



European Chamber of Commerce (Singapore)

PRESS RELEASE

Singapore, 27th January 2021

Campaign on European companies' commitment to keep investing in local workforce amidst the global pandemic.

SINGAPORE – Today, the European Chamber of Commerce (Singapore) (EuroCham) released a video campaign on its social media platforms featuring Singaporean staff from various multinational European corporations. In light of the ongoing global pandemic, this campaign reaffirms the interest of European companies to keep on investing in this region and specifically to keep Singapore the centre of gravity of European Business presence in APAC.

The economic downturn is accelerating job displacement and the jobs that disappeared during the COVID-19 downturn may not be the same ones that return as the economy recovers. Though, with job displacement may come opportunity. The European businesses braced with the collaboration of Singaporean partners are ready to grasp these opportunities by continuously supporting and reskilling and redeployment solutions.

In the video interviews, local employees elaborated on development opportunities and overseas work assignments within European companies which were personally beneficial for their career progression. In addition to this, some interviewees described the hiring procedures and conducive corporate cultures of these European organisations. We hope that these interviews can be inspirational for fresh graduates and mid-career professionals looking to grow in specific industries, as they would have the knowledge of what to expect. Some of the companies involved in the campaign are Alstom, Philips, INSEAD, BMW Asia, and European supermarket chain Lidl. The videos feature a range of employee types – from recent graduates to C-suite executives.



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With the coronavirus pandemic impacting businesses and its revenue, it was anticipated that there will be an upsurge of unemployment worldwide. Singapore's virus-hammered economy took a major hit in Q2 where it experienced its worst quarterly decline in total employment. It is paramount that European and Singaporean companies remain resilient and work collaboratively to tide the global financial crisis sparked by the pandemic.

About EuroCham

EuroCham is an independent non-profit organisation governed by members, representing the common interest of the European business community in promoting bilateral trade, services and investments between Europe and Singapore and the region.

EuroCham represents the voice of the European business community in Singapore. We provide our members with a forum for advocacy, networking and information sharing within the European and Singaporean business communities and governmental circles.