

British Chamber of Commerce Singapore



**NICOLE WHARFE
BUSINESS SERVICES DIRECTOR**

Building Networks
Connecting Businesses
Creating Opportunities

**Hertfordshire Chamber:
Opportunities in Singapore/SE Markets**

BRITCHAM SINGAPORE



British Chamber of Commerce Singapore

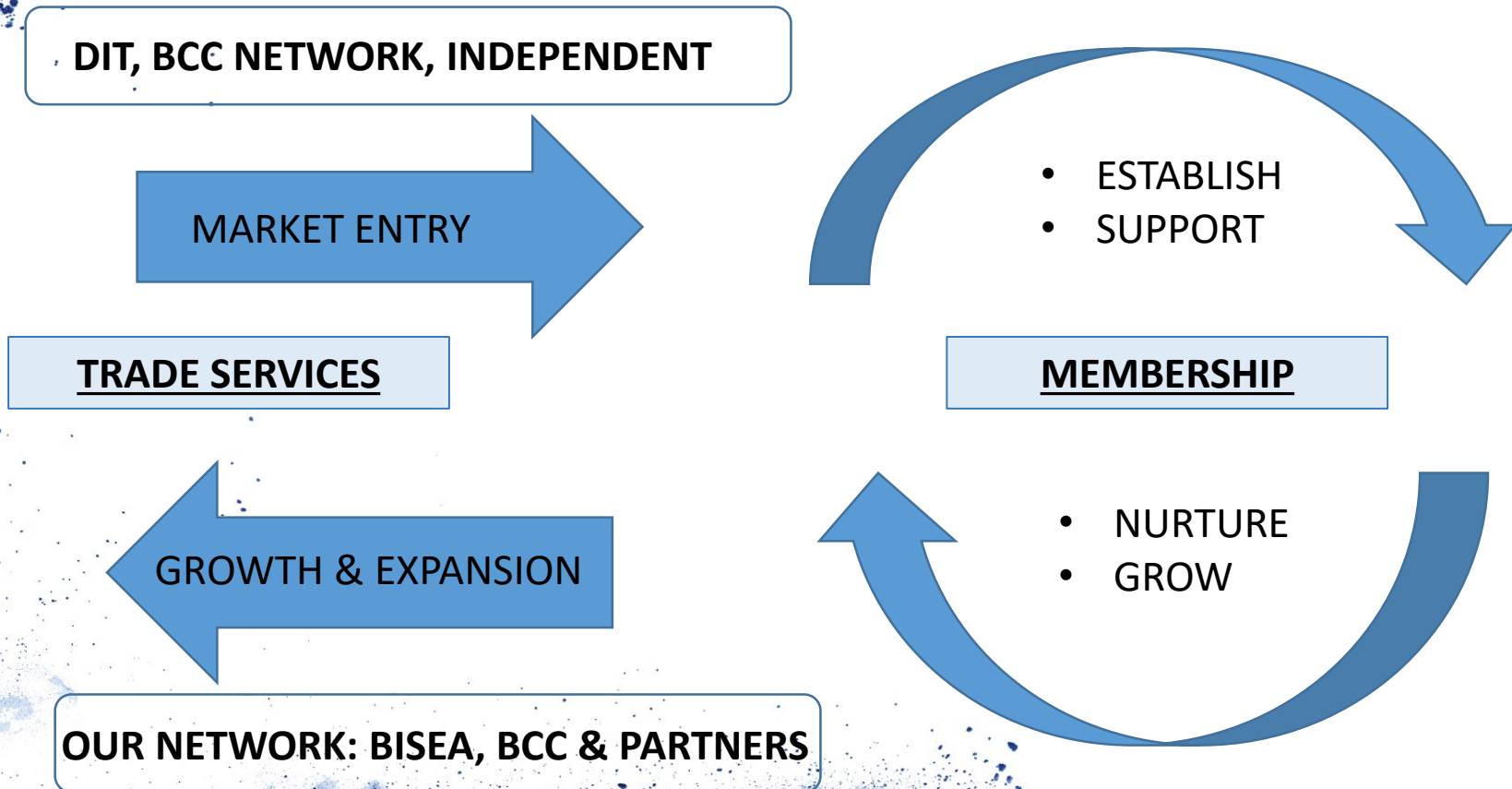


Who are we?

We are a membership organisation committed to helping companies & people grow, connect and stay informed.

<https://youtu.be/9i-YXojjwnw>

HOW WE WORK



TRADE SERVICES

UK EXPORT TRADE SUPPORT

In Market Support:

Such as facilitating UK Trade Missions or Market Research

Advisory Services:

- Doing business in Singapore
- Regulatory & Legislation advice
- Route to Market

Business Matching:

A tailor-made service to facilitate meetings with potential partners, distributors or industry experts.

Targeted Events:

Advise, manage and deliver bespoke events at venues including the British High Commissioner's Official Residence, Eden Hall..

Ongoing follow-up and Support

THE BISEA NETWORK



Britain
Brunei
Business
Forum



BCCT
British Chamber
of Commerce Thailand



BRITISH
BUSINESS
GROUP
VIETNAM



SECTORS COVERED

SECTOR	TYPE
Advance Manufacturing	Non - HVC
Aerospace	Non - HVC
Automotive	Non - HVC
Bio-Economy (Agri-Tech)	Non - HVC
Bio-Economy (Chemicals)	Non - HVC
Consumer & Retail	Non - HVC
Creative	Non - HVC
Education (L&D/EdTech)	Non - HVC
Energy (Oil & Gas/Petrochemicals/Utilities)	Non - HVC
Financial and Professional Business Services (FinTech)	HVC
Food and Drinks	Non - HVC
Healthcare	HVC
Infrastructure (Rail, Airports, Ports)	HVC
Life Sciences	HVC
Marine	HVC
Sports	Non - HVC
Technology	HVC



WHERE IS SINGAPORE HEADING?

S/N	Cluster	Sector	Lead Agency
1	Manufacturing	Energy & Chemicals	EDB
2		Precision Engineering	EDB
3		Marine & Offshore	EDB
4		Aerospace	EDB
5		Electronics	EDB
6	Built Environment	Construction (incl. Archi & Engineering services)	BCA
7		Real Estate	CEA
8		Cleaning	NEA
9		Security	MHA
10	Trade & Connectivity	Logistics	EDB
11		Air Transport	CAAS
12		Sea Transport	MPA
13		Land Transport (incl. Public Transport)	LTA
14		Wholesale Trade	IES
15	Essential Domestic Services	Healthcare	MOH
16		Education (Early Childhood and Private Education)	MOE
17	Professional Services	Professional Services	EDB
18		ICT and Media	MCI
19		Financial Services	MAS
20	Lifestyle	Food Services	SPRING
21		Retail	SPRING
22		Hotels	STB
23		Food Manufacturing	SPRING

SOURCE: <https://www.mti.gov.sg/-/media/MTI/ITM/General/Fact-sheet-on-Industry-Transformation-Maps---revised-as-of-31-Mar-17.pdf>

WHERE HAS GROWTH BEEN?

- Pharmaceuticals : +5.2%
- Healthcare : +4.1%
- Food & Beverage : +3.2%
- Other growth in Electrical, Household, Hi-Tech Goods

Source: Euromonitor International COVID-19 Voice of the Industry Survey, April 2020

KEY CONSUMER TRENDS IN SE ASIA

1. **Healthy Living**
 - Aspiring wellness through better eating habits
 - Stronger demand for healthier food options – increased education via Government initiatives
2. **Sustainability**
 - Considerable increase in awareness of sustainable practices.
 - Trust also increasing with education around common western terms
3. **Digital Acceleration**
 - Singapore has the second largest % of smartphone owners
 - Regional growth in e-commerce

LANGUAGE – AFFORDABLE – PRODUCT CLAIMS –
ECOMMERCE/MCOMMERCE

Source: Euromonitor International Health & Nutrition Survey 2020, N=2111

Source: Euromonitor International 2019 Lifestyle Survey. Respondents asked “how

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