

PEP-SBF AWARDS 2023

PRO-ENTERPRISE CATALYST (PEC) AWARD - PARTNERSHIPS

Name of Organisation

Association of Trade and Commerce Singapore
(ATC)



Summary

ATC is a community-based organisation that was established to represent and champion for the interests of Singapore's businesses and entrepreneurs across industries and trade sectors. ATC advocates actively for the interests of enterprises, focusing in the areas of trade development, business capabilities and transformation, sustainability, and community building.

ATC started collaborating with the Pro-Enterprise Panel (PEP) in early 2023, exploring various opportunities to support local enterprises and promote the awareness of available sandboxes and programmes. Through these engagements, businesses gained a better understanding of the Government's commitment to fostering innovation and learned about the various ways that local enterprises are supported for their novel and sustainable ideas.

These engagements have provided business owners with the confidence to upscale their business and explore green initiatives, particularly through the Green Economy Regulatory Initiative (GERI) in their transformation journey.

How does ATC hope to continue working with PEP to create a pro-enterprise environment?

In supporting businesses, we intend to continue working with PEP to help local enterprises navigating their business regulatory challenges as well as helping them developing their business ideas through available PEP schemes.

We intend to continue and increase our industry engagement sessions together with

PEP and local enterprises, as attendees from previous sessions have provided positive feedback and have requested for more of such future sessions. Many have conveyed feedback that the sessions were informative and provided attendees with clarity and understanding in moving their business ahead.

What is one takeaway that ATC would like to share with other TACs/partners about working with the Government to create a more pro-enterprise environment?

The key takeaway that we would like to share is that the Government remains committed in supporting local enterprises as well as aspiring entrepreneurs with novel business ideas.

This commitment is evident in the various programmes available, especially those in PEP, where its programmes have proven to be successful in bridging businesses and the Government.

The partnership with PEP has been fulfilling, even for our local enterprises and we look forward to many more engaging sessions!