

Domain	Division/ sub-team	Project Title	Project Description	Requirements (if any)	Column1
Industry Group	Consumer	Global Consumer Companies Financial Insights Dashboard	(1) Background Singapore aims to anchor more global and regional activities from leading consumer companies. To engage companies effectively, the Consumer team must stay updated on financial health, investment directions, and performance shifts across beauty, apparel, luxury, and F&B brands. Currently, insights are scattered across reports, media articles, and company briefings, making it difficult to form a coherent view. A consolidated dashboard would help the team track: business restructuring (HQ shifts, layoffs, divestments), regional growth patterns, R&D and digital investment levels, and signals of where companies might expand next. This insight enables more strategic engagement with multinational companies and supports EDB's objectives to secure high-value activities in Singapore. (2) Project scope: "Given shifting behaviours of Gen Z consumers in Southeast Asia, how can we map key trends and digital behaviours so that EDB can help global consumer companies pilot new models from Singapore?" Methodology: Literature review of Gen Z habits Social media observation (TaTaK, IQ, Xiaohongshu) Case studies of top brands (Rare Beauty, Sephora, Lululemon, SK-II) Optional lightweight survey or interviews Synthesis of trends into actionable insights Possible Deliverables: 1. 15-20 slide Gen Z Consumer Playbook (values, behaviours, channels, case studies) 2. Platform-by-platform breakdown (TaTaK, IQ, YT, Xiaohongshu) 3. Brand strategy implications and engagement talking points for EDB 4. 1-page infographic summarising "What Gen Z wants in 2025"	Nil	
Industry Group	Chemicals & Materials	Just in CASE (Coatings, Adhesives, Sealants & Elastomers)	(1) Background CASE materials: Coatings, adhesives, sealants, and elastomers are integral to many industries, offering diverse applications ranging from general consumer products to high-end, specialized markets. Some segments, particularly those with safety concerns or high product differentiation, require high-performance materials that are often protected by intellectual property (IP). Opportunity for SG: Singapore is well-positioned as a hub for advanced manufacturing and R&D, and this study aims to identify companies with strong CASE material capabilities that could benefit from Singapore's infrastructure, talent pool, and strategic location. Map the landscape of CASE materials (coatings, adhesives, sealants, and elastomers), focusing on identifying key companies, end-markets, and product differentiation across high-end applications. Provide insights into which CASE materials are specialty vs. commoditized, and recommend target companies for Singapore's manufacturing and R&D ecosystem. (2) Project scope: As our intern, you will be required to: a) Map the CASE materials landscape: Identify key companies in the CASE materials sector globally, particularly those involved in high-end applications such as aerospace, automotive, and niche consumer goods (e.g., specialized shoe soles). Categorize CASE materials by product differentiation, distinguishing between specialty (IP-protected) products and more commoditized materials. b) Analyze key end-markets: Focus on high-end applications with high barriers to entry, such as aerospace, high-performance automotive, medical devices, and niche consumer goods. Identify the key drivers for these markets (e.g., safety standards, regulatory requirements, innovation) and how CASE materials meet their needs. c) Analyze Singapore's CASE landscape: Map out the landscape of CASE companies already in Singapore, focusing on their capabilities in high-end CASE materials and potential for R&D or manufacturing activities. Identify gaps in the market and target companies that have strong capabilities in high-end CASE materials and are a good fit for conducting manufacturing or R&D activities in Singapore. d) Craft target list: Propose a list of companies in the CASE space (with little or no presence in SG) that should be targeted for engagement, with a focus on those with strong technical capabilities, innovation potential, and alignment with Singapore's manufacturing and R&D ecosystem.	Nil	
Industry Group	Chemical & Materials	Competitive landscaping – Can Singapore keep up with India and Malaysia in chemicals and bio-based manufacturing?	(1) Background Emerging chemicals and bio-based manufacturing capabilities from competitor countries: India and Malaysia are rising as hubs for manufacturing in Asia beyond our traditional competitors (e.g. China, Thailand) for chemicals and bio-based manufacturing. Understanding their capabilities: This study aims to understand the value propositions that India and Malaysia have developed over the past few years to earn their rising status, going into detail on the where, what, who and how. This should cover manufacturing, as well as research and development, across chemical and bio-based products. Objective: Identify and characterize chemicals and bio-based manufacturing nodes in India and Malaysia, including headquarters, research, and manufacturing activities. Identify key drivers and value propositions that are attracting these activities. Cross reference similar initiatives and activities in Singapore and analyze key differences. Propose value propositions that Singapore can develop to stay competitive for such activities. (2) Project Scope: As our intern, you will be required to: a) Map chemicals and bio-based manufacturing nodes in India and Malaysia Identify key locations in both countries that are home to such activities. Map these locations and characterize key value chains present. Identify and characterize key stakeholders in these value chains, including companies, other organizations and government or regional entities. b) Why these locations: - Identify and analyze key siting considerations that attract these projects. - Identify key value propositions, including state-sponsored or private-driven initiatives which are needle-moving. c) Cross reference with Singapore Compare the ecosystems in these locations with what Singapore has, highlighting similarities and differences. d) Recommend value propositions which Singapore can develop to stay relevant Learning from these countries, propose value propositions or initiatives that Singapore can champion to remain competitive for headquarter, research and manufacturing activities related to chemicals and bio-based manufacturing.	Nil	
Industry Group	Mobility	Attracting Untapped Global Players to Singapore's Land Mobility Ecosystem	(1) Background EDB's Mobility Division was formed in 2018 to make sense of the disruptions affecting mobility, in order to position Singapore for growth opportunities arising from these disruptions, including autonomous vehicles, electric vehicles and urban air mobility. As part of the team, you will find yourself at the forefront of shaping Singapore's emerging Mobility ecosystem, as you contribute to the building of Singapore's economic success. The Challenge / Opportunity: Singapore's land mobility sector is evolving rapidly, driven by electrification, micromobility, and the need for sustainable transport solutions. While key automotive and mobility players are already established locally, there exists a pool of untapped global players—such as charging point operators, public transport suppliers, and micromobility firms—that could be attracted to Singapore to expand the ecosystem and create new economic activities. Why This Research is needed now: Competitor hubs (e.g. Shanghai, Seoul, Munich) are actively courting these players, making it critical for Singapore to identify opportunities and position itself as the preferred base for operations before competitors capture them. The Gap: Current efforts primarily focus on existing OEMs, Tier 1 suppliers, and well-known mobility players. There is limited understanding of untapped global players in these areas and the specific capabilities required to attract them. This research will fill that gap by mapping potential players, assessing capability needs, and recommending ways to strengthen Singapore's land mobility value proposition through engagements with companies and other agencies. (2) Project Scope: Given growing urban mobility needs and the presence of untapped global players in land mobility, how can Singapore attract and anchor new automotive, micromobility, charging infrastructure, and public transport suppliers, so that the country strengthens its land mobility ecosystem and create new economic activities?	Nil	

Industry Group	Mobility	Exploring the Advanced Air Mobility Ecosystem: Identifying Key Players, Use Cases, and Opportunities for Singapore	(1) Background The Challenge / Opportunity: Advanced Air Mobility (AAM), which comprises electric Vertical Take-off and Landing (eVTOL) aircraft, drones, and other aerial transportation solutions, has the potential to revolutionise urban mobility, logistics, and infrastructure, offering sustainable, fast, and efficient transportation options. The global AAM sector is experiencing a resurgence in interest as technological advancements, regulatory maturity, and dual-use interest (military and civilian) are accelerating commercialisation timelines and attracting more players into the sector. While Singapore is keen to pursue innovation in this space, other countries are also vying for dominance with key international players in the AAM ecosystem — ranging from operators, Original Equipment Manufacturers (OEMs), and infrastructure providers. Understanding the global AAM landscape and identifying emerging players, key use cases, and leading-edge technologies is crucial to ensuring Singapore can capture its fair share of this rapidly growing sector. Why This Research is needed now: Countries like the United States, China, the United Arab Emirates, and the European Union are investing heavily in AAM technologies, with several competitors aggressively pursuing innovations in both civilian and military applications. As other regions continue to accelerate their AAM initiatives, Singapore must deepen its understanding of the ecosystem and identify the most promising opportunities to position itself as a global leader in AAM. This research will provide a roadmap for how Singapore can attract the right players in relevant and critical parts of the value chain, foster innovation, and create a comprehensive AAM ecosystem which can serve as a base for the region. The Gap: While there is ongoing interest in AAM within Singapore, there is limited research into the key international players driving the global AAM revolution, the emerging use cases, and the vehicle archetypes that will shape the future of air mobility. Additionally, there is insufficient exploration into the dual-use applications (military and civilian) of AAM technologies, which could impact both Singapore's defence capabilities and its civilian aviation infrastructure. This research will fill this gap by mapping the global AAM landscape, identifying key industry players and use cases, and analysing Singapore's position relative to competitors in the global race for AAM dominance. (2) Project Scope: Given the rapid advancements in the global AAM sector, the increasing competition from international players, and the growing need for sustainable, efficient transportation solutions, how can Singapore position itself as a leading hub for AAM innovation and development, so that we can foster economic activities and inform how Singapore can capture value across the AAM value chain. (3) Other experiences available to you as part of the internship: During your internship, you will have the opportunity to attend meetings with clients, government stakeholders and internal stakeholders, to experience the day-to-day life of an account manager in EDB.	Nil	
Industry Group	Mobility	Growing Singapore's Business Aviation Ecosystem	(1) Background The Challenge / Opportunity: While we have built a strong base in maintenance, repair and overhaul (MRO) activities in this sub-sector which include heavy base maintenance and interior modifications, there is opportunity to broaden and capture the suite of business aviation aftermarket services in Singapore. Why This Research is needed now: Singapore already serves as a leading regional hub for business aviation, in line with our status as a global aerospace hub. The increased demand for air travel in the Asia-Pacific and Singapore's attractiveness as a business hub will push further growth. The Gap: Current business aviation activities in Singapore primarily focus on maintenance, repair and overhaul. There is limited understanding of untapped global players in these areas and the specific capabilities required to attract them. This research will focus on mapping the suite of business aviation activities and main players, identifying existing gaps and recommending ways to strengthen Singapore's business aviation value proposition. (2) Project Scope: Given Singapore's status as a regional aviation hub and premier tourism destination in Asia, how can Singapore position ourselves as a comprehensive location for business aviation services, to attract new business aviation players and create new economic activities? (3) Other experiences available to you as part of the internship: You will be able to participate in meetings with companies to gain firsthand insights into their plans and requirements.	Nil	
Industry Group	Environmental Sustainability	Unlocking Singapore's Economic Growth Potential in Pet Nutrition	(1) Background Pet ownership and spending have surged globally, and pet nutrition has become one of the fastest-growing segments in the agrifood economy. From functional ingredients to science-driven formulations, the landscape is rapidly evolving, presenting potential new manufacturing, R&D, and export opportunities for Singapore. However, there is a need for a more comprehensive view of: a) How large and fast-growing the global and regional pet nutrition market is, b) Where Singapore has a competitive advantage (e.g., biotech, food innovation, regulatory approvals), c) What gaps, bottlenecks, or white-space opportunities exist, and d) What strategic interventions could position Singapore as a hub in this emerging sector. This research is needed now to guide our industry development strategy and help determine whether pet nutrition should be cultivated as a priority growth area. (2) Project Scope: Given the rapid global growth of the pet nutrition market and Singapore's push to develop high-value, sustainable agrifood sectors, what are the opportunities for Singapore to position itself to capture economic opportunities in pet nutrition so that we strengthen our competitiveness and create new growth engines? Boundaries Framework Temporal: Focus on 2025–2035 growth outlook Geographic: Global market scan with deeper dives into Asia-Pacific, particularly ASEAN Sectoral: Pet food, pet treats, alternative proteins for pets, functional ingredients, nutrition science and R&D Methodological Comparative analysis of leading pet nutrition hubs Trend and technology mapping Case studies of companies and innovation models Industry interviews (where possible) Deliverables: A market size & growth analysis Mapping of value chain + key players Identification of Singapore's competitive advantages & gaps Policy recommendations for industry development A final presentation to division	Nil	
Industry Group	Logistics and Supply Chain Management	Reimagining the future landscape of Singapore as a Regional Distribution Hub	(1) Background The Logistics & Supply Chain Management (LSCM) division plays the role of an industry architect to develop and execute strategies that position Singapore as the globally leading logistics hub where leading logistics service providers and air express integrators set-up regional headquarters, best-in-class facilities and innovation capabilities to execute their clients' logistics fulfillment needs. Aside from developing the logistics sector to enable key economic activities including manufacturing, trade and domestic resilience needs, LSCM also works closely with Beneficial Cargo Owners (BCOs) to develop a world class supply chain ecosystem in Singapore where BCOs set-up their supply chain teams to orchestrate regional and global supply chains. The team engages in a range of activities from industry studies, research and statistical analysis to develop and execute strategies for industry development. Industry promotion campaigns and account management. LSCM partners a wide range of leaders and stakeholders from across the public and private sectors to jointly develop and implement strategies across the ecosystem. Amidst escalating global trade tensions, companies are adopting more diversified supply chain strategies and expanding their networks across Southeast Asia (SEA). There has been a growing pool of regional distribution centres (RDCs) being set up in Singapore to serve such network expansions. This project aims to conduct a comprehensive study on the RDC landscape in Singapore and propose recommendations on desirable archetypes of RDCs that Singapore should proactively anchor. (2) Project Scope: Your responsibilities will encompass the following: a) Characterise the key considerations of manufacturers and shippers when choosing locations to set up RDCs and measure against the value propositions Singapore can offer. b) Benchmark RDCs in Singapore against global best-in-class facilities and develop a gap analysis to support warehouse rejuvenation efforts. c) Formulate recommendations for the ideal profile of RDCs and associated industries that Singapore should prioritise and pursue over the next five years. During your internship, you will have the opportunity to engage with multinational corporations (MNCs) in the logistics sector, as well as manufacturers and shippers with RDC presence in Singapore. Through discussions with these industry leaders, you will validate your hypotheses and findings, gaining first-hand experience in EDB's approach towards investment promotion and industry development.	Interest and basic understanding of the logistics value chain	

Industry Group	Logistics and Supply Chain Management	The Cost-Value Equation: Enhancing Singapore's Global Logistics Hub Competitiveness	(1) Background The Logistics & Supply Chain Management (LSCM) division plays the role of an industry architect to develop and execute strategies that position Singapore as the globally leading logistics hub where leading logistics service providers and air express integrators set-up regional headquarters, best-in-class facilities and innovation capabilities to execute their clients' logistics fulfilment needs. Aside from developing the logistics sector to enable key economic activities including manufacturing, trade and domestic resilience needs, LSCM also works closely with Beneficial Cargo Owners (BCOs) to develop a world class supply chain ecosystem in Singapore where BCOs set-up their supply chain teams to orchestrate regional and global supply chains. The team engages in a range of activities from industry studies, research and statistical analysis to develop and execute strategies for industry development, industry promotion campaigns and account management. LSCM partners a wide range of leaders and stakeholders from across the public and private sectors to jointly develop and implement strategies across the ecosystem. Global supply chain diversification presents Singapore with opportunities to strengthen its position as a globally leading logistics hub. As companies increasingly seek resilient and efficient logistics solutions, there is growing demand for hubs that can demonstrate clear cost-value advantages in facilitating transshipment and contract logistics flows. This project aims to conduct a detailed analysis of Singapore's cost competitiveness as a logistics hub vis-à-vis global logistics hubs and develop recommendations to enhance Singapore's cost competitiveness whilst maintaining service quality. (2) Project Scope: Your responsibilities will encompass the following: a) Establish a methodology to systematically gather primary cost data on Singapore's logistics operations including labour and operational costs. b) Conduct a comparative analysis of Singapore's logistics cost structures, identify constraints and opportunities for Singapore while benchmarking against global logistics hubs. c) Formulate recommendations to enhance Singapore's position as a leading logistics hub, considering both cost factors and non-cost value propositions. During your internship, you will have the opportunity to engage with multinational corporations (MNCs) in the logistics sector, as well as key port and terminal operators in Singapore. Through discussions with these industry leaders, you will validate your hypotheses and findings, gaining valuable insights into real-world business operating challenges.	Data analysis skills	
Industry Group	Professional Services	Study on global risk management and advisory services ecosystem	(1) Background The Professional Services Division is responsible for industry development and investment promotion for Singapore's professional services sector. We engage with a diverse range of professional services firms - including accounting, consulting, marketing, engineering services, legal, and risk management, among others - to support their establishment and expansion in Singapore. The team works closely with these firms to grow and enhance the capabilities and vibrancy of the professional services sector, strengthening Singapore's position as a trusted business hub. Businesses today face an increasingly complex risk landscape driven by climate change, rapid technological advancement, and shifting geopolitical dynamics. Understanding the evolving global ecosystem of risk management and advisory services is critical to identifying opportunities for Singapore to strengthen its capabilities and capture a larger share of this growing market. (2) Deliverables/ Expectations: This project involves conducting a landscape scan of the global risk management and advisory services ecosystem. The scan will map key players, service offerings, and emerging capabilities, with particular focus on services addressing climate risk, technology risk, and trade/geopolitical risk. The findings will identify global trends, best practices, and capability gaps to inform strategies for positioning Singapore to capture opportunities in high-growth segments of the sector. (3) Other experiences available to you as part of the internship: During your internship, you will be exposed to how global developments shape EDB's industry development strategies and efforts. You will also experience working with a diverse group of stakeholders - ranging from other EDB colleagues to external industry and public sector partners to formulate and validate your hypotheses.	Ni	
Industry Group	Professional Services	Strengthening Singapore's Professional Services Capabilities for Growth Sectors in Southeast Asia	(1) Background The Professional Services Division is responsible for industry development and investment promotion for Singapore's professional services sector. We engage with a diverse range of professional services firms - including accounting, consulting, marketing, engineering services, legal, and risk management, among others - to support their establishment and expansion in Singapore. The team works closely with these firms to grow and enhance the capabilities and vibrancy of the professional services sector, strengthening Singapore's position as a trusted business hub. Southeast Asia's continued economic growth has attracted global businesses seeking both manufacturing locations and consumer markets. The expansion of high-growth industrial sectors across the region has increased demand for sophisticated professional services. As a regional professional services hub, Singapore should develop and strengthen capabilities within its professional services sector to capture opportunities arising from sectoral growth in Southeast Asia and better serve MNCs operating in the region. (2) Project Scope This project will conduct a landscape scan of identified high-growth sectors in Southeast Asia, such as healthcare and data centres. The scan will map the value chain of the selected sector and identify where professional services firms operate within these chains. The study will assess whether Singapore's existing professional services capabilities align with sector needs and recommend ways to strengthen current capabilities or develop new ones.		
Industry Group	Conglomerates	Western & Southern European Business Conglomerates & the Business Families behind them	(1) Background Conglomerates division (CGLM) works with large multinational companies, including those owned by business families, with diversified business interests such as electronics, retail, industrial solutions, fast moving consumer goods (FMCG), healthcare, agribusinesses etc. Our key focus is to ensure that Singapore remains an attractive investment destination for such conglomerates, and for those that are already present in Singapore, to collaborate meaningfully with other partners within our local ecosystem. For this project, the division is seeking an intern to work with us to identify new potential business families and their respective conglomerates from Western and Southern Europe that EDB could engage with. (2) Project Scope As our intern, you will be required to: a) Identify the top 20-30 business families and their respective business conglomerates, from Western and Southern Europe, and tabulate their key characteristics; b) Identify and assess their key interests and pain points, and group these by region or country; c) Assess Singapore's value propositions against these key interests and pain points; and d) Recommend what EDB could do more of to attract such business families and business conglomerates to Singapore. You will be required to produce a tabulated format of your findings of the business families and their conglomerates, and make a presentation to the division at the end of your internship. (3) Other experiences available to you as part of the internship: During your internship, you will have the opportunity to join the CGLM team on meetings with our clients and other EDB teams, either in support of this study or other areas of CGLM's work.	Ni	
Industry Group	Energy and Renewables	How would energy transition and decarbonisation affect Singapore's storage terminal industry?	(1) Background The E&R division plays a crucial role in transforming Singapore into a globally leading sustainable energy & chemicals hub. The team spearheads Singapore's industry development strategies across the energy value chain, including fuels, biofuels, renewables and oilfield equipment & services. We work with leading global companies to attract investments and develop capabilities in growth areas such as sustainable products, decarbonisation and new energies, including in areas that contribute to Singapore's energy security and climate goals, while also supporting companies in their decarbonisation journeys through innovative solutions and technologies. We work closely with industry partners, government agencies and other EDB teams to facilitate investments, shape policies and enhance Singapore's competitiveness in the global energy and chemical value chain. Singapore's storage terminal industry plays a pivotal role in our status as a globally significant energy and chemicals hub. Singapore is ranked as the world's largest bunkering port, the 2nd largest oil trading hub, 6th largest refining export hub, and 9th largest chemicals hub. Our strategic position in Asia as a critical node for energy flows has made Singapore a key pricing centre. While Singapore is advancing its energy transition, conventional fuels e.g. Diesel, Marine Fuel Oil, Motor gasoline, Jet Fuel, continue to dominate the energy system. Energy resilience is another strategic priority for Singapore amid heightened geopolitical uncertainty and global supply disruptions. Singapore relies heavily on energy imports and continues to explore ways to strengthen energy security, including enhancing storage infrastructure and assessing the potential use of strategic petroleum reserves. With this in mind, this project aims to help us to understand how the energy transition will reshape the storage terminal industry, and how Singapore's storage terminal industry should respond to remain resilient, competitive, and aligned with national energy and decarbonisation objectives. Some questions to consider: What is the role of storage terminals in a low carbon future? What are the competitive advantages of Singapore for storage terminals, considering energy transition? What should be the strategic areas of focus for storage terminal industry in Singapore? What are the gaps, or opportunities for us to get there? (2) Project Scope: Given Singapore's commitment to achieving Net Carbon Zero targets by 2050, Singapore's E&C industries must transform to develop higher value, sustainable E&C products, what are the opportunities for Singapore to re-position itself to capture economic opportunities in storage terminal business so that we strengthen our competitiveness or value proposition to remain as key global hubs for low carbon fuel & chemical products? Boundaries/ Frameworks: Temporal: Focus on 2025-2035 growth outlook Geographic: Global market scan with deeper dives into Asia-Pacific, particularly ASEAN and Oceania (Australia & New Zealand) Sectoral: Oil Products, Chemical Products and Gas e.g. LNG, H2 Methodological: - Assessing the value of Singapore's storage terminal industry - spillovers to other parts of the economy - Comparative analysis of leading E&C trading hubs - Trend and technology mapping to store conventional and low carbon fuels to be more energy or carbon efficiency - Case studies of companies and innovation models - Industry interviews (where possible) Deliverables: A market size & growth analysis Mapping of value chain + key players Identification of Singapore's competitive advantages & gaps Recommendations for industry development A final presentation to division	Ni	

Industry Group	Digital Industry Singapore	AI Applications Layer Companies: Singapore Positioning and Engagement Strategy	(1) Background The Digital Industry Singapore (DISG) office is a joint office comprising officers from EDB, ESG and IMDA to oversee Singapore's efforts to build up its technology ecosystem. DISG is responsible for the growth of Singapore's tech industry, driving job creation, anchoring new teams and capabilities, and enabling partnerships across key local and international digital enterprises. Industry Mapping & Prioritisation Create a comprehensive taxonomy of AI application companies covering: Application types: horizontal (ERP, SCM, HR systems) vs vertical (industry-specific) Player types: tech-driven, domain-expertise driven, and hybrid models Business models: subscription-based, usage-based, success-based, and emerging models Identify 15-20 high-potential companies across different categories Assessment of value to Singapore for each archetype (based on talent intensity, regional HQ potential, growth trajectory) Target Company Deep-Dive Select 6-8 priority companies for detailed analysis across different player types and business models Map their current team structures and key roles (with focus on emerging skillsets like forward deployed engineers) Research their expansion patterns and decision criteria for new locations Benchmark salary ranges for critical roles in these companies Singapore Positioning & Approach Strategy Develop company-specific value propositions for Singapore setup, tailored by player type and business model Create "cost of talent" benchmarking vs other hubs Draft approach strategies and key talking points for each target segment Simple framework for EDB teams on how to engage different AI application company types (2) Project Scope: As an intern, your responsibilities will encompass the following: a) Target company database with key metrics including player type and business model classification; b) Salary benchmarking report for priority roles; and c) Playbook for approaching different AI application company types This 3-month research project will map the global AI application industry landscape and develop targeted engagement strategies for Singapore. Project will entail analysing selected AI application companies across different segments (horizontal vs vertical applications, tech-driven vs domain-expertise driven players, subscription vs usage-based business models), conduct deep-dive research on 6-8 priority targets, and benchmark talent costs for emerging roles. The project will deliver a company database, salary benchmarking report, and engagement playbook to guide EDB's approach to attracting AI application companies to Singapore. (3) Other experiences available to you as part of the internship: During your internship, you will have the opportunity to engage with multinational corporations (MNCs) in the digital technology sector.	Nil	
Industry Group	Digital Industry Singapore	Evaluation of the opportunities within the software value chain from rapid AI advancement	(1) Background The specific challenge/opportunity your division is facing: The global proliferation of AI is fundamentally disrupting software development. By deconstructing the software value chain—from AI-assisted coding and UI/UX to automated QA and deployment—EDB can strategically target and capture the next generation of high-value technical roles. Why this research is needed now: The digital sector is a major driver of Singapore's economy, contributing roughly one-fifth of GDP and supporting a workforce of 200,000. To sustain this momentum, it is essential to analyse the software value chain to distinguish between high-growth opportunities and areas vulnerable to AI-driven displacement, ensuring our workforce remains future-ready. What is the gap: Existing frameworks for the software value chain are too high-level to facilitate precise strategic value capture. This project will deconstruct the chain into granular activities and job roles, identifying specific nodes of disruption and high-potential areas for AI-driven transformation. (2) Project Scope: Rapid AI advancements necessitate a re-evaluation of the opportunities within the software value chain. By mapping these shifts, EDB can more effectively identify opportunities for value creation, and to build capabilities and interventions which might attract cutting-edge software companies.	Nil	
Industry Group	Digital Industry Singapore	Anchoring high-value digital activities from the travel sector	(1) Background The specific challenge/opportunity your division is facing: The travel sector is a cross-cutting domain, intersecting consumer technology, digital platforms, payments, logistics, mobility, data and AI. Leading global travel and consumer-tech companies increasingly operate platform-based, data-intensive business models, sitting on large volumes of proprietary consumer, transaction and behavioural data across multiple markets. For DISG, it is not always clear which segments of the travel value chain present the strongest opportunities to anchor high-value digital activities. Why this research is needed now: Travel and consumer tech platforms are undergoing rapid digital transformation, with increasing use of AI. It is a timely opportunity to deepen engagement with travel-tech and consumer-platform players, not only as a market or operational base, but as a location for higher-value activities. What is the gap: We currently lack a view on how different segments of the travel value chain are evolving, and where new collaboration areas are emerging. This project hopes to map key segments, players and emerging collaboration areas. (2) Deliverables/ Expectations Given the increasing digitalisation of the global travel sector and the growing influence of consumer-technology platforms across the travel value chain, how can we systemically map key segments, players and emerging collaboration opportunities with travel tech companies, with the aim to deepen our partnerships with them?	Nil	
Industry Group	Healthcare	Future of Singapore's Healthcare Industry	(1) Background EDB's Healthcare Division oversees efforts to develop compelling propositions and engage leading companies to anchor global and regional activities in Singapore. This contributes to EDB's overall vision, for Singapore to be the choice location in Asia where healthcare companies innovate new products, services, business and delivery models, and manufacture for the regional and global market. Globally, technological advancements are disrupting the way people seek healthcare and extend their health span. Firms across the Pharmaceutical, Biotechnology, Medical Technology and Digital Health sectors are re-inventing their products and services, as well as business and delivery models. Similarly, EDB continues to embark on efforts to review its strategies and ecosystem initiatives to position Singapore as a key global node for the healthcare industry. (2) Project Scope: As our intern, you will help us: a) Identify and characterise emerging opportunities or issues facing one of the following sub-segments in the healthcare sector (i.e. Pharmaceuticals, Biotechnology, Medical Technology and Digital Health) b) Characterise local and global ecosystems for key players and approaches in the identified opportunity / issue. c) Recommend approaches for Singapore to position itself for these opportunities / address these issues to attract investments into/ expand investments from companies in Singapore.	x3	
Industry Group	Hub Strategy	Competitive analysis of offerings and services for HQ investments	(1) Background Hub Strategy is responsible for developing and executing national strategies to strengthen Singapore's value propositions as a business hub by (i) attracting headquarters, (ii) facilitating international organisations (IOs) which support industry development across government and (iii) enhancing connectivity. You will be part of the team which focuses on headquarters and international organisations. This includes activities such as industry studies, statistical analysis, programme development and execution and engaging with public and private sector stakeholders. Singapore has established itself as a premier regional headquarters destination in Asia, leveraging its strategic location, business-friendly environment, and robust infrastructure. However, the competitive landscape for attracting headquarters continues to evolve as other locations enhance their value propositions and introduce new incentives. Understanding how competing jurisdictions position themselves, structure their offerings, and deliver services to attract foreign HQ investments is crucial for maintaining Singapore's competitive edge in the global headquarters market. (2) Project Scope: This project will conduct a comprehensive analysis of how key competing locations attract and facilitate headquarters investments, with particular focus on their incentive tools, regulatory frameworks (e.g., tax structure), and support services, such as time taken to register a business. The intern will benchmark these offerings against Singapore's current value proposition, identifying gaps, opportunities, and best practices that could inform EDB's strategy for headquarters attraction and retention. The analysis will cover key competitors and examine investment facilitation processes, their marketing approaches, and post-establishment support mechanisms to provide actionable insights for enhancing Singapore's competitive positioning. Key competitors for RHQs: Thailand (BKK), Malaysia (KL), UAE (Dubai), Hong Kong Competitors for GHQs: New York, London	Research and analysis/prior experience with a research project; Either a business degree or prior internship experience in a business function	x2