

# Singapore Business Federation

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Singapore Business Federation



**International Business Division**

**EMPOWERING BUSINESSES FOR THE FUTURE**



# ABOUT SINGAPORE

## Data



**Total Population:**  
5.64M



**Total Land Area :**  
733.2 sq km



**Total Merchandise Trade:**  
S\$ 1.37 tn / US\$ 1.02 tn



<b>GDP</b>	<b>Per Capita</b>
S\$ 643.5 bn	S\$ 114,165
US\$ 482.2 bn	US\$ 85,547



**Top Trading Partners**  
China, Malaysia,  
United States , EU

## Connectivity



Source: Enterprise Singapore 2023

## World's Recognition

**World's Most Competitive Economy**

Global Competitiveness Report,  
World Economic Forum, 2020



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

The World Bank, 2019



**Most Innovative Country in Asia**

Global Innovation Index, 2020



**Top in Asia for IP Rights Protection**

Global Competitiveness Report,  
World Economic Forum, 2020



**Asia's Most Digitally Competitive Country**

IMD World Digital  
Competitiveness Ranking, 2020



# Singapore Business Federation

STAY RELEVANT. STRENGTHEN VALUE. SCALE IMPACT.

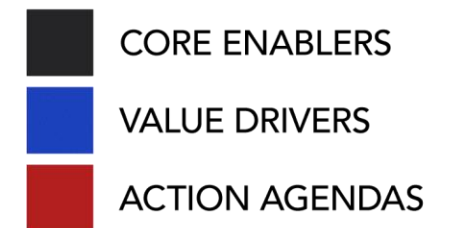
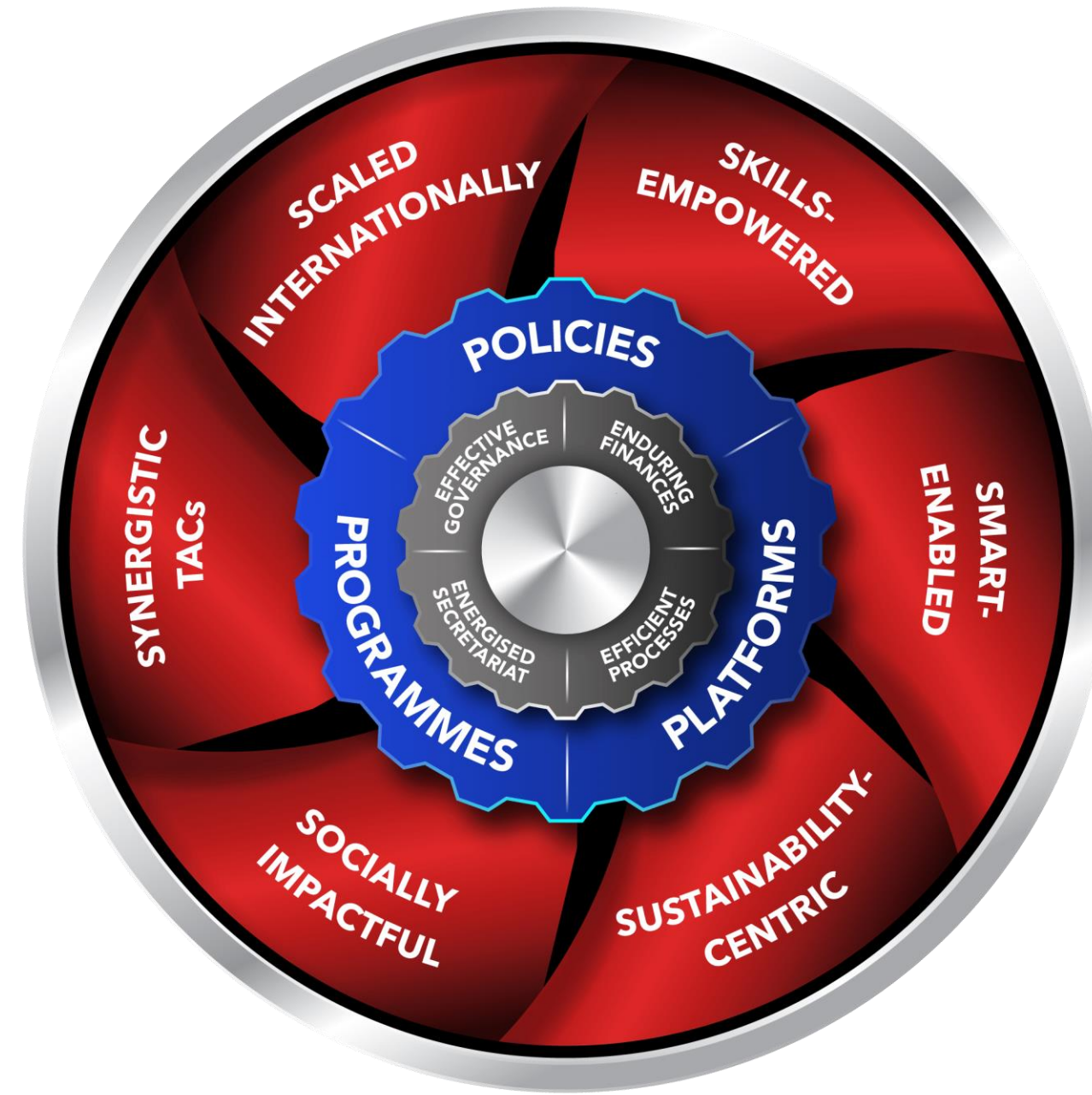
## VISION & MISSION

### VISION

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

### MISSION

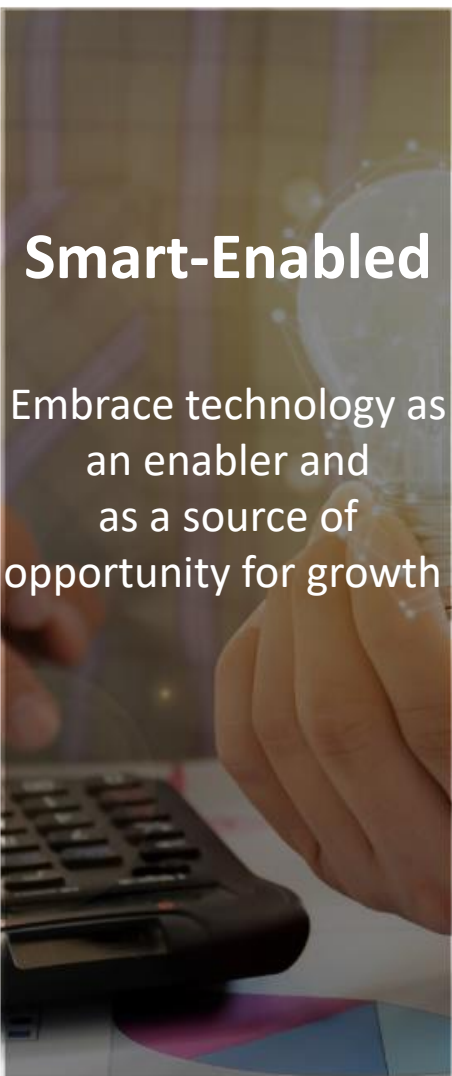
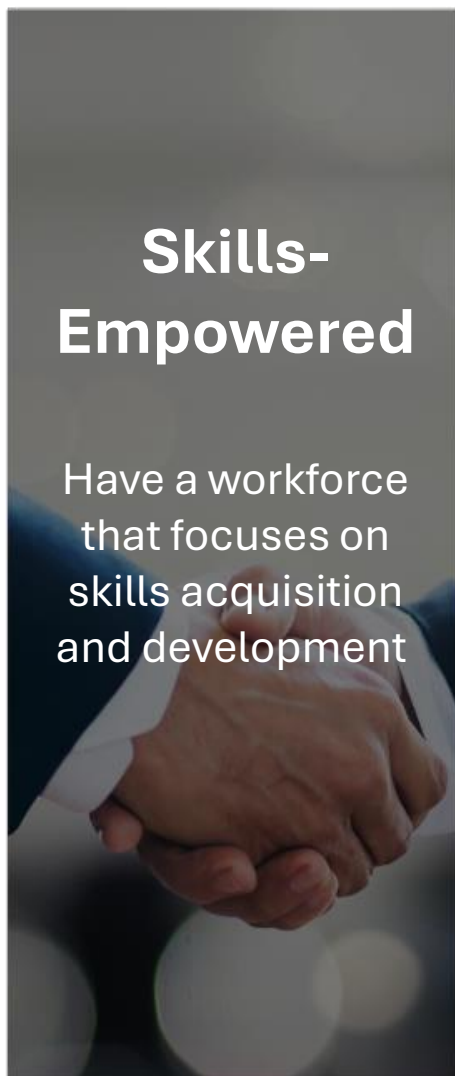
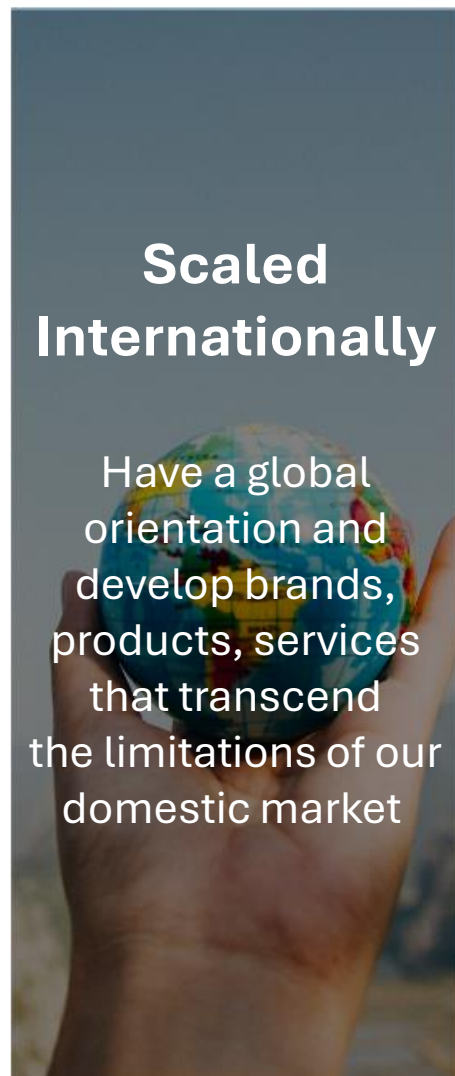
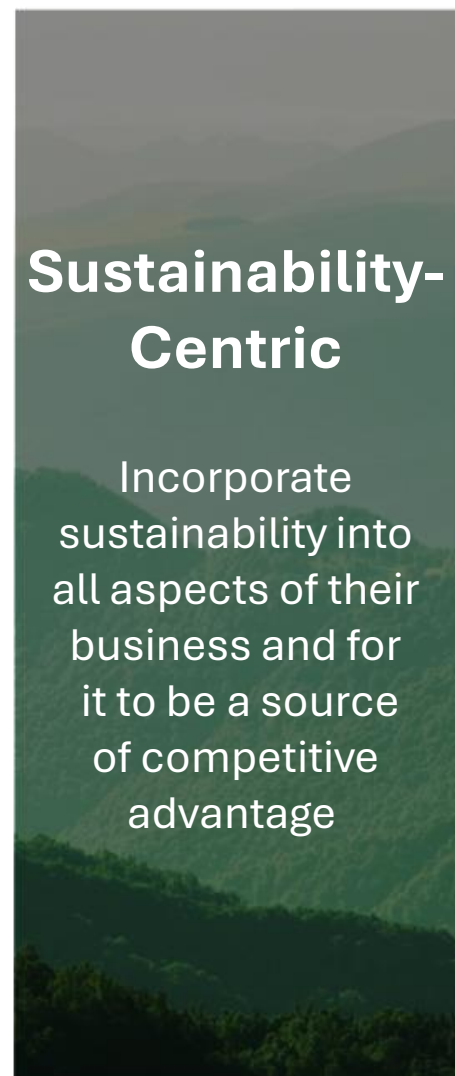
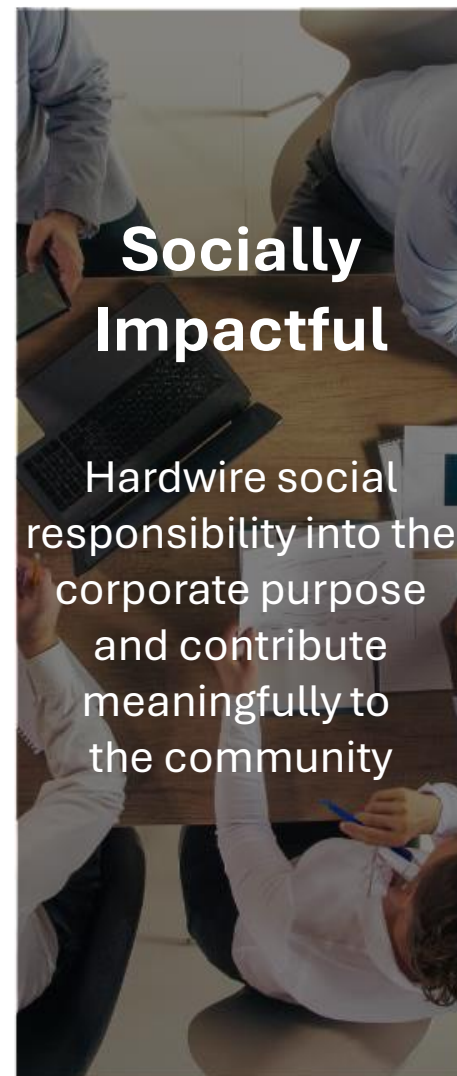

Shape Solutions, Build Partnerships and Foster Capabilities  
with businesses to advance Singapore.

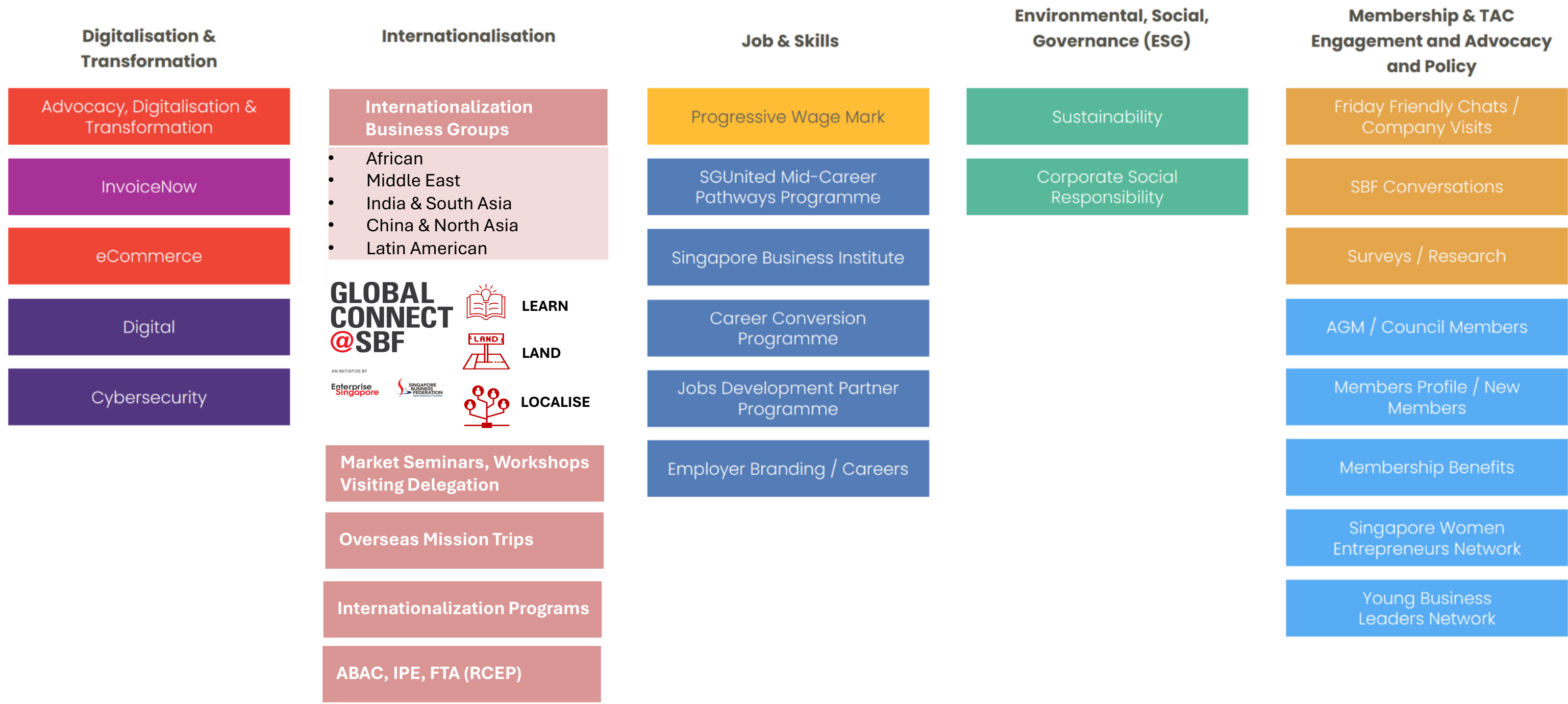




# Our 6 Action Agendas

We have identified **6 Action Agendas** to dedicate our energies and resources to make a difference. We believe that future-ready businesses need to possess the following characteristics:

 <p><b>Smart-Enabled</b></p> <p>Embrace technology as an enabler and as a source of opportunity for growth</p>	 <p><b>Skills-Empowered</b></p> <p>Have a workforce that focuses on skills acquisition and development</p>	 <p><b>Scaled Internationally</b></p> <p>Have a global orientation and develop brands, products, services that transcend the limitations of our domestic market</p>	 <p><b>Sustainability-Centric</b></p> <p>Incorporate sustainability into all aspects of their business and for it to be a source of competitive advantage</p>	 <p><b>Socially Impactful</b></p> <p>Hardwire social responsibility into the corporate purpose and contribute meaningfully to the community</p>	 <p><b>Synergistic TACs</b></p> <p>TACs are advocates for industries, catalysts for growth and enablers for innovation. Play a key role in building a vibrant ecosystem of future ready businesses.</p>
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# GLOBAL CONNECT @SBF

AN INITIATIVE BY

Enterprise  
Singapore



## CONNECTING YOUR BUSINESS TO GLOBAL OPPORTUNITIES

GlobalConnect@SBF is your globalisation partner. Discover how you can win overseas today.



### Learn

Understanding how to venture overseas with access to practical in-person advice and useful market resources



### Land

Tap on our expertise and experience to help you win deals and launch overseas with confidence – physically or digitally



### Localise

Deepen market presence through our established business networks and ensure your long-term sustainability

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Enterprise  
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SINGAPORE  
BUSINESS  
FEDERATION  
Apex Business Chamber



Define your business's **unique value proposition** for internationalization



**Strengthen your brand and market position** before entering overseas markets



**Strategise to select the right market(s)** overseas

Map out the **best market entry strategy**



Engage overseas professional service partners and chambers to **strengthen your market position and protect your investments and transactions**



**Network with foreign government and business entities** to find unique opportunities



## Scaled Internationally INTERNATIONAL BUSINESS DIVISION

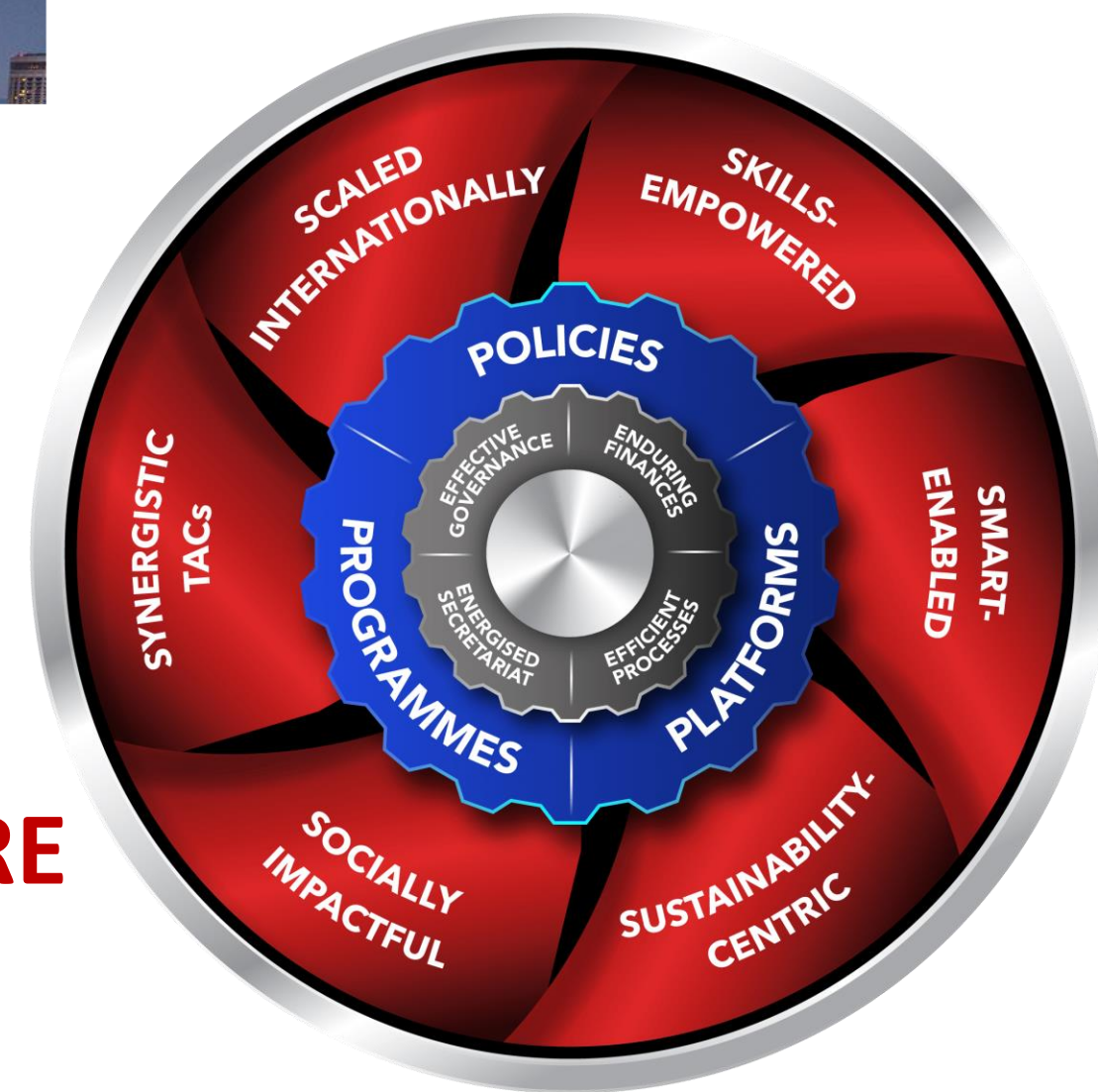






# International Business Division

## EMPOWERING BUSINESSES FOR THE FUTURE



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