

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

1. The Ministry of Trade and Industry (MTI) and Singapore Business Federation (SBF) have established an Alliance for Action (AfA) on Business Competitiveness to look into how businesses can remain competitive amid an uncertain global economic environment. The formation of this AfA was announced by Minister of State for Trade and Industry Low Yen Ling at MTI's Committee of Supply Debate 2024.
2. The AfA is co-chaired by Minister of State Low Yen Ling and Deputy Honorary Treasurer, SBF Council & Chief Executive Officer, Sing Lun Holdings, Mr Mark Lee. It is a private-public partnership comprising 18 representatives from the Government, industry, trade associations and chambers (TACs) and the trade unions. Please refer to **Annex A** for the list of the AfA members.
3. The objectives of the AfA are as follows:
  - a. Facilitate engagement between the public and private sectors on concerns and constraints relating to business competitiveness; and
  - b. Propose recommendations to enhance competitiveness, innovation, and fairness in the business environment, and identify solutions that TACs can partner the businesses in.
4. This AfA will facilitate stronger engagement between the private and public sectors, and encourage the co-creation of recommendations in areas such as strengthening **manpower, land, and regulatory competitiveness**. Apart from discussing near-term measures, AfA members will also take a longer-term view to grow Singapore's economy, unlock resource potential, and transform businesses to improve competitiveness.
5. Minister of State Low Yen Ling said, "The AfA on Business Competitiveness brings stakeholders from the industry, union and public sector together to uphold and strengthen Singapore's competitive edge. It will deepen engagement between the private and public sectors, foster discussions and make joint recommendations on strengthening competitiveness in critical areas like manpower, land, and regulation. Besides dealing with immediate challenges, the AfA will take a longer-term view to grow our economy, unlock our resource potential, and transform businesses to enhance competitiveness. With their wide experience, I am confident that AfA members will provide valuable insights and draw concerted action to tackle business concerns constructively."
6. Mr Mark Lee said, "Singapore's business landscape faces pressing challenges, including escalating costs and manpower constraints. However, these hurdles also

present an opportunity for synergistic collaboration between the private and public sectors. The AfA on Business Competitiveness stands at the forefront of this cooperative endeavour, serving as a dynamic platform for dialogue and innovation. We are committed to co-creating robust solutions that address the needs of the business community and fostering an environment where companies are empowered to undertake transformative journeys. Together, we can convert these challenges into avenues for growth and secure Singapore's competitive edge for the future.”

7. The AfA will organise industry consultations to seek views from businesses and aims to put out its recommendations by 4Q2024. Businesses that are keen to participate in the upcoming industry engagement sessions, or contribute ideas and feedback can write to the AfA at [policy@sbf.org.sg](mailto:policy@sbf.org.sg).

**JOINTLY ISSUED BY THE MINISTRY OF TRADE AND INDUSTRY AND  
SINGAPORE BUSINESS FEDERATION  
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**Annex A: List of AfA on Business Competitiveness members  
Annex B: Photo of the first AfA meeting**

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**List of AfA on Business Competitiveness members**

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

**Photo of the first AfA meeting**



**Caption:** Minister of State for Trade and Industry Low Yen Ling and Mr Mark Lee co-chaired the first Alliance for Action (AfA) on Business Competitiveness meeting in February 2024.