

**ASIALINK
BUSINESS
ACADEMY**

DOING BUSINESS SERIES



SINGAPORE

ADVANCED LEVEL

ACCELERATE YOUR

Business in Singapore



Accelerate Your Business in Singapore

Singapore is consistently ranked as the world's easiest place to start a business due to its dynamic business culture. It is regarded as one of Asia's premier asset management centres with pro-business government policies, skilled labour force, low corporate tax rates, excellent connectivity, world-class infrastructure and a strategic location. The Singapore-Australia Free Trade Agreement (SAFTA) offers exceptional opportunities for Australian businesses.

This program provides an opportunity to expand your knowledge of how to conduct business, build capability to engage meaningfully and maximise business outcomes with stakeholders in Singapore.

Who should attend?

- Exporters
- ASX Listed organisations
- SMEs
- Professional services organisations
- Federal, state or local governments

Program Details

DURATION



8 hours

FORMAT

This program is available in two formats:



Online
in modular
format



Onsite
in an intensive
1 day format

PRICE



Programs are designed for groups.
Please contact us for program price.

Key takeaways



Build critical capabilities for long-term interaction with your Singaporean stakeholders.



Develop and apply tools and approaches that aid in the development of trust and relationships with your Singaporean stakeholders in both face-to-face and virtual working contexts.



Improve your communication skills and build a toolset for working effectively with Singaporean stakeholders.



Connect with local state and / or federal government leads to continue your discussions about engaging with Singaporean stakeholders.

Topics covered

1.

Understanding Singaporean business culture

- Intercultural perspectives on Singaporean society, context, and culture.
- Singaporean key business cultural drivers - “the why behind the behaviour.”
- Practical cultural concepts that influence business interactions with Singaporean stakeholders.

2.

Building trust and relationships with Singaporean stakeholders

- Managing challenges when engaging Singaporean stakeholders and project teams (hierarchy, communication).
- Establishing credibility and fostering trust both virtually and in person.

3.

Enhancing communication and collaboration with your Singaporean stakeholders

- Creating a cross-cultural communication toolkit for virtual and in-person meetings.
- Strategies for bridging cultural gaps in team collaboration with Singaporean stakeholders.

4.

Strategies for success in Singapore

- Understanding the critical success factors for advancing your Singapore strategy.

Learning methods

- **Expert speakers** with deep market experience and expertise.
- **Business case studies** sharing examples of successful strategies for Singapore.
- **Practical application** of engaging content and frameworks relevant to your context.
- **Interactive & peer-learning activities** encouraging networking, insight sharing, and mentoring to build a community with a collective and ongoing interest.

About the Asialink Business Academy

The Asialink Business Academy offers programs that transform skillsets and mindsets, building practical skills and connections to grow your business in Asia.

The Academy is part of Asialink Business, Australia's National Centre for Asia Capability.

Contact us

 academy.asialinkbusiness.com.au

 academy@asialinkbusiness.com.au



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