



**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
- New hire within 3 months (or in process of recruitment)
- Substantial conversion (Skills/Industry/Markets) from their previous job scope

# PROGRAMME STRUCTURE

**Employers**

- Singapore based trade companies **expanding into the region**

**Mid-Career PMETs**

- new hires

**9 months**

**PM-Endorsed OJT Blueprint**  
 Local and Overseas OJT stint  
 SEA Market Project  
 Regional Markets Training by SBF

**Job-Ready for various careers**  
 For example

- Regional Business Development
- Country General Manager
- Franchise Operation Manager
- Regional Product Manager
- Regional E-Commerce Manager
- Sales & Marketing Manager
- Regional Account Manager

Phase	Scope	Content	Duration
<b>1</b>	Introduction to markets and sector	<ul style="list-style-type: none"> <li>Introduction to SEA markets</li> <li>Introduction to other markets in Asia</li> <li>Business Culture/Financial Legislative System/Sales and Marketing//Risk Management/Language Skills and other in-market skills</li> <li>Peer to peer learning/Networking session</li> </ul>	Min 90 training hours
<b>2</b>	Structured OJT + SEA Market Immersion	<ul style="list-style-type: none"> <li><b>OJT</b> to plug knowledge gaps</li> <li>Must include a job attachments to company's overseas offices in any SEA markets</li> <li>Other external programme if company does not have SEA presence</li> <li>Summative project report by trainee at the end of the PCP SEA Programme. <b>What and how the trainee is going to assist your company expanding into which SEA countries</b> with specific and measurable outcomes</li> </ul>	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 <sup>1</sup>)

<sup>1</sup> **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**

## Eligibility

**Singapore Citizens + P R s**  
(below 40 years old and employed)

## Funding Quantum



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

**\* Up to 90% or 70% course fee  
funding**

\*SMEs or trainees eligible for Mid-Career Enhanced Subsidy can be funded an additional 20% (from 70%) after the \$10k SBF training via SkillsConnect Portal

**FUNDING SUPPORT WITH JOBS GROWTH INCENTIVE (“JGI”)  
(EMPLOYED WITHIN 1 SEP 20 – 28 FEB 21 ONLY)**

For more info, click on [Jobs Growth Incentive \(“JGI”\)](#)

**Eligibility**

**Singapore Citizens**  
(above 40 years old or Unemployed <sup>1</sup>)

<sup>1</sup> **Unemployed:** Retrenched or unemployed for more than 6 months

**Funding Quantum**



**45% of monthly salary,  
capped at \$3,000 per  
month (up to 18 months)**

**\* Up to 90% course fee  
funding**

**Eligibility**

**Singapore Citizens + P Rs**  
(below 40 years old and employed)

**Funding Quantum**



**35% of monthly salary,  
capped at \$2,000 per  
month (up to 18 months)**

**\* Up to 90% or 70% course fee  
funding**

\*SMEs or trainees eligible for Mid-Career Enhanced Subsidy can be funded an additional 20% (from 70%) after the \$10k SBF 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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