



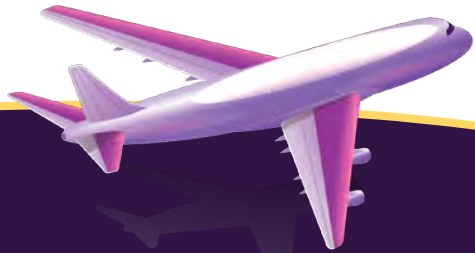
E-Commerce in SINGAPORE



MARKET OVERVIEW



Population:	5.7 million
GNI per Capita:	US \$59,590
Ease of Doing Business:	Rank 2/190 Score 86.2/100
Logistics Performance Indicator:	Rank 7/190 Score 4.00/5
Currency:	Singapore dollar S\$
Free Trade Agreement:	CPTPP
Official Language:	English, Mandarin
Domain:	.sg



Internet Inclusivity:	Rank 15 / 100
E-Government Development:	Rank 11/ 193
% of Internet Users:	89%
Top 3 Search Engines:	Google 96% , Yahoo! 1% , bing 1%
Social Media Stats:	Facebook 54% , Pinterest 19% , Twitter 13% , YouTube 6% Instagram 4%

Mobile vs Tablet vs Desktop:	Mobile 58% , Desktop 37% , Tablet 4%
Level of Cross-border E-commerce:	35%
E-commerce Market Value:	US \$ 4.9 billion
E-commerce Payment Methods:	Credit card 68% , digital wallet 14% bank transfer 10% , cash 5%
Top Payment Services:	Paypal, Apple Pay, eNETS

E-COMMERCE TRENDS



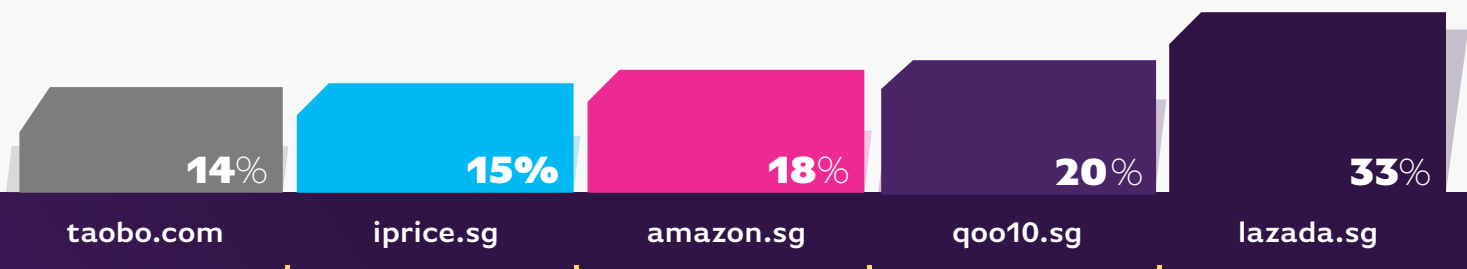
- Singapore's logistics costs (% of GDP) are 8%, while the rest of the region averages 18%
- Dramatically increasing rental prices has led to an increase in e-commerce sales
- Singapore is projected to hit almost US \$ 10 billion in online sales this year alone
- 26% of Singaporeans shop online at least once a week
- Only 24% of frequent shoppers plan to return to their previous level of store interactions



TOP MARKETPLACES



SINGAPORE TARGET COUNTRY USERS



Marketplace	Type	Offering	Business Model
lazada.sg	B2C	horizontal-everything	Commission fees (limited to Central Asia businesses)
qoo10.sg	B2C	horizontal-everything	Commission fees (limited to SEA region) <i>qoo10 Market Guide</i>
amazon.com	B2B/B2C	horizontal-everything	Commission model, subscription model, advertising on the website <i>Sell on Amazon</i>
iprice.sg	B2C	horizontal-everything	Click fees <i>Terms to sell</i>
taobao.co	B2C	horizontal-everything	Commission fees (limited to in-market only) <i>Opening a Taobao Store</i>

E-COMMERCE SERVICE PROVIDERS IN THE MARKET

- Logistics Providers: *Janio DHL FEDEX*
- E-commerce Payment Processors: *Paypal Apple Pay eNETS*
- Digital Marketing Providers: *freshworks Inspireasia*
- E-commerce Platform Providers: *Shopify BigCommerce*

E-COMMERCE RELATED LEARNING RESOURCES

Atlantic Online Global Program

- § *Online in South East Asia*
- § *Website Localization*
- § *Online Marketing*
- § *Online Regulation Compliance and Security*
- § *Global E-commerce*

Export Development Canada

- § *Get digital: Upping your e-commerce game*
- § *Singapore: Your gateway to Asia-Pacific markets*
- § *E-commerce for business: A platform primer*
- § *The new e-commerce: An eight-part series to help your company thrive*

Trade Commissioner Services

- § *Doing Business in Singapore*
- § *Your e-commerce, your gateway to Asia*
- § *E-commerce – Grow your global presence*
- § *Step-by-Step Guide to Exporting – Step 10 – Selling Online: e-Commerce for Exporters*

Business Development Bank of Canada

- § *E-commerce Toolkit*

Other

- § *Go Digital Canada*
- § *Digital Mainstreet*
- § *Ignite Atlantic*

FUNDING RESOURCES FOR INTERNATIONAL E-COMMERCE

Federal Programs

- § *Atlantic Canada Opportunities Agency*
- § *Business Development Bank of Canada*
- § *Global Affairs Canada*

Provincial Programs

- § *New Brunswick*
- § *Newfoundland and Labrador*
- § *Nova Scotia*
- § *Prince Edward Island*

Other programs

- § *LearnSphere*