

MEDIA RELEASE

Transformative projects by Enterprise Singapore expected to boost companies' annual revenue by S\$16.4 billion and create 21,500 jobs

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1. While 2023 marked the first full year of global re-opening post COVID-19, the global business environment remained challenging as a manufacturing contraction, higher interest rates and rising business costs weighed on Singapore companies' profits. Nevertheless, Enterprise Singapore (EnterpriseSG) was able to help some 18,000 Singapore enterprises in 2023 to grow revenue and strengthen their cost competitiveness, which in turn, created and preserved jobs for Singaporeans. Of these, 3,000 companies have embarked on new transformative projects with EnterpriseSG in 2023, which are expected to boost their annual revenue by S\$16.4 billion and create 21,500 skilled jobs.
2. In addition, EnterpriseSG also worked with some 15,000 companies on basic capability building and market exploration projects. Most of them (over 85%) adopted digital solutions like inventory and accounting, sales, warehousing and HR management systems, and enhanced their operational efficiency through automation, while others embarked on activities to explore new market opportunities such as participating in overseas trade fairs.
3. In 2024, the manufacturing sector will likely rebound and inflation pressures ease. However, longer term structural challenges such as a more fragmented global economy and resource constraints remain. EnterpriseSG will adapt our strategies to help Singapore and our businesses address these challenges and pursue new growth opportunities.

2023: We supported Singapore enterprises to navigate headwinds and grow revenue

4. In 2023, EnterpriseSG worked with businesses to boost projected annual revenues by S\$16.4 billion through internationalisation (S\$5.2 billion), innovation (S\$1.0 billion) and improving cost competitiveness (S\$10.2 billion).
5. In internationalisation, EnterpriseSG stepped up our efforts to support Singapore companies to secure deals, access new market opportunities and grow their presence overseas **through 460 overseas projects**. We also helped companies build new competencies to expand overseas such as through business strategy development, international branding and marketing, and the adoption of new standards. Overall, EnterpriseSG's support is expected to help them **grow their annual revenue by S\$5.2 billion**.
6. EnterpriseSG also helped companies develop new products and services to capture new market demands. Through these efforts, our companies are expected to raise **revenue by S\$1.0 billion**. In 2023, we also added the following avenues for innovation and collaboration:
 - a. Four new GIA nodes focusing on emerging sectors such as AI, sustainability tech and clean energy were set up in New York, Mumbai, Sydney and Melbourne.
 - b. Eight new Open Innovation Challenges (OICs) were launched, including a larger scale Sustainability OIC, three market-centric OICs with partners in Germany, Japan and Qatar, and the first-ever Wellness OIC. A total of 140 new products have been co-developed, since the inception of the OICs.
 - c. A new Centre of Innovation (COI) for Built Environment–Robotics & Automation was set up while the COI on food manufacturing was expanded, providing Singapore enterprises access to specialised resources in training, advisory services and laboratory facilities. The two centres aim to bring on board more than 800 Singapore SMEs in the next two years.
7. At the same time, EnterpriseSG continued to work with companies to improve their business processes to become more efficient and cost competitive. These include automation, process redesign and offshoring projects. Singapore companies projected their **annual revenue to increase by S\$10.2 billion** through such efforts.

2024: Adapt strategies to help businesses navigate challenges and pursue growth

8. In the year ahead, some cyclical headwinds such as the inventory correction in manufacturing and inflation are expected to ease. Nonetheless, longer term structural challenges arising from more trade and investment restrictions as well as resource constraints are likely to persist. EnterpriseSG will focus on the following:
- a. **Increase our push to help companies enter new markets, develop new products and become more cost competitive.** There remain good opportunities for our companies to grow. EnterpriseSG is committed to helping companies who are able and willing to tap these opportunities.
 - b. **Strengthen the symbiotic relationship between SMEs and large companies operating in Singapore.** We want to encourage large companies to work with Singapore companies in their supply chain to support each other's transformation in areas such as co-innovation, expansion into new markets and process improvements. A strong local ecosystem can in turn, be a competitive advantage in attracting new activities and investments into Singapore.
 - c. **Drive sector development and growth by expanding collaborations with partners as multipliers.** EnterpriseSG will expand our collaborations with partners, local and global, to drive capability building and access to markets at the broader sectoral level. This includes introducing new innovation challenges to strengthen sectoral capabilities and launching new market entry programmes for selected industries. We will also build more partnerships with the Trade Associations and Chambers to leverage their network and industry expertise to help more Singapore companies succeed. For instance, EnterpriseSG is supporting the Singapore Logistics Association (SLA) to implement its five-year sustainability roadmap and collaborating with the SLA to develop a sustainability playbook for the logistics industry.

Annex: Glossary of key terms

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About Enterprise Singapore

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.

Visit www.enterprisesg.gov.sg for more information.

Glossary of key terms

Enterprise Sustainability Programme (ESP)	Supports businesses to build sustainability capabilities and capture new opportunities in the green economy.
Centres of Innovation (COIs)	A partnership between EnterpriseSG and selected polytechnics and research institutes to provide ready resources for SMEs looking to embark on technology innovation. There are 12 COIs, each serving as a one-stop hub for innovation, specialising in different industries such as aquaculture, energy, electronics, supply chain management, environment and water, food, materials, and precision engineering.
Global Innovation Alliance (GIA)	A network of Singapore and overseas partners in 21 cities, focusing on technology and innovation. It includes inbound and outbound GIA Acceleration Programmes to connect companies to overseas business and tech communities.
Open Innovation Challenges (OICs)	OICs catalyse partnerships across the economy by providing a platform for demand drivers (such as corporates and government agencies) to seek ideas from solution providers (such as SMEs and startups) and co-innovate to address mid- and long-term enterprise-level or sectoral challenges.
Overseas Centres	EnterpriseSG's network of 37 offices worldwide.