

GO GLOBAL

EXPAND INTO NEW MARKETS AND
CAPTURE GROWING GLOBAL DEMAND

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OUR GLOBAL NETWORK

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Enterprise Singapore is the government agency championing enterprise development. We work with committed companies to build capabilities, innovate and internationalise.

We also support the growth of Singapore as a hub for global trading and startups, and build trust in Singapore's products and services through quality and standards.

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Growing **Enterprises** ^{SG}



LEARN HOW
WE CAN HELP



GO GLOBAL

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Given the size of Singapore's domestic market, enterprises should constantly seek out global opportunities for growth and diversification.

Whether you are looking to take that first step abroad, deepen your market presence or expand your global footprint, we've got the tools and partnerships to help make your internationalisation journey smoother.

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HOW WE CAN HELP

01



I run a small food manufacturing business. I am looking to export overseas for the first time. I have heard that Southeast Asia has a lot of potential, but I am unsure of which market I should focus on first, and how to proceed. Where do I start?

RESEARCH IN-MARKET OPPORTUNITIES

- Read Enterprise Singapore's **market guides** for a broad overview of the opportunities and general information on doing business in-market
- Make an appointment for **market consultation** with **GlobalConnect@SBF** to discuss priorities and considerations, including Free Trade Agreements advisory

EXPLORE IN-MARKET OPPORTUNITIES

- Register for **overseas market workshops** to get a first-hand experience of the market environment
- Participate in **LEAD International Fairs (tradeshows)** to test-bed products and network with potential partners

DIAGNOSE AND BUILD CAPABILITIES

- Visit any of the **SME Centres** located island-wide for a consultation to assess your capability needs and explore suitable resources and partners you may tap to bridge those gaps

MATCH WITH BUSINESS PARTNERS, LEADS AND MARKET OPPORTUNITIES

- Tap **GlobalConnect@SBF's** networks to engage with potential in-market partners, and explore leads and opportunities to kickstart your overseas venture

HOW WE CAN HELP

02



I am a contract manufacturer and have expanded my business to Malaysia a few years ago. To further grow my business, I would like to expand into China next. I am looking at setting up a local office, with a Business Development Manager assigned to oversee market development and future projects. What kind of support can I tap for my China expansion plans and how should I proceed?

RESEARCH IN-MARKET OPPORTUNITIES

- Contact **SEC@SCCCI** to receive market consultation on China, including business matching, advisory on labour regulations, and competitor landscape

EXPLORE IN-MARKET OPPORTUNITIES

- Register for **LEAD missions** to get a first-hand experience of the market environment
- Tap **SEC@SCCCI**'s networks to engage with potential in-market partners, leads and opportunities to grow your business

BUILD CAPABILITIES FOR INTERNATIONALISATION

- Familiarise yourself with HR-related considerations, such as immigration requirements and local employment laws by referencing the **Global Talent Mobility Guide** for China

SET UP YOUR OVERSEAS OPERATIONS

- Fine-tune your market entry strategy and establish your business in China with in-market support from **SEC@SCCCI**; newly established businesses can also tap on **SEC@SCCCI**'s shared secretariat services

03



I am a fashion retailer in Ang Mo Kio. E-Commerce looks like an interesting channel for me to reach out to more customers and markets, but I am unsure of where to start and what kind of support is available for brick & mortar shops like mine.

DIAGNOSE AND BUILD CAPABILITIES

- Visit any of the **SME Centres** located island-wide for a consultation to assess your digital capability needs and explore suitable resources and partners you may tap to bridge those gaps

EXPLORE IN-MARKET OPPORTUNITIES

- Work through the **Multichannel E-commerce Platform (MEP)** partners, and tap their services and networks to expand your digital sales channels and access new customers

OUR PARTNERS

Given Singapore's large and diverse enterprise landscape, we know we cannot do it all alone. That is why we're working closely with our partners to drive enterprise development – ultimately making it easier for you to receive the support you need to go global.

PARTNER	SERVICES	FOCUS AREAS
SME Centres	<ul style="list-style-type: none"> One-on-one advisory to identify and address business needs Diagnose and bridge capability gaps in innovation, productivity and internationalisation Provide more information on available Government support schemes 	Advisory to diagnose and bridge capability gaps to grow your business
GlobalConnect@SBF	<ul style="list-style-type: none"> Provide market intelligence Facilitate market entry and connection to intermediaries Facilitate business matching, lead generation and operations set-up 	Southeast Asia, Central Asia, the Middle East & Africa, Eastern Europe
SEC@Shanghai and SEC@Chengdu	<ul style="list-style-type: none"> Provide market intelligence Facilitate market entry and connection to intermediaries Facilitate business matching, lead generation and operations set-up 	China
Singapore Indian Chamber of Commerce and Industry's International Business Division	<ul style="list-style-type: none"> Provide market intelligence Facilitate market entry and connection to intermediaries Facilitate business matching, lead generation and operations set-up 	India

FUNDING SUPPORT AND FINANCING SCHEMES

Securing access to funding is key for growth. We've compiled a list of our most frequently accessed programmes and schemes that will help support your overseas ambitions. To view the full list of initiatives, visit www.enterprisesg.gov.sg/goglobal

SCHEME	SUPPORTABLE AREAS
Market Readiness Assistance (MRA)	<ul style="list-style-type: none"> Overseas market setup: market entry Overseas business partners: business matching Overseas market promotion: overseas marketing and PR activities or participation in overseas trade fairs* <p>* applicable for trade fairs not supported under LEAD international fairs and missions</p>
Enterprise Development Grant (EDG)	<ul style="list-style-type: none"> Core capabilities Innovation or productivity Market access
LEAD International Trade Fairs and Missions	<ul style="list-style-type: none"> Defray part of the costs incurred when joining overseas missions and trade fairs
Double Tax Deduction for Internationalisation (DTDi)	<ul style="list-style-type: none"> Obtain tax deductions on eligible expenses for international market expansion Supportable areas include: market preparation, market exploration, market promotion and market presence

For more on how we can support your internationalisation journey, please visit

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