



 ADULT
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Skills Internationalisation: a uniquely-Singapore strategy

Anderson Tan
2 November 2018

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 INSTITUTE FOR
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SINGAPORE

AN INSTITUTE OF SKILLS *future* SG



Skills Internationalisation Model

developed by SkillsSG Ventures Pte Ltd

1. Conventional internationalisation model
2. Supported internationalisation model
3. New internationalisation model
4. Internationalisation Structure & Framework
5. Workforce International Skills Certification (WiSC)
6. Case studies
 - a) Andhra Pradesh, India
 - b) Thanh Hoa, Vietnam
 - c) Dubai & Abu Dhabi, United Arab Emirates (UAE)
7. Conclusion

SkillsSG Ventures Pte Ltd

upgrading skills. enabling progress.





Conventional Internationalisation Model



Myanmar Training 26 – 27 Aug 2017

solo-invest-sell approach



Conventional trade missions

hunt-as-a-pack model



Supported Internationalisation Model

Enterprise Singapore (opens the path)

SAPTCO Singapore (mobilises ATOs)

ATOs (execute the deals)



New Internationalisation Model

Enterprise Singapore (opens the path)

SAPTCO Singapore (mobilises ATOs)

Investment Vehicle

ATOs (execute the deals)



New Internationalisation Model

Hunt & Consume-as-a-Pack model



SkillsSG Ventures Pte Ltd

upgrading skills. enabling progress.



Joint Venture of **10**
Approved Training
Organisations



**Construction
& Food Processing**



ToT, TOA & HRD



Tourism & Hospitality



Environmental



IT/ ITeS & EDP



Apparel & Fashion



Spa Services



Leadership & MGT.



Food Safety & Services



Employability



The **SkillsSG Ventures (SSGV)** Advantage

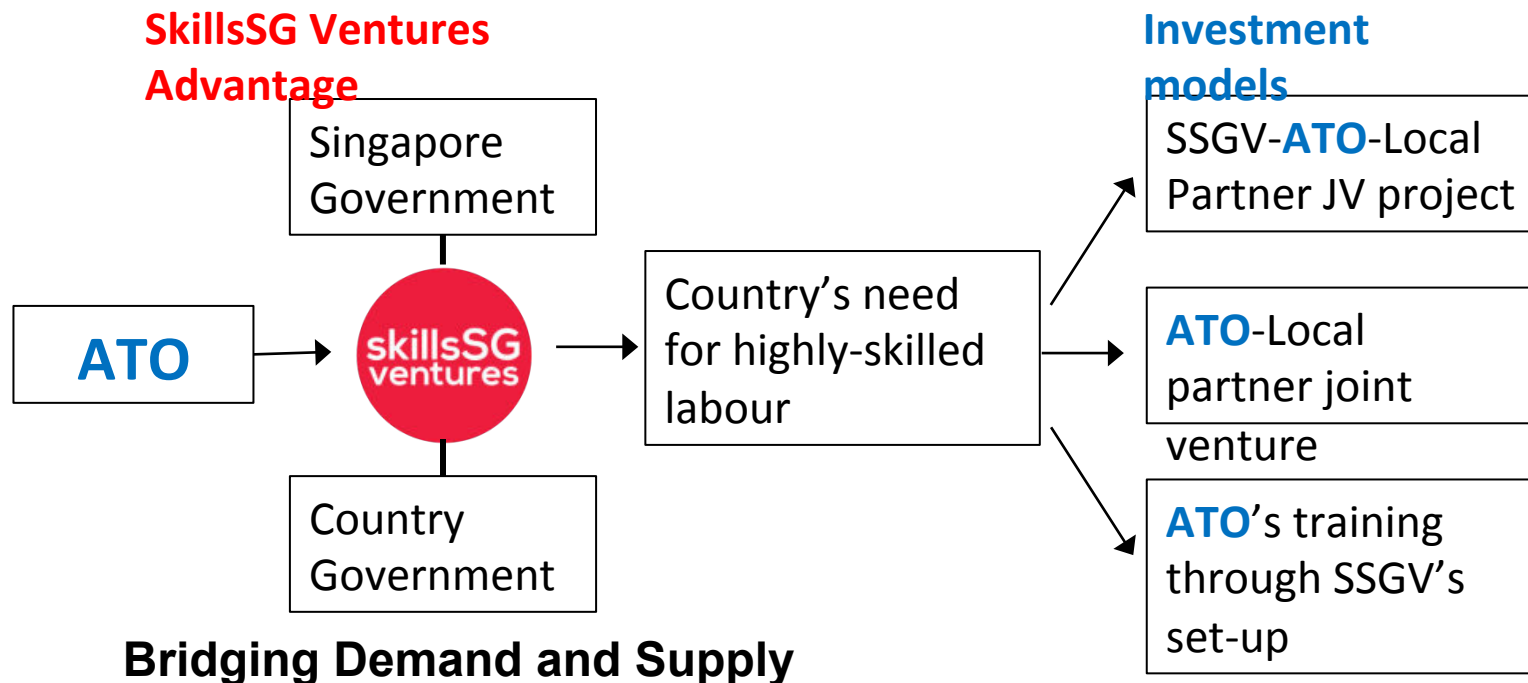
- United front and resolve
- Collective wealth and spectrum of skills capital and manpower development capability
- Access to and support of local authorities' top-rank officials
- Support from Singapore Government



Meeting with Vice-Chairwoman of Thanh Hoa Provincial People's Committee



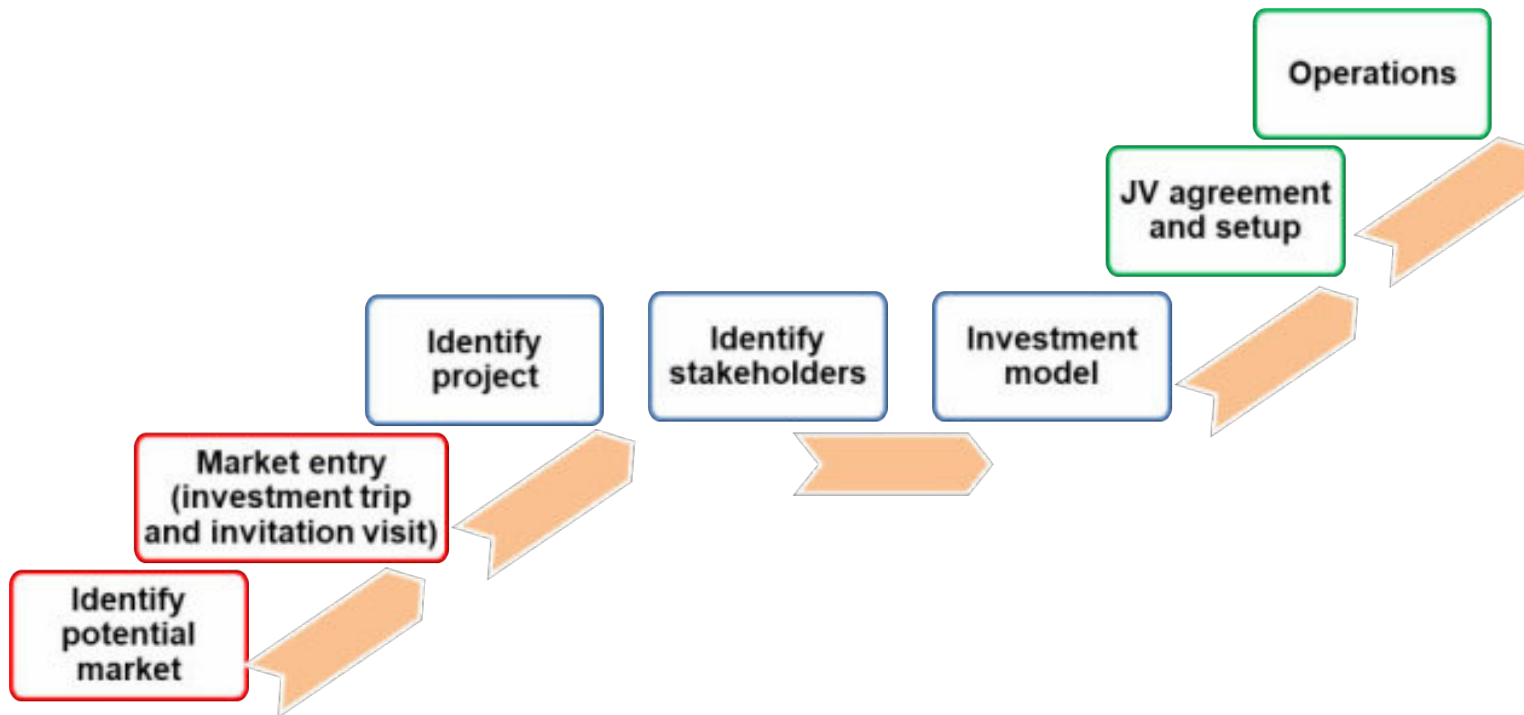
Internationalisation Structure



ATO = Approved Training Organisation, Singapore



Internationalisation Framework





Internationalisation Framework

Components	Criteria
Identify markets	<ul style="list-style-type: none">• High FDI / DDI growth• Stable / predictable political climate• Within 10 hours travel time
Market entry	<ul style="list-style-type: none">• Mission trips to interact with stakeholders to triangulate information<ol style="list-style-type: none">1) Skills Development Agencies from the government sector (e.g. from the Ministry of Labour)2) Skills institutions e.g. universities, vocational colleges3) Skills system e.g. skills council? skills qualification system, funding policies (if exist)4) Skills operators e.g. private training providers5) Skills consumers e.g. MNCs, big SMEs• Reciprocal visits to Singapore to understand Singapore's skills system and ATOs' systems



Internationalisation Framework

Components	Criteria
Identify projects	<ul style="list-style-type: none">• Capability and capacity of SSGV• Capability and capacity of ATO(s)• Capability and capacity of local partners
Identify stakeholders	<ul style="list-style-type: none">• Singapore partners as operators• Singapore government for support• Singapore / local consultants for feasibility studies• Local partners as navigators, and operators• Local government as regulators, guides and support• Local community for support

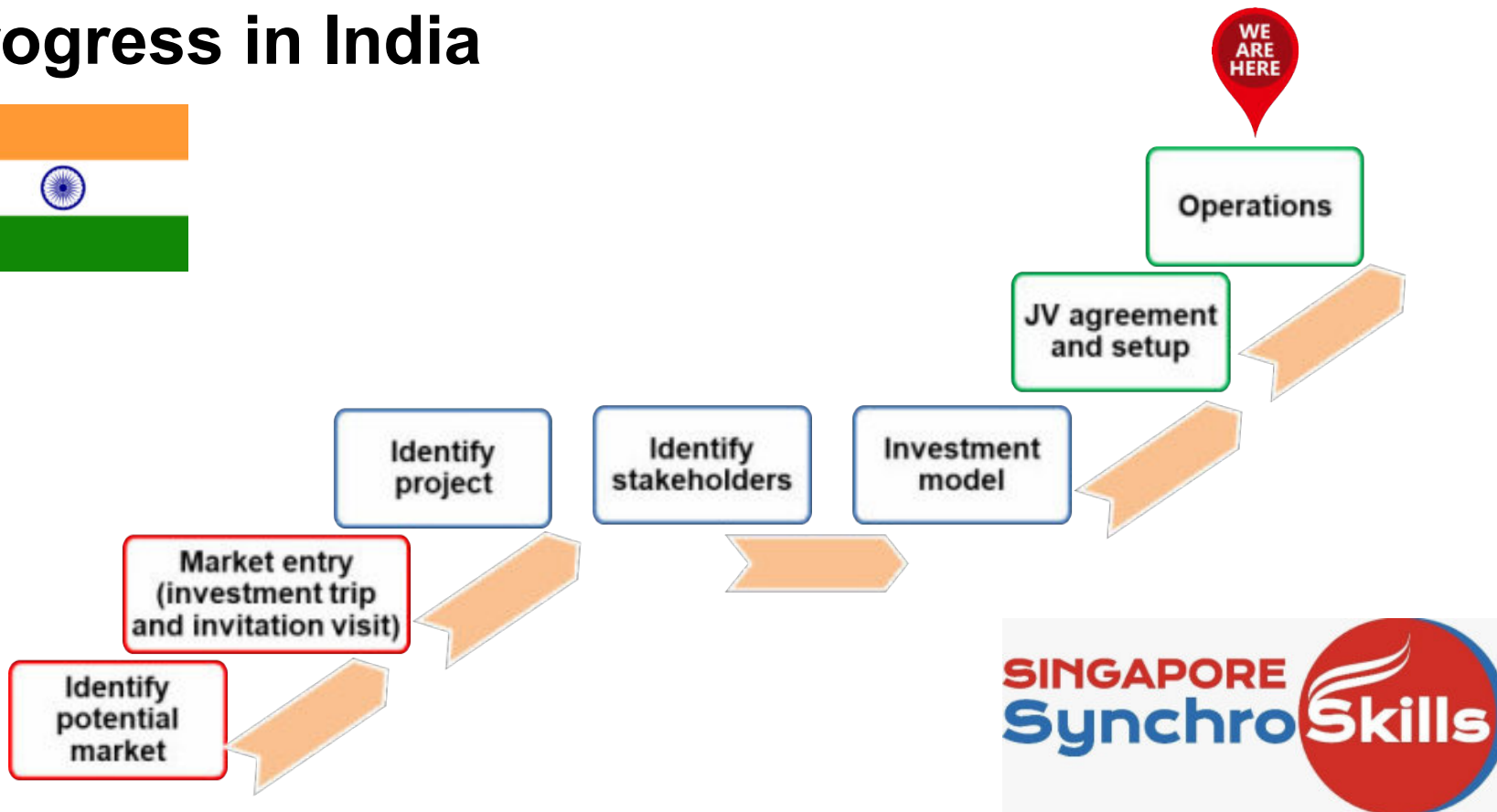


Internationalisation Framework

Components	Criteria
Investment model	<ul style="list-style-type: none">• Asset-level (lite, medium, heavy)• Investment type (cash, capital, capability)• Duration (short, medium, long)• ROI (financial, strategic)
JV model	<ul style="list-style-type: none">• Wholly FOC (Foreign Owned Company)• JV between SSGV + SG ATOs + Local stakeholders (potential for Public-Private Partnership)• Strategic partnerships• Licensing of programmes
Operations	<ul style="list-style-type: none">• Key ATO + local representatives• Entity incorporation (company, banking, financials, legal)• Resourcing (manpower, facilities, equipment and materials)• Mobilisation, Scheduling and Placements

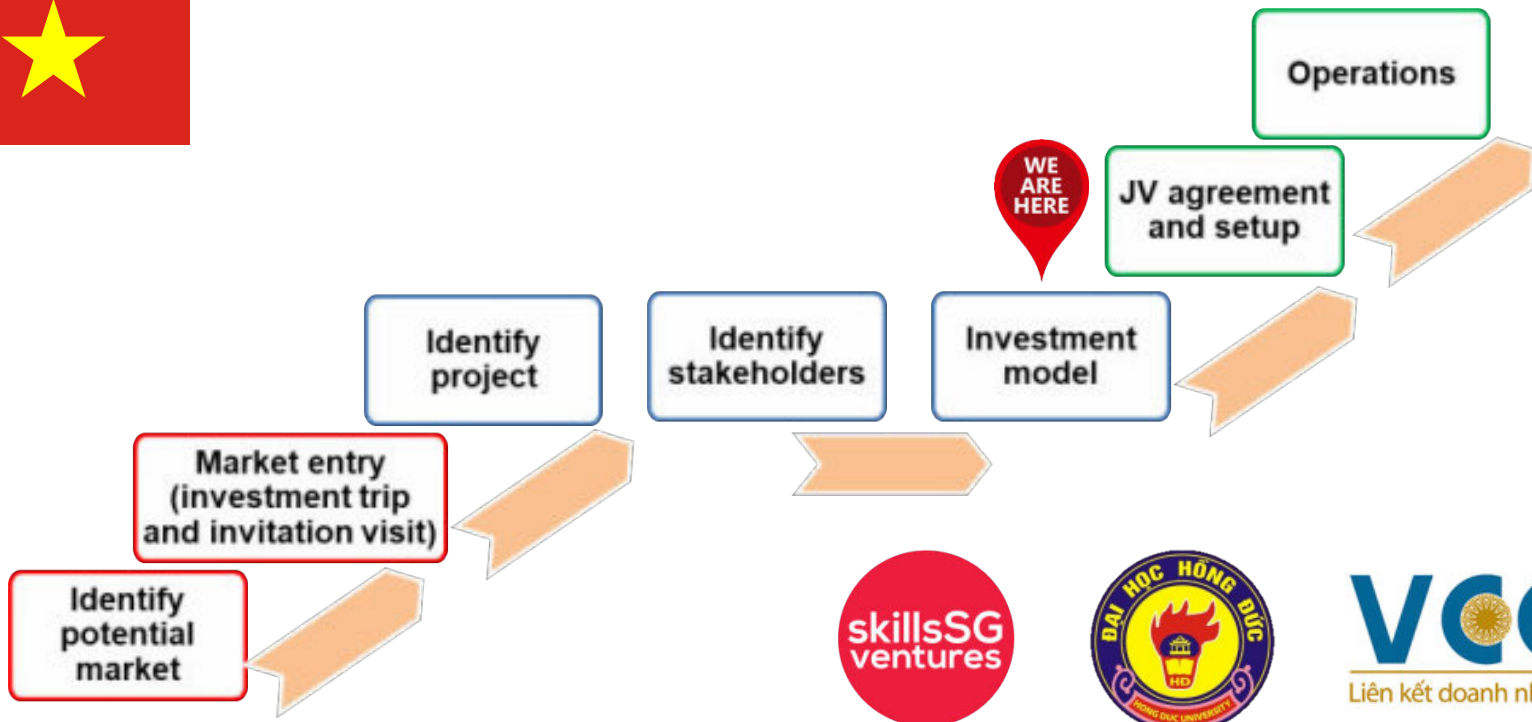


Progress in India



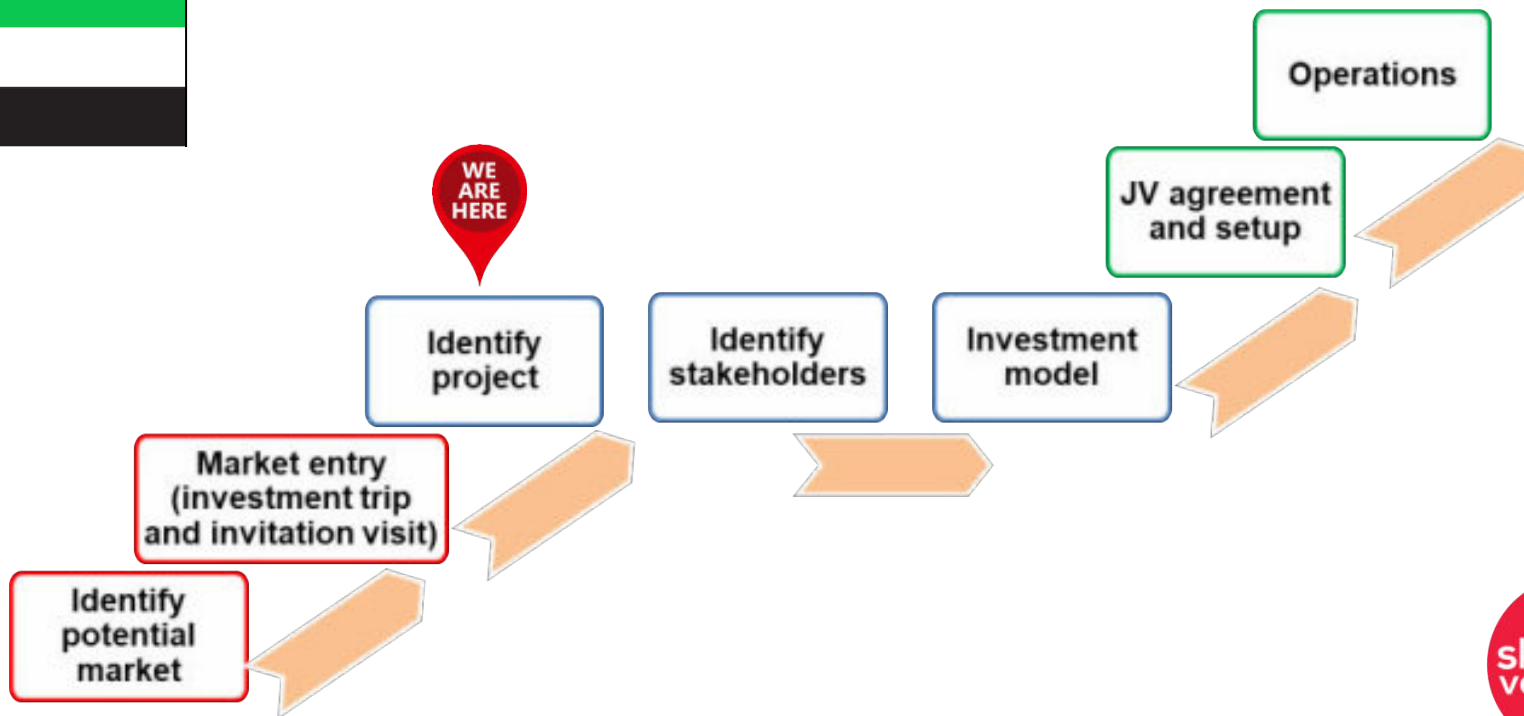


Progress in Vietnam



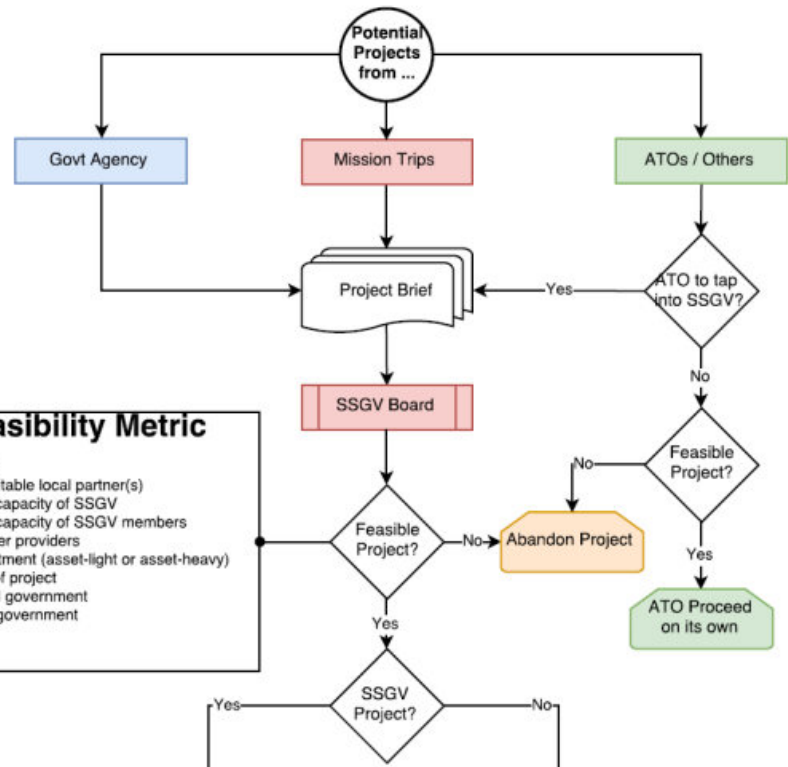


Progress in United Arab Emirates

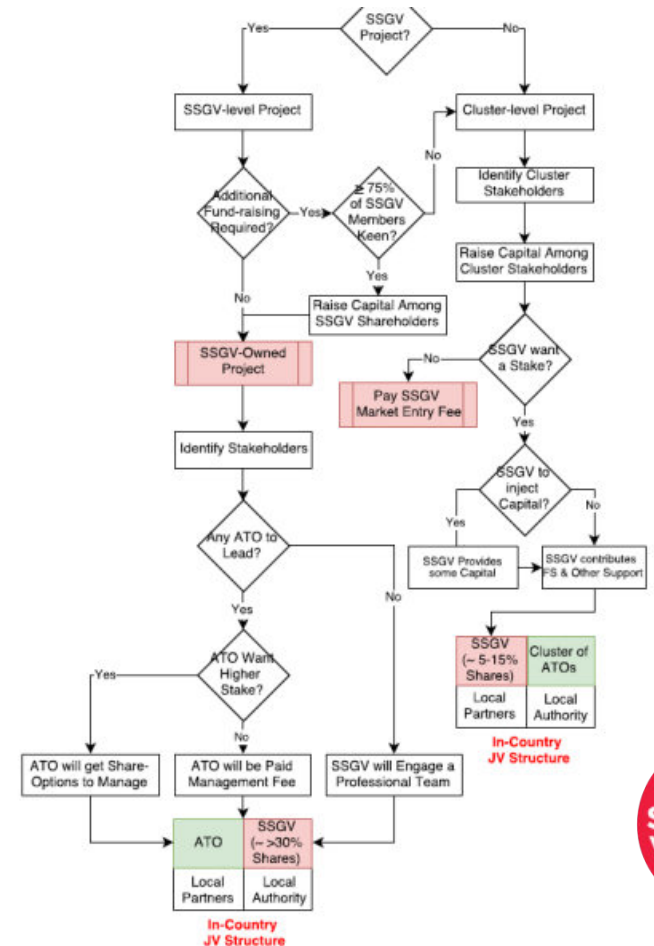




Project Engagement Model



- Project Feasibility Metric**
- capital needed
 - presence of suitable local partner(s)
 - capability and capacity of SSGV
 - capability and capacity of SSGV members
 - interests of other providers
 - nature of investment (asset-light or asset-heavy)
 - risks-rewards of project
 - support of local government
 - support of SG government
 - financial ROI
 - strategic ROI





Workforce
International
Skills Certification
Singapore

CERTIFICATE

is awarded to

SAMPLE

FRANCISA D'CRUZ
ID No: G2367832P

for successful attainment of the following industry
skill competencies

PROVIDE POST- NATAL MASSAGE
aligned to Singapore Workforce Skills Qualification (WSQ)

by Singapore SPA Institute
Accredited Assessment Organisation

26 August 2018

Singapore SynchroSkills Pvt. Ltd.
Approved Training Partner

xx xxxx xxxx
Chief Executive
WISC Corporation

The training and assessment of the abovementioned candidate are accredited
in accordance with Workforce International Skills Certification System

Cert No. XXXXXXXX



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Workforce International Skills Certification (WiSC)

- Competency-based certification
- Overseas version of Singapore standards
- Aligned to, yet distinct from, WSQ
- Administered by SAPTCO Singapore
- To be issued by accredited assessment organisations (ATOs)



India, Vietnam & United Arab Emirates

CASE STUDIES

Case study Andhra Pradesh & Kerala, India





Joint Committee Meeting in Jan 2018 on Amaravati Development



Visit to Andhra Pradesh & SynchroServe's Training Centres in Jan 2018

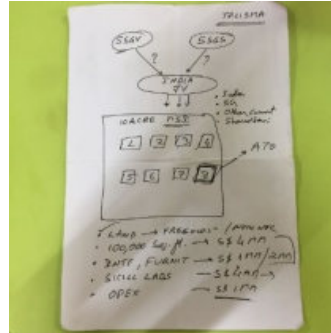


Meeting with SynchroServe's CEO & COO in Singapore in Feb 2018



**STEPPING INTO
THE FUTURE**

PARTNERSHIP OF
INNOVATION & ENTERPRISE



Meeting with National Skill Development Corporation's CEO Mr Manish in Singapore in Apr 2018, arranged by MTI



MTI MINISTRY OF TRADE
AND INDUSTRY
SINGAPORE



N·S·D·C
National
Skill Development
Corporation
Transforming the skill landscape



**Enterprise
Singapore**



SINGAPORE SKILLS INVESTMENT MISSION TO KERALA, INDIA

Trivandrum 16 - 17 April 2018

Kochi 18 - 19 April 2018

Jointly Organised by

SkillsSG Ventures Pte Ltd | Enterprise Singapore | SAPTCO Singapore



Skills Investment Mission Trip to Kerala in Apr 2018



Networking lunch meeting with training providers in Trivandrum



Networking lunch meeting with leaders of sector skill councils in Kochi





Meeting with top government officials in Kochi & Trivandrum





Visits to technical institutes and training centres





Visit to Kerala's Community Skill Park



Post-visit night review with Enterprise Singapore



Signing of MoU on 29 May 2018



Presentation of proposed MESH project to Andhra Pradesh's Hon'ble Chief Minister Naidu on 7 June 2018





SINGAPORE SYNCHRO SKILLS



S. Iswaran
Singapore minister
for communication
and information



NARA CHANDRA BABU NAIDU
Hon'ble Chief Minister of Andhra Pradesh



Sri Kollu Ravindra
Hon'ble Minister for
Law & Justice, Skill Development,
Youth, Sports, Unemployment
Benefits, NRI Empowerment
and Relations

Launching Of Skill Development Courses In Amaravathi The Capital Region



Project Publicity in Andhra Pradesh

Minister: 10 lakh youth to be imparted skills

DC CORRESPONDENT
VIJAYAWADA JUNE 22

"Developing about 10 lakh state youth in the current year with national and international skills is the aim of the government," said minister for Sports, Youth and Skill development, Kollu Ravindra.

He was the chief guest and launched the International Skill Certification Courses (ISCC) here on Friday. Three International Courses were offered by Singapore Synchro skills free of cost, for the sake of the youth of Amaravati as well as the state.

Speaking on the occasion, the minister said that these courses had international value. First of its kind, with the initiative of Chief Minister N. Chandrababu Naidu, the Singapore government had permitted its international courses to be offered in AP.

Mr Ravindra reminded everyone that the people who went to the Middle Eastern countries suffered from the lack of proper skills.

He said that these international certificates would be of great use for the poor and unemployed youth of the state in get-



Minister for Sports, Youth and Skill Development Kollu Ravindra launches the Singapore Synchro Skills International Skill Certification Courses (ISCC) on Friday. — DC

ting the jobs after completing the courses in the state and country.

These courses are a part of major initiatives launched by Andhra Pradesh State Skill Development Corporation (APSSDC) which was offering three courses to the poor and unemployed youth of the state.

The three international courses offered were Bridal Fashion (60 days) which includes Photographic Makeup Artist, Apparel Fashion Designer (120 days) and Empowering NextGen Applied Business Leadership and Employability Skills Programme (60 days) with the support of

Singapore SynchroSkills. It is a joint venture company between SkillsSG Ventures Pte.ltd., Singapore and Synchroserve Global Solutions Pvt. Ltd. India.

Raja Suresh Kumar Adapa, MD CEO of Synchroserve Global Solutions said that the courses would be started by July first week at Machavaram in Krishna district and the unemployed who had qualified intermediate, those were eligible to get training and unemployed youth should apply through www.apssdc.in website for getting free training and more details regarding the ISCC.

MESH TO TRAIN 10,000 PEOPLE EVERY YEAR

DC CORRESPONDENT
VIJAYAWADA, JUNE 7

The National Skill Development Corporation of Singapore is collaborating with government of AP, Singapore government and other institutions to launch Multi Entrepreneurship and Skills Hub (MESH).

The MESH will focus on four aspects in Amaravati — LPS Community, residents of Amaravati, New Industries and Model Skill Capital i.e., centres of excellence. The MESH will be developed with a built-up area of one lakh sft in the Phase I and will be expanded to five lakh sft in Phase II with annual training capacity of 10,000 trainees.

Skill Development Corp teams up with S'pore firm to launch certificate courses

Here's what to look forward to

Courses launched as part of the Multi Entrepreneurship and Skills hub. A look

DOCUMENTS REQUIRED

Academic Certificates

E Aadhaar

Bank Account passbook

Two passport size photos

Interested candidates can contact these numbers
9550833636 and
9550833636

All the courses are offered free of cost. Applicants' lodging will also be taken care of during the course.

Raja Suresh Kumar Adapa, MD CEO of Synchroserve Global Solutions, said that the courses will start by the first week of July at Machavaram in the Krishna district. The unemployed who have qualified SSC, and all those who were eligible to get training should apply on the website www.apssdc.in to get free training and more details on the courses.

The Singapore SynchroSkills will be launching three more courses in the course of next three months. The courses are Fork Lift Operator, Boom Lift Operator and Soups Chef and Baking Technician.

EXPRESS NEWS SERVICE @ Vijayawada

ANDHRA Pradesh State Skill Development Corporation (APSSDC), in collaboration with Singapore based company Skill SG ventures and SynchroServe India, launched international skill certification courses here in the city on Friday.

These courses are a part of major initiatives launched by State Government as part of the Multi Entrepreneurship and Skills Hub (MESH) and will be offered to the unemployed youth of the State.

The three international certification courses are Bridal Fashion, Apparel Fashion Designer, and Empowering NextGen Applied Business Leadership and Employability Skills Programme. It is a joint venture of SkillsSG Ventures Pvt. Ltd. Singapore and Synchroserve Global Solutions Pvt.Ltd. India.

Courses

Bridal fashion and Photographic artist-- 60 days

Apparel Fashion designer-120 days

ENABLE- Empowering NexGen Applied Business Leadership and Employability Skills--60 days

SkillsSG Ventures Pte Ltd and SynchroServe Global Solutions Pvt Ltd in the news!





Training in Progress – ENABLE

Empower Next Generation in Applied Business, Leadership & Employability





Training in Progress – Apparel Fashion Designer





Training in Progress – Bridal Makeup and Photographic Artist





Visit by Enterprise Singapore officials

Enterprise Singapore





Graduation of pilot batch on 11 Oct 2018

‘నైపుణ్య శిక్షణ భేష్’



అమరావతి, ఆంధ్రప్రదేశ్: ఆంధ్రప్రదేశ్ రాష్ట్ర ప్రభుత్వం నిర్వహించిన సింగిల్ సెక్టర్ ఇంటర్నల్ క్వీజ్ పోటీలలో ప్రథమ విజయం సాధించిన క్వీజ్ ఫైనలిస్టులకు గౌరవ సందేశాలు పంపిస్తూ, వారిని ప్రశంసించింది. ఈ సందర్భంగా, వారిని ప్రశంసించింది. ఈ సందర్భంగా, వారిని ప్రశంసించింది.

అంతకుముందు ప్రదర్శించారు. అంతకుముందు ప్రదర్శించారు. అంతకుముందు ప్రదర్శించారు. అంతకుముందు ప్రదర్శించారు.

ఆంధ్రనవ్వు Fri, 12 October 2018
epaper.prabhaneews.com/c/33036377

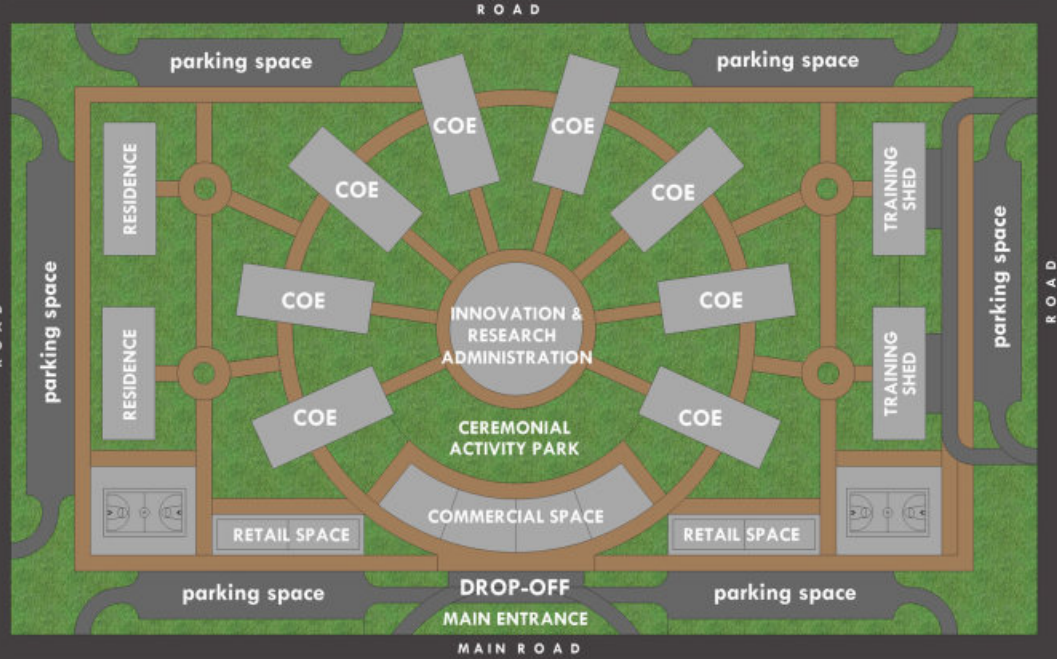




Awarded Kulakkada Skill Park in Kerala



Multi Entrepreneurship and Skills Hub (MESH)



COE = Centre of Excellence



APCRDA

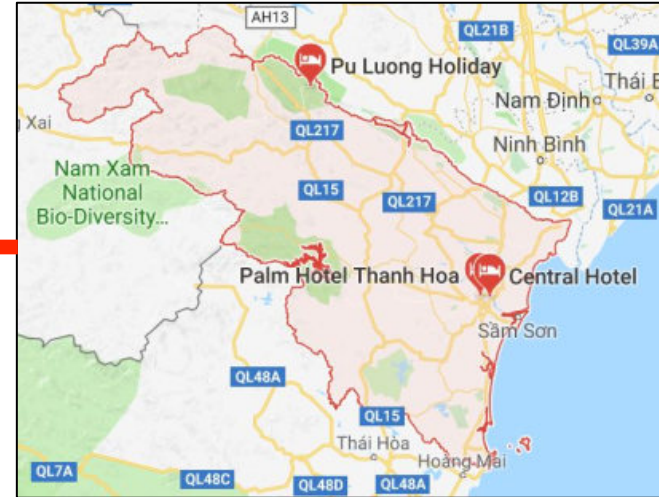


ANDHRA PRADESH STATE
Skill Development Corporation



Proposed Sectors in MESH (Phase I)

Construction	Tourism & Hospitality	Apparel & Textiles	Retail	Agriculture
				
Beauty & Wellness	IT/ ITeS	Logistics	Healthcare	Food processing
				



Case study Thanh Hoa, Vietnam





Meeting with Hong Duc University





Meeting with Vietnam Chamber of Commerce & Industry (Thanh Hoa Branch)



- Direct access to Thanh Hoa Provincial People's Committee
- Engagement of > 1,000 private enterprises
- Potential business stake in joint venture





Meeting with Thanh Hoa Vocational College of Industry





Meeting with FLC Group – Resorts & Hotels





Discussion with Hong Duc University's Faculty of ICT





Discussion with HDU and VCCI-TH



Director,
VCCI-TH

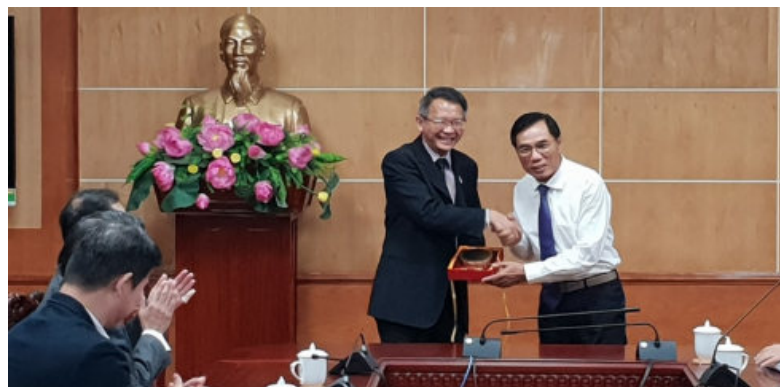
Rector,
HDU

Vice-Rector,
HDU





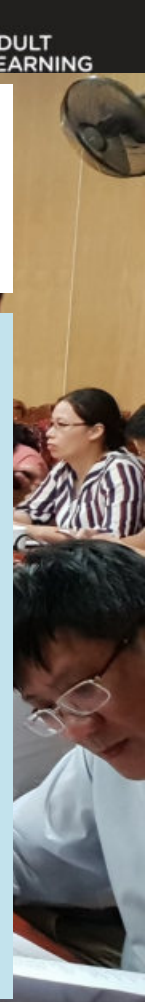
Presentation to Thanh Hoa Provincial People's Committee





Proposed projects for Thanh Hoa PPC's consideration

1. SkillsSG Ventures (Vietnam) Co. Ltd.
2. English Language Test and Learning Academy (ETLA)
3. Hospitality and Tourism Academy (HTA)
4. Digital Skills Academy (DSA)
5. Corporate Leadership Academy (CLA)
6. Multi Entrepreneurship and Skills Hub (MESH) - Later



Thanh Hoa News

- ▶ Country's news
- ▶ **Thanh Hoa News**
- ▶ Operation ITTPA Thanh Hoa

Provincial People's Committee works with the Singapore Joint Venture Company on the Vocational Training Project in Thanh Hoa Province.

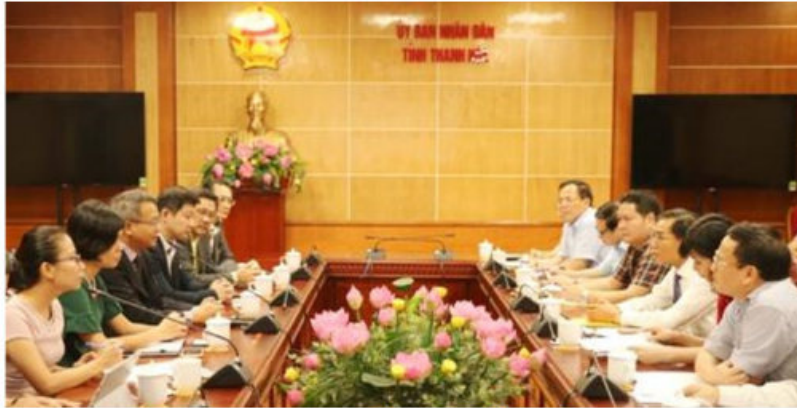
Posted: 14:26:36 16/07/2018 (GMT + 7)

On the morning of July 13, 1818, Mr. Pham Dang Quyen - Provincial Committee Member, Vice Chairman of the provincial People's Committee presided over the meeting and worked with the Singaporean Joint Venture Company on vocational training project in Thanh Hoa province by Mr. Anderson Tan, President of SkillsSG Ventures Pte Ltd (SSGV), is head of the delegation.

Singapore SSGV Joint Venture was established by 08 training organizations in service, education, business management, digital skills ... SSGV delegation visited and surveyed in Thanh Hoa province In January and June, 1818, the demand for and opportunities for skills training in Thanh Hoa province was explored, including support programs for businesses from national and provincial agencies, Develop skills for labor and economic growth of Thanh Hoa.

At the meeting, Mr. Anderson Tan, Chairman of SSGV, presented the idea of 06 vocational training projects in Thanh Hoa province including: Vietkills Thanh Hoa; English Language Training and Testing Center; Institute of Hotel / Restaurant and Tourism Services; Digital skills institute; Center for training skills and entrepreneurship; Leadership training center at companies and in government agencies. SSGV proposed establishing a joint venture with Hong Duc University and Vietnam Chamber of Commerce and Industry - Thanh Hoa Branch to carry out these projects. He also said that the project of Training Institute of restaurant, hotel and tourism skills has been interested and facilitated initially by the FLC Group and Khiek Group. During this visit, he would like to receive help and guidance from local authorities to complete the Feasibility Study Report and suggest that the company cooperate with the business model. Implement these projects in the province.





The scene of the meeting.

Speaking at the meeting, Mr. Pham Dang Quyen - Vice Chairman of the provincial People's Committee thanked and commended the mission of the SSGV Joint Venture who paid attention to the human resources of Thanh Hoa province - this is also the problem identified by the province. is one of the focus programs, so he appreciates the idea of the project. The vice-chairman of the provincial People's Committee asked SSGV to make an official proposal in writing, on which the provincial People's Committee will put in the working program to discuss and consult with relevant departments. In the immediate future, the Vice Chairman of the provincial People's Committee suggested that in the areas without legal obstacles, the SSGV can immediately deploy with partners. For the fields falling under the deciding competence of the province, the agencies shall, according to their respective functions and tasks, advise and propose directions for cooperation; Regarding the decision-making competence of the Central Government, to sum up the proposals and report them to the concerned ministries and branches. He asked the relevant departments, branches and localities to make best use of the mechanism, policies and procedures to help and support SSGV Joint Venture.

E-COMMERCE INFORMATION FROM THANH HOA PROVINCE

Speaking at the meeting, Mr. Pham Dang Quyen - Vice Chairman of the provincial People's Committee thanked and commended the mission of the SSGV Joint Venture who paid attention to the human resources of Thanh Hoa province - this is also the problem identified by the province. is one of the focus programs, so he appreciates the idea of the project.

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Case study Dubai & Abu Dhabi, UAE

Organised by

**Enterprise
Singapore**

Supported by



Upgrading Skills
Enabling Progress





Enterprise
Singapore

Meeting with UAE
government officials

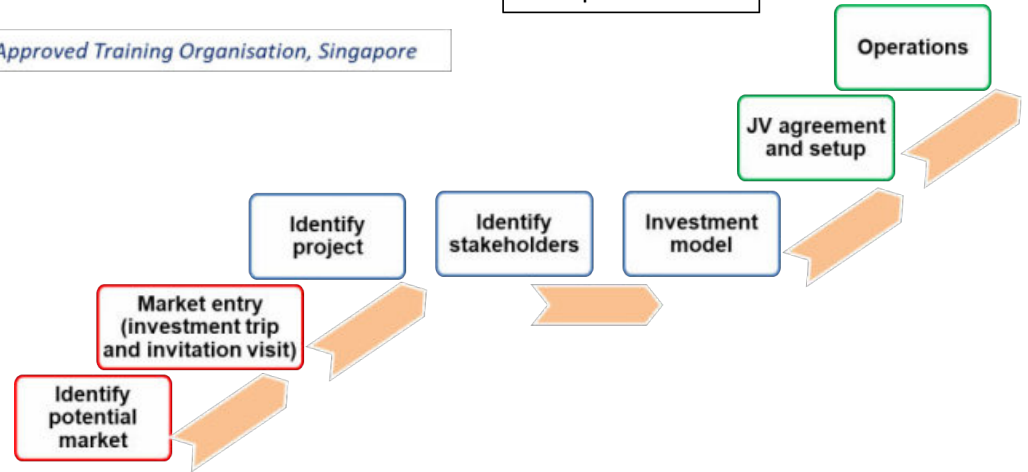
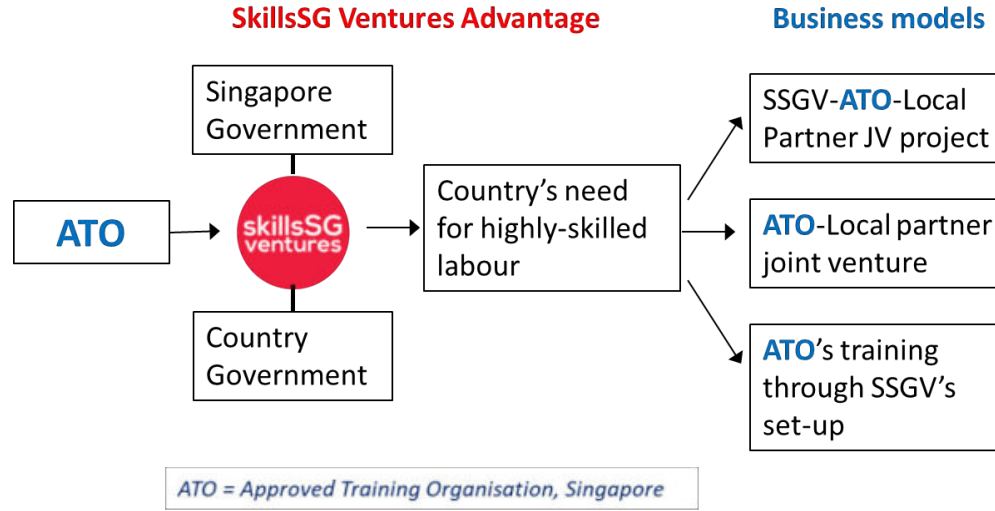


Meeting with UAE private enterprises





CONCLUSION





What are we selling?

Hope



Fulfilment

Growth

Revenue



Internationalisation a key engine of growth and transformation

Enterprise
Singapore

16 Feb 2017

MR No.: 004/17

Singapore, Thursday, 16 February 2017

Companies' overseas revenue grew **4.2%** year-on-year (y-o-y), outpacing total revenue growth of **1.3%** y-o-y

Today, overseas revenue is driving companies' growth

SMEs

Overseas revenue formed
~53%
of total revenue,
a 3%-point increase
from the previous year

Large Enterprises

Overseas revenue formed
~40%
of total revenue,
a 1%-point increase
from the previous year



Findings from the IE Singapore Internationalisation Survey conducted in 2H 2016.



Source:

<https://ie.enterprisesg.gov.sg/Media-Centre/Media-Releases/2017/2/IE-Year-In-Review>



What's in the menu?



Cooking



Sourcing





Last words

- Continue eating our favourite Singapore food – familiar over past 10-15 years
- Supplement with tasty cuisine from India, Vietnam, Thailand, Middle East and Africa – we need alternatives
- Choose dishes wisely – according to our appetite and digestion
- Bon appetit – fulfilment and rewards for all



SkillsSG Ventures Pte Ltd

upgrading skills. enabling progress.



skillsSG
ventures

*Please join
us in
overseas
projects!*

R.S.V.P.

