

# Priority services sectors

IE Singapore sees the following opportunities for Singapore companies:

## e-Asean



Better consumer protection, standardised e-commerce laws will reduce costs of overseas expansion. Singapore firms can set up a strong online presence before physically entering other Asean markets.

## Logistics



Singapore firms can export their supply chain management expertise; support businesses in food services, retail and e-commerce.

## Air transport



Aims of creating a single aviation market would benefit firms providing air transport-related services, and reduce the cost of travel between cities.

## Healthcare



More autonomy in hiring staff and purchasing equipment under AEC would encourage Singapore healthcare providers to invest abroad, as reputation and maintaining standards are key in healthcare.

## Tourism



Liberalising tourism and setting common standards for tourism professionals would raise service levels, allow locals to partner with foreign equity. Singapore hospitality or real estate companies could take part in development and operations of attractions across Asean.