

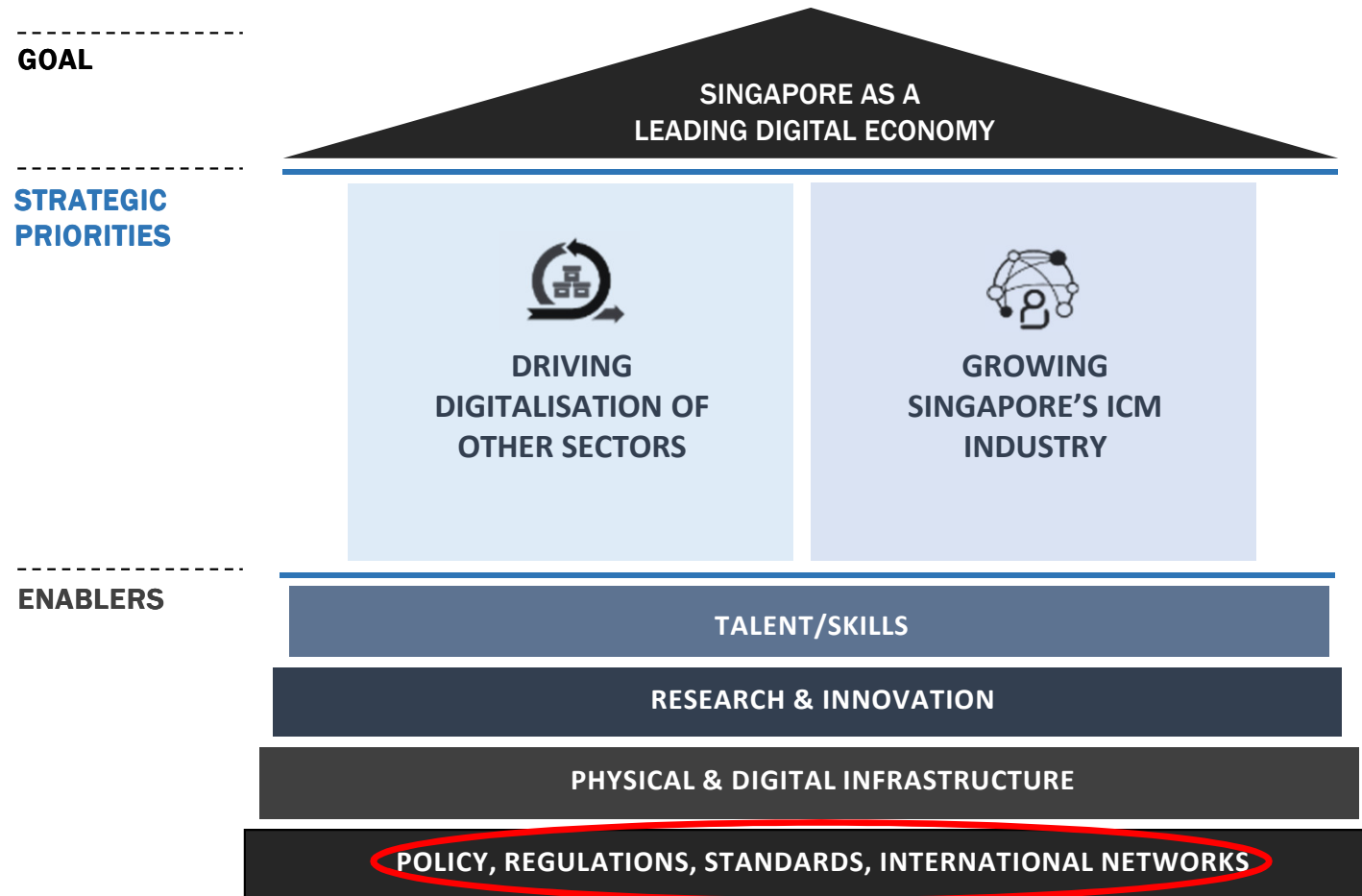


Digital Trade : Singapore's Approach

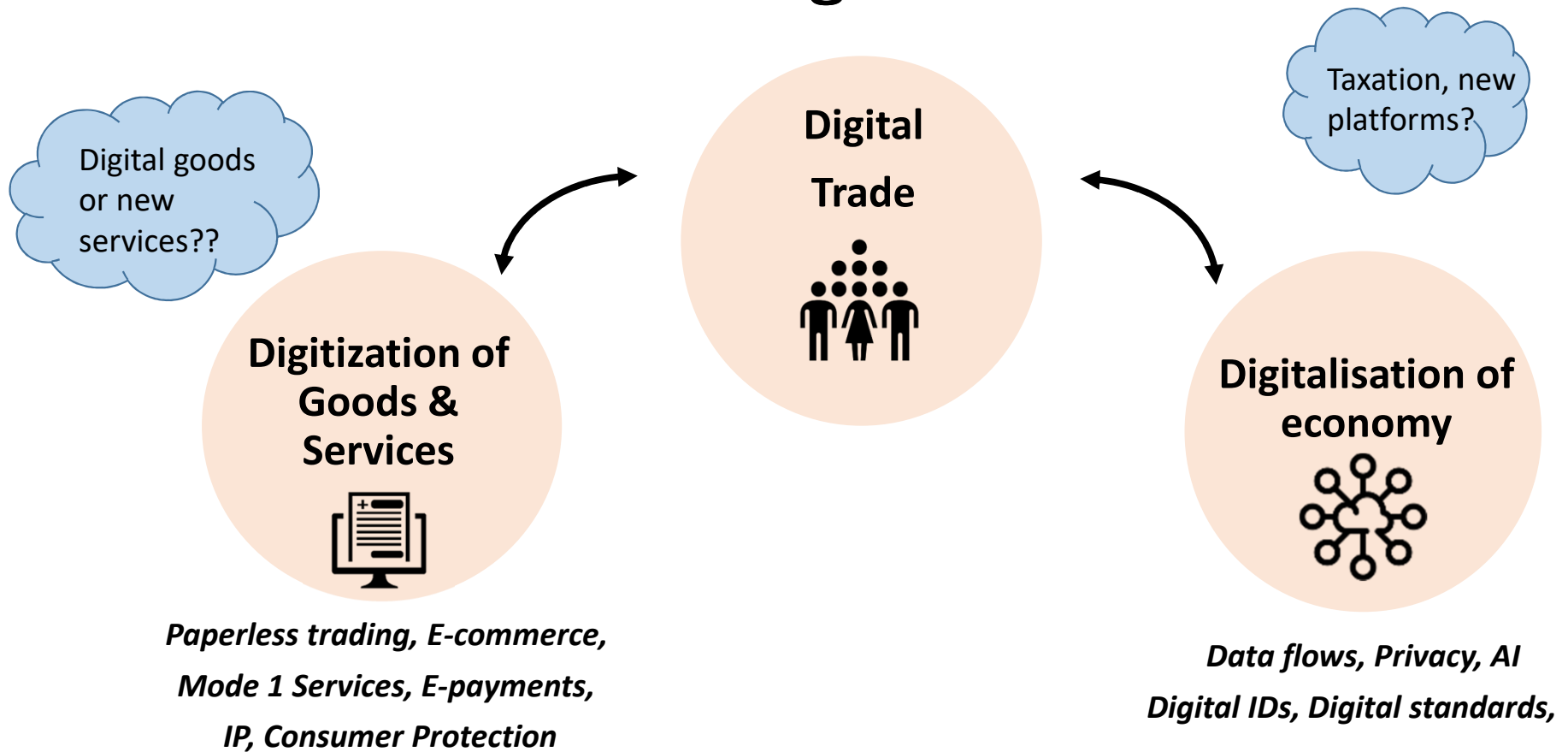
*ASEAN-CER Integration Partnership
Forum , Melbourne 30 Apr 2019*


Chan Kah Mei, Ministry of Trade and Industry

Digital Economy Framework for Action



What is Digital Trade?





Moving towards a digital government

Maintaining Singapore's place as an entrepôt trading hub

Digitisation offer SMEs more opportunities

Digital trade is the future of trade

Areas of focus in Digital Trade



Cross-border trade fulfilment

- Paperless Trading
- Electronic Authentication/Signature
- Networked Trade Platform / B2B platform
- Logistics Networks
- Treatment of Digital Products



Trusted environment

- Intellectual Property
- Digital/Electronic Payments
- Trusted Digital Infra and Digital Standards
- Digital Identities
- Digital Economy Policy and Governance
- Cooperation



Facilitating data flows

- Data Localization
- Data Privacy
- Cross-Border Data Flows

Strengthening trade rules, promoting cooperation & integration for Digital Trade

- **WTO JSI** – global trade rules for e-commerce and digital trade; open and inclusive.
- **E-commerce chapters in FTAs** – CPTPP, RCEP ; upgrading chapters in older FTAs.
- **Regional fora/ platforms** – Digital ASEAN ; APEC Internet and Digital Economy Roadmap ; APEC Cross Border Privacy Rules
- There is scope to do more....



Thank you!

Annex - More info on SME Digitization



SMEs GO DIGITAL

MAKES GOING DIGITAL SIMPLE FOR SMEs

SG:D | SMEs GO DIGITAL

3 STEPS TO GO DIGITAL



For more information

Scan the QR code or visit
www.imda.gov.sg/SMEsGoDigital

Support available

- Consultancy Services (SME Digital Tech Hub)
- Project Management Services
- Government Grants (e.g. Productivity Solutions Grant - PSG)
- Pre-Approved Solutions
- Start Digital Pack

1

Is your business digital-ready?

Find out using the Industry Digital Plan (IDP) for your sector.

2

How do you get started?

Take up pre-approved solutions with grant support.

3

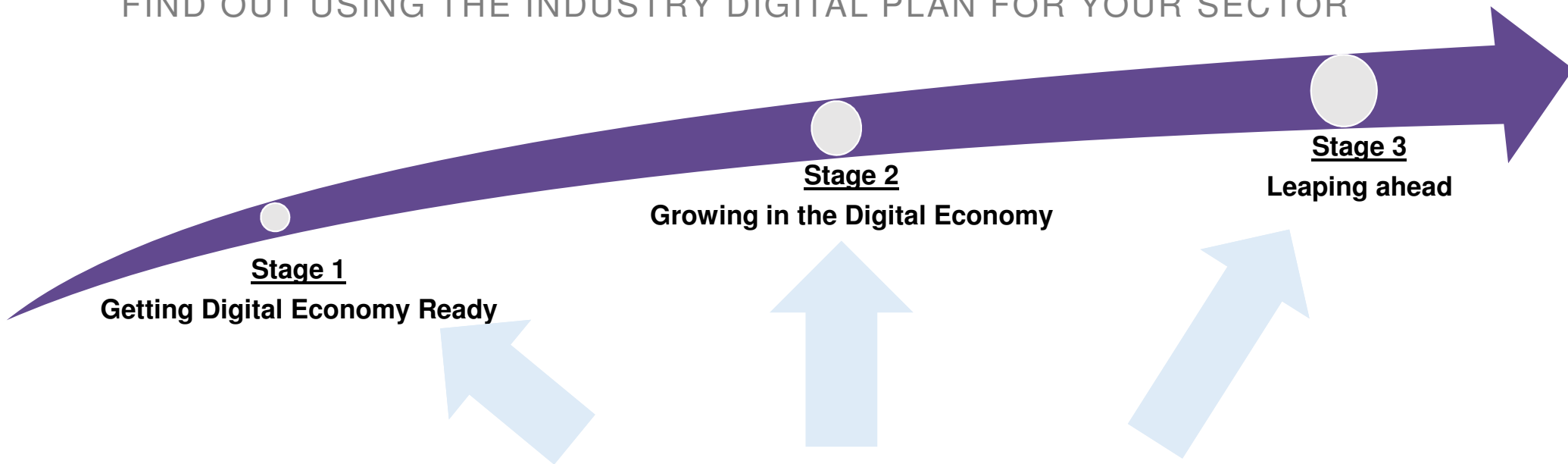
Where can you get help?

Contact the nearest SME Centre for support.



IS YOUR BUSINESS DIGITAL-READY?

FIND OUT USING THE INDUSTRY DIGITAL PLAN FOR YOUR SECTOR



Relevant Global Trends, Digital Technologies and National Digital Initiatives are incorporated into the digital roadmap.
SMEs **do not need** to navigate through the complexities of digital technology and initiatives.



SMEs use roadmap to self-assess



SME Centres, Digital Tech Hub and
TACs use roadmap to guide SMEs



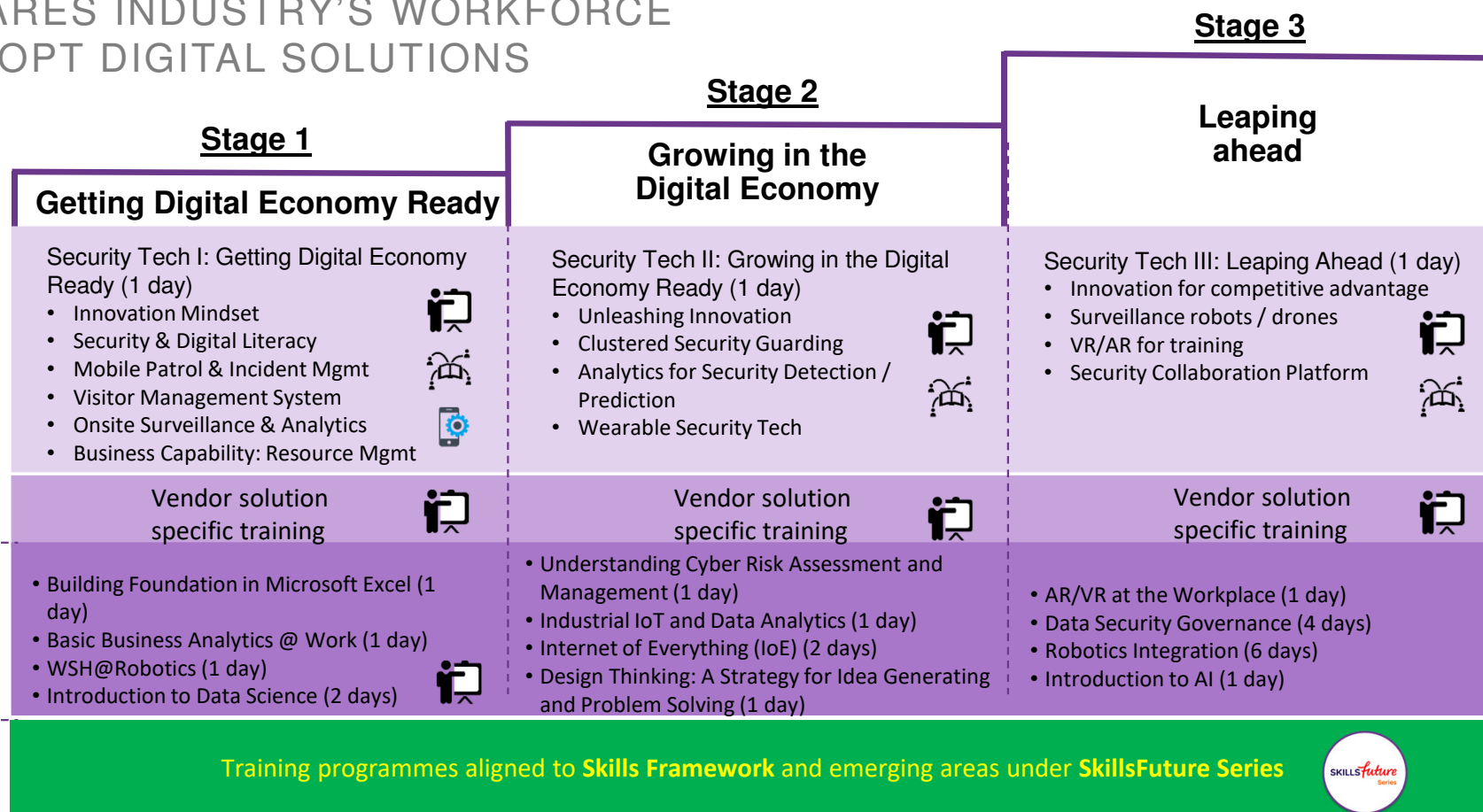
Vendors use roadmap to
adapt their solutions

DIGITAL ROADMAP ON TRAINING

PREPARES INDUSTRY'S WORKFORCE
TO ADOPT DIGITAL SOLUTIONS

"Tech Basics"
All employees in
Industry

"Tech Advanced"
Employees that use or
are exploring
advanced tech in their
work / organisation



Training Delivery
(Legend)

Classroom



+ Blended Learning



+ Micro-Learning



SG:D
EMPOWERING POSSIBILITIES

IM INFOCOMM
MEDIA
DEVELOPMENT
AUTHORITY



▼ START DIGITAL PACK

- Help new SMEs to start their businesses right with foundational digital solutions
- Start Digital Pack - any two solutions for the following categories



Accounting



HR Management
Systems & Payroll



Digital
Marketing



Digital
Transactions



Cybersecurity

- Cost waived for a minimum of six months and a contract period of at least 18 months.
- Start Digital Partners





SME CENTRES

BASIC ADVISORY BY BUSINESS ADVISORS

Need help to use the Industry Digital Plan?

Contact your nearest SME Centre for a free business diagnosis and advice on relevant digital solutions.

SME Centres managed by Trade Associations



SME
Centre@ASME



SME
Centre@SCCCI



SME
Centre@SICCI



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