

## JOINT MEDIA RELEASE

# New Jobs-Skills Integrator programme to reskill 1,600 workers in Wholesale Trade sector

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Singapore, Monday, 5 August 2024

1. The Jobs-Skills Integrator for Wholesale Trade (JSIT-WST) was launched today by Minister of State for Trade and Industry and Culture, Community and Youth Mr. Alvin Tan, at the inaugural “Workforce Transformation for Wholesale Trade Sector” event. Enterprise Singapore (EnterpriseSG) has appointed the Singapore Business Federation (SBF) to lead the JSIT-WST, which will promote workforce transformation, employee training, and job matching services for the industry. The initiative is also supported by Workforce Singapore (WSG) and SkillsFuture Singapore (SSG).
2. First announced at Budget 2023, the JSIT-WST initiative aims to support Wholesale Trade small and medium enterprises (SMEs) and mid-career workers as the sector grapples with rapid digital advancement and increasing sustainability requirements. It builds on the Jobs Transformation Map for Wholesale Trade<sup>1</sup> by providing a centralised touchpoint for companies and workers to access training and talent-related resources that would be required by the sector to stay competitive and relevant.
3. Under the JSIT-WST, SMEs keen to embark on workforce transformation can tap the support of SBF and its industry partners, including training providers and employment agencies, to address existing and future skills gaps as well as benefit from job redesign, reskilling and matching services. SBF will deploy Jobs Skills Advisors (JSAs) to work with companies to provide customised advisory and training recommendations to address their employees’ upskilling and reskilling needs, including:
  - **Job redesign and reskilling:** To enhance workforce productivity and capabilities, and identify higher value-added jobs to enhance revenue growth.
  - **Job matching and hiring support:** To find talent with relevant skills via artificial intelligence (AI)-assisted job matching tools, and implement new jobs and skills initiatives.
  - **Jobs and skills analysis:** To adopt human resources analytics tools to better identify employees’ jobs and skills gaps.
4. An Advisory Committee has been established to oversee the initiative. Co-chaired by SBF and EnterpriseSG, the Committee comprises public and private sector representatives to provide insights into the talent needs of the Wholesale Trade sector, while ensuring

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<sup>1</sup> Launched in November 2021, the Jobs Transformation Map for Wholesale Trade identified job roles in the sector that would be impacted by digitalisation and sustainability, as well as the new and enhanced skills required by employees to stay competitive and relevant.

alignment of the JSIT-WST with wider government efforts. Further information on the co-chairs and members of the Committee are included in **Annex A**.

5. In addition to the launch of JSIT-WST, WSG has introduced the inaugural Workplace Transformation Awards for the Wholesale Trade sector to recognise exemplary companies in the sector that have demonstrated outstanding efforts in transforming jobs and uplifting the capabilities of its employees. The Award was presented by WSG and SBF to consumer products and commodity trading company **Franco-Asian Enterprises**, and food and beverage distributor and logistics service provider **Lim Siang Huat**. Further details on the companies are included in **Annex B**.
6. **Mr. Kok Ping Soon, Chief Executive Officer, Singapore Business Federation**, said: “As the Jobs-Skills Integrator for the Wholesale Trade sector. SBF will leverage our network of industry partners and pool of Job Skills Advisors, to assist companies in strengthening their human capital capabilities. We aim to engage more than 1,700 companies, support more than 1,200 job placements as well as reskill and upskill around 1,600 workers in the industry. The JSIT-WST programme is designed to address this through public-private partnerships to support both strategy and implementation for real output and positive impact.”
7. **Mr. Lee Pak Sing, Assistant Managing Director for Trade and Connectivity, Enterprise Singapore**, said: “The Wholesale Trade sector is the largest contributor to Singapore’s economy, accounting for more than 20% of our GDP in 2023. As new technologies and opportunities emerge, it is important that the sector keep pace with these developments to remain competitive. Through the JSIT, companies can embark on human capital transformation to upskill their workers. We encourage Wholesale Trade SMEs and individuals who are keen to join sector to tap the JSIT-WST initiative to stay ahead.”
8. **Ms. Dilys Boey, Chief Executive, Workforce Singapore**, said: “As Wholesale Trade companies transform in a rapidly evolving trade landscape, the JSIT-WST initiative enables companies in the sector to access industry expertise to redesign jobs, attract new talent and to equip the existing workforce with new capability in digitalisation, trade regulations or sustainability. Through the Workforce Transformation Award, we aim to inspire more Wholesale Trade companies like Lim Siang Huat and Franco-Asian Enterprises to commit to workforce development ultimately boosting productivity, enhancing skillsets and strengthening the career health of the workforce.”
9. Wholesale Trade sector companies can obtain support for the right jobs and skills for their growth by registering interest in the JSIT-WST. For more information, companies can visit: <https://go.gov.sg/jsit-wst> and [https://www.sbf.org.sg/what-we-do/jobs-and-skills/jobs-skills-integrator-for-wholesale-trade-sector-\(jsit-wst\)](https://www.sbf.org.sg/what-we-do/jobs-and-skills/jobs-skills-integrator-for-wholesale-trade-sector-(jsit-wst)).

**Annex A: Co-Chairs and Members of the JSIT-WST Advisory Committee**

**Annex B: Awardees for the Workplace Transformation Awards for Wholesale Trade**

**Annex C: JSIT-WST Industry Partners**

**Annex D: SIM Academy Courses for the Wholesale Trade Sector**

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### **About Singapore Business Federation (新加坡工商联合总会)**

As the apex business chamber, the Singapore Business Federation (SBF) champions the interests of the business community in Singapore in trade, investment and industrial relations. Nationally, SBF acts as the bridge between the government and businesses in Singapore to create a conducive business environment. Internationally, SBF represents the business community in bilateral, regional and multilateral fora for the purpose of trade expansion and business networking.

For more information, please visit: [www.sbf.org.sg](http://www.sbf.org.sg).

### **About Enterprise Singapore**

Enterprise Singapore is the government agency championing enterprise development. The agency works with committed companies to build capabilities, innovate and internationalise.

It also supports the growth of Singapore as a hub for global trading and startups, and builds trust in Singapore's products and services through quality and standards.

Visit [www.enterprisesg.gov.sg](http://www.enterprisesg.gov.sg) for more information.

### **About Workforce Singapore**

Workforce Singapore is a statutory board under the Ministry of Manpower that promotes the development, competitiveness, inclusiveness, and employability of all levels of the workforce. Its key mission is to enable Singaporeans to meet their career aspirations, take on quality jobs at different stages of life, and help enterprises be competitive and manpower lean. WSG's focus is on strengthening the Singaporean core and ensuring that Singaporeans are able to have better jobs and careers. WSG, in partnership with key stakeholders, also provides support to business owners and companies to enable them to transform and grow, while building a future-ready workforce.

Visit [www.wsg.gov.sg](http://www.wsg.gov.sg) for more information.

### **About SkillsFuture Singapore**

SkillsFuture Singapore (SSG) drives and coordinates the implementation of the national SkillsFuture movement, promotes a culture of lifelong learning and strengthens the ecosystem of training and adult education in Singapore. Through a holistic suite of national SkillsFuture initiatives, SSG enables Singaporeans to take charge of their learning journey in their pursuit of skills mastery. SSG also works with key stakeholders to ensure that students and adults have access to high quality and industry-relevant training that meet the demands of different sectors of the economy for an innovative and productive workforce. For more information, visit [www.ssg.gov.sg](http://www.ssg.gov.sg).

## Annex A: Co-Chairs and Members of the JSIT-WST Advisory Committee

### Co-Chairs

- Mr. Kok Ping Soon, CEO, Singapore Business Federation
- Mr. Lee Pak Sing, Assistant Managing Director for Trade and Connectivity, Enterprise Singapore

### Members

- Ms. Pao Jia Yu, Deputy Chief Executive, SkillsFuture Singapore – Workforce Singapore
- Ms. Julia Ng, Assistant Chief Executive, Workforce Singapore
- Dr. Annie Koh, Prof Emeritus of Finance (Practice), Singapore Management University
- Mr. Alvin Loy, CEO, Fish International Sourcing House Pte Ltd
- Mr. Eric Leong, Chairman & CEO, Mlion Corporation Pte Ltd
- Ms. Pearl Yu, Director, Keystone Cable (S) Pte Ltd
- Mr. Ronald Teng, Managing Director, Ban Leong Technologies Limited
- Mr. Sean Chua, Managing Director, PS Energy Group

## Annex B: Awardees for the Workplace Transformation Awards for Wholesale Trade

1	<p><b><u>Company Profile</u></b></p> <p><b>Lim Siang Huat</b> is a leading food and beverage distribution company in Singapore. With a rich history spanning over 80 years, the company has grown from a small family business to a prominent player in the industry, supplying a diverse range of products to hotels, restaurants, cafes, and retail outlets. As a forward-thinking organisation, Lim Siang Huat continuously innovates to meet the evolving needs of its, ensuring sustainable growth and success.</p> <p><b><u>Workforce Transformation Efforts</u></b></p> <p>Lim Siang Huat participated in <b>Workforce Singapore’s (WSG) Career Conversion Programme (CCP) for Wholesale Trade</b> to transform its Sales &amp; Account Management Team. Previously relying on traditional sales approaches such as cold-calling and in-person visits, the company recognised the need to undertake transformation of its sales operations to remain competitive and relevant. It thus undertook business transformation efforts to transition to digital-centric customer engagement and branding advocacy.</p> <p>In March 2024, Lim Siang Huat embarked on job redesign to implement a customer relationship management system to streamline key account management and track sales pipelines, and Microsoft Power BI to help employees carry out sales forecasting and identify market trends. The team underwent job redesign and reskilling to be equipped with skills in data analytics and digital marketing and to undertake new responsibilities such as strategic accounts management and brand communication. Several of its employees are jointly developing a customer service chatbot to enhance digital customer engagement.</p>
2	<p><b><u>Company Profile</u></b></p> <p>Established in May 1990, <b>Franco Asian Enterprises</b> is a leading trading company with expertise in sourcing and distributing of wholesale products such as fast-moving consumer goods and electronics household appliances across Asia and Africa. The company has made strides in business transformation and workforce development by implementing advanced technology solutions to streamline operations and enhance supply chain efficiency. Additionally, it provides comprehensive training programmes and career development opportunities to its employees, fostering a culture of innovation and continuous improvement.</p> <p><b><u>Workforce Transformation Efforts</u></b></p> <p>Franco-Asian Enterprises participated in <b>WSG’s CCPs from 2022 to 2023<sup>2</sup></b> to drive an organisation-wide transformation of business processes and jobs through the implementation of cloud-based platforms, enterprise resource planning system and inventory management system. The company had been running its entire operations on aged software and proprietary systems which are not interoperable, leading to gaps in productivity and business competitiveness. The company tapped on CCPs to reskill and redesign the job scopes of more than 70% of its employees to incorporate digital tools</p>

<sup>2</sup> Includes CCP for Wholesale Trade Professionals & Associates, CCP for Supply Chain and Logistics Professionals, CCP for Human Capital Professionals, and CCP for IT System Support Engineers.

and process automation. More than half of its employees have received training in areas such as business digitalisation and in-demand critical core skills.
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## Annex C: JSIT-WST Industry Partners

Industry Partners - Jobs	
1	<p><b><u>AKG Singapore</u></b></p> <p>AngusKnight (AKG), is an international firm specialising in workforce and organisational development, with a presence in Singapore since 2017, focusing on talent management, enhancing employee engagement and organisational effectiveness. The firm specialises in sourcing and placing candidates that meet industry requirements. For more than 30 years, AKG has partnered with governments to provide high-quality health and human service programmes that are cost-effective and tailored to the needs of the people.</p> <p>As a JSIT partner, AKG will match curated job demands from the Wholesale Trade sector companies to job seekers in its database. AKG will also set up dedicated processes in support of Wholesale Trade sector companies interested in tapping on AKG's workforce transformation programmes and grants (e.g. Polaris Career Guidance Programme<sup>3</sup> etc.). Furthermore, AKG will collaborate with SBF on events and media activities to engage Wholesale Trade sector companies and job seekers keen to join the industry.</p>
2	<p><b><u>Ingeus Singapore</u></b></p> <p>Ingeus is a global employment services and workforce development organisation that provides various services aimed at improving employment outcomes and supporting individuals in their career development. They provide personalised advisory services, career development support and industry insight including tailored services for older job seekers to help them remain competitive in the job market.</p> <p>As a JSIT partner, Ingeus will match curated job demands from the Wholesale Trade sector companies to job seekers in its database as well as set up dedicated processes to support Wholesale Trade sector companies interested in tapping on Ingeus' workforce transformation programmes and grants (e.g. Polaris Career Guidance Programme). Ingeus will also collaborate with SBF on events and media activities to engage Wholesale Trade sector companies and job seekers keen to join the industry.</p>
3	<p><b><u>LinkedIn</u></b></p> <p>LinkedIn is a business and employment-focused social media platform that facilitates job postings across industries including for workers and employers. LinkedIn allows members (both workers and employers) to create profiles and network with each other in an online social network which may represent real-world professional relationships.</p> <p>As a JSIT partner, LinkedIn will provide a dedicated partnership team that will provide proactive support to Wholesale Trade companies, including tailored training sessions on attracting talent as well as jobs and skills insights and data for the sector. LinkedIn will also support recruitment outreach activities through its platform and its LinkedIn Talent Solutions that focus on Hiring and Learning.</p>

<sup>3</sup> Polaris is a suite of personalised career guidance programmes designed for employed individuals who are looking to elevate their career through career planning. Delivered by Workforce Singapore (WSG) and its appointed providers, Ingeus and AKG, Polaris career guidance programmes offer personalised support by a certified career coach. More information [here](#)



4	<p><b><u>NTUC's Employment and Employability Institute (e2i)</u></b></p> <p>e2i is the empowering network for workers and employers seeking employment and employability solutions. e2i serves as a bridge between workers and employers, connecting with workers to offer job security through job-matching, career guidance and skills upgrading services, and partnering employers to address their manpower needs through recruitment, training and job redesign solutions.</p> <p>Under the JSIT, e2i will match curated job demands from the Wholesale Trade sector companies to job seekers in its database.</p>
<p><b>Industry Partners - Skills</b></p>	
1	<p><b><u>JobKred</u></b></p> <p>JobKred is a workforce transformation platform that uses Skills Intelligence to help organisations track, assess and grow the skills of their workforce. It helps companies to enable a skills-first talent strategy, accelerate movement to a skills-ready workforce and support career and skills development.</p> <p>As a JSIT partner, JobKred will work with SBF to provide Wholesale Trade companies access to their AI-powered workforce transformation platform that allows companies to benchmark and identify skills gaps based on employee job roles while also receiving recommendations for curated training. This will help the Wholesale Trade sector to meet the jobs and skills needs of companies and their employees.</p>
2	<p><b><u>SIM Academy</u></b></p> <p>The Singapore Institute of Management (SIM) is one of the region's leading education and lifelong learning institutions, recognised for empowering individuals and enterprises to thrive across life stages through learning. SIM Academy focuses on Professional Development (PD) and Enterprise Solutions (ES) for career transitions and advancements, and integrated learning solutions for enterprises.</p> <p>As a JSIT partner, SIM will roll out 8 courses focused on cognitive and sustainability skills tailored for the Wholesale Trade sector to uplift the sector and attract new talent. In the series of courses under cognitive skills, participants will gain knowledge in critical core skills such as mastering collaboration, cultivating a growth mindset and developing key thinking skills to aid problem solving and decision making. In the series of courses under sustainability skills, participants will learn about sustainability concepts, frameworks and development of an ESG strategy. For more details on the new courses for Wholesale Trade sector, please refer to <b>Annex D</b>.</p>

## Annex D: SIM Academy Courses for the Wholesale Trade Sector

<b>Courses Focused on Cognitive Skills</b>	
<b>Mastering Collaboration in Wholesale Trade</b>	In today's dynamic Wholesale Trade landscape, success hinges on strong, collaborative relationships. This course equips participants with effective teamwork strategies to foster strong relationships with domestic and international suppliers, partners, and clients. It delves into virtual collaboration techniques and approaches to navigate diverse work styles, promoting successful outcomes in the wholesale environment.
<b>Adapting to Win: Strategies to Navigate Wholesale Dynamics</b>	The global Wholesale Trade market is a whirlwind of change. This course is designed to cultivate a growth mindset essential for navigating the ever-evolving dynamics of the global wholesale trade. Participants will develop skills to identify root causes of challenges and build solutions, ensuring continued success and effective team leadership through periods of transition.
<b>Seeing the Big Picture: Transdisciplinary Thinking in Wholesale Trade</b>	This course promotes the integration of knowledge across various functions within the wholesale business. Participants will learn to break down silos and leverage diverse perspectives to develop innovative solutions and gain a holistic understanding of the end-to-end wholesale process.
<b>Tackle Trade Challenges with Problem Solving</b>	The world of import and export throws curveballs. This course hones participants' problem-solving skills, enabling them to identify root causes of import/export obstacles and develop effective solutions. Frameworks for risk management and strategic decision making will be explored within the context of global trade challenges.
<b>Unleash the Power of Data-Driven Decisions in Wholesale</b>	This course equips the participant with analytical skills to make data-driven decision making for optimised import/export operations. Participants will learn to analyse data, evaluate solutions, and employ frameworks for informed decision-making, leading to strategic advantages in the global marketplace. By mastering these skills, participants will be better equipped to navigate the complexities of the wholesale trade sector and drive business success.
<b>Employer Branding for Wholesale Sector</b>	Participants will learn about the importance of employer branding in today's job market and develop plans to build and communicate their employer brand. By mastering these skills, participants will be better equipped to attract top talent and stand out in the market today.
<b>Courses Focused on Sustainability Skills</b>	
<b>Environmental, Social and Governance Pillars of Sustainability</b>	Sustainability is a rapidly growing area, with considerable focus in all industries and countries today. This two-day introductory course equips the participant the ability to approach sustainability concepts confidently and have a clear understanding of its value and importance and shows a step-by-step approach to initiate the certification process with details of reporting requirements that may be

	required.
<p><b>Introduction to ESG and Carbon Footprint Management</b></p>	<p>Investors, consumers, and employees are demanding that companies make positive ESG (environmental, social, and governance) impacts and the game has changed. Positively contributing to society and the environment is now a “must have.” In this 3-day course, participants will explore risk and opportunities, key tools and processes in stakeholder engagement, materiality assessment and development of an ESG strategy.</p>