

FACTSHEET ON ALLIANCE FOR ACTION ON BUSINESS COMPETITIVENESS (企业竞争力行动联盟)

What is it?

The Alliance for Action (AfA) on Business Competitiveness was established in February 2024 to look into how businesses can remain competitive amid an uncertain global economic environment. It is a private-public partnership comprising 19 representatives from the Government, industry, trade associations and chambers (TACs) and the trade unions.

The AfA is co-chaired by Senior Minister of State for Trade and Industry Low Yen Ling and Deputy Honorary Treasurer, SBF Council & Chief Executive Officer, Sing Lun Holdings, Mr Mark Lee.

What are the focus areas?

The AfA will focus on three key areas: manpower, land and regulations.

- **Manpower.** It is important that businesses undertake transformation efforts necessary to be more productive in the longer term. The AfA will explore how to support businesses in workforce transformation, and accessing a complementary workforce pool to support growth.
- **Land.** Given Singapore's small land size, it is imperative that we optimise the use of land to support strategic and productive business activities. The AfA will look into how land use policies can be refreshed to take into consideration emerging land use needs.
- **Regulations.** As industries evolve rapidly, there is a growing need for regulations to keep pace with technological advancements, market trends, and emerging opportunities and risks. It is essential to strike a balance between regulatory standards and facilitating business growth so that Singapore maintains our reputation as a favourable environment for business and investment. The AfA will look into enhancing ease of doing business through streamlined processes and supportive regulatory frameworks.

How long will this AfA last?

The AfA is expected to run from February 2024 to end-2024.

How does it work?

The AfA is facilitating engagements between the public and private sectors to seek feedback and suggestions on the three areas – manpower, land and regulations – through industry engagements, focus group discussions and public consultations. To date, SBF has conducted five engagement sessions, reaching out to more than 60 business leaders, industry partners, union representatives and government agencies.

What are the intended outcomes?

Through the private-public engagements, the AfA will put together a list of recommendations to share with the Government by end-2024.

SINGAPORE BUSINESS FEDERATION AND THE MINISTRY OF TRADE AND INDUSTRY

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Annex A: List of AfA on Business Competitiveness members

Annex B: AfA Infographic

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List of AfA on Business Competitiveness members

S/N	Name	Designation
Co-Chairs		
1	Ms. Low Yen Ling	Senior Minister of State, Ministry of Trade and Industry & Ministry of Culture, Community and Youth
2	Mr. Mark Lee	Deputy Honorary Treasurer, Singapore Business Federation Council; Chief Executive Officer, Sing Lun Holdings;
Public Sector		
3	Mr. Keith Tan	Deputy Secretary (Industry), Ministry of Trade and Industry
4	Mr. Kenny Tan	Deputy Secretary (Workforce), Ministry of Manpower
5	Ms. Jamie Ang	Deputy Secretary (Transformation), Public Service Division
6	Mr. Cham Dao Song	Senior Director (Strategic Planning Division), Ministry of National Development
7	Mr. Jayakrishnan Gopalakrishnan	Executive Director (South Asia, Middle East & Africa, Business Environment & Resources), Enterprise Singapore
8	Ms. Jillian Lim	Executive Vice President (Business Environment), Singapore Economic Development Board
9	Ms. Yvonne Lim	Group Director (Policy & Research), JTC Corporation
Labour Movement		
10	Mr. Desmond Choo	Assistant Secretary-General, National Trades Union Congress
Private Sector		
11	Dr. Bicky Bhangu	President (South East Asia, Pacific and South Korea), Rolls-Royce
12	Ms. Carol Goh	Deputy Chairman, Meiban Group
13	Mr. Ernie Koh	Executive Director (Sales & Marketing), Koda Ltd; Chairman, Commune Lifestyle Pte Ltd; President, Singapore Retailers Association
14	Mr. Frank Phuan	Chief Executive Officer, EDPR Sunseap
15	Mr. Neil Parekh	Partner and Head of Asia, Australia & New Zealand, Tikehau Capital; Chairman, Singapore Indian Chamber of Commerce and Industry
16	Mr. Neil Yong	Executive Director, Woh Hup (Private) Limited
17	Mr. Omar Shahzad	Group Chief Executive Officer, Meinhardt Group
18	Ms. Susan Chong	Founder and Chief Executive Officer, Greenphyto Pte. Ltd.

19	Mr. Tan Chin Hwee	Chairman, Singapore Trade Data Exchange (SGTraDex)
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AfA Infographic



ALLIANCE FOR ACTION (AFA) ON BUSINESS COMPETITIVENESS



A private-public partnership comprising 19 representatives from the Government, industry, trade associations and chambers (TACs), and the trade unions



Explores how businesses can remain competitive amid an uncertain global economic environment

The AfA is expected to run from February 2024 to end-2024

FOCUS AREAS

1 MANPOWER

Support businesses in their transformation and increase productivity in the longer term by:



Enhancing workforce transformation



Helping businesses to access a complementary workforce pool for growth

2 LAND

Optimise the use of land in Singapore for strategic and productive business activities by:



Refreshing land use policies to meet emerging and competing land use needs

3 REGULATIONS

Maintain Singapore's reputation as a favourable environment for business and investment by:



Looking into how Singapore can strike a balance between regulatory standards and facilitating business growth



Streamlining processes and supportive regulatory frameworks to keep pace with the rapid evolution of industries

FACILITATING ENGAGEMENTS BETWEEN PRIVATE AND PUBLIC SECTORS

The AfA seeks feedback and suggestions on the three focus areas through:



Focus group discussions with industry leaders



Public consultations by Singapore Business Federation (SBF)



Dialogues with businesses organised by various TACs

DID YOU KNOW ?

As of end-May 2024, 5 engagement sessions have been conducted with over 60 business leaders, industry partners, union representatives, and government agencies.

OUTCOMES



The AfA will put together recommendations from the various private-public engagements and share them with the Government.