

## PRESS RELEASE

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### SBF and Enterprise Singapore Launch CEFA – A Centralised Advisory to Help Businesses Strengthen Financial Literacy and Resilience

Monday, 18 May 2026 [Singapore]

1. The Singapore Business Federation (SBF) and Enterprise Singapore (EnterpriseSG) today launched the Centre for Enterprise Financing Advisory (CEFA). First announced in July 2025, CEFA was conceived as a one-stop platform for enterprises to access advisory services and resources to build strong financial management fundamentals, make informed financing decisions as well as access financing partners to raise capital for sustainable growth, transformation and long-term competitiveness.
2. The launch of CEFA was officiated by Ms Low Yen Ling, Senior Minister of State, Ministry of Culture, Community and Youth & Ministry of Trade and Industry, together with Mr Mark Lee, Vice Chairman, SBF; Mr Kok Ping Soon, CEO, SBF; Ms Cindy Khoo, Managing Director, EnterpriseSG; and Mr Geoffrey Yeo, Assistant Managing Director for Capabilities, EnterpriseSG.

#### Strengthening Access to Financing Through a One-Stop Advisory Platform

3. Enterprises that invest in building strong financial literacy and solid financial fundamentals are significantly better positioned to access the financing they need to grow, transform and scale. Recognising this critical role of financing, EnterpriseSG has partnered with SBF to establish CEFA as a dedicated financing advisory hub to serve enterprises across various stages of their financing journey, helping enterprises open doors to access a range of financing options best suited for their needs. The centre will offer the following services:
  - a. **Advisory and Facilitation:** CEFA will work closely with financial institutions<sup>1</sup> to provide businesses with tailored advisory on relevant financing solutions they may require, ranging from working capital and trade financing to project finance, as well as alternative options such as equity investors and private credit. CEFA will also collaborate with other ecosystem partners – such as professional services firms, Trade Associations and Chambers, and SME Centres – to enhance the financial literacy and readiness of Singapore enterprises, enabling them to make more informed financing decisions aligned with their business strategies.

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<sup>1</sup> SBF signed eight Memorandum of Understandings (MOUs) with the following financial institutions: CIMB, DBS, HSBC, Maybank, OCBC, RHB, Standard Chartered and UOB. The MOUs expressed interest to collaborate across various activities such as coordinated referrals, expert insights, and joint initiatives offered to enterprises. CEFA will continue to work with other financial institutions within the ecosystem.

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- b. **Capability Building:** Enterprises will have access to a suite of resources, tools and training programmes, including a refreshed Financial Management Toolkit<sup>2</sup> to strengthen their financing capabilities. Later this year, CEFA will partner ISCA Academy to roll out courses on effective cash flow management strategies and practical financial forecasting using AI. CEFA is also working with the SBF Business Institute to develop additional enterprise financing programmes.
4. **Mr Geoffrey Yeo, Assistant Managing Director for Capabilities, Product & Policy, EnterpriseSG**, said, “Enterprises looking to transform and grow often seek out resources and advisory support to access the right financing. Through this partnership with SBF on CEFA, we are bringing together key partners and expertise under one roof, making it easier for enterprises to access financing advice and resources to strengthen their financial capabilities.”
5. **Mr Kok Ping Soon, CEO of SBF**, said, “Businesses are operating in a far more uncertain environment today, and sound financing and cash flow decisions matter more than ever. SBF’s latest Enterprise Financing Survey shows that enterprises need more than capital alone – they also need clearer guidance to understand financing options, connect with the right partners, and plan for sustainable growth. CEFA, together with our network of financial institution partners, and the refreshed Financial Management Toolkit, brings this support together in a more coordinated and accessible way.”
6. Interested enterprises and partners can approach CEFA at [cefa@sbf.org.sg](mailto:cefa@sbf.org.sg), or visit CEFA’s official website at <https://entfinancing.sg/> for more information.

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### **About Singapore Business Federation (新加坡工商联合总会)**

Singapore Business Federation (SBF) is the apex business chamber with over 34,000 members across diverse industries. With a vision to advance Singapore towards a globally competitive and sustainable economy, SBF mobilises the business community to be future-ready and magnify transformation opportunities through policy advocacy, partnership platforms and capability programmes.

For more information, please visit: [www.sbf.org.sg](http://www.sbf.org.sg)

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<sup>2</sup> The toolkit was developed by the Association of Banks in Singapore (ABS), in partnership with Enterprise Singapore and professional services firm RSM Singapore.



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### **About Enterprise Singapore**

Enterprise Singapore is the government agency championing enterprise development.

We partner committed companies to build capabilities, innovate and go global. We drive growth – empowering local businesses and shaping industries, anchoring Singapore as a trade and startup hub, and establishing trust in our products through quality and standards.

We're here, for wherever you're growing. Visit [www.enterprisesg.gov.sg](http://www.enterprisesg.gov.sg) for more information.