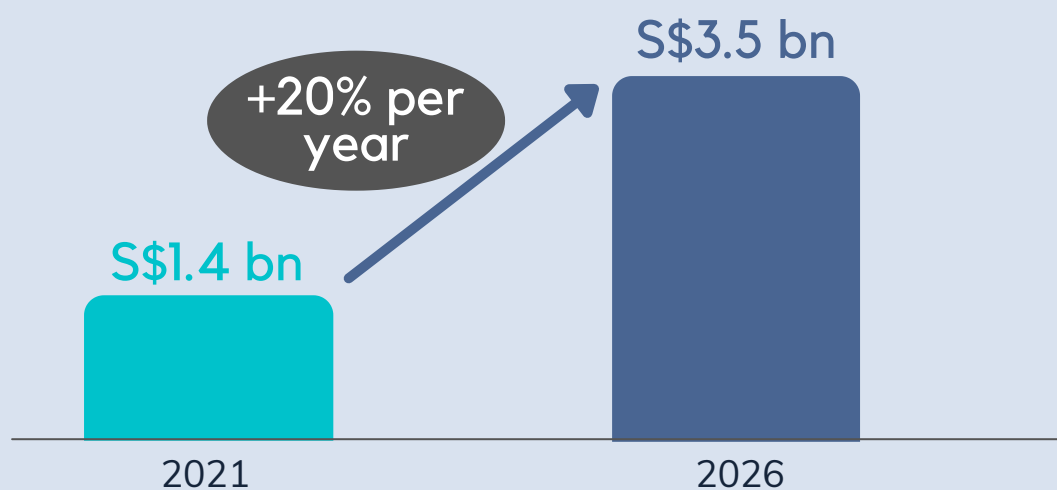


# LOCAL SELLERS, GLOBAL CONSUMERS

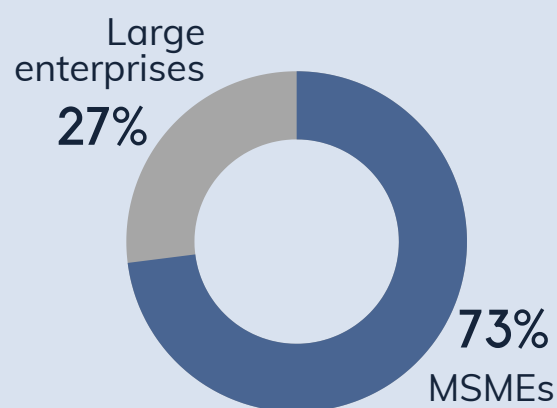
## Capturing Singapore's e-commerce export opportunity

### SINGAPORE'S E-COMMERCE EXPORT OPPORTUNITY



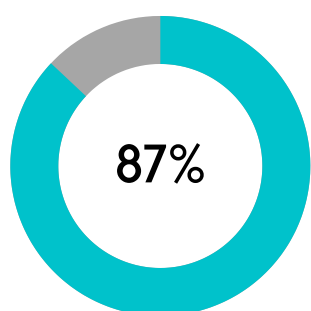
Today, firms in Singapore earn a total SGD1.4bn from exporting via e-commerce

If MSMEs were to accelerate e-commerce use, this value could reach SGD3.5bn in 2026

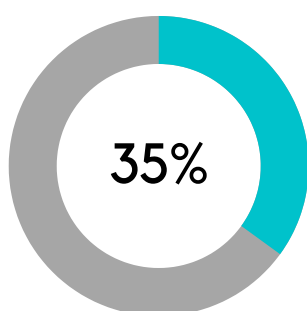


Over 70% of this value could be earned by MSMEs in the country

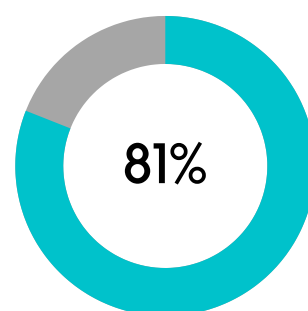
### MSMES' PERSPECTIVES ON EXPORTING VIA E-COMMERCE



of MSMEs believe e-commerce is critical for their ability to export



of exporting MSMEs that use e-commerce earn over half of their online sales from abroad



of MSMEs perceive high cross-border logistics costs to be a challenge\*

\*This includes MSMEs who indicated that they somewhat or strongly agree that the barrier constrains the company's ability to export overseas via e-commerce

### SUPPORTING MSMES IN THEIR E-COMMERCE EXPORT JOURNEYS

Three key actions identified by MSMEs to fully unlock the e-commerce export opportunity:



Extend more financial support, with less conditions



Provide advisory services on importing regulations in foreign countries



Provide more online resources and training with opportunities for industry collaborations