

SPRING Singapore is the enterprise development agency for growing innovative companies and fostering a competitive SME sector. We work with partners to help enterprises in financing, capabilities and management development, technology and innovation, and access to markets. As the national standards and accreditation body, SPRING also develops and promotes internationally-recognised standards and quality assurance to enhance competitiveness and facilitate trade.

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NATURE OF BUSINESS

Consultancy, Training, Management

MAJOR PRODUCTS / SERVICES

Course Development & Delivery,
Management and Business Consultancy,
Individual and Team Development
Coaching, Service Audit

COMPANY PROFILE

Current Foreign Markets: China,
Indonesia, Malaysia

COMPANY BACKGROUND

The Asian economy, spearheaded by China and India and flanked by Japan, Korea and ASEAN, is growing at an amazing pace. Both Asians and foreign



visitors to Asian countries are spending more. The Asian retailing industry is undergoing fundamental changes, with local retailers growing from strength to strength and with overseas retailers setting up more and more bases. It is against this backdrop that the Asia Academy for Retailing was formed in early 2007 with Singapore as a base. Asia Academy for Retailing is spearheaded by a team of industry and training professionals from Singapore, USA, France and Japan.

MAJOR ACHIEVEMENTS

- Partnered ITIS to deliver the Advanced Diploma for Applied Retailing in Indonesia
- Developed and delivered training courses for Nike China
- Developed and delivered training courses for Malaysia Retailers' Association
- Customer Centric Initiative projects in Singapore