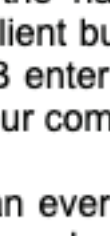


CapitalLand SkillsFuture Queen Bee Programme



Bee Smart, Bee Skilled: Your Apiary of Upskilling and Retail Buzz

To our colony of Retailers,

Happy 60th National Day, Singapore!

As the nation celebrates six decades of independence, we take this moment to salute the resilient businesses that have grown alongside our country – in particular, our local retailers and F&B enterprises. These businesses are more than just economic contributors – they are pillars of our community, shaping the vibrancy and dynamism of everyday life.

In an ever-evolving landscape where disruptions are constant and change is the only certainty, we applaud the tenacity of companies that continue to weather storms, pivot quickly, and transform their business models to stay ahead. A key part of this transformation? **Upskilling their people** – ensuring employees remain equipped and relevant in today's digital economy.

Since the launch of the **CapitalLand SkillsFuture Queen Bee (SFQB) programme** in 2022, we've had the privilege of partnering with over **400 forward-looking enterprises** who share our belief in continuous learning and capability building. These companies understand that investing in human capital isn't just good business practice – it's the heartbeat of their competitive advantage and a key driver of long-term sustainability.

Our **monthly seminars, workshops and masterclasses** have become a cornerstone for knowledge-sharing, collaboration, and innovation. In the first half of 2025, we welcomed a vibrant community of business owners, decision-makers, and team leaders to explore emerging themes - from harnessing smart technologies and expanding into digital commerce to elevating customer experience, boosting productivity, and beyond.

Looking ahead, we're excited to bring you even more impactful sessions. In **August**, we're conducting the final instalment of our *AI in Action* masterclass series - ***Data-Driven Strategies for Smarter Business Growth***, which explores **practical, plug-and-play AI tools** you can immediately apply to boost revenue, streamline operations, and make **smarter, data-driven decisions**.

In **September**, we'll present a timely seminar, ***The Business of Care: Building a Resilient Workforce for a Sustainable Future***, where the CEO of **SBF Foundation** will share her expertise on cultivating empathetic workplaces and demonstrating how strong leadership fosters job sustainability and enhances team well-being.

Looking ahead to **October**, we are delighted to welcome the passionate and dedicated Managing Director of **Raffles Hotel Singapore**, who will share his insights at our seminar ***Experience Architects: Designing Engagements for Your Business Advantage***. Together, we will explore the science and strategy of customer engagement - uncovering how to forge connections that truly resonate and deliver results. As always, our events are packed with valuable insights, practical strategies, and great networking opportunities - all completely complimentary. So don't miss out!

For those of you looking to strengthen your workforce, take note of the **'Skills & Career Discovery' job fair on 18 & 19 September at Bugis+**, organised in collaboration with **NTUC LearningHub**. It's a great opportunity to connect with jobseekers and meet evolving manpower needs.

In this issue, we shine the spotlight on **Phoon Huat**, a beloved home-grown brand that has embarked on a transformation journey with the support and advisory assistance of the **Singapore Business Federation (SBF)**. We also feature **Sony Electronics**, which partnered with SBF to attain the **Progressive Wage (PW) Mark** - demonstrating a firm commitment to fair and progressive employment practices. Plus, don't miss our exclusive interview with the dynamic Managing Director of **World Mode Singapore**, who shares how their 360° suite of solutions is helping retail businesses innovate, adapt, and thrive.

Finally, round off your read with a little fun – take part in our quiz and stand a chance to win **eCapitaVouchers**!

Let's continue to learn, grow, and thrive – together. Here's to stronger businesses, skilled people, and a united Singapore!

We've got a hive of sharing, so let's get buzzin'...

Bee Acquainted!

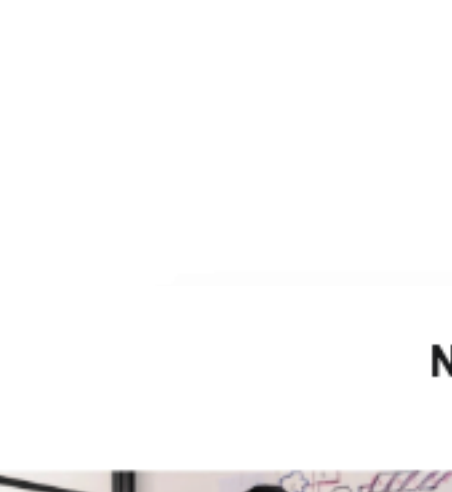
Gaining a Digital Edge on Productivity



Phoon Huat, a trusted name in baking supplies for both professionals and home bakers, has **embraced digital transformation** to enhance operational efficiency and support future growth. In partnership with the **Singapore Business Federation (SBF)**, the company adopted InvoiceNow, the nationwide e-invoicing framework, to streamline its invoicing processes. This strategic move has not only improved accuracy and efficiency but also enhanced overall productivity across its operations.

[Read More](#)

Transforming Talent, Tech & Training



From fashion designer to regional trainer and now Managing Director of **World Mode Singapore (WMSG)**, Angeline's journey through retail is anything but conventional — and that's what makes it inspiring. In this exclusive interview, she shares how her cross-cultural experience and people-first mindset drive WMSG's mission as a **total retail solutions provider**. Discover how WMSG is **redefining recruitment, training, and technology enablement to help retailers thrive**. From embracing **Omotenashi service values to integrating AI-driven tools and immersive learning**, Angeline reveals how WMSG bridges global best practices with local relevance — all while keeping people at the core of transformation. Whether you're pursuing talent, capability building, or tech solutions, this is a conversation worth tuning into.

[Read More](#)

Bee Informed!

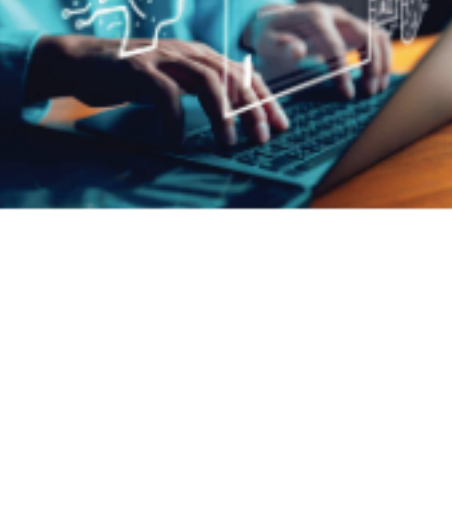
The Mark That Matters: Recognising Progressive Employers



The **Progressive Wage (PW) Mark** is an accreditation scheme administered by the **Singapore Business Federation (SBF)** to recognise firms that pay progressive wages to lower-wage workers. Introduced by the Tripartite Partners - MOM, NTUC, and SNEF - the PW Mark supports national efforts to uplift wages and promote fair employment. Companies like **Sony Electronics** have embraced the initiative, viewing it as a **step toward fostering a more inclusive and motivated workforce**. Beyond compliance, the accreditation enhances employer branding and signals a commitment to responsible business practices.

[Learn More](#)

Power Up with AI: The AI Enablement Sprint



Ready to transform your retail operations with GenAI tools like Microsoft Co-Pilot? The **AI Enablement Sprint** is a 60-day guided journey designed specifically for CapitalLand tenants, **offering hands-on training, expert mentorship, and practical application** across marketing, HR, finance, and more. Whether you're new to Co-Pilot or already exploring its capabilities, you'll benefit from tailored pathways that suit your business needs. Join us for the **complimentary 'AI in Action' workshop on 21 August** to discover how the programme can support your digital transformation. You may also contact SBF for details at: smart.tech@sbf.org.sg

[Register](#)

NTUC LearningHub Thinking Academy



The **NTUC LearningHub Thinking Academy** is a forward-thinking initiative designed to help individuals thrive in the AI era. The Academy endeavors to **bridge the gap between traditional thinking frameworks and the evolving demands of an AI-driven world**. Through this comprehensive approach, professionals gain the necessary skills to excel in an increasingly AI-integrated professional landscape, turning technological disruption into opportunity.

[Learn More](#)

Thrive@Libraries Festival 2025



In the spirit of promoting lifelong learning, we are pleased to support **Thrive@Libraries 2025 Festival**, organised by **NLB, SkillsFuture Singapore and Lifelong Learning Singapore**. Held in conjunction with SkillsFuture Festival 2025, this year's event features sharing by industry thought leaders, inspiring activities and an exhibition showcasing creativity in action - to help working adults level up innovative thinking and unlock creativity. Participants may also take part in the online game Tabi and the Multiverse to reimagine career possibilities.

[Learn More](#)

Bee Skilled!

Generative AI for Business Professionals: ChatGPT, Media Synthesis, and beyond



This 2-day course by **NTUC LearningHub** gives working professionals a practical and beginner-friendly introduction to Generative AI. Participants will explore how AI can help with everyday tasks, including plenty of hands-on activities, real-life examples, and guided practice to show how AI can be used in different job roles. You'll also learn how to write better prompts to get useful results from AI tools and understand the do's and don'ts when using them at work. By the end of the course, you'll gain practical skills to help you work smarter, plan better and create more in your everyday life.

[Learn More](#)

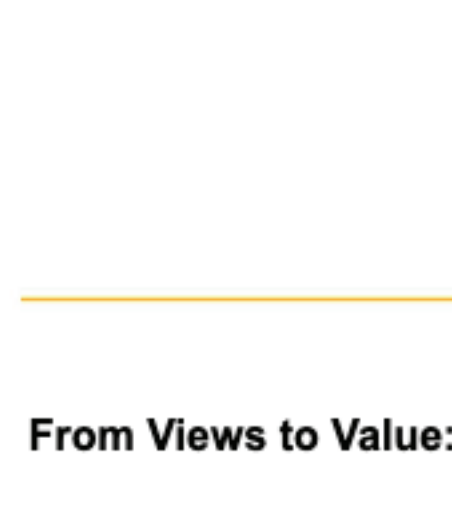
SkillsFuture For Digital Workplace 2.0



This **NTUC LearningHub** course builds essential digital skills to help you adapt to a fast-changing work environment shaped by automation, AI, and data. Through guided exercises and real-life work scenarios, you'll explore how tools like Copilot, low-code platforms, data dashboards, and cybersecurity habits can boost productivity and decision-making across roles. Generative AI is woven throughout these areas and to support and foster continuous learning beyond the classroom, this course includes a 1-year subscription to NTUC LearningHub's Learning eXperience Platform (LXP): Singapore's largest curated digital library of micro-courses, certifications, and skill tracks from over 250 trusted providers.

[Learn More](#)

WSQ Display Critical Thinking and Analytical Skills Powered by WILEY



In this **NTUC LearningHub** course, participants will learn essential skills to think smarter and act decisively. It introduces logical inquiry methods, empowering learners to address and resolve complex business challenges. With the addition of Prompt Engineering using Generative AI, participants will leverage AI technology to enhance clarity, creativity, and efficiency in problem-solving. Upon completion, learners will possess the ability to make data-driven decisions, foster innovation, and present compelling solutions to stakeholders.

[Learn More](#)

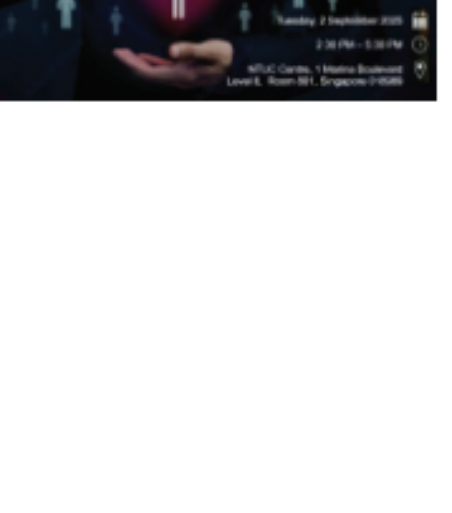
Mastering Omotenashi: Elevating Service to Sales



This **NTUC LearningHub** course equips participants to leverage exceptional service, driving sales success. Inspired by the Japanese concept of Omotenashi, which emphasises anticipating and fulfilling customer needs, this course equips professionals with the skills to provide personalised service while effectively guiding customers through the sales process. Participants will learn how to prepare for product demonstrations by ensuring product availability, technical readiness, and security compliance. They will also explore proven selling strategies that align products with customer preferences, ensuring that recommendations are relevant and impactful for successful sales conversion.

[Learn More](#)

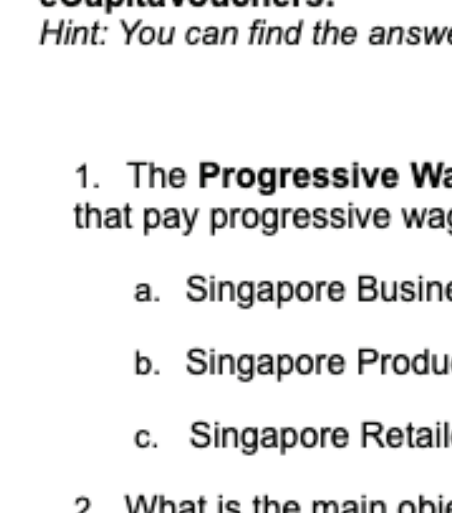
The Art of Omotenashi: Creating Memorable Hospitality Experiences



Explore the principles of exceptional hospitality, focusing on the Japanese concept of Omotenashi - anticipating and fulfilling customer needs with thoughtfulness and attention to detail. This course by **NTUC LearningHub** will guide you through recognising customer segments, understanding their unique needs, and applying best practices to deliver outstanding service. Participants will learn how to embody the key traits of a professional service provider, cultivate a customer-first mindset, and consistently exceed expectations. By the end of this training, participants will be equipped with skills and knowledge to create memorable, customer-centric experiences that inspire loyalty and satisfaction.

[Learn More](#)

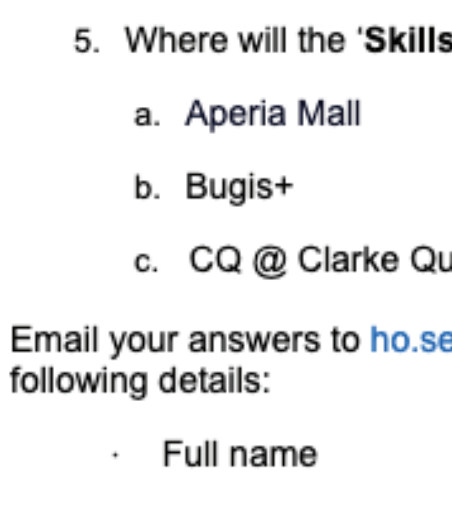
The Right Corporate Structure Strategies for Your Business Expansion



Unlock your business's growth potential with the right corporate structure. This seminar by **SBF** is tailored for business owners, mid-management, and investors seeking to scale confidently while managing risk, attracting investment, and retaining top talent. Learn how to balance control with investor interests, explore exit strategies, leverage employee incentives, and implement effective governance through strong board structures. Through real-world case studies and expert insights, gain practical tools to drive expansion and build investor confidence. Don't miss this opportunity to future-proof your business and elevate your corporate strategy.

[Learn More](#)

Gen AI Content Creation: Super Sprint Your Sales and Marketing Performance



Stay ahead in the digital age by leveraging AI to transform your content creation and marketing strategies. This **SIRS** course equips you with essential skills in content management, enabling you to create, curate, and manage web assets that engage prospects and customers. Develop an effective content marketing strategy that resonates with your audience and drives business growth. By mastering these tools, you'll be empowered to create innovative, AI-driven content that drives business growth, supercharges your sales and marketing performance, ensuring your career thrives in today's competitive market.

[Learn More](#)

Customer Experience Innovation

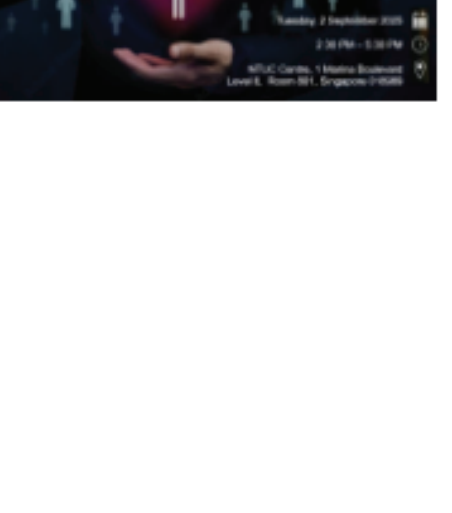


Experiential retail technologies provide businesses with the opportunities to create immersive and personalized experiences for customers. Learn how to create enhanced and competitively-differentiated customer experiences alongside the seamless integration of physical and digital spaces with this **SIRS** course. To be future-proof, retailers must leverage technology and data science, combined with human ingenuity, to forecast and provide insights for designing innovative products and services that meet the needs of tomorrow's consumers.

[Learn More](#)

Bee Invited!

From Views to Value: Boosting Business Growth Through Social Commerce



SIRS and CapitalLand SkillsFuture Queen Bee welcome you to a **complimentary workshop on 13 August 2025**, held in collaboration with **Bytedance, TikTok, Xiaohongshu and Pixlr**. Instead of spending hours on social commerce efforts that don't convert, discover how Design AI can transform your creative process, dramatically cut content production time, and boost customer engagement - all in one power-packed session! For enquiries, please contact ho.seanshan@capitaland.com

[Register](#)

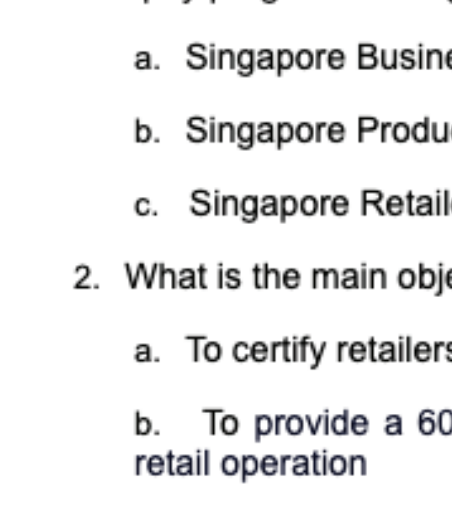
AI in Action: Data-Driven Strategies for Smarter Business Growth



CapitalLand SkillsFuture Queen Bee invites you to a **complimentary workshop on 21 August 2025**, held in collaboration with Microsoft, SBF and BCG. This **classroom-style workshop** will equip you with **practical, plug-and-play AI tools**, including both **paid (Copilot) and free (Power BI)** solutions, that you can immediately apply to **boost revenue, streamline operations, and make smarter, data-driven decisions**. Whether you're just starting or ready to deepen your AI adoption, this session will help you **turn insights into impact**. For enquiries, please contact ho.seanshan@capitaland.com

[Register](#)

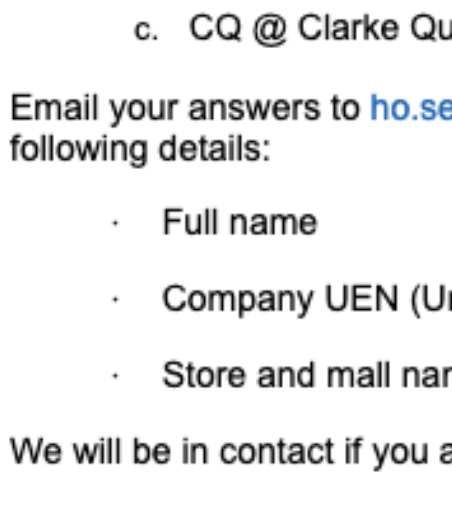
The Business of Care: Building a Resilient Workforce for a Sustainable Future



Join us for this **complimentary seminar by CapitalLand SkillsFuture Queen Bee on 2 September 2025**, held in collaboration with **SBF and NTUC**. Learn from subject matter experts as they share insights on the importance and benefits of cultivating **empathetic, compassionate, and psychologically safe workplaces**. Discover how this people-centric approach to business sustainability can drive **higher employee engagement, stronger team dynamics, and long-term organisational success** - because **doing good is good business**! For enquiries, please contact ho.seanshan@capitaland.com

[Register](#)

Elevating Customer Experience for Business Success



Developed in partnership with NTUC LearningHub, **endorsed by SkillsFuture Singapore**, and delivered through CapitalLand SFQB, this **complimentary on-site, bite-sized training** empowers your customer-facing staff with the essential skills and insights they need to excel. Participants will dive into the **core principles of service excellence, master the art of seamlessly blending sales with service, and uncover how to harness digital tools to elevate every customer interaction**. For enquiries, please contact ho.seanshan@capitaland.com

[Register](#)

Bee Rewarded!

Simply choose your answers from the multiple-choice questions for a chance to win **\$50 in eCapitaVouchers**!

Hint: You can find the answers in the articles featured in this issue of the newsletter.

- The **Progressive Wage (PW) Mark** is an accreditation scheme to recognise eligible firms that pay progressive wages to lower-wage workers. It is administered by
 - Singapore Business Federation
 - Singapore Productivity Centre
 - Singapore Retailers Association
- What is the main objective of the **AI Enablement Sprint** programme for retail tenants?
 - To certify retailers as AI experts
 - To provide a 60-day guided journey to apply GenAI tools like Microsoft Co-Pilot in retail operation
 - To replace HR, finance, and marketing staff with AI systems
- What is the key focus of the Japanese concept of **Omotenashi** in hospitality?
 - Offering discounts to attract more customers
 - Using automation to reduce human interaction
 - Anticipating and fulfilling customer needs with thoughtfulness and attention to detail
- Which organisations are involved in curating and endorsing the complimentary on-site, bite-sized **'Elevating Customer Experience for Business Success'** training offered by CapitalLand SFQB?
 - NTUC LearningHub and Workforce Singapore
 - NTUC LearningHub and SkillsFuture Singapore
 - Nanyang Polytechnic and SkillsFuture Singapore
- Where will the **'Skills & Career Discovery'** job fair on **18 & 19 September 2025** be held?
 - Aperia Mall
 - Bugis+
 - CQ @ Clarke Quay

Email your answers to ho.seanshan@capitaland.com by 1 October 2025, and include the following details:

- Full name
- Company UEN (Unique Entity Number)
- Store and mall name

We will be in contact if you are the lucky winner. Bzzzz of luck!

