MINISTRY OF TRADE AND INDUSTRY SINGAPORE

For Immediate Reporting

SINGAPORE REFRESHES INTERNATIONAL BRAND POSITION WITH LAUNCH OF "WHEN YOU'RE READY" CAMPAIGN

The Zero Parlour debuts at Climate Week NYC as the first major activation of MTI's new campaign, bringing people together to tackle shared challenges through conversation and collaboration.

Singapore, 22 September 2026 – The Ministry of Trade and Industry (MTI) today launched *"When You're Ready",* a refreshed international branding campaign that signals Singapore's ambition to build a better world with businesses and talent who share our values. As part of the initial phase of the campaign, MTI is launching The Zero Parlour in New York – a space for people to connect, exchange ideas and explore solutions to shared climate challenges at Climate Week NYC from 21 to 23 September 2026.

2. *When You're Ready* is an evolution of Singapore's nation brand built on three truths that matter to global businesses and talent. First, Singapore is *Trusted to Deliver* – businesses can count on us to turn ambition into outcomes. Second, *Globally Central* – we are at the heart of global flows where talent, capital, ideas, and data converge to create breakthroughs, businesses, and solutions. Third, *Better Together* – Singapore is a place where differences can coexist and people come together to build a better world. These truths matter more than ever in a world seeking to overcome increasingly complex challenges.

3. The campaign is led by a 60-second brand film that shows how Singapore's everyday strengths provide the foundation for extraordinary outcomes. It will be accompanied by creative assets across the world and on digital formats, created using a refreshed visual language that imagines Singapore's identity as a sphere of global influence that attracts global partnerships, nurtures innovation, and connects diverse networks.

4. The campaign's first major activation, The Zero Parlour, will open in New York's Madison Square Park during Climate Week NYC. Designed in collaboration with installation artist Sebastian Kite and Morgenstern's Finest Ice Cream, the activation invites visitors to connect through conversations about climate challenges while enjoying a selection of ice creams, including an exclusive Singapore-inspired Rojak flavour featuring pineapple custard and fermented shrimp paste.

5. *When You're Ready* marks the start of a multi-year effort to strengthen awareness of Singapore on a global scale. It is the first expression of Singapore's refreshed brand position, serving as the starting point for future Singapore brand campaigns with a business audience.

6. Watch the brand film and learn more about the campaign at go.gov.sg/ready.

Annex A: Renders of Key Creative Assets
Annex B: Images of The Zero Parlour
Annex C: Quotes by Industry Leaders
Annex D: EDB's Factsheet on Singapore as a Destination for Business and Talent

Ministry of Trade and Industry
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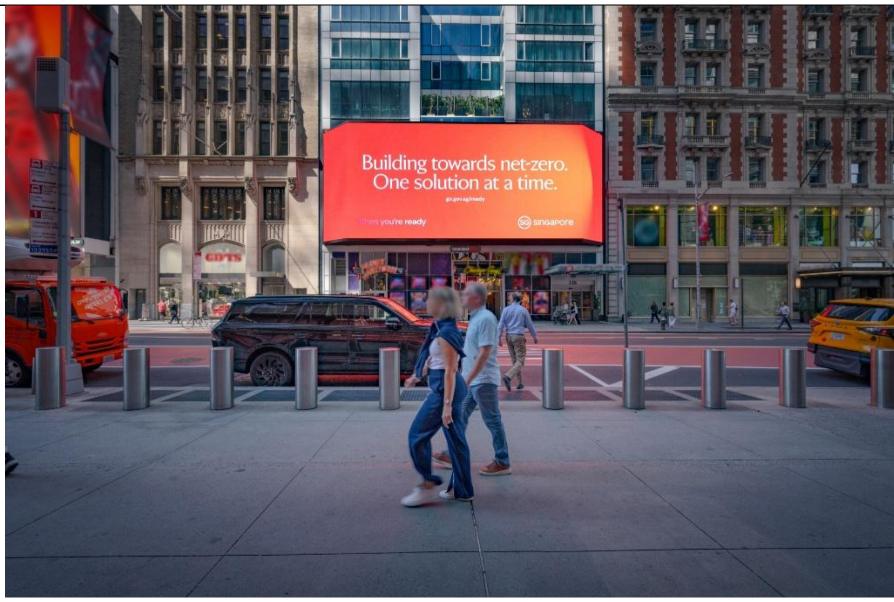
Annex A

Renders of Key Creative Assets

Location	Renders
Midtown Manhattan, New York City (7 Sept to 4 Oct)	 

100 High Street, #09-01, The Treasury, Singapore 179434
www.mti.gov.sg
MTI Singapore

	
Suntec City Outdoor Billboard, Singapore (16 Sep to 20 Oct)	

High-resolution images can be downloaded here.

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Annex B

Images of The Zero Parlour

The Zero Parlour marks the first activation under MTI's "When You're Ready" campaign, showcasing how Singapore brings people together to tackle shared challenges through conversation and collaboration.

At the parlour, Minister for Digital Development and Information, Mrs Josephine Teo met with Singaporeans working in New York's tech sector for a lively exchange on their experiences abroad and Singapore's digital and business landscape.

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Working professionals and business leaders gathered at Madison Square Park to connect and enjoy a taste of Singapore.

In partnership with Morgenstern's Finest Ice Cream, The Zero Parlour features a Singapore-inspired Rojak flavour created exclusively for the pop-up, alongside two of Morgenstern's signature flavours

High-resolution images can be downloaded here.

Annex C

Quotes from Industry Leaders

Company	Quote and Spokesperson
DBS Bank	"Singapore's strength lies in being a safe, transparent and reliable harbour where capital, talent and ideas converge to create opportunity and growth. In an increasingly fragmented and uncertain world, trust is a powerful differentiator and genuine competitive advantage – a proposition the *When You're Ready* campaign captures with clarity and confidence. As Asia's Safest Bank, DBS is proud to leverage Singapore's trusted reputation to build world-class capabilities and deep expertise in innovation and AI. Together, we will continue to bolster Singapore's standing as a resilient and globally connected hub and be a trusted lighthouse for businesses and investors looking to navigate change and turn ambition into outcomes." **– Tan Su Shan, CEO, DBS Bank** *DBS is a leading Asian financial group with a presence in 19 markets, anchored in Singapore. It has been named World's Best Bank by leading global publications and recognised by Global Finance as Asia's Safest Bank for 17 consecutive years. DBS provides a full range of services in Consumer, Wealth, SME and corporate banking.*
Granite Asia	"The best founders think beyond the next funding round, and Singapore has always looked beyond the next hype cycle. *When You're Ready* reflects that shared instinct. It's a strong statement from a country bold enough to take the long view, and to back people with the conviction to do the same." **– Jenny Lee, Senior Managing Partner, Granite Asia** *Founded in 2000 and rebranded from GGV Capital Asia in 2024, Granite Asia is an alternative asset manager managing USD 10 billion in private capital. Operating from Singapore, the firm delivers structured equity and private*

	credit vehicles (such as its flagship Libra Hybrid Capital strategy) to technology, enterprise, and sustainability-driven businesses across the Asia-Pacific region.
Lo & Behold Group	"The best cities aren't just places where business gets done. They're where people want to build a life and a future. Singapore has earned that position through a rare combination of trust, ingenuity, diversity and quality of life. But what makes a city truly compelling is often harder to measure: It's the culture, the character and the feeling that you want to be part of it. What I love about *When You're Ready* is that it captures something important about Singapore. We are at our best when different people, ideas and cultures come together to build something new and meaningful." **– Wee Teng Wen, Founder and Managing Partner, The Lo & Behold Group** *Founded in 2005, The Lo & Behold Group is a leading Singapore-based hospitality and lifestyle company that creates, owns, and operates a portfolio of multi-concept venues. Driven by a core mission to turn spaces into loved places, the group shapes the city's lifestyle landscape by pushing creative boundaries across food and beverage, retail, wellness, and culture.*
Thales in Singapore	"In a changing and uncertain world, Singapore remains an oasis of predictability. The long-term vision articulated in the recent Singapore Economic Strategy Review reflects the collaboration between public and private sector on how Singapore can achieve more. The "When You're Ready" campaign showcases this partnership spirit and invites those that share the vision to come on board. With clear ambitions, world-class business environment and a "can-do" population, Singapore still works!" **– Emily Tan, CEO, Thales Solutions Asia and Country Director, Thales in Singapore**

	Thales is a global technology leader investing in digital and "deep tech" innovations to build a trusted future. Operating across five continents with over 85,000 employees, it provides critical mission solutions in defence, aeronautics, space, and cyber markets.

Annex D

EDB's Factsheet on Singapore as a Destination for Business and Talent

A trusted base for global business

- Singapore is consistently ranked as among the world's most competitive economies, supported by strong institutions, reliable infrastructure and a pro-business environment.
    - Ranked 1st in the 2026 IMD World Competitiveness Ranking; same ranking places Singapore 5th globally for real productivity growth
    - Rose from 15th to 8th place in Kearney's 2026 FDI Confidence Index
    - Named as the best place in the world to do business by EIU

- Global companies have established headquarters and significant operations in Singapore spanning management, finance, supply chain, R&D, innovation and manufacturing.
    - Highest number of completed regional headquarters in the past 10 years in Asia-Pacific (based on Orbis data, 2025)
    - Ranked 1st for global connectedness by DHL (2026)

Deep and diversified industry capabilities

- Singapore is a major advanced manufacturing hub: Manufacturing contributes around one-fifth of Singapore's GDP, with established strengths in semiconductors, aerospace, biomedical sciences, chemicals and other advanced industries.
    - Semiconductors: Singapore accounts for around one in 10 chips and one in five semiconductor equipment units produced globally.
    - Biomedical sciences: Home to over 90 manufacturing facilities, including 8 of the top 10 global biopharmaceutical companies and key leading medical technology companies
    - Aerospace: Leading aerospace hub in Asia-Pacific, with more than 130 aerospace companies across R&D, manufacturing, maintenance, repair and overhaul (MRO), and after-market services.
    - Home to 7 WEF Lighthouse Factories, the most in Southeast Asia.

Investing in innovation and the industries of tomorrow

- Singapore is building on its established industries while investing in new technologies and capabilities that can create future sources of growth. AI is a national priority: Singapore aims to be a global leader in AI solutions and an AI-empowered economy, with a focus on translating AI into productivity, innovation and new sources of growth.
  - 5th in the world and 2nd in SEA, East Asia and Oceania for innovation, according to the 2025 Global Innovation Index
  - 3rd in the world and 1st in Asia for digital government development by the UN E-Government Survey (2024)
  - Nearly 100 AI Centres of Excellence established by companies in Singapore across industries. National AI missions are also driving the development and adoption of AI solutions in areas including advanced manufacturing, finance and healthcare, with the government committing over S$1 billion over five years to strengthen public-sector AI research capabilities, alongside broader investments in research, innovation and enterprise.
  - S$37 billion to be invested in research, innovation and enterprise over five years from April 2026. Singapore is also developing capabilities in emerging areas including quantum technologies, space technologies and trust-based services, while supporting the commercialisation and adoption of new technologies across established industries.

Connected to Asia and the world

- Singapore is at the heart of Southeast Asia: ASEAN is home to more than 680 million people and is on track to become the world's fourth-largest economy by 2030. Companies can use Singapore as a base to access opportunities across this growing and diverse region.
  - Singapore Changi Airport connects Singapore directly to about 170 cities globally, with close to 100 airlines operating more than 7,300 flights weekly, providing businesses with extensive access to markets across Asia and the world.
  - Singapore's port is connected to more than 600 ports worldwide and handled a record 44.66 million twenty-foot equivalent units (TEUs) in 2025.
  - Singapore has 29 Free Trade Agreements (FTAs) with economies representing more than 85 per cent of global GDP, giving Singapore-based businesses preferential access to major markets around the world.

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Where global and local talent come together

- Singapore combines a strong local workforce with the ability to attract skills and expertise from around the world, enabling companies to build diverse teams and serve international markets.
    - Ranked 1st in INSEAD's Global Talent Competitiveness Index
    - A multicultural and multilingual workforce helps companies understand and serve diverse markets across the region.
    - Developing skills alongside industries: Singapore continues to invest in workforce development as technologies and business models evolve, including strengthening AI capabilities and supporting workers to acquire new skills through training and industry partnerships.

100 High Street, #09-01, The Treasury, Singapore 179434
www.mti.gov.sg
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