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**MARKET FOCUS**

Chengdu is the most prosperous city in Western China with its strength in the service industries. Abundant opportunities are present with government reform and development plans.

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Despite the Sichuan earthquake in 2008, Crestar, which runs ELFA as a premium kindergarten in Chengdu, managed to break even within one and a half years of operations.

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Economic activities in Chengdu has picked up during the first quarter of 2009, with a healthy growth of 10.8 percent. This was largely due to the government stimulus package for the earthquake-affected areas.

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**Grow your business by exploring opportunities in Chengdu**

Global experts are ready to help.

**UPS INSIGHTS**

**UPS Asia Business Monitor 2009: Singapore SMEs display resilience amid global recession**

By Paul Chee, Business Development Manager, UPS Singapore (Also an iAdvisor)

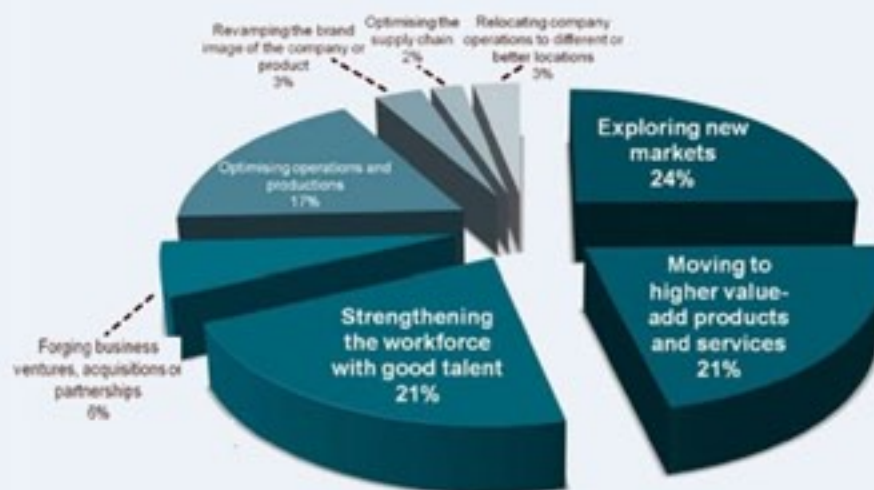
Singapore small-to-medium enterprises (SMEs) are showing resilience despite the current economic challenges. Based on the UPS Asia Business Monitor (ABM) 2009, Singapore SME leaders are capable of maximising opportunities through government support and strategic business partnerships.



Singapore SMEs are now directing their focus to three key areas for long-term growth:

1. Exploring new markets,
2. Moving to higher value-added products and services, and
3. Strengthening the workforce with good talent.

**Leverage three key drivers of growth**



Largely due to the support received from the Singapore government, 54 percent of Singapore SMEs believe that the global economy will rebound by 2010. This was the strongest finding among all 12 Asia Pacific markets surveyed, highlighting the government's efforts in helping out Singapore SMEs ride out the recession. In addition, Singapore businesses currently report a high level of supply chain efficiency in the market. This contributes to a strong infrastructure in place for SMEs to leverage on.

"Despite the challenging economic environment, SMEs in Singapore are in good stead to see their businesses through this difficult period, should they be nimble in reviewing their internal processes and quick to seize opportunities around them," Gillian Sim, Managing Director at UPS Singapore, said.

"The Singapore government and global trade service partners such as supply chain providers have been proactive in their initiatives to help SMEs, by actively educating and providing tools to navigate out of the recession," Sim added.

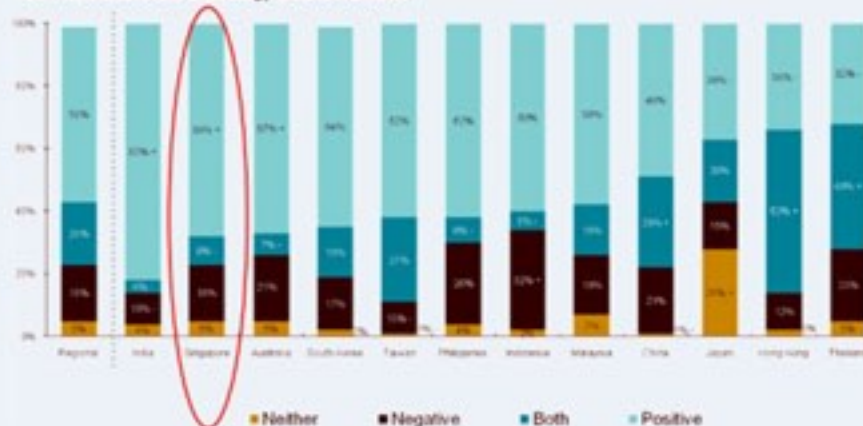
Based on the UPS ABM 2009 insights, here are four recommendations to help Singaporean SMEs remain relevant and competitive in the global marketplace:

**1. Embrace globalisation and leverage on Free Trade Agreements (FTAs)**

Sixty-eight percent of SME leaders in Singapore acknowledge the importance and positive impact of globalisation. In addition, 24 percent point to the exploration of new markets as the single best growth opportunity in the current economic downturn.

**68% of Singapore SMEs recognise the importance and positive impact of globalisation**

Overall, has globalisation had more of a positive or more of a negative impact? By globalisation we mean international trade, foreign direct investment and capital flows, migration, and the spread of communications and technology around the world?



Singapore SMEs can leverage on Singapore's network of 15 FTAs with over 20

**FEATURED IADVISOR**



Name: Paul Chee  
Company: UPS  
Expertise: Import/Export  
Market: Asia Pacific, Europe

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**UPS ASIA BUSINESS MONITOR**

Hear Singapore's perspective in the 2009 UPS Asia Business Monitor survey.

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