

TAC SECTOR TRANSFORMATION MAP

By TACs, For TACs

Bridging Ambitions, Building Success

The TAC Sector Transformation Map is built on the collective vision of 43 TACs, a testament to the collaboration and innovation of the TAC Sector working as one. The TAC Community is deeply grateful to Ministry of Trade and Industry and Enterprise Singapore for their strong support and endorsement towards this Sector Transformation Map.





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Foreword

"TACs play an integral role in Singapore's economic development. We act as Advocates for industries, Catalysts for growth, and Enablers of innovation.

Today, as we stand at the crossroads of economic challenges and opportunities, this sector transformation map represents a bold step forward in empowering TACs to rise above these challenges and pursue opportunities for collective growth.

Let us embrace this roadmap with a shared sense of purpose, determination, and drive. By bridging our ambitions and building collective success as a sector, we are well-placed to build a vibrant ecosystem of Singapore enterprises that are future-ready and possess deep capabilities to compete globally."

Lim Ming Yan Chairman, Singapore Business Federation

"Congratulations on the successful launch of the TAC Sector Transformation Map!

TACs are pivotal partners of Enterprise Singapore. Together, we support Singapore enterprises as they strive to achieve their growth aspirations and capture new opportunities, amidst the evolving and challenging business landscape.

Helping enterprises is not a journey we can walk alone. By leveraging our collective strengths, networks, and resources, we can be more effective in supporting even more enterprises in their growth journeys. The Sector Transformation Map sets out a clear, collective path forward for TACs to develop deeper and new capabilities for enabling and empowering our enterprises to grow, in Singapore and beyond.

Enterprise Singapore looks forward to our continued partnership with TACs as the Sector Transformation Map brings the sector to greater heights."

Cindy Khoo Managing Director, Enterprise Singapore



3/ Foreword

ACKNOWLEDGING THE PAST, CHARTING THE FUTURE



Milestones in Strengthening the TAC Sector



2005 Start of Local Enterprise and Associate Development (LEAD) Programme by SPRING

> 2016 Introduction of LEAD+ Programme by SPRING

新丁如坡中華總商 >

d OPENING OF TRADE ASSOCIATION 5TH TRADE ASSOCIATION CONGRESS 商团中心开幕典礼暨第五届商团大会 22 November 2017

> GUEST-OF-HONOUR Prime Minister Lee Hsien Loong



Sep 2017

Formation of TAC Alliance by Singapore Business Federation (SBF)

ENING SBF AND SBF FOUNDATION OF Collaborating to Shape the Business



Establishment of TA Hub & Formation of TA Committee by Singapore Chinese Chamber of Commerce & Industry (SCCCI)





Jan 2022 Launch of the TAC Growth Model & Competency Framework by SCCCI



SBE





^{6/}Milestones in Strengthening the TAC Sector



"Participating in the STM development journey has been a reminder of the power of collaboration and shared purpose especially given the diversity of the TAC community.

Although AmChamSG is a foreign chamber of commerce, we have always felt included and appreciated for our contribution. For our TAC, the value of the roadmap is its call to action – to lead, innovate, and build stronger partnerships within the sector and with the greater Singapore business community."

Dr Hsien-Hsien Lei, Chief Executive Officer, The American Chamber of Commerce in Singapore (AmChamSG)

on A Reflection of the STM Journey.



We Came Together As A Collective

In 2024, SBF convened 68 TAC leaders and key secretariat staff from 42 TACs to discuss the state of the TAC sector.

Key areas that surfaced

Strategy & Governance		Membership		Branding, marketing & communication	
Industry		apability	Inter	national-	Research
development building isation					



Many Challenges Confront Us Today

		Issues that were discovered	and how we might solve them
Internal	Strategy & Governance	 Lack of playbook Contentious ownership between Board and Secretariat Limited resources 	 Clustering TACs to leverage on collective resources Tightened regulations to establishing TACs
	Membership	 Difficulty communicating and providing value to members Challenge in maintaining database 	 Bundling of TAC memberships Automate membership process Identify new revenue streams
	Branding, marketing & communication	 Lack of strong brand story & vision Influx of MarComms content among TACs 	 Raise awareness and sharpen brand and purpose of TACs Targeted MarComms platforms
•			

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9/ Many Challenges Confront Us Today

But There Are Opportunities That We Can Pursue

		Issues that were discovered	and how we might solve them
External	Industry development	 Limited synergy between TACs Misalignment of goals between TACs and Govt Short-Term KPIs prioritised over Long-Term Planning 	 Regular engagement with govt agencies "Community" mindset instead of competitive mindset among TACs
	Capability building	 Lack of bandwidth and technical know-hows Hard to cope with ever changing industry needs 	 Empower TACs to provide apprenticeship Lower barriers for TACs to be training partners Form education advisory panel with IHLs
	International- isation	 Underutilising overseas SG Networks Oversaturation of TACs lead to engagement of same foreign delegates 	 Mentorship with TACs for new members Harness TACs with multiple networks Leverage TACs with common interests and goal
	Research	 General lack of research capability Access to data needs further contextualisation 	 Overarching governance of data by agency Centralised research facility amongst all TACs Partnering with experts & leaders

SBF

10/ But There Are Opportunities That We Can Pursue



"The STM marks a shift in how we see ourselves not just as individual TACs but as part of a vibrant and collaborative ecosystem.

We're glad to have contributed to this unified framework that strengthens the sector's collective voice and fosters shared success as well as growth."

Ms Shermaine Ong, Group Executive Director, Singapore Furniture Industries Council (SFIC)

on The value TACs see in the STM for the TAC Sector.



Recognising Our Unique Strengths

"Internationalisation has been and will continue to be a priority for Singapore enterprises. TACs play an increasingly important role supporting enterprises in their global aspirations. By aligning efforts across TACs and equipping TACs with the right tools and networks, we can strengthen our collective value and impact for enterprises."

Mr Patrick Lim, CEO

Action Community for Entrepreneurship

In today's rapidly changing world, TACs must evolve to address increasing dynamic competition and governance challenges. To better serve our business community in transforming potential threats into opportunities, we must begin by enhancing our own capabilities.

Mr Dennis Mark, CEO Singapore Manufacturing Federation Secretariats are the backbone of every TACs. At SGTech, we are committed to cultivating a culture of continuous learning and development, emphasising upskilling, reskilling and skills exchange.

By empowering and supporting our secretariat, we foster an environment where they feel valued and motivated to reach their full potential, ultimately delivering greater value to our members.

Ms Yean Cheong, Executive Director SGTech

Our ability to tap into deep sector expertise and extensive networks empower TACs to serve as pillars of strength, guiding industries through challenges and opportunities alike.

Ms Louise Chua, Executive Director The Singapore Contractors Association Limited

TACs play a pivotal role in shaping industry standards, driving innovation, and fostering collaborations. The empowerment of TACs will create a multiplier effect, where each success fuels further progress and magnifies impact for the sector. Let us unite in our shared mission to build a resilient and future-ready TAC ecosystem that delivers lasting, transformative change for all.

Ms Fann Kor, CEO The Institute of Singapore Chartered Accountants





WE ARE SET TO RISE TOGETHER

SBF.

The TAC Sector Transformation Map is underpinned by 4 key strategies.

- 1. Strengthen Sector Value Proposition
- 2. Boost Human Capital
- 3. Enhance Operational Excellence
- 4. Fortify Governance & Mitigate Risks



TACs are well-placed to help businesses scale their impact through harnessing of collective efforts and resources from within the TAC sector.

TACs are steadfast, trusted partners for businesses, government agencies and overseas TACs to guide industry development, advocate industry needs, and champion business interests at the national and international levels.

The TAC sector works synergistically to mobilise our collective strengths and magnify our influence on Singapore's business ecosystem.



"TACs play a crucial role in helping businesses navigate today's challenges while preparing them for the future.

A key outcome of the Sector Transformation Map is a stronger partnership between the Government and TACs, fostering a collaborative ecosystem that better serves the business community."

Ms Elise Hong, Chairman, Singapore Precision Engineering and Technology Association (SPETA)

on TACs' Partnership with Government



Key Players



Government Agencies

Provide regulatory guidance, funding support, and policy frameworks that facilitate the growth and transformation of TACs, ensuring they align with national objectives and contribute to broader economic goals.

TACs as Industry Aggregators

Bring together industry players, foster collaboration and share best practices, ensuring the industry's voice is unified and its needs are met.

TAC Board/Council

Provide strategic guidance ensuring that TACs operate with integrity, accountability, and in alignment with their mission to demonstrate value and drive better outcomes for the industry.

SBF and SCCCI as Stewards

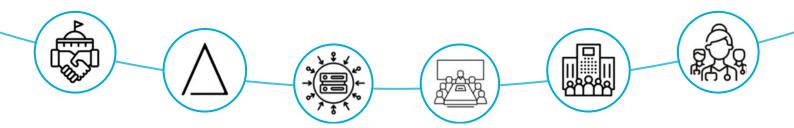
Act as central coordinating bodies and advocate for TACs' interests at the sectoral level, drive capability building, and foster collaboration among TACs to strengthen the overall ecosystem.

TAC Member Companies

Actively participate in TAC activities, providing insights, feedback, and support that help shape the direction of the TAC, while benefiting from the collective resources, networking, and advocacy provided by the TAC and the TAC sector.

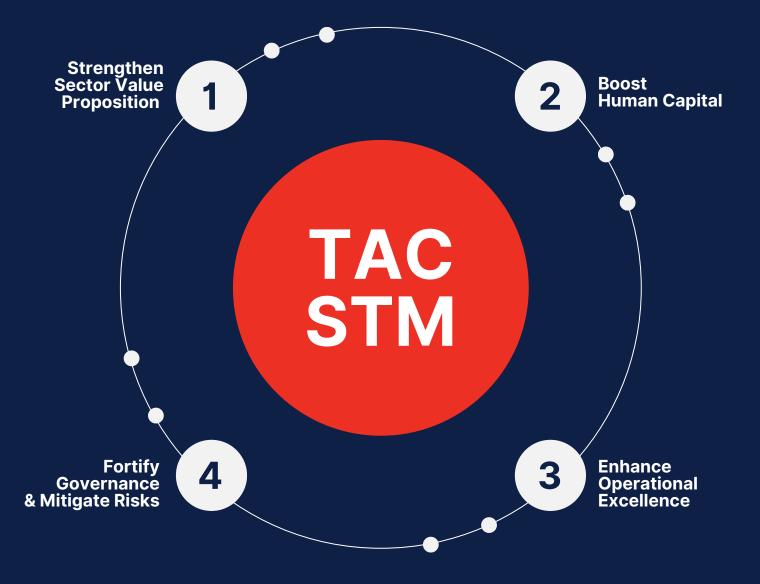
TAC Secretariat Staff

Manage the day-to-day operations of TACs, implement strategic initiatives, and serve as the primary point of contact for members, ensuring that the TAC's services and activities are delivered efficiently.



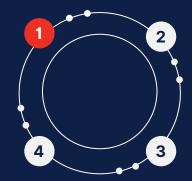


TAC Sector Transformation Map









Magnify TACs' value proposition externally, nurture active and engaged members and drive inter-TAC synergy (local and international) to scale impact of TACs and catalyse transformation and growth of businesses

Initiatives to Prioritise

Key Initiative #1

TAC Leaders Connect

Elevating Sector and Business Ecosystem Excellence

Forge a strong and diverse network of local, regional and global TAC leaders to exchange knowledge, resources, strategies and solutions and mobilise collective strengths for Singapore businesses to strengthen capabilities, develop competitive advantages and scale internationally.

Key Initiative #2

TAC Induction Programme

Fostering Sector Cohesion

Support new secretariats to integrate with the sector, build a network of peer relationships and connect their work to the sector's priorities and their sense of purpose.

Key Initiative #3

OneTAC Feedback Channel to Government Agencies

Streamlining Communication for Action

A sector-unified channel that communicates challenges, suggestions, and feedback to government agencies. The goal is to streamline the flow of information to strengthen alignment between TACs and the Government and address TACs' concerns more effectively.

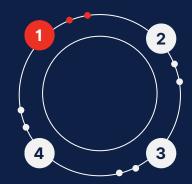
Other Initiatives to Consider

• TAC Directory • Cross-Sector Committees • Grouped Overseas Missions • TAC Day

Refer to the annex to learn more about these future initiatives



1. Strengthen Sector Value Proposition



Future-proofing your TAC is an ongoing, never-ending journey. Equipping ourselves with the tools to navigate the ever-changing business leaders need not be a lonely journey. By standing on the shoulders of giants and working synergistically, we can raise our capabilities and scale the impact of our services.

Case Study #1

Sustainability Alliance

A Unifying Force to Bring Together TACs to Collectively Address Sustainability Challenges

Founded by the Singapore Chinese Chamber of Commerce and Industry, Sustainability Energy Association of Singapore, and SGTech, the Alliance synergises sustainability efforts by TACs and facilitates resource and information sharing.

With 15 more associations joining the Alliance in 2024, the Alliance's collective, knowledge, resources and reach was strengthened, further enhancing the Alliance's role as a catalyst to multiply adoption of sustainable practices and technology by SMEs.

Case Study #2

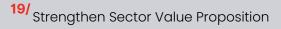
TAC4LIFE

An Alliance by TACs for the Lifestyle Sector

- Singapore Retailers Association
- Singapore Fashion Council
- Singapore Furniture Industries Council
- Restaurant Association of Singapore

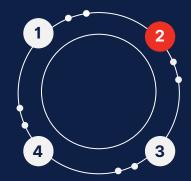
TAC4LIFE was formed to address shared challenges and opportunities within the lifestyle sector, including leveraging Al-driven solutions to enhance operations and exploring collective strategies to tackle manpower challenges and rising costs.

This collaboration exemplifies the importance of a unified sector approach to creating value for members. By addressing common challenges and leveraging shared resources, TAC4LIFE enhances the lifestyle sector's ability to innovate, remain competitive, and meet evolving member expectations.





2. Boost Human Capital



Attract and retain talent, provide professional development opportunities, and facilitate mentoring and knowledge building to build a skilled, resilient and future-ready workforce within TACs.

Initiatives to Prioritise

Key Initiative #1

TACPro Career Track

Credentialling Excellence and Advancing Careers

A structured accreditation programme designed to improve and recognise competencies of TAC professionals at both the individual and organisational levels, thereby enhancing their skills and capabilities, as well as position them as trusted partners of businesses and the Government.

Key Initiative #2

TAC Aspiring Leaders Programme

Empowering Emerging Leaders

Help rising TAC leaders be equipped with the skills, knowledge, and opportunities needed to navigate challenges, drive collaboration, and shape the future of their organisations.

Key Initiative #3

TAC Advance Programme for Exceptional (APEX) Leaders

Advancing Talent Development

Building on the success of the TAC Fellowship Programme, the initiative will continue nurturing visionary leaders within TACs, empowering them with strategic insights and skills to drive innovation, inspiring excellence and leading with agility and resilience.

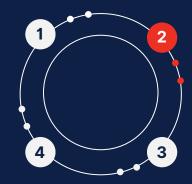
Other Initiatives to Consider

• TAC-to-TAC Mentoring • TAC Management Associate Programme

Refer to the annex to learn more about these future initiatives



2. Boost Human Capital



Without talent, there can be no transformation. Talent development and lifelong learning must therefore play a pivotal role in TAC transformation. TACs need to identify emerging and future skills, as well as competencies needed by the TAC sector. We also need to upskill and reskill our existing workforce, and re-design jobs to thrive in the new operating environment.

Case Study #1

American Society for Association Executives

The Centre for Association Leadership

ASAE is dedicated to advancing the profession of association management by providing comprehensive professional development programmes, certifications, and leadership training. These initiatives aim to professionalise, groom, and nurture talent within the association sector, ensuring a continuous influx of skilled professionals.

ASAE's efforts in offering a range of educational opportunities, including certificate programmes and leadership development courses, exemplify a commitment to human capital development. By equipping individuals with the necessary skills and knowledge, ASAE fosters a robust talent pool that contributes to the growth and effectiveness of associations.

Case Study #2

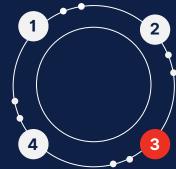
NCSS Salary Guidelines

A standardised reference for remuneration within Singapore's social service sector

The NCSS Salary Guidelines aims to ensure competitive and equitable compensation, thereby attracting and retaining qualified professionals in the field.

By establishing clear salary benchmarks, NCSS enhances the sector's ability to attract and retain talent, promoting professionalism and sustainability within social services. Regular reviews and adjustments to these guidelines reflect NCSS's commitment to aligning with market trends and supporting the career development of social service professionals.





3. Enhance Operational Excellence

Optimise operational systems, provide shared services and integrate technology, and measure TACs' performance through metrices to scale up TACs through a structured and stepped approach.

Initiatives to Prioritise

Key Initiative #1

Shared Professional Expertise

Leveraging Shared Resources to Drive Growth

Curate certified cybersecurity, sustainability, and PDPA professionals to share expertise across TACs and address skills gaps.

Key Initiative #2

Digitalisation of TACs Programme 2.0

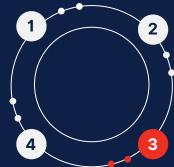
Bootstrapping TACs Capabilities and Capacities for Digital Transformation

Help TACs scale efficiently, strategically and sustainably through access to knowledge and skills required in non-differentiating products.

Other Initiatives to Consider

• TAC Advisory (Digital, HR, Finance, Legal) • TAC Excellence Manual Refer to the annex to learn more about these future initiatives





3. Enhance Operational Excellence

To achieve operational excellence, TACs must take a programmatic approach in our events and activities, embrace technology as an enabler, and leverage shared services to better focus on service excellence and core activities.

Case Study #1

Shared Services for Charities Limited (SSC)

A Charity for Charities

SSC was established to enhance governance and organisational excellence of charities through provision of professional services.

Through structured and formal external support, charities and TACs alike can elevate organisational standards and focus on their core work while maintaining trust and credibility with stakeholders.

Case Study #2

iShine Cloud

Collaborative Solutions for Shared Services

iShine Cloud, a pioneering shared services initiative by Singapore Pools, was designed to centralise and optimise operational support for charities and nonprofit organisations. iShrine is a prime example of how pooling resources and leveraging economies of scale can drive impactful results, empowering charities to achieve greater efficiency, financial sustainability, and strategic focus.

Case Study #3

Construction, Marine and Process (CMP) Sector – SCAL, ASMI, ASPRI

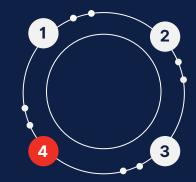
CMP Sector Collaboration on Foreign Workforce Management

- Association of Singapore Marine and Offshore Energy Industries
- Association of Process Industry
- The Singapore Contractors Association Ltd

During the COVID-19 pandemic, the CMP sector united to manage manpower shortages and mitigate public health risks. The collaboration resulted in shared health screening protocols and centralised quarantine facilities for foreign workers, ensuring safe operations and reducing infection risks.

This initiative demonstrates operational excellence by pooling resources, standardising practices, and leveraging joint efforts to maintain operational continuity amidst a crisis. It highlights the critical role of TAC-led collaborations in addressing systemic challenges and fostering robust, efficient frameworks for cross-sector workforce management.





4. Fortify Governance & Mitigate Risks

Establish robust governance principles, enabling the meeting of regulatory requirements / industry best practices and implementing effective risk management to enhance professionalism and accountability.

Key Initiative #1

TAC Governance Advisory

Guiding TACs Towards Excellence

Tailored advisory services to help TACs implement best practices in governance thereby enhancing accountability, operational transparency, and longterm sustainability.

Key Initiative #2

TAC Administration Guide

Developing an Effective Constitutional Framework

A practical reference for TACs to learn, adapt and implement frameworks and processes in their organisations which guide their overall direction, effectiveness, supervision, and accountability.

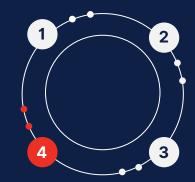
Key Initiative #3

SBF-SID Leadership Programme for TAC Councils

Acquiring Knowledge, Building Competency, Attaining Readiness

Equip board members and Heads of Secretariat with the knowledge and skills to enhance governance and decision-making.





4. Fortify Governance & Mitigate Risks

Governance matters - At its heart, it is the system of people, practices, and processes by which a TAC is directed and controlled. It is also about how a TAC manages its network of relationships with its employees and other stakeholders. Uplifting corporate governance is a whole-of-organisation effort. Individual Council Members must also possess the right competencies and skills, so that Councils are effective.

Case Study #1

The Singapore Governance for Outstanding Organisation Directors (SGOOD) Programme 2.0

To effectively execute their duties, board members of non-profit organisations (NPOs) need to have the knowledge, skills and understanding of good governance practices.

Singapore Institute of Directors and the National Council of Social Service developed the SGOOD Programme 2.0 to help board members conform, perform and transform.

Case Study #2

SGTech - Creating a Robust Governance Framework

Good governance is imperative to change as an organisation grows, constantly kept at the top of mind as the cornerstone that ensures accountability and compliance.

In 2022, SGTech embarked on a five-year transformation plan to reposition itself for growth, including launching multiple new programmes and initiatives. The Secretariat expanded exponentially, alongside enhancements in the systems, tools, practices, and processes.

With the rollout of Enterprise Singapore's TAC Governance Framework (TGF), SGTech continues to seek improvements in its processes and controls using the TGF as a guide.



Recommendations Beyond TAC STM

Unifying the Sector

As a sector, we can formalise a structure that places TACs with strong sectoral expertise, industry standing and ability to influence smallersized TACs, at the forefront of sector leadership and help propel growth and business transformation.

There are different structures that can be explored. For example, overseas TACs like The Association of German Chambers of Industry and Commerce and Industry and Technology Industries of Finland adopt membership models. In Singapore, we have The Federation of Merchants' Association, Singapore, as the umbrella association of all merchant associations.



Branding as a Tool for Growth

TACs are important players in Singapore's journey to upgrade our economy, grow our companies and create better jobs for Singaporeans. However, how and what TACs contribute to Singapore businesses remain largely "invisible" to the public. Likewise, the purposeful careers that the sector offers.

Together, we can elevate the sector's standing and mobilise partners to bring greater value to our members and the business ecosystem.

Strong Relationship of Mutual Trust

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Today, we are in a position of strength where there is a high level of trust between the Government and TACs, between TACs and within the TAC. This cannot be taken for granted.

Working closely together, with mutual trust, respect and understanding, it is imperative to continue delivering results.

SRF



"SCCCI welcomes the launch of the TAC Sector Transformation Map (TAC STM) and we are glad to have contributed towards this endeavour. Trade Associations are an important constituent of SCCCI's membership base. Over the years, we have spearheaded many initiatives to work alongside them to transform their capabilities and enhance their capacities.

These include the recently established TACOM Transformation Centre, Sustainability Alliance and the ongoing TAC Secretariat Training courses. To this end, we are committed to complementing the TAC STM efforts to continuously enable our TACs in their respective transformation journeys to become effective agents of change for their sectors of industry and SME members."

Mr Thomas Pek, Core Council Member, Singapore Chinese Chamber of Commerce & Industry (SCCCI) and Chairman, TA Committee

on SCCCI's role in pioneering TAC transformation and their commitment to supporting the TAC STM initiatives.





"Being one of the key partners in the development of the TAC Sector Transformation Map (TAC STM), SFMA envisions that the STM will serve as a strategic compass for the TAC sector, guiding our collective journey towards continuous innovation and resilience.

Through collaboration, expanded resources and shared insights, we foresee SFMA not only leveraging STM initiatives to drive strong growth but also actively shaping a transformative landscape for future success."

Mr Raymond Tan, President, Singapore Food Manufacturers' Association (SFMA)

on How SFMA envisions contributing to or benefiting from the STM initiatives.



TIME TO RISE

From Ambition to Success

Success begins with a shared vision and the determination to see it through. The TAC STM is our collective commitment to turn ambitions into actionable outcomes.

We call for TACs to take part in these programmes and contribute by resolving issues and challenges, together. We also seek a tighter handshake between the Government and TACs to support TACs in their pursuits and ambitions.

Let's Build Success, Together.

The TAC Sector Transformation Map is a multi-year journey to empower TACs to take individual and collective actions and contribute to our shared success together. This will be done through existing platforms and new programmes such as the TAC Board Directors' Training Roadmap and TAC Measurement Framework.

To make this happen, TACs have a key role to play. But everyone else in the TAC ecosystem — from government agencies, to TAC board/council members, secretariat staff and TAC member companies — can, and should also contribute towards this collective effort.

We have made good progress and achieved tangible outcomes in the last few years, and have what it takes to continue delivering for the future. Together, we can seize the opportunities ahead with confidence.

Contact us at **xiaole.koh@sbf.org.sg** and **alanson.kohlow@sbf.org.sg** today to discuss how we can help you rise to success.



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ASPRI is genuinely encouraged by SBF's STM initiative and views it as a valuable enabler that empowers us to continuously evaluate and enhance our offerings, ensuring our relevance to both our members and the industry at large. In particular, the workstream focus group session was highly impactful.

The substantive conversations underscored the importance of a collaborative, shared resources approach, fostering stronger cooperation among TACs to work together as a unified collective.

Mr Bryan Lowe, Manager, Association of Process Industry (ASPRI)

on How ASPRI envisions contributing to or benefiting from the STM initiatives.







"The STM Journey has provided SID with an invaluable opportunity to learn from others, enhancing our understanding of the needs of various TACs. It has helped us identify the shared challenges faced by fellow TACs and the practical strategies to address them.

Everyone, from the board leadership team to the secretariat staff, plays an important role tackling these issues. We are energised by our collective commitment and look forward to working together to turn these ideas into action."

Mr Keith Qian, Vice President, Accreditation and Professional Development, Singapore Institute of Directors (SID)

on SID's experience of being part of the STM development journey.





"As President of SMF, I'm proud to have played a role in developing the TAC Sector Transformation Map. This collaborative effort brought together diverse TACs, facilitating idea exchange and sharing expertise in common processes and capabilities.

TACs should leverage best practices and shared services for growth. As SMF transforms, we look forward to supporting other TACs on their transformation journeys especially in areas of operational excellence."

Mr Lennon Tan, President, Singapore Manufacturing Federation (SMF)

on SMF's commitment to translate their own transformation to the wider TAC sector.





Acknowledgements

Workstream Focus Group Discussion Leads

Workstream 1: Bundling of TACs



Mr Wayne Yap Executive Director Association of Process Industry





Ms Louise Chua Executive Director The Singapore Contractors Association Limited

Workstream 2: TAC Operating Systems



Ms Fann Kor CEO The Institute of Singapore Chartered Accountants





Mr Dennis Mark CEO Singapore Manufacturing Federation





Ms Yean Cheong Executive Director SGTech

&



Dr Hsien-Hsien Lei CEO The American Chamber of Commerce in Singapore



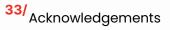


Mr Patrick Lim CEO Action Community for Entrepreneurship

&



Ms Shermaine Ong Group Executive Director Singapore Furniture Industries Council





Acknowledgements

Supporting Government Organisations:



MINISTRY OF TRADE AND INDUSTRY SINGAPORE



Special Mention:







160 Robinson Rd, #06-01, SBF Center, Singapore 068914



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