

A Snapshot of the Singapore Training Marketplace

Singapore has a complex and competitive training market. In 2002, the Services Sub-Committee of the Economic Review Committee identified corporate training and executive education as a key growth sector.

Here are some interesting facts about the supply of training services as at 2003*:

1. More than 2,800 establishments were providing education services, up 16.1% compared to 2002.
2. Of these, 1.5% or 42 were professional and management development training institutions
3. Despite numeric growth, average operating expenditure increased 4% between 2002 and 2003, outstripping growth in operating receipts (2.5%).
4. Further, cost-effectiveness (measured by the earnings-expenditure ratio) declined across the entire industry compared with 2002. One reason could be the high remuneration overheads which ranged between 40-75% across various industry groups and averaged 54% industry-wide.
5. Small firms (with less than 10 workers) made up almost 80% of the industry, yet added the least value and generated the lowest operating receipts (both per establishment and as a group).

* Data drawn from a Department of Statistics survey on Education Services released in June 2005

In terms of the demand for training services, as at November 2001**:

1. An average of 1/3 of the Singapore labour force participated in some form of training.
2. Participation in training is highest at 55.5% for those with tertiary educational attainment.
3. Users of training services generally find pricing as important a consideration as quality.
4. The public sector and multinational companies spend the most on corporate training for their employees.
5. Smaller organizations were more likely to have their training provided by external agencies, while larger firms tended to have a mix of both in-house and external training agencies.
6. The average training expenditure per year per employee by occupation and industry is as follows:

| | Manager | Professional & Technical | Clerical | Sales | Service | Production |
|-------------------|----------|--------------------------|----------|---------|---------|------------|
| Manufacturing | \$4,434 | \$3,345 | \$7,450 | \$554 | \$713 | \$5,776 |
| Banking & Finance | \$61,932 | \$43,932 | \$31,765 | \$432 | \$432 | \$167 |
| Business Services | \$3,987 | \$15,666 | \$3,733 | \$1,296 | \$770 | \$4,248 |
| Insurance | \$1,412 | \$1,082 | \$463 | \$3 | \$87 | \$0 |
| All industries | \$8,537 | \$12,511 | \$7,104 | \$887 | \$687 | \$4,284 |

Source: National University of Singapore, Department of Business Policy, November 2001

** Source: Ministry of Manpower, November 2001; National University of Singapore, Department of Business Policy, 2001; and an International Business Strategies research paper on "Corporate Training in Singapore" in September 2003.

Can we help you?

Intellitrain understands the local training scene and is well-placed to help you. If you are:

- a. **A professional/industry/trade body or a professional services firm**- Intellitrain offers cost-effective solutions that enable you to implement your own continuing education and training programmes for your members/potential members or clients/potential clients with fewer overheads!
- b. **A specialist training provider** with quality training offerings relevant to the corporate market but not the extensive resources to compete against the bigger boys - Intellitrain offers affordable solutions to help you promote your services to a wider market and implement your training programmes on a regular basis, while reducing or eliminating your remuneration overheads.
- c. **In search of quality training solutions** customised to meet your needs - Intellitrain does the groundwork for you by sourcing, selecting and working only with leading training providers who are specialists in their field.