



INTRODUCTION TO

# **Doing Business in Singapore**



# Introduction to Doing Business in Singapore

Singapore is a dynamic, business-focused nation that is consistently ranked as the world's easiest place to start a business. Its excellent connectivity, world-class infrastructure, strategic location, and first-rate labour force provide unrivalled opportunities for Australian businesses.

To operate effectively in this highly competitive market, businesses looking to harness prospects expanded by the Singapore-Australia Free Trade Agreement (SAFTA) and a transparent, stable regulatory landscape will need to recognise key nuances that influence success.

This program helps participants learn how to do business in Singapore, engage meaningfully, and maximise business outcomes.

## Who should attend?

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

## Program Details

### DURATION



2 hours

### FORMAT



This program is designed for the busy professional and is available as a facilitator-led online program.

### PRICE



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

## Key takeaways



**Raise awareness of the key cultural drivers** that impact the way business is conducted in Singapore.



**Build understanding of Singaporean business styles** and how to respond.



**Introduce the skills needed** to effectively influence business outcomes and strengthen relationships when working in and with Singapore.

## Topics covered

1.

Understanding Singaporean business culture through exploring Singaporean society, context, and culture.

2.

Singaporean key business cultural drivers - “the why behind the behaviour.”

3.

Practical cultural concepts that influence business interactions with Singaporean stakeholders.

The Asialink Business Academy offers a comprehensive series of programs that build practical skills and connections to grow your business in Asia.

To view our more in-depth programs please visit:

 [academy.asialinkbusiness.com.au](https://academy.asialinkbusiness.com.au)

## 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](https://academy.asialinkbusiness.com.au)

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