

MEDIA RELEASE

Enterprise Singapore: Singapore enterprises enhance resilience through diversification and building cost efficiencies amid global uncertainties

Through these projects, companies expect to increase annual revenue by S\$12.3 billion and reduce annual operating cost by S\$118 million

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1. 2025 was a volatile year for businesses, with growing trade tensions, changing supply chains and technological disruptions. Amid this challenging landscape, Enterprise Singapore (EnterpriseSG) supported 11,700 enterprises in 2025 to grow their revenue and strengthen cost competitiveness. This included 2,400 companies who embarked on transformative projects¹. Those efforts are expected to boost the companies' annual revenue by S\$12.3 billion and create 10,000 skilled jobs.
2. In the year ahead, businesses will likely continue to encounter heightened risks and uncertainties. EnterpriseSG will enhance its support for companies in their growth journeys – to build resilience, internationalise and harness Artificial Intelligence (AI) to transform. We will also support the plans that will be laid out by the Economic Strategy Review.

2025: Companies embarked on growth plans even in volatile environment, prioritised building resilience and improving cost efficiencies

¹ Transformative projects are typically larger scale projects covering business transformation, development and implementation of new business strategies to deepen market presence or development of new products to expand revenue streams.

3. In 2025, EnterpriseSG worked with 2,400 enterprises on transformative projects to boost their project revenue by S\$12.3 billion. Companies embarked on various initiatives to build resilience through diversification – including to deepen their overseas presence (S\$5.7 billion) and develop new products or services (S\$0.9 billion). Additionally, businesses sought to boost their cost efficiencies by building new core capabilities and improving their cost competitiveness (S\$5.6 billion). Such efforts are expected to have helped companies reduce their annual costs by S\$200,000 per company on average.
4. **Diversification through internationalisation.** In response to the challenging global outlook, many companies actively pursued overseas expansion to diversify their market presence and build supply chain resilience. For instance, EnterpriseSG supported companies who may have been affected by global tariffs and helped them to diversify their operations in alternative markets such as Europe. We also partnered with businesses to diversify their supply chains across new markets and build resilience in the event of trade disruptions. Companies that pursued such initiatives projected an increase of S\$8.9 million in annual revenue each, on par with their estimates from 2024.
5. **Diversification through innovation.** Companies embarked on innovation projects to develop new products and solutions, as an avenue to diversify their revenue streams and increase business competitiveness. These efforts are expected to lead to an increase in annual revenue of S\$11.2 million per company.
6. **Boosting cost efficiencies by building core capabilities to strengthen resilience.** Companies that embarked on these initiatives project an increase of S\$5.9 million in annual revenue each. In addition, companies that implemented cost competitiveness projects – such as automation and process redesign – estimate an annual cost reduction of S\$200,000 each.
7. Over the past year, EnterpriseSG worked closely with its partners from the Trade Associations and Chambers (TACs) and the SME Centres to help businesses better navigate the trade and tariff situation. This includes deepening advisory services through the Centre for the Future of Trade and Investment (CFOTI) in partnership with the Singapore Business Federation, and equipping Business Advisors at the SME Centres with new skills to better advise companies on their business journeys.

2026: Heightened focus on helping businesses build resilience and seek growth opportunities

8. EnterpriseSG will strengthen efforts to help Singapore enterprises build resilience and seek new growth opportunities amid an uncertain external economic environment. Such initiatives include:

- a. **Strengthening support for Singapore companies' overseas expansion efforts**, both to make new forays and to continue navigating an evolving business and tariff landscape. EnterpriseSG will deepen its overseas presence, including by operating new Overseas Centres and working with TACs, to provide on-the-ground support for businesses looking to internationalise.
- b. **Deepening efforts to help enterprises harness AI.** EnterpriseSG will help companies across various sectors to use AI to transform their business and uplift their efficiencies. We will also work with industry partners to develop transformative AI solutions that would address industry needs.
- c. **Scaling engagement with enterprises and TACs.** EnterpriseSG will expand our reach to more enterprises through our new digital platform, myEnterprise and our partners, the trade associations. We will also support our TAC partners in strengthening their governance and building new capabilities in areas like talent management and technology. In doing so, the TACs will be better equipped to scale its support for businesses.

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We partner committed companies to build capabilities, innovate and go global. We drive growth – empowering local businesses and shaping industries, anchoring Singapore as a trade and startup hub, and establishing trust in our products through quality and standards.

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