



企业出海新加坡

- 最新趋势及工作准证政策解读

A Guide to Overseas Expansion: Singapore
- Highlighting Singapore's Work Pass

March 2023

About BIPO



HR Digitalization 數字化

- 云端和移动端的平台
- 集成应用程序套件，支持各种HR模块 – *Payroll, Personnel, Time & Attendance, Leave, Claims, Recruitment, Comp Mgmt.*,and more!



Global HR Solutions 全球人力资源服务

- 薪酬外包 *Payroll Outsourcing (GPO)*
- **HR**日常运营外包, etc.
- Services across 100+ countries



Overseas Landing 海外登陆服务

- 雇佣代理 *Employer-of-Record (EoR)*
- 工签办理
- 社保个税
- 合规咨询
- 代付 (*Payment-on-behalf*) 服务

An Asia-Based Global HR Tech & Service Provider

Your People Solutions & HR Digitalization Partner

BIPO | Make Life Easier.

- Global Headquarter in Singapore
- R&D and Innovation Hub in Singapore
- 39 offices worldwide
- 800+ employees
- **ISO27001: Information Security Management System certification**
- **Hosted on Amazon Web Services Singapore (AWS)**

BIPO

100



Coming Soon

- Argentina
- Bosnia and Herzegovina
- Denmark
- Egypt
- France
- Italy
- Ivory Coast
- Kenya
- Nigeria
- Portugal
- Romania
- Rwanda
- Saudi Arabia
- Switzerland

An Asia-Based Global HR Tech & Service Provider.

BIPO

BIPO主要业务代表客户 (1)

Technology



Logistics & Transportation



Life Science



Professional Service



BIPO主要业务代表客户 (2)

Retail



F&B



Consumer Goods



Other Industries



...and many more!



Part I: 企业出海新加坡 最新趋势

Prepared by BIPO Industry Client Solutions (ICS) team

March 2023



In this session...

01

市场焦点
Market Spotlight

02

业务出海 - 挑战与机遇
Overseas Expansion -
Challenges & Opportunities

企业出海新加坡 最新趋势

1. 市场焦点 Market Spotlight

当你的业务扩展到一个新的市场时...

When expanding business to a new market...

开始之前 *Before getting start,*



- 市场分析 Local market analysis:
 - 营商环境 Business environment stability
 - 客户网络 Client network
 - 供应商/合作伙伴 Vendor network/external partnership
 - 人才供需 Talent supply & demand
 - 成本 (人员、原材料、税收...) Cost – people, raw materials, tax, etc.
 - 劳动法/市场惯例 Local legislation/market practice, etc.
- 公司设立 Legal entity setup
- 银行账户设立 Bank account setup
- 了解当地法规 Local legislative requirement/labour law
- 处理外派人员/工作签证 Expatriate/work visa, etc.

- 起航! 开始管理你的海外团队

...and many more!

东南亚在 “后COVID 时期” 表现出持续增长

SEA showed growth in the post-COVID period



- SEA's economy has shown growth despite the impact of COVID. Internet users and digital economy **continue to expand**
- SEA's digital economy has **grown to USD 174 Bn**, and could further grow **above USD 360 Bn in 2025**, & potentially 700 Bn-1000 Bn in 2030
- With the recovery of economic activities, the **import and export** of major economies in SEA increased significantly



东南亚市场的经济增长(GDP-国内生产总值) GDP Growth Rate for Southeast Asia markets



The Philippines, with the best performance in GDP growth, achieved a year-on-year growth rate of 8.3%.



Vietnam's economic growth rate expanded to 5.03%, continuing the growth momentum since 2021 Q3, and is striving to achieve the goal of 6% GDP growth in 2022 ; having the latest forecast of 6.5% growth in 2023



Indonesia's GDP in the 3rd quarter of 2022 increased by 5.7% year-on-year



Malaysia achieved a year-on-year increase of 5% of GDP, thanks to the boost brought by energy trade.



Thailand's GDP grew by 4.5% in the 2022 Q3.



Singapore's GDP in 2022 Q3 increased by 4.1% year-on-year, although the growth rate slowed slightly compared with 4.8% in Q2.

COVID accelerated “Plus One” strategy

“Plus One” could be the answer for global supply chains.

- *Chartered Institute of Procurement & Supply (CIPS)*

COVID has added new urgency to finding a second choice (or more) in preparation of any potential crisis on a global scale.

- *Toll Group*

- **Apple** has moved various Supply Chain functions to **Brazil, India, Mexico, Vietnam**, etc. locations
- **Equinix** expanded in **Indonesia** for a USD 74 mil. Int’l Business Exchange™ (IBX®) Data Center
- **Kellogg’s** changed supply chain model from “centralized” to “spread-out suppliers” that are nearer to the key markets



Top locations considered – survey by Toll Group:

32% - Vietnam



23% - Indonesia



Plus-one target destinations included **Bangladesh, India, Indonesia, Malaysia, Pakistan, Philippines, Thailand, Vietnam**, etc.

- **Nike** has been relocating parts of their Global Supply Chain to Southeast Asia and Africa
- **Under Armour** is moving Global Supply Chain ops. to new locations like **Vietnam, Jordan, Philippines and Indonesia**
- **VF Corp.** moved their Asian Supply Chain hub from Hong Kong to Singapore



June 2022 Issue

Understanding the Lao Labour Law & Employment Regulations



August 2022 Issue

Understanding Brazil Labour Law & Employment Regulations



September 2022 Issue

Understanding Bangladesh Labour Law & Employment Regulations

企业出海新加坡 最新趋势

2. 业务出海 - 挑战与机遇 Challenges & Opportunities

从人才管理的角度来看——痛点在哪？

From Talent's perspective – what's your pain point(s)?



- Talent acquisition 人才招聘
- Contracting, with local compliance 合约事宜 (合规)
- Compensation & Benefits package, with local compliance
- Onboarding
- Training
- Payroll
- Performance management
- Employee engagement
- Retention
- Separation

机遇 Opportunities

01



Digitalization
企业数字化

02



**Workflow
Optimization**
工作流程优化

03



**Workforce
Reshape**
人员重塑

04

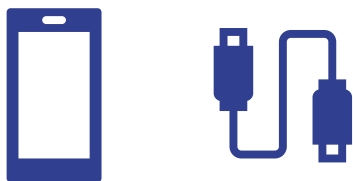


**Value
Proposition**
价值主张

成功个案分享 Case Study (1)

Asia-headquartered Global Smartphone manufacturer and Retailer/Wholesaler...

一家总部位于亚洲的智能手机制造商和零售/批发公司...



...effective overseas expansion and workforce management via EOR (Employer-of-Record) service

通过“雇佣代理”(EOR)进行有效的企业出海和人员管理

About Client

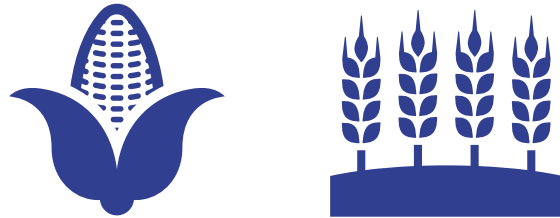
- Industry : Hi-Tech (Manufacturing, Retail/ Wholesales of Smartphone)
- Geo. Coverage : Global markets across Asia & Middle East 包括亚洲和中东, 超过 10 个国家

当时的挑战 Challenges

- 需要管理全球市场, 包括一些总部不熟悉当地法规和市场惯例的新兴市场
- 商业模式转型 — 从“分销商”转变为“自营”, 即需要直接管理更多的人员
- “雇佣代理”(EOR – Employer-of-Record) 服务是当时形势下的速赢, 尤其是在一些市场, 当地公司设立还没有准备就绪

成功个案分享 Case Study (2)

A food processing solutions company...
一家食品加工公司...



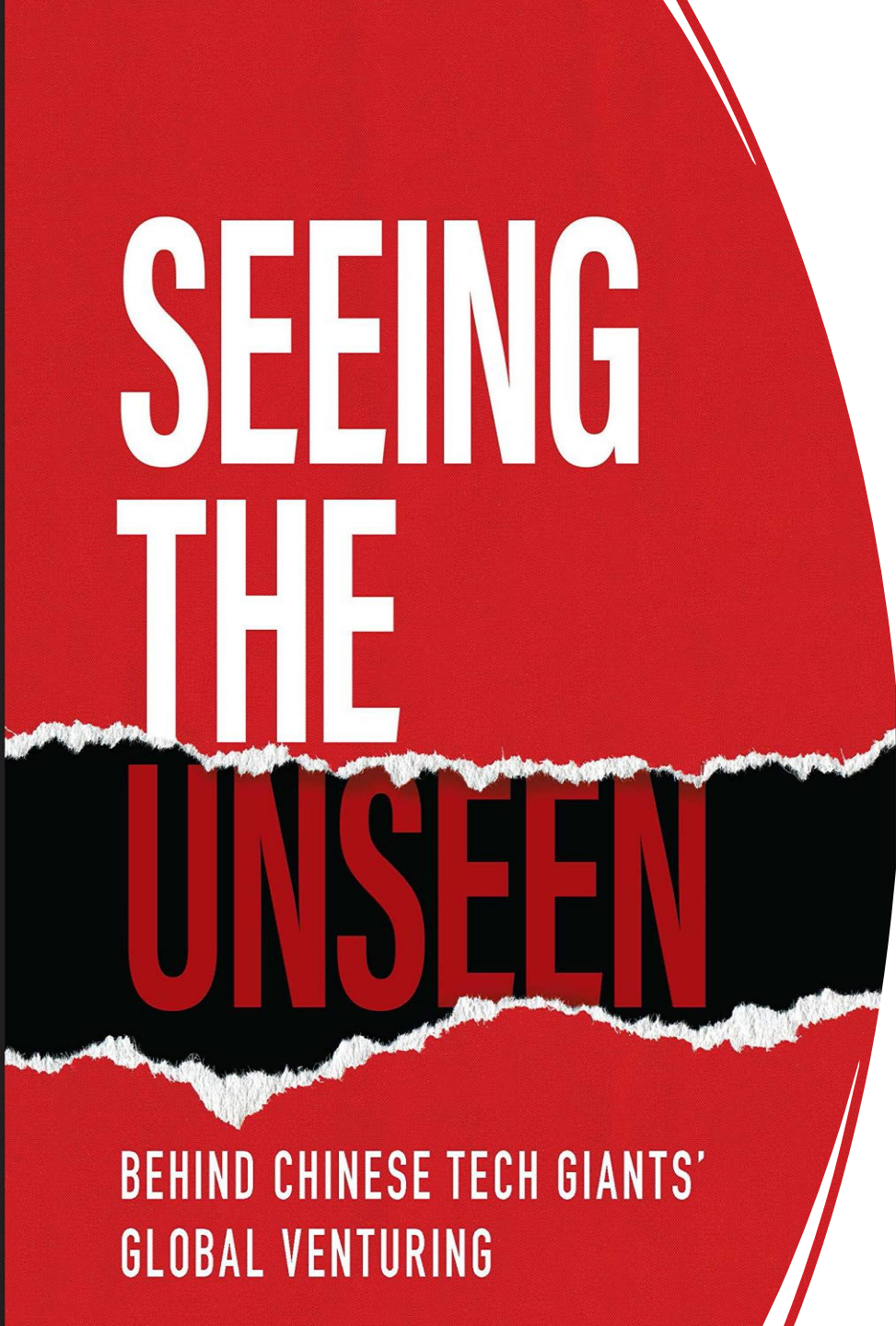
...effective workforce management through various
HR solutions
通过各种人力资源解决方案进行有效的劳动力管理

About Client

- Industry : **Food Processing**
(Food Processing equipment manufacturing and solutions)
- Involved Headcount : **100+**
- Geo. Coverage : **6 markets in Southeast Asia**

Scope

- **HR 管理系统 HRMS** – 人事
Personnel, 薪酬 Payroll
- +
- **薪酬外包 Payroll Outsourcing**
- +
- **HR 咨询 HR Consulting** – Salary
Structure, Mobility/Expat
Management, Merit Increase,
Bonus, etc.



SEEING THE UNSEEN

BEHIND CHINESE TECH GIANTS'
GLOBAL VENTURING

**“ Venturing oversea becomes
a necessity, not a choice ”**

In this book “Seeing the Unseen”, the analysis behind the success and lessons learned is summarized into a unique framework that touches on **People, Organization, and Product and Leadership (POP-Leadership)**.

Speaker



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Part II: 企业出海新加坡

- 最新趋势及工作准证政策解读

A Guide to Overseas Expansion: Singapore
- Highlighting Singapore's Work Pass

Presented by: BIPO OLS Singapore Work Pass team

March 2023

Types of Singapore Work Pass

	EP 就业准证	PEP 个人就业准证	Tech.Pass 科技准证	ONE Pass 顶级专才准证
公司配额	No	No	No	No
刊登招聘广告	14天	不需要	不需要	不需要
月薪要求	非金融业: SGD 5,000 金融业: SGD 5,500 *随年龄增长	已持 EP: SGD 12,000 无 EP: SGD 18,000	SGD 20,000	SGD 30,000
申请周期	10个工作日	8周	8周	4周
准证有效期	长达2年	长达3年	2年	5年
续签	长达3年	不能续签	2年	5年
担任董事	可以 (限于雇主公司)	可以 (限于雇主公司)	可以	可以
可创业?	不可以	不可以	可以 (科技公司)	可以
任职于多家企业	不可以	预先得到人力部批准	可以	可以
家属准证	可以	可以	可以	可以
配偶是否可以工作	配偶必须申请工作准证	配偶必须申请工作准证	配偶必须申请工作准证	只需获得人力部同意书



简介

- 为吸引科技专才发展新加坡成为科技枢纽而推出的“科技准证”
- 新加坡经济发展局于2020年11月12日公布了“科技准证” (Tech.Pass) 计划，一项旨在吸引有快速发展的科技公司经验的创始人、领导人和技术专家，为新加坡的科技生态系统作出贡献。
- 科技准证申请者将享有参与创立并运营一个生意、作为投资人、员工、顾问、在单一或多个新加坡公司担任董事、辅导初创企业或者在新加坡大学任教活动的灵活性。



主要特点

- 创办和经营一家或多家科技公司
- 在任何时候成为一家或多家新加坡公司的员工。
- 雇主或企业家的转换
- 担任顾问或导师，在本地高等教育机构讲课，或在一家或多家新加坡公司担任投资人和董事。
- 为配偶、子女和父母在新加坡居住担保，并获得人力部颁发的家属准证 (DP) 或长期访问准证 (LTVP)。
- 符合续签标准的持有人，可再续期两年。



首次申请标准（满足以下任意两个条件）

- 最近一次获取的固定月薪（最近1年内）至少为20,000 新元（或等值外币，年收入超过240,000新元或等值外币的候选人或企业主也将被考虑）
- 曾在市值至少5亿美元或拥有至少3000万美元融资的科技企业担任领导职位至少5年。
- 有至少5年的累积经验，在开发一个月活跃用户至少10万或年收入至少1亿美元的科技产品中担任领导职务（例如：为技术产品的设计，开发和/或部署做出了重大贡献）。

Tech.Pass 科技准证



简介

- 吸引顶尖人才扩大新加坡的经济规模，为人们创造更多机会，开辟新的机遇，让新加坡更上一层楼。



主要特点

- 在同一时间同时创办、运营和为多家公司工作。
- 更换工作无需重新申请准证。
- 配偶可以申请同意书在新加坡工作。



首次申请标准（满足以下任意一个条件）

- 在过去1年内赚取至少30,000 新元（或等值外币）的固定月薪（海外申请者需证明自己曾在市值超过5亿美元或者年收入超过2亿美元的企业担任要职）。
- 将在其位于新加坡的未来雇主下赚取至少\$30,000 的固定月薪（未来雇主的市值超过5亿美元或者年收入超过2亿美元的企业担任要职）。
- 在文化艺术、体育、学术和研究方面有突出成就。

Overseas Networks & Expertise Pass 顶级专才准证

工签申请流程

准备申请材料

- 填写申请表格和准备申请材料
- 确认信息以及材料齐全
- 在政府网站刊登招聘广告

提交申请

- 在人力部系统提交申请

申诉

- 提交申诉材料

签发

- 在人力部系统提交签发申请
- 准证卡登记预约

登记准证卡

- 申请者本人到人力部总部登记准证卡

签收准证卡

- 人力部将把准证卡递送给申请者或授权收件人

Speaker



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Q&A

THANKS

