



SBF
BUSINESS
INSTITUTE

CAPABILITY BUILDING FOR
INTERNATIONALISATION

PROFESSIONAL CONVERSION
PROGRAMME - **SOUTHEAST**
ASIA READY TALENTS

1

Why was the programme developed?

- Develop a core pool of Singaporeans with **market ready skills for SEA**
- Support our companies to build up stronger pipeline of human capital to **capture regional business opportunities**

2

How will the programme benefit companies?

- Structured On-Job-Training to plug logistics-related skills and experience gaps, with exposure to real-time projects
- Mix of classroom and overseas job attachments to bridge critical in-market skill gaps such as business environment, culture, financial and legal system
- Job Ready trainee to succeed in new career

3

What are some of the expertise that will be developed?

- Business development skills for regional markets
- Project development and management skills
- Risk Management and Trade Compliance

Programme Owners



Programme and Training Manager



Company Eligibility



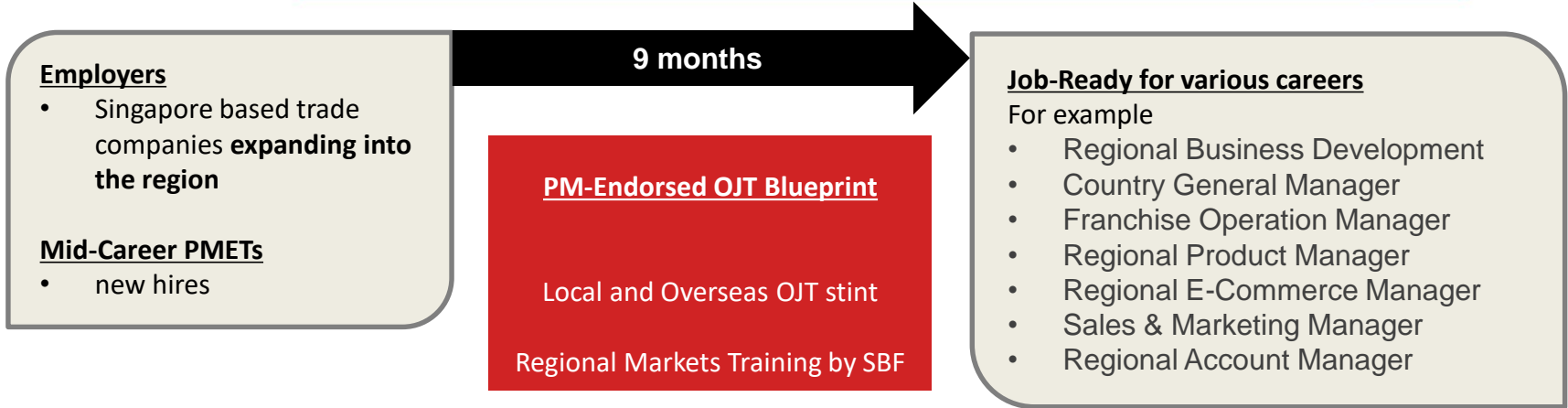
- With intention to regionalise and keen to hire and train mid-career PMEs

Trainee Eligibility



- Singapore Citizens/PR
- PMETs with at least 2 years working experience or have graduated for 2 years

PROGRAMME STRUCTURE



Phase	Scope	Content	Duration
1	Introduction to markets and sector	<ul style="list-style-type: none"> • Introduction to SEA markets • Introduction to other markets in Asia • Business Culture/Financial Legislative System/Sales and Marketing//Risk Management/Language Skills and other in-market skills • Peer to peer learning/Networking session 	Min 90 training hours
2	Structured OJT + SEA Market Immersion	<ul style="list-style-type: none"> • OJT to plug knowledge gaps • Must include a job attachments to company's overseas offices in any SEA markets • Other external programme if company does not have SEA presence • Summative project report by trainee at the end of the PCP SEA Programme 	Employer to determine OJT plan
Total Supportable Duration			9 months

PCP SEA READY TALENTS PROGRAMMES

MANDATORY

- Introduction to Business Culture Protocol & Communication with the SEA Markets
- Strategic Decision Making in International Market
- Introduction to Business Practices in ASEAN Economic Community
- Negotiation & Business Decision Making in SEA

MARKETING

- International Business Social Media Strategies & Market Research
- Introduction to Marketing & Advertising for Consumer & B2B products

FINANCE, TRADE FINANCE & TAX

- Anti Money Laundering Act & Its Implication
- Alternative Financing for Businesses in International Trade
- Incoterms 2010
- Corporate Tax Planning
- Letter of Credit

PCP SEA READY TALENTS PROGRAMMES

HR & PEOPLE MANAGEMENT

- Cross-Cultural Business Negotiation
- High Performance Leadership
- Leadership & People Management
- Movie Minds

BUSINESS CONTINUITY & EXCELLENCE

- Crisis Management & Communication
- Strategic planning for market expansion: Key tools
- Different modes of internationalisation: Selecting the right entry mode
- Discover Actionable Insights from Your Data to Increase Profitability

E - LEARNING

- Doing Business in SEA – Legal, Tax, Investment Regulatory Landscape
- Strategic Decision Making in the International Market
- HR Management Strategies in SEA

ELIGIBILITY

Singapore Citizens
(above 40 years old or Unemployed ¹)

¹ **Unemployed:** Retrenched or unemployed for more than 6 months

FUNDING QUANTUM



90% of monthly salary,
capped at \$6,000 per month

*** Up to 90% course fee funding**
Trainees sponsored by SMEs that do not meet the
age/employment criteria are also eligible

ELIGIBILITY

Singapore Citizens + PRs
(below 40 years old and employed)

FUNDING QUANTUM



70% of monthly salary,
capped at \$4,000 per month

Up to 70% course fee funding

*SMEs or trainees eligible for Mid-Career Enhanced Subsidy can be funded an additional 20% (from 70%) after the 90 hours training via SkillsConnect Portal

TRAINING STRUCTURE

Face-to-Face Training

Online Learning

Peer to Peer Learning Network

90 hours

Cost Per Participant: \$10,000, before 70% or 90 % training subsidy

Southeast Asia Target Markets (examples):



Indonesia



Vietnam



Myanmar



Cambodia



Philippines

Note: Training modules are part of the PCP-SEA programme, and must be completed within the funding period of the programme.

What we need from you?

1. Job Description
2. CV of the talent if you have found one
3. Completed PCP application form

Questions?

Mr Eady Ng

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