

RETAIL ITM 2025

Vision: A vibrant, globally-competitive retail ecosystem that excites Singaporeans and global consumers.



A Build global Singapore brands & support internationalisation

- ▶ Accelerate internationalisation through e-commerce and market access initiatives
- ▶ Strengthen brand equity and awareness of Singapore brands globally

B Rejuvenate retail by catalysing new experiential concepts & innovations

- ▶ Support establishment of brand experiential stores
- ▶ Catalyse product innovation to differentiate from global competitors
- ▶ Support companies to develop sustainability capabilities



BRAND A X BRAND B



C Strengthen Singapore's position as a vibrant lifestyle hub for global brands

- ▶ Partner global brands to introduce new retail concepts and products
- ▶ Encourage local and global brand collaborations to access new customer segments

D Step up jobs & skills transformation & create quality roles for locals

- ▶ Build strong pipeline of local talent to support new retail business models
- ▶ Encourage automation of manual tasks and streamlining of backend operations
- ▶ Support upskilling and reskilling for emerging roles such as digital marketing and data analytics

