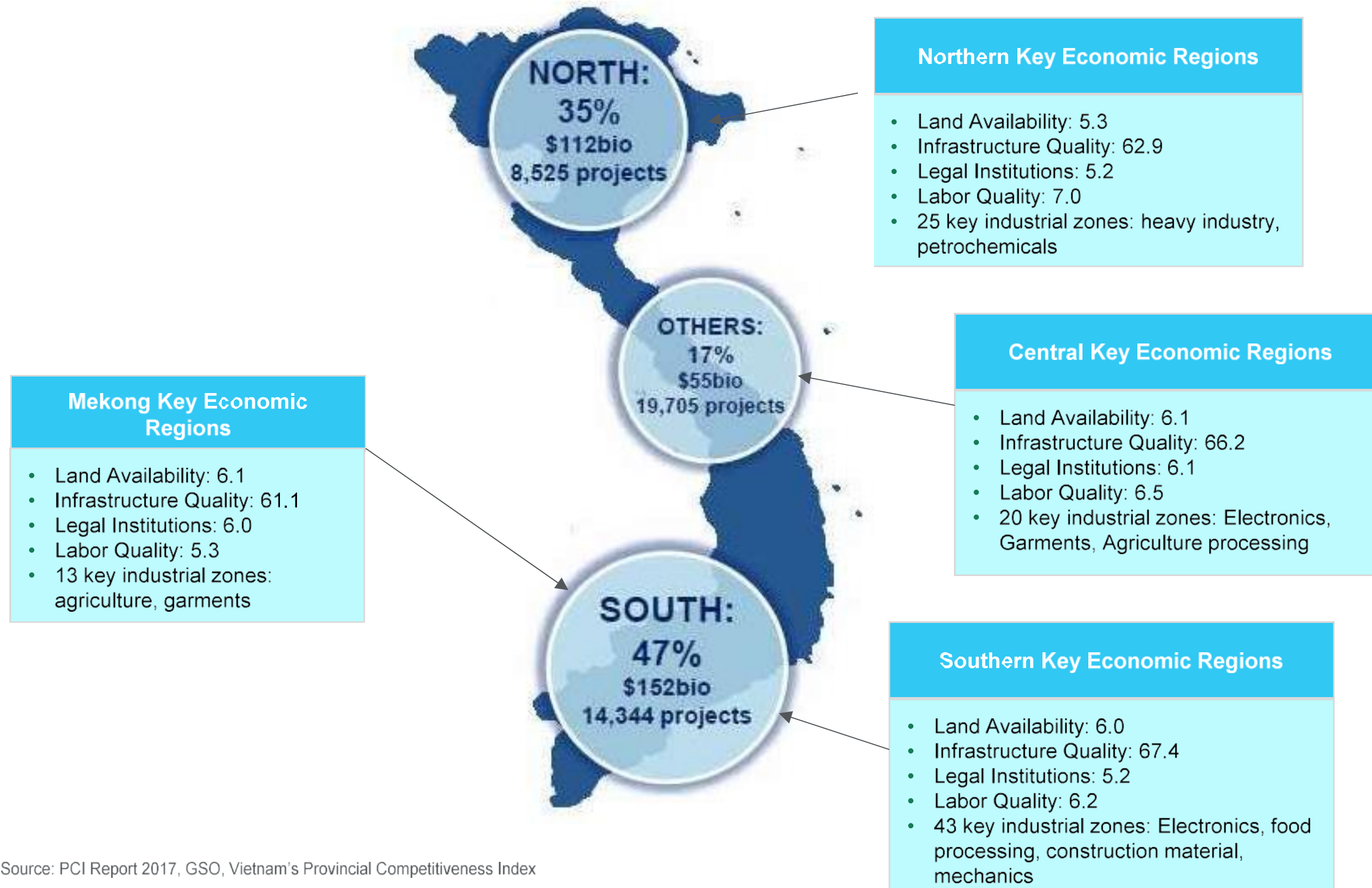
Employees

Why Vietnam



Source: Public news

Key Economic Regions

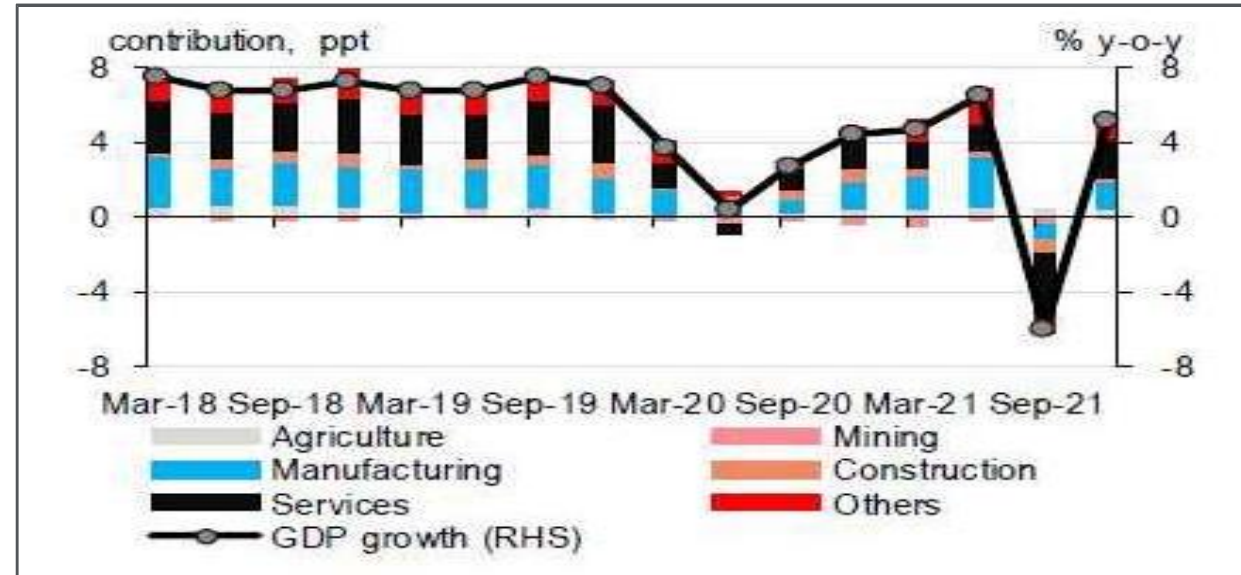


Source: PCI Report 2017, GSO, Vietnam's Provincial Competitiveness Index

Vietnam Economics Flash

Key highlights

❖ **GDP:** Vietnam delivered a stronger-than-expected 4Q growth of 5.2% y-o-y brings Vietnam's full-year GDP growth to 2.6%. We forecast 2022 real GDP growth by 8.1% (down from 8.5%) with slower border reopening elsewhere, downside risks to China and the latter's zero Covid approach having potentially adverse spillover effects to Vietnam.

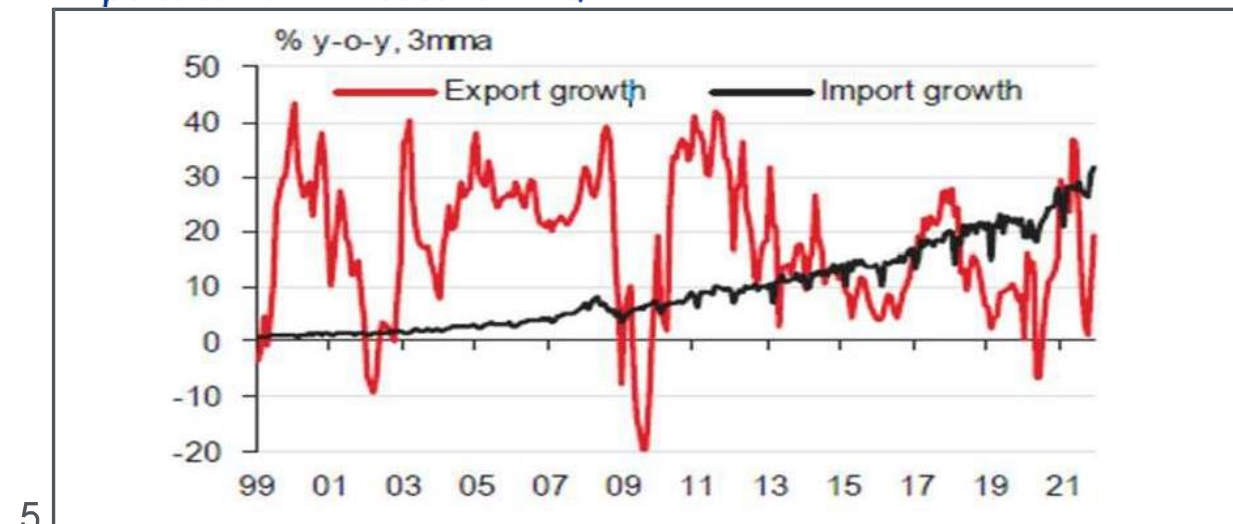


Source: CEIC, Citi Research

❖ **Trade:** Vietnam's supply chain disruptions have been put under the international spotlight in 2021

Despite record-high exports, as a country heavily reliant on imports for its raw materials and intermediate goods, Vietnam also registered record-high imports, spiking by 26% in 2021. This led to a small trade surplus of USD4.6bn

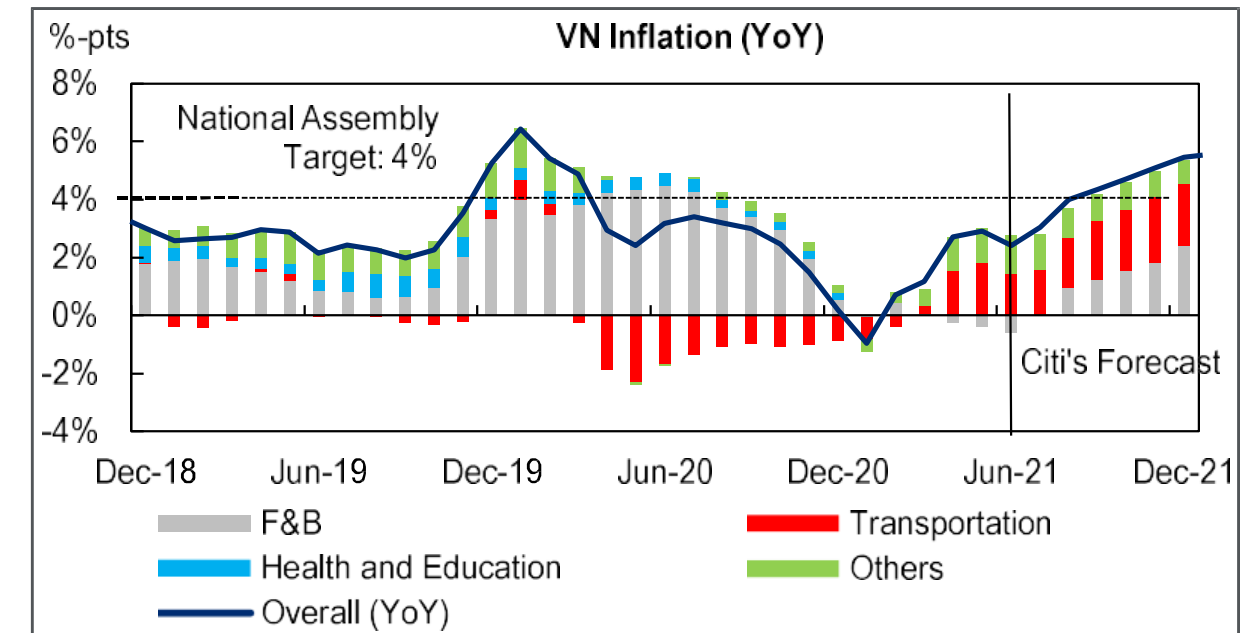
Exports saw a firm rebound in 4Q....



5

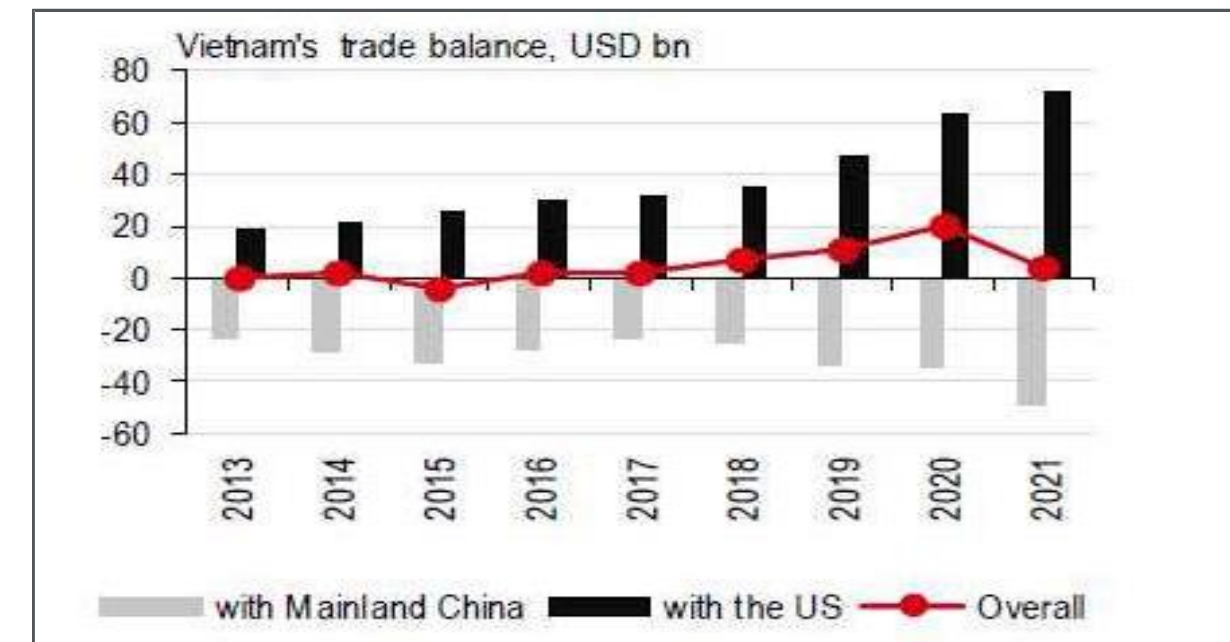
❖ **Inflation:** we expect it to rise to an average of about 2.7% in 2022F, assuming that energy prices come off here. Inflation is still undershoot the National Assembly's 4% target.

2021 average CPI reached at 1.84% yoy and expect to be within 4% target



Source: CEIC, Citi Research

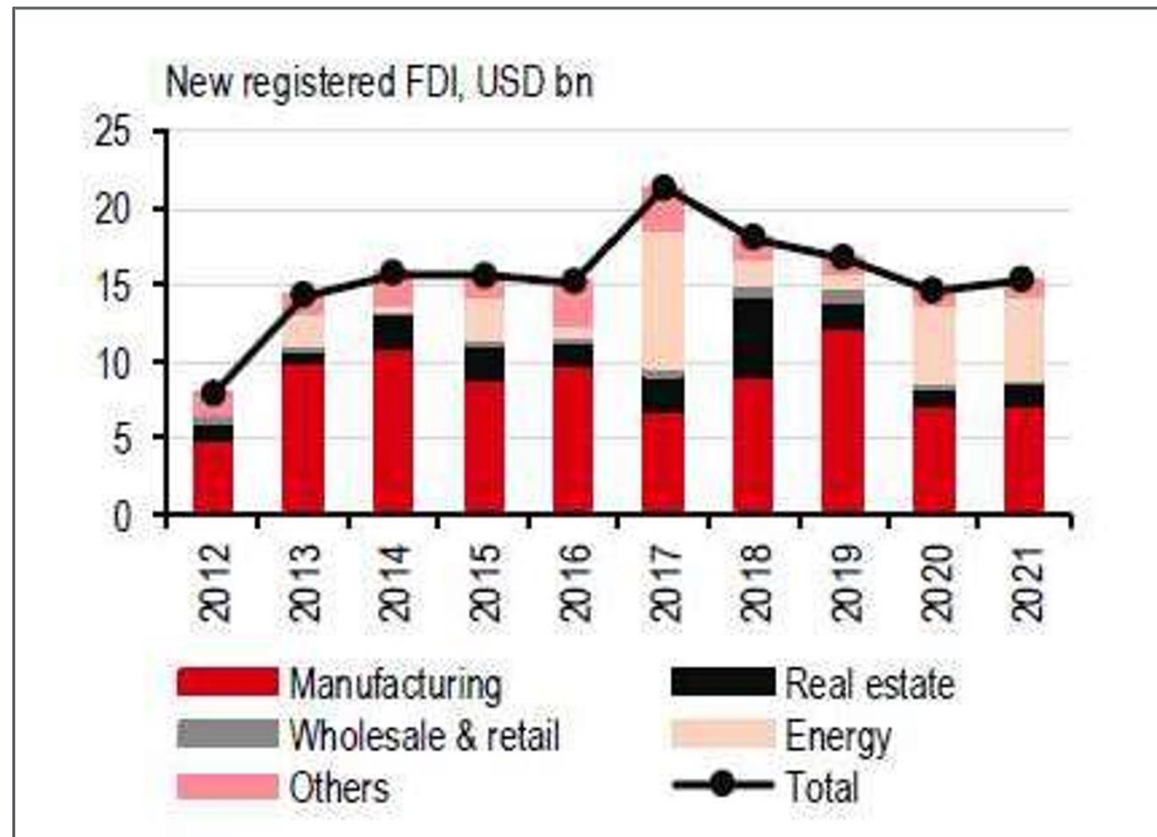
...but the total trade surplus shrank in 2021



Source: Bloomberg, CEIC, Citi Research

Vietnam Economics Flash - Continued

❖ FDI: remains a bright spot



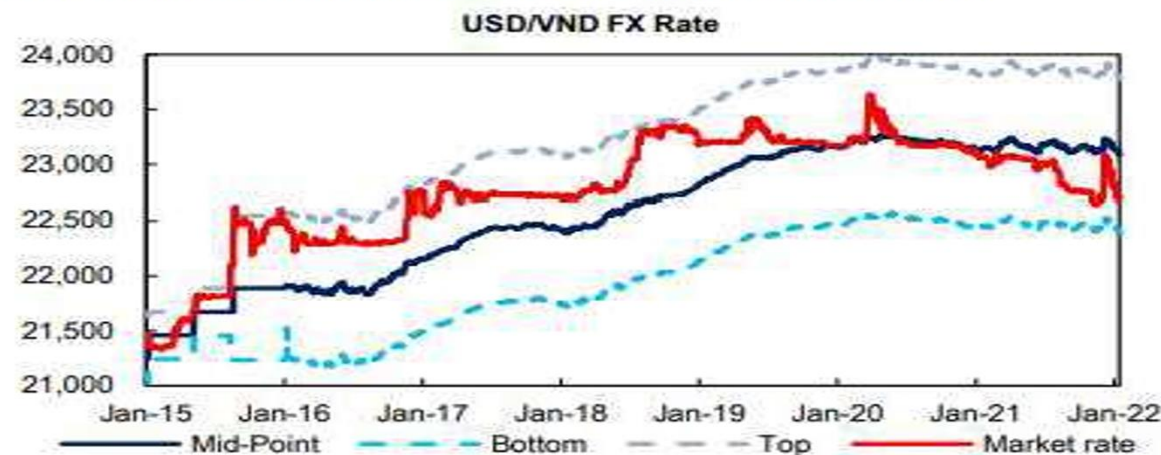
Source: CEIC, Citi Research

Supply Chain Shift from China

Nationality	Company	Industry/Product
		(On Media) TV
		Printer
		In-vehicle display, air purifier
		(OEM) Switch videogame console
		Notebook PCs
		Google's Pixel phone, CCTV, etc
		Smartphone products and notebook PC
		Notebook computers and monitor
		QLED 8K TV
		Apple's AirPods
		Furniture
		Shoes
		Toys
		Controller hub
		Production in hand-held cordless appliances
		Computing products

Source: Public news, Citi Research, Ministry of Planning and Investment, JETRO

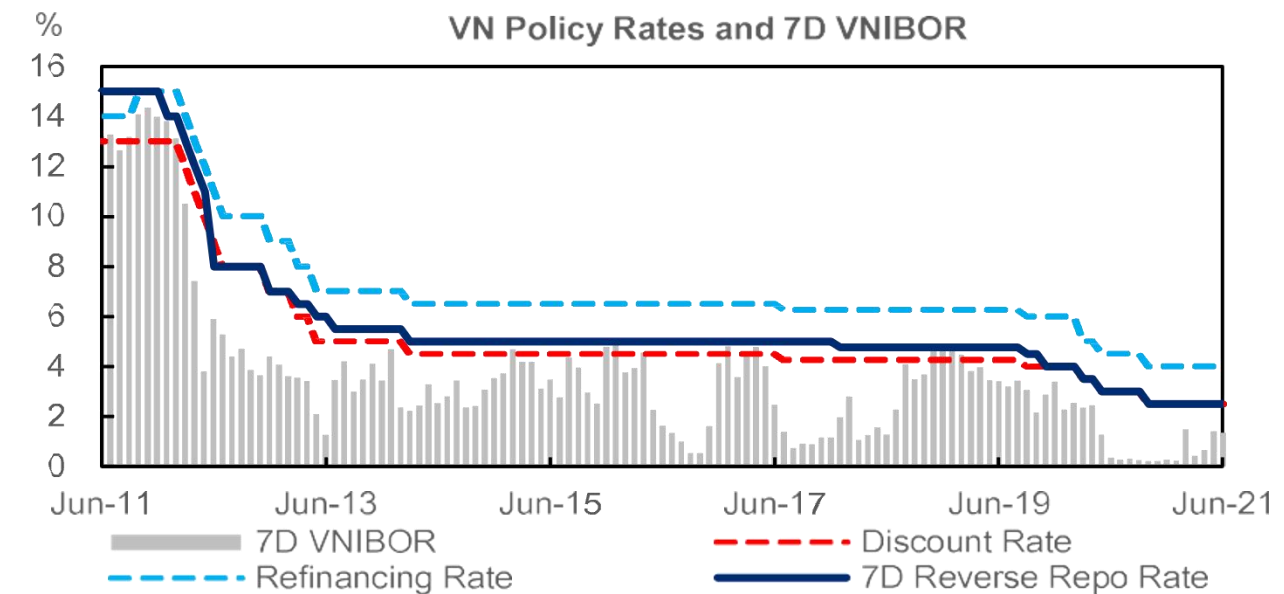
❖ **Foreign Exchange:** While Vietnam is reaffirming its commitment to the US Treasury to improve FX flexibility over time, the stronger US dollar view for 2022F amidst faster Fed policy normalization could keep VND range-bound to marginally weak versus the USD this year before experiencing more appreciation pressures over the medium term on more basic balance improvement.



Source: Bloomberg, Citi Research

	Mar'2022	Jun'2022	Sep'2022	Dec'2022	Mar'2023	Jun'2023
6 USD VND	22,700	22,818	22,936	23,054	22,939	22,824

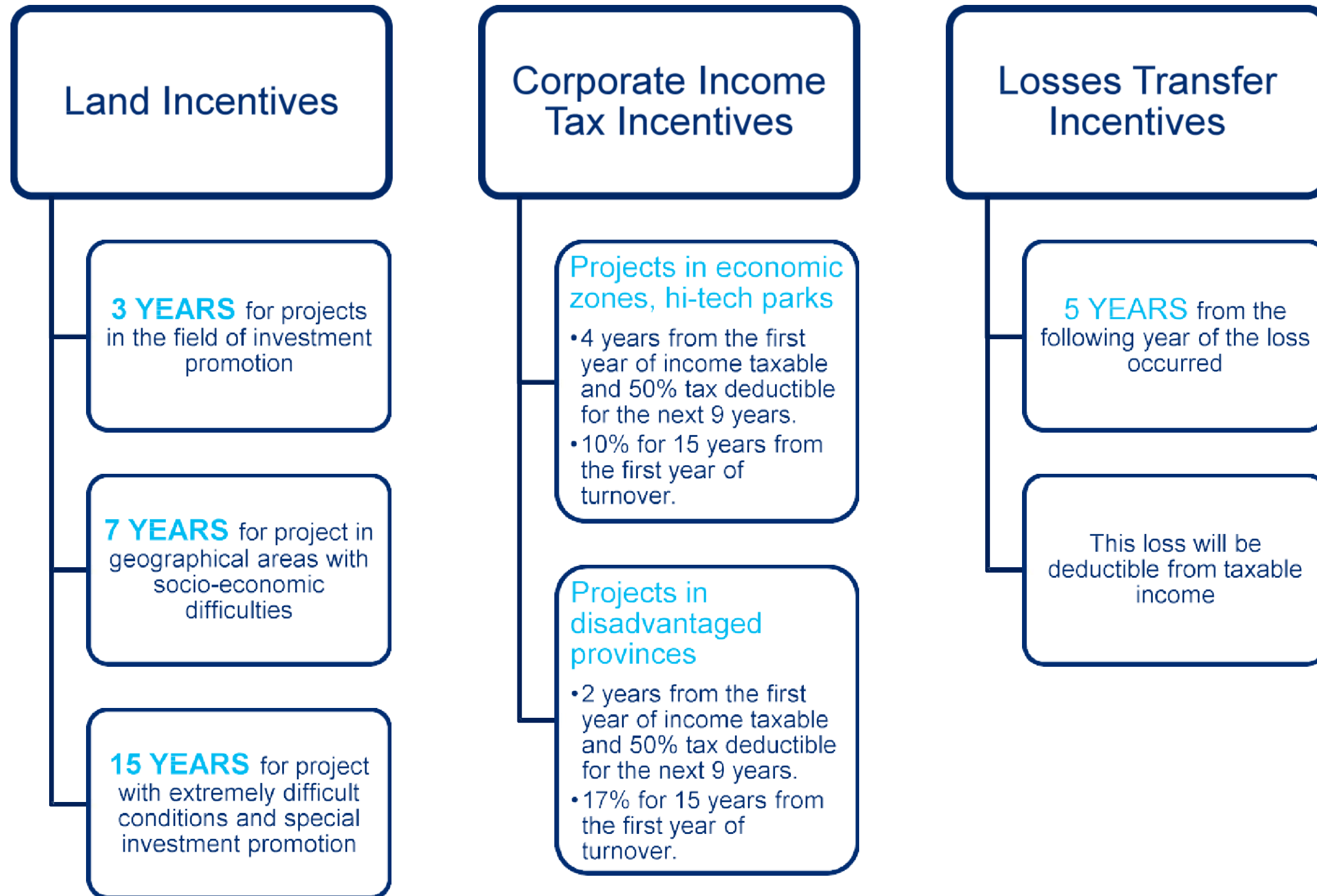
❖ **Interest Rate:** We expect SBV to remain on an extended pause through 1H2022 to support the economy. Our base case is for SBV to normalize policy rates from 2H22.



Source: Haver, Citi Research

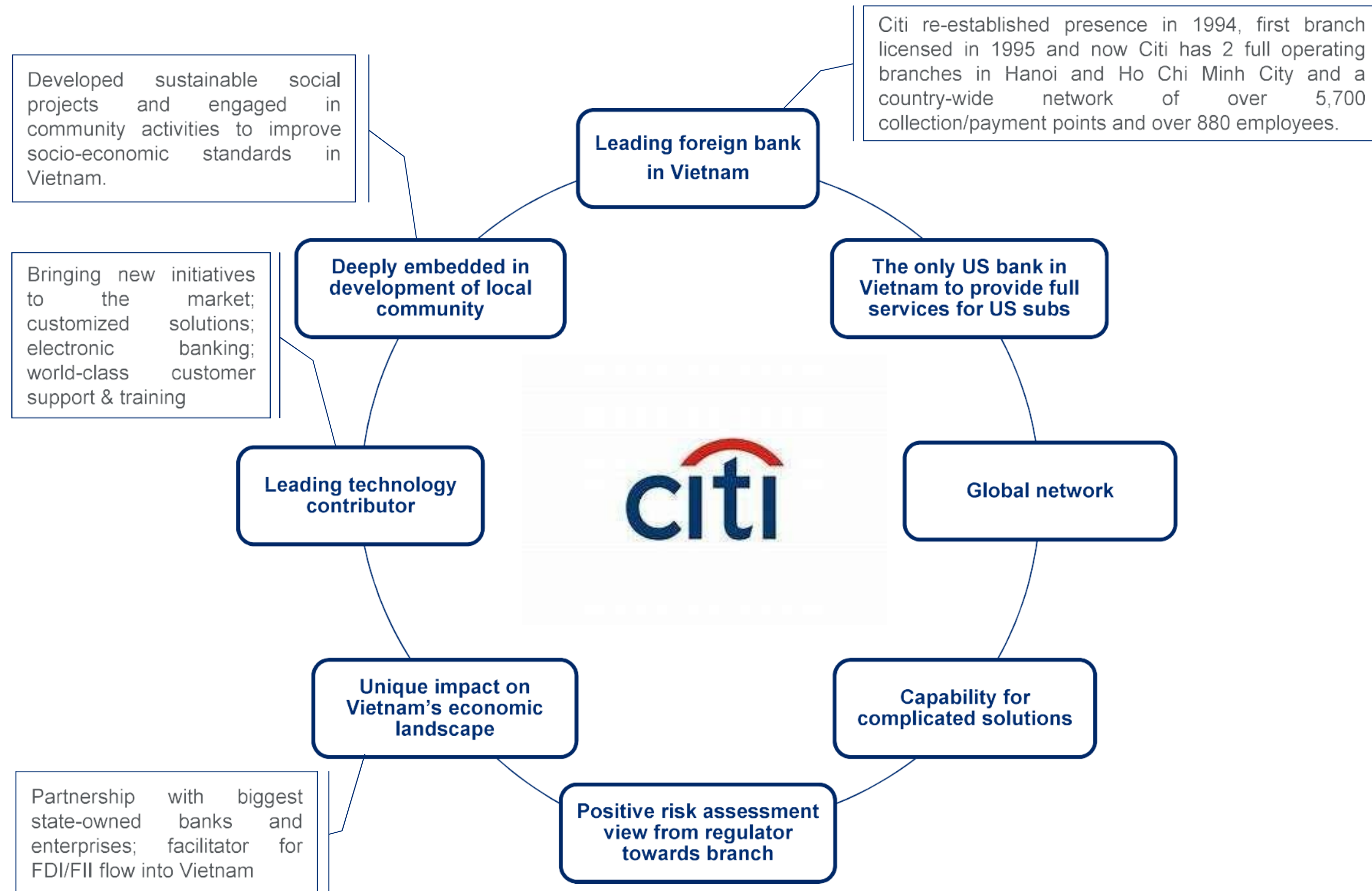


Vietnam FDI Incentives



Source: VietnamCredit

Citi in Vietnam



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Career Conversion Programme (CCP) for
Internationalisation Professionals

Eady Ng

Senior Manager, SBF Business Institute



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 PCP for Internationalisation Professionals (PCP-I) which will include new markets such as China, Middle East, South Asia and Africa, in addition to SEA. PCP-I will also help companies who are keen to use B2B e-commerce to expand overseas
- PCP-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)

Strategic Partners:



CCP for Internationalisation Professionals (CCP-I)

1

Why was the programme developed?

- Develop a core pool of Singaporeans with **market ready skills for Internalisation**
- Support our companies to build up stronger pipeline of human capital to **capture overseas business opportunities**

2

How will the programme works?

- **Job Ready trainee** to succeed in new career
- Facilitated classroom training including e-learning, to **bridge critical in-market skill gaps and industry exposure through peer learning and networking**
- **Market Mentoring** by industry experts and experienced business advisors
- **Implementing your company internationalisation plans** (summative project guided by supervisors / mentors)
- **Structured On-the-Job-Training, OJT** (conducted by company) to plug skills and experience gaps, with exposure to real-time projects

CCP for Internationalisation Professionals (CCP-I)

Company Eligibility



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

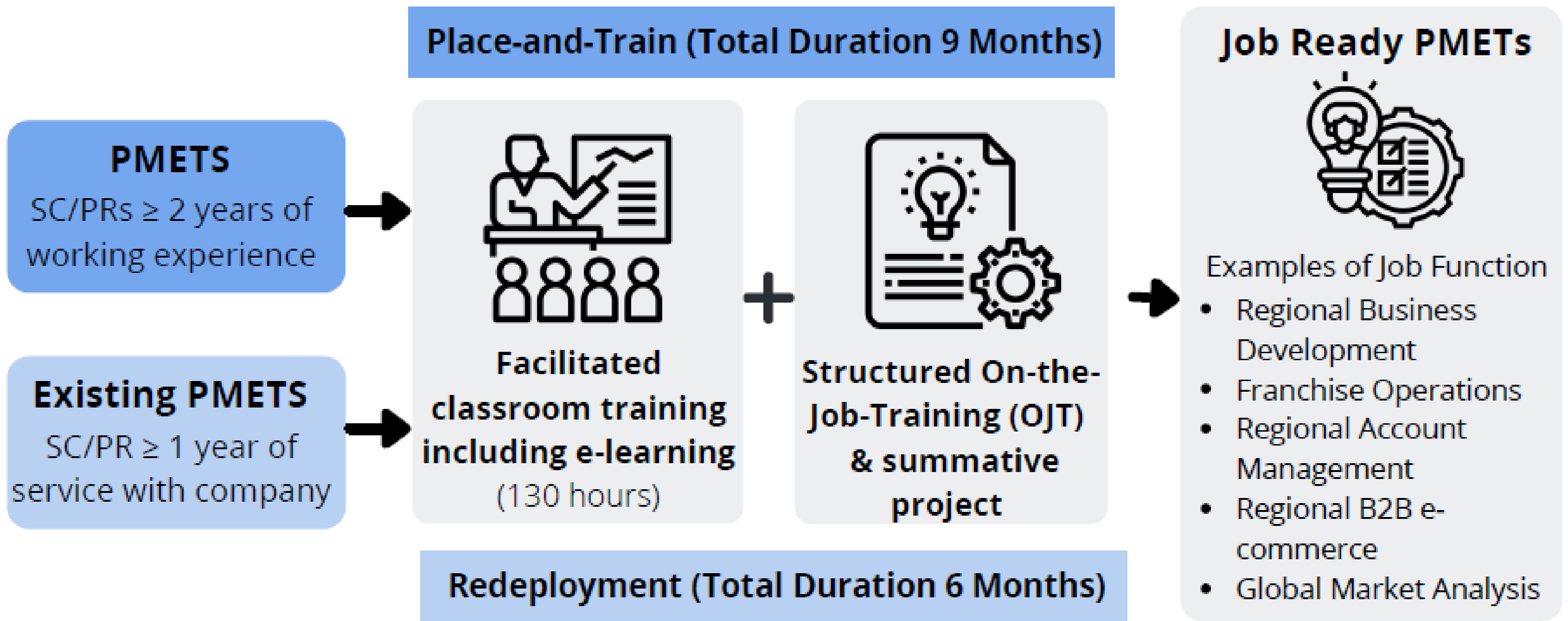
Trainee Eligibility



- 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 nominated by an eligible company
- Must not be in a similar job role prior to joining the PCP

CCP for Internationalisation Professionals (CCP-I)

Helping companies build Internationalisation capabilities



Training Programme Structure

**Mandatory
(~46hrs)**

Provide core competencies for the participants

**Navigating the Global
Business Landscape**

**Leadership, Management &
Business Acumen in the
International Market**

**Distribution Strategy &
International Marketing**

**International Trade and
Investment**

**Specialised
Elective Tracks
(~53hrs)**

Specialise in either a region or in B2B e-commerce

**Regions /
e-Commerce**

South East Asia

China

B2B eCommerce

**COMING
SOON**

South - Asia

Africa

Middle East

**Functional
Elective
(~31hrs)**

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

Training Programme Structure

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

Elective (1)
South East Asia ✓

Elective (2)
China ✓

Elective (3)
B2B e-Commerce ✓

Elective (4)
Africa
(Pending)

Elective (5)
Middle East
(Pending)

Elective (6)
South Asia
(Pending)

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

Training Programme Structure

d. Optional Immersion Programme

Participants are encouraged to participate in the immersion programme for in-market exposure and experience.

- Updates by relevant industry experts and field learning
- Relevant policies and incentives updates by local government agencies
- Networking sessions with local and Singapore business community in the country
- Industry visits and sharing sessions by local and foreign corporations

Programme Funding Structure

Course Fee Grant

Total Course Fee: \$13,000	
Government Subsidy	Company Commitment
70% of course fee, capped at \$9,100 per trainee	30% of course fee i.e. \$3,900 (before GST) per trainee <i>*Company might be eligible for SkillsFuture Enterprise Credit (SFEC)</i>

Salary Support

For new hires employed between Sep 2020 and Mar 2022 (both months inclusive)*		For new hires employed from 1 Apr 2022/ Redeployment	
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 Mar 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

Scan / Email us for more
information



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Email: eady.ng@sbf.org.sg

Ms Elizabeth Wee
Email: elizabeth.wee@sbf.org.sg

Thank you!

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Spotlight on India, Bangladesh, Sri Lanka,
and Pakistan

Mark Yeo

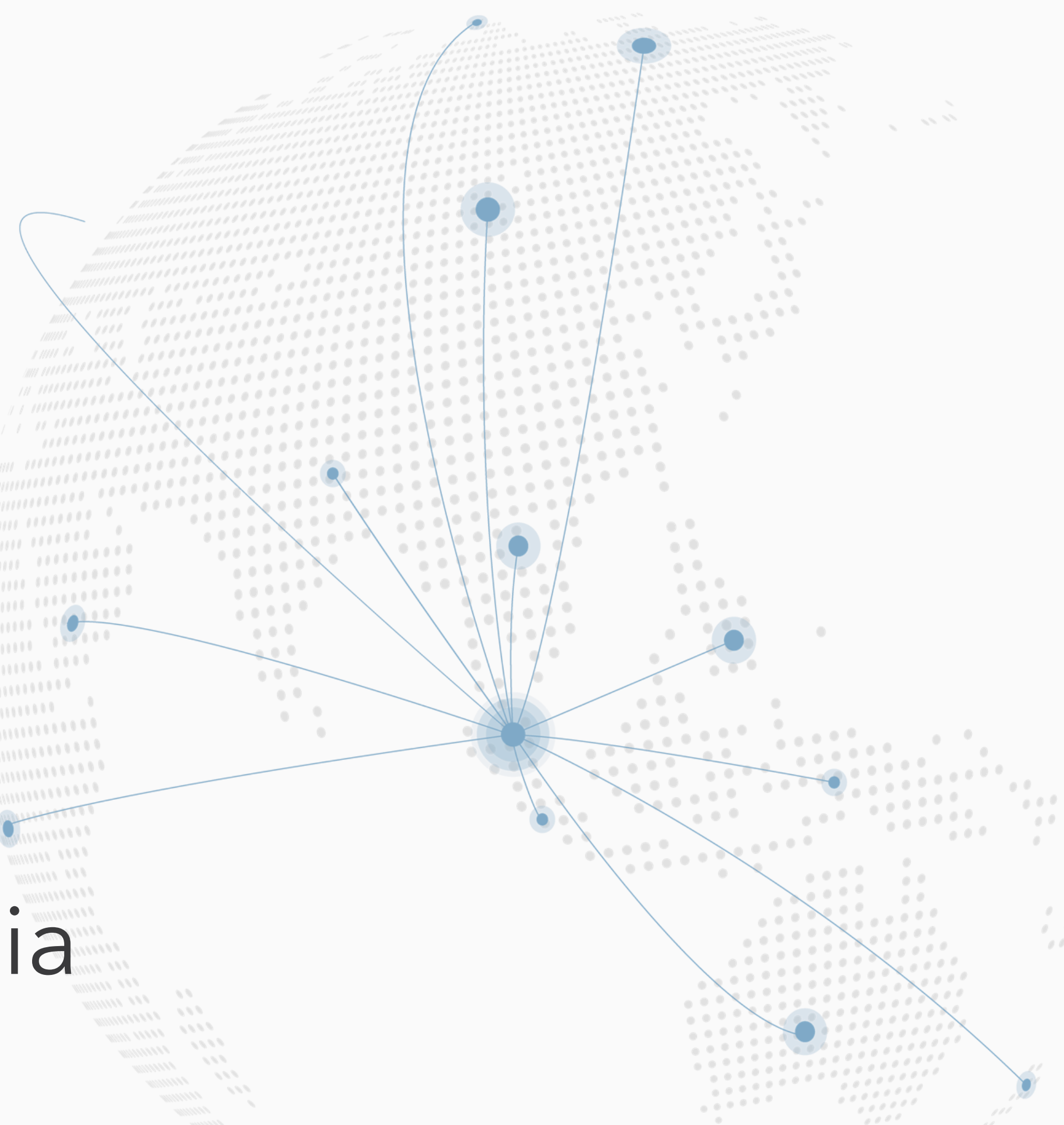
Senior Manager, South Asia, SBF

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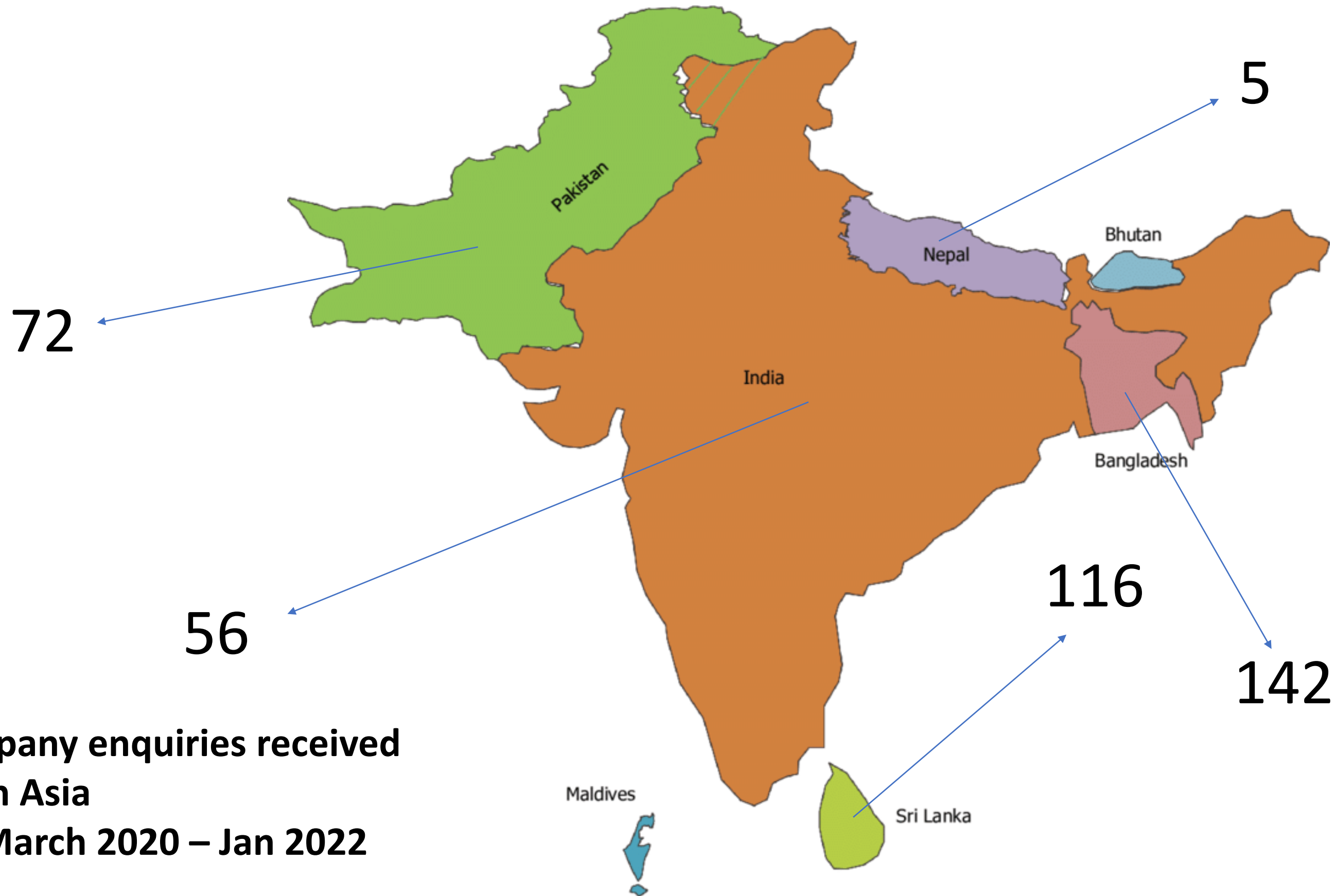


SUPPORTED BY



Spotlight on South Asia

Key Markets in South Asia



**391 Company enquiries received
For South Asia
Period: March 2020 – Jan 2022**

Recent News On India

26 Feb 2022

THE STRAITS TIMES

ASIA

LOG IN SUBSCRIBE

Recommended by Outbrain

India's exports to Singapore went up 30 per cent in 2021



India's exports of gems and jewellery went up from US\$282 million (S\$382 million) in 2020 to US\$658 million in 2021, an increase of 133 per cent. PHOTO: ST FILE



Recent News On Bangladesh

16 Feb 2022

In commemoration of the anniversary, trees were planted at Jurong Lake Gardens on Wednesday.

The ceremony was attended by Mr Tauhedul Islam, Bangladesh's High Commissioner to Singapore, and Mr Derek Loh, Singapore's High Commissioner to the People's Republic of Bangladesh.

The species of trees planted by the diplomats is *Hopea odorata*, which is native to Bangladesh but can be found across South-east Asia, including in Singapore.

Singapore is the third largest investor in Bangladesh. From 2019 to 2020, Singapore invested about US\$168 million (S\$226 million) in the country, in sectors such as power and port logistics.

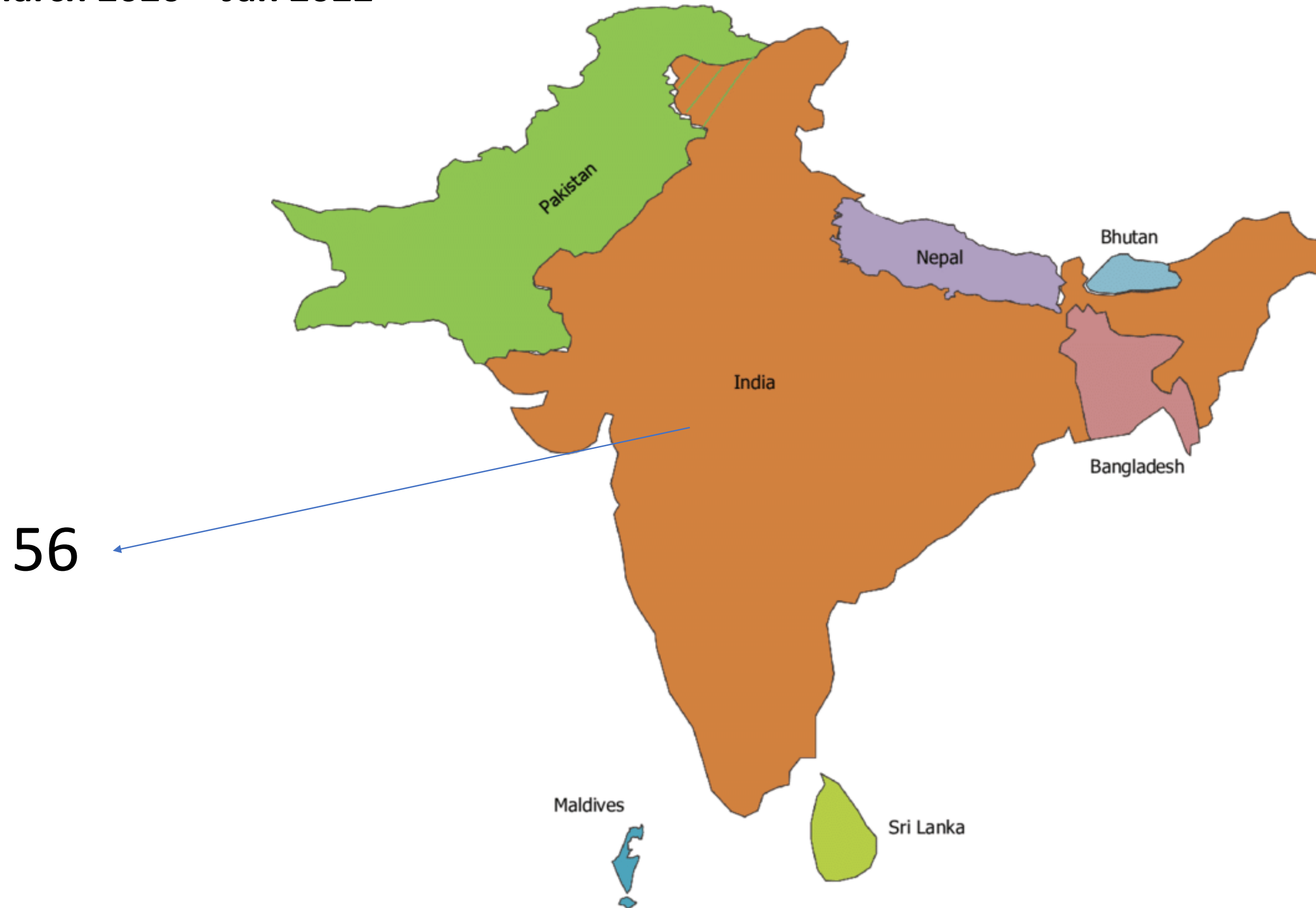
About 150,000 Bangladeshis have called Singapore home, with most working in the construction, marine and conservancy sector.

Mr Loh said Bangladesh plays a crucial role in complementing Singapore economically.

He said: "The people of Bangladesh have helped build Singapore's infrastructure. It is a country of significant size and is one of the fastest growing countries in South Asia, so there are growing business and trade opportunities."

Singapore is also exploring the possibility of a free-trade agreement with Bangladesh, he added.

**56 Company enquiries received
For India
Period: March 2020 – Jan 2022**



56

India - A large local market of 1.4 billion to export goods and services

India



Key Highlights of the Country

- India forecasted GDP growth of 8-8.5% in 2022-2023..
- Population of 1.4 billion. The second-most populous country, after China.
- Young Demographic: By 2022, the median age in India will be 28 years old. The youth (18-29 years) constitute 22 per cent of India's population. 62.5% of India's population falls in the working age group of 15-59 years.
- Large local market to export goods and services.
- Rising levels of education and skills among the local population. Literacy rate of India in 2021 is 74.04%.
- Major industries: Agricultural, manufacturing, construction, financial services, technology, automotive and healthcare.

India



Singapore-India Vaccinated Travel Lane (VTL)

The Singapore-India VTL came into effect on 29 November 2021. Under the VTL, fully vaccinated travellers from India travelling on VTL flights may enter Singapore without quarantine and just need to undergo COVID-19 testing.

New Covid-19 cases average number over 7 days: 16,301

Focused Sectors identified for India

**Digitalization
(IT
Outsourcing
& Skills
Training)**



**Healthcare and
Medtech**



**Food
and
FMCG**



**Food Sourcing
& Food
Processing**



Deal Highlight – Recent Project Facilitated



Helping Companies Expand Across South Asia

STAG MATCH PRIVATE LIMITED X CYBERRANGE

SMET.edu.sg
Stag Match® Education & Training Group
Singapore . Malaysia . Australia . Philippines



cyberange

New to India - Partner search

GlobalConnect@SBF facilitated the deal between Stag Match Pte Ltd and Cyberange by signing an agreement to distribute Stag Match's proprietary learning management system and Robotics Curriculum in India.

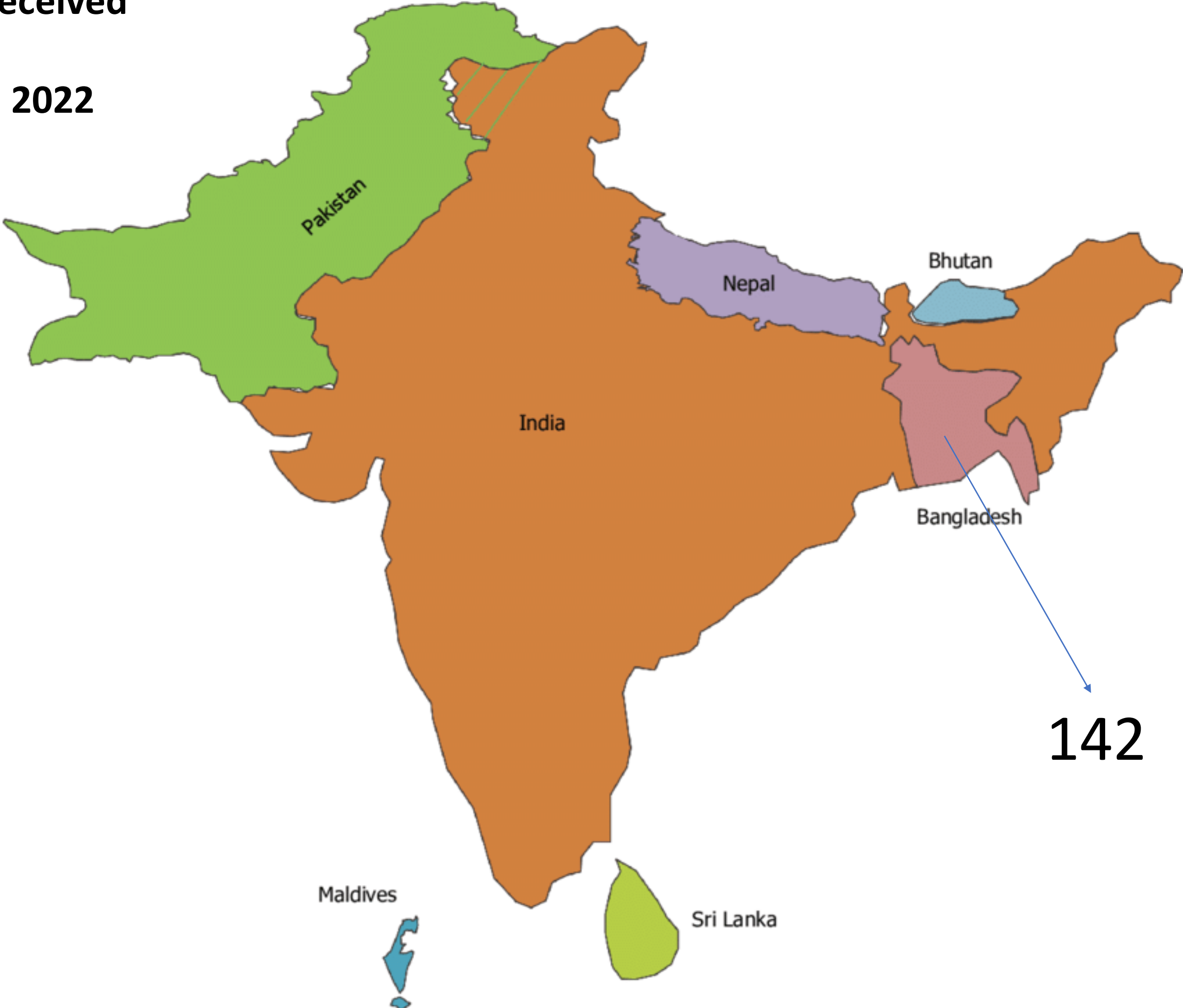
Stag Match® Education and Training Group (SMET.edu.sg) has integrated 4 of its brands in 1 Centre.

- 1) Stag Match Tuition Centre (registered and approved Tuition Centre by MOE)
- 2) Stag Match Enrichment Centre
- 3) Stag Match Student Care Centre
- 4) Stag Match Training Centre (Adult)

Through Cyberange , Stag Match will be able to have its curriculum and proprietary system shared with 6000 of Cyberange network of Institutes in India. The partnership will accomplish the following:

- a) LearnCourseOnline - Learning Management System (LMS) Sales Representative Partnership
- b) SMI Training Courses Sales Representative Partnership
- c) SMET - WRS Robotics Training Partnership
- d) SMI x ISAC Cybersecurity Curriculum and Training Partnership
- e) SMI x ISAC Cybersecurity Simulation Labs and Services Partnership

**142 Company enquiries received
For Bangladesh
Period: March 2020 – Jan 2022**



142

Bangladesh Positive Sentiments towards Singapore Brands Help Strengthen and Widen collaborations

Bangladesh



Key Highlights of the Country

- Bangladesh's average strong GDP growth of 6-7% in recent 5 years.
- Population of 166.5 million.
- Young Demographic: 30 percent of the total population in Bangladesh are young (10-24 years).
- The country's positive sentiments towards Singapore brands helps strengthen and widen collaboration in industries such as infrastructure, consumer goods, agriculture exports, agro-processing, ICT, and skills development.
- They are the world 3rd leading garment manufacturer and exporter, after China and Germany.
- Major industries: Agriculture, Textile, Energy, Ship Building, Tourism, ICT, infrastructure, education.

Focused Sectors identified for Bangladesh

**Food and
FMCG**



**Education and
Skills Training**



**Entertainment
and Media**



**Infrastructure
and related
services**



Deal Highlight – Recent Project Facilitated



Helping Companies Expand Across South Asia

ODEX PRIVATE LIMITED X STAR CINEPLEX



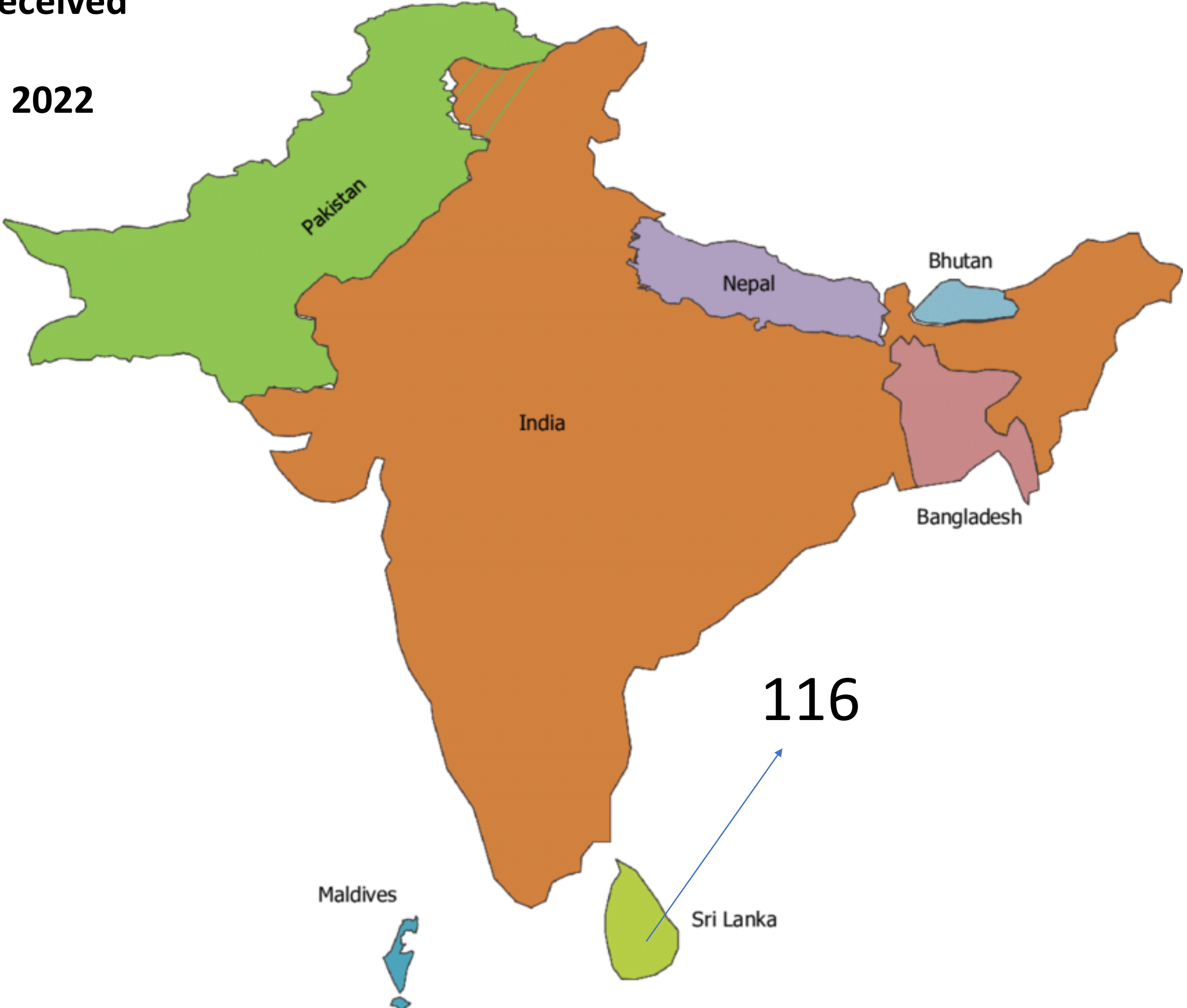
New to Bangladesh – Partner search

GlobalConnect@SBF facilitated the deal between Odex and Star Cineplex Bangladesh. Odex has signed a commercial agreement with Star Cineplex to commence screening of leading Japanese Animation Films in Bangladesh. The first Japanese film title, Demon Slayer Mugen Train, was screened by Star Cineplex in Bangladesh in 2021.

ODEX Private Limited specialises in distributing Japanese Animation Programmes related to Japanese Anime and Manga. Core business is in Theatrical distribution to cinema, which also includes program distribution to TV stations, VOD platforms, merchandise sales & events.

Star Cineplex is a leading cinema operator in Bangladesh. They are the exclusive distributor of Warner Brother, Fox, Disney, Universal Studios films in Bangladesh. They are 16 years in the film distribution business.

**116 Company enquiries received
For Sri Lanka
Period: March 2020 – Jan 2022**



The Sri Lanka – Singapore Free Trade Agreement (SLSFTA) covers tariff elimination to promote bilateral trades and investments

Sri Lanka



Key Highlights of the Country

- Sri Lanka's GDP expected to grow by 3.4% in 2022
- Population of 21.92 million.
- Young Demographic: **23.68%** of Sri Lanka's total population were aged 0 to 14 years.
- Singapore has a Free Trade Agreement with Sri Lanka. The Sri Lanka - Singapore Free Trade Agreement (SLSFTA) covers tariff elimination for 80% of all tariff lines through staging periods of up to 15 years. The SLSFTA was signed at the Ministerial Level on 23 Jan 2018 and it came into force on 1 May 2018.
- Major industries: Agriculture, Tea exports, Infrastructure and Construction, ICT, Textile and Garment, Wood Products, Rubber and Plastics, Tourism

Sri Lanka



Singapore-Sri Lanka Vaccinated Travel Lane (VTL)

The Singapore-Sri Lanka VTL **was launched on 16 December 2021**. Under the VTL, fully vaccinated travellers from Sri Lanka travelling on VTL flights may enter Singapore without quarantine and would just need to undergo COVID-19 testing. Short-term visitors and long-term pass holders will also need to apply for a Vaccinated Travel Pass to enter Singapore under the VTL.

New Covid-19 cases average number over 7 days: 1248

Focused Sectors identified for Sri Lanka

Media



Food & Agri-business



**Lifestyle
(Franchising)**



Deal Highlight – Recent Project Facilitated



Helping Companies Expand Across South Asia

UNTITLED UNTOLD PTE LTD x COCO HOUSE PVT LTD



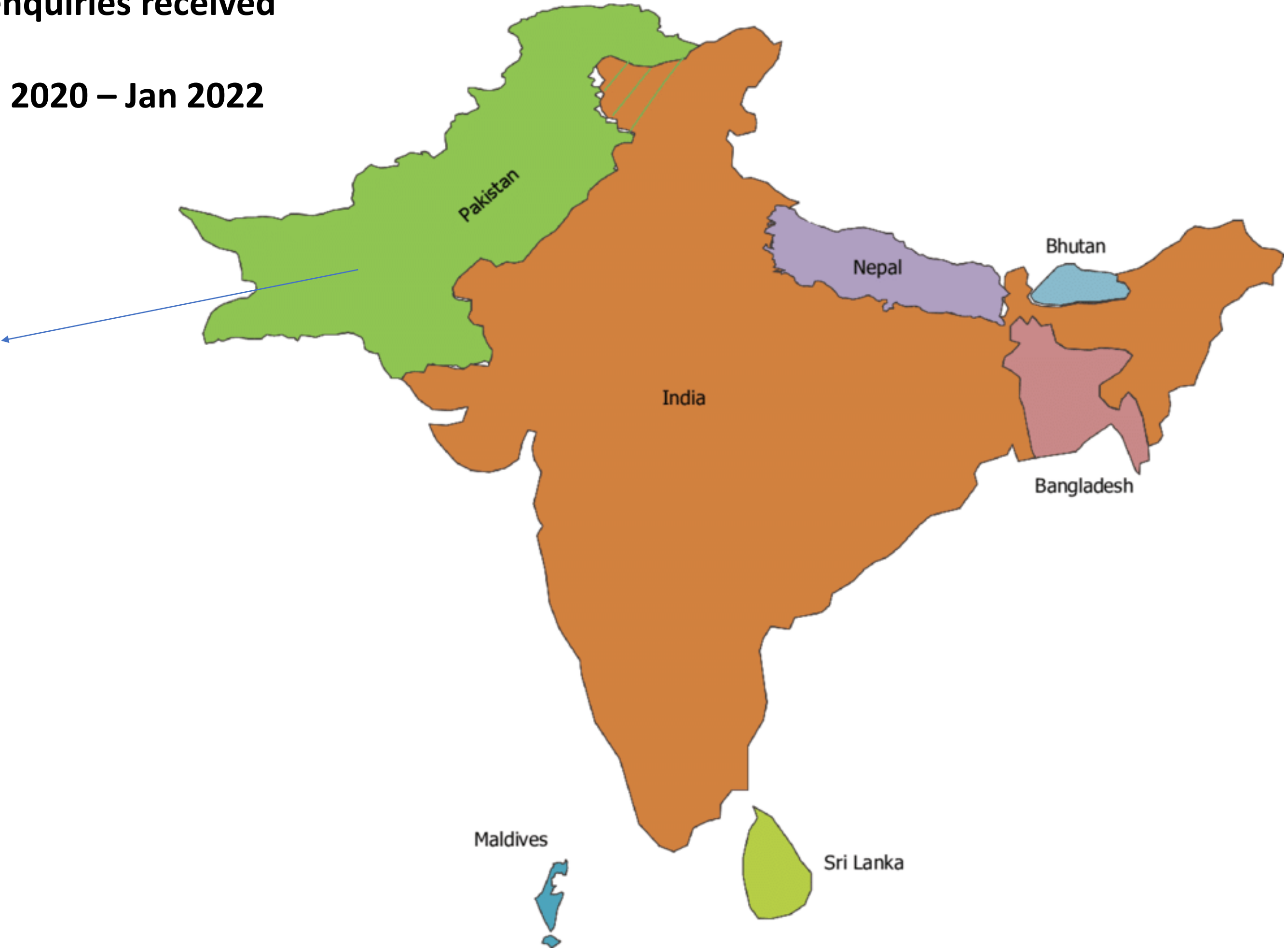
New to Sri Lanka - Partner search

GlobalConnect@SBF facilitated the deal between Untitled Untold Pte Ltd and Coco House Pvt Ltd – a Sri Lankan supplier of coconut products for the diversification of their import sources. They have purchased 3 SKUs from the supplier to be sold in Singapore supermarkets and omni-channels

Untitled Untold Pte Ltd is an Importer and Distributor of Food packaged products in Singapore.

**72 Company enquiries received
For Pakistan
Period: March 2020 – Jan 2022**

72



Pakistan has the world second-largest Muslim population

Pakistan



Key Highlights of the Country

- Pakistan currently operates a mixed economy in which state-owned enterprises account for a large portion of gross domestic product (GDP). Pakistan's GDP expected to grow by 4.0% in 2022.
- It is the world's fifth-most populous country, with a population of almost 227 million, and has the world's second-largest Muslim population.
- Singaporean companies excel in infrastructure development, food processing, logistics, smart cities solutions, hydropower projects, and technology/knowledge parks. These are the areas under focus in Pakistan in the context of the China Pakistan Economic corridor (CPEC)
- Major industries: Textiles, apparel, food processing, pharmaceuticals, surgical instruments, construction materials, paper products, fertilizers

Focused Sectors identified for Pakistan

Media

**Food & Agri-
business**



Deal Highlight – Recent Project Facilitated



Helping Companies Expand Across South Asia

CENTURY GLOBAL PTE LTD x ROOMI FOODS PVT LTD

世紀環球私人有限公司
CENTURY GLOBAL PTE. LTD.



New to Pakistan – Partner search

GlobalConnect@SBF facilitated the deal between Century Global Pte Ltd and Roomi Foods Pvt Ltd – a Pakistani supplier for Sindhri mangoes for the diversification of their import sources. Century Global has purchased 1.2 tons of mangoes to sell in Singapore supermarkets.

Century Global Pte Ltd deals in general wholesale trading in Singapore as well as the imports and exports of foodstuffs, fruits and vegetables.

Key Take-aways

- The South Asia markets have a combined population of about 1.891 billion or about one-fourth of the world's population. A large local markets for Singapore companies to export their goods and services.
- Our frontier and emerging markets team assists Singapore companies to expand into regions that include Africa, Middle East, Central Asia, South Asia and Europe.
- We invite you to connect with us on your request of market assistance by sending an email enquiry to globalconnect@sbf.org.sg

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Question & Answer

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