



INTRODUCTION TO

eCommerce in Singapore



Introduction to eCommerce in Singapore

Singapore is one of Asia's most digitally mature societies. High internet penetration and widespread availability of fast internet in Singapore have led to widespread adoption of digital services like eCommerce. The COVID-19 pandemic prompted a surge in online shopping. Gross merchandise volume (GMV) of the eCommerce market is expected to reach nearly AUD15.5 billion annually by 2025.

To succeed in Singapore, businesses must be well-equipped to meet the needs of sophisticated and affluent consumers.

This program is for businesses interested in understanding the eCommerce ecosystem in Singapore and what it takes to establish an eCommerce presence there.

Who should attend?

- Exporters
- ASX Listed organisations
- SMEs
- Professional services organisations
- Federal, state or local governments

Program Details

DURATION



2 hours

FORMAT



This program is designed for the busy professional and is available as a facilitator-led online program.

PRICE



Programs are designed for groups. Please contact us for program price.

Key takeaways



Raise your level of understanding of the rapidly evolving eCommerce ecosystem and platforms in Singapore.



Understand what it means to navigate and stand out in this fast-paced digital landscape.



Gain practical insights and tips to inform your eCommerce strategy for Singapore.

Topics covered

1. Navigate the Singaporean eCommerce ecosystem.
2. Understand the state of play of eCommerce in Singapore.
3. Compare and contrast the major eCommerce platforms in Singapore.
4. Understand the digital landscape and mobile consumers in Singapore.

The Asialink Business Academy offers a comprehensive series of programs that build practical skills and connections to grow your business in Asia.

To view our more in-depth programs please visit:

 academy.asialinkbusiness.com.au

Learning methods

- **Expert speakers** with deep market experience and expertise.
- **Business case studies** sharing examples of successful strategies for Singapore.
- **Practical application** of engaging content and frameworks relevant to your context.
- **Interactive & peer-learning activities** encouraging networking, insight sharing, and mentoring to build a community with a collective and ongoing interest.

This is a Credly certified Asialink Business Academy Program

About the Asialink Business Academy

The Asialink Business Academy offers programs that transform skillsets and mindsets, building practical skills and connections to grow your business in Asia.

The Academy is part of Asialink Business, Australia's National Centre for Asia Capability.

Contact us



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