

News Release

Singtel launches TikTok Masterclass to help SMEs accelerate growth and strengthen brand presence in digital era

Singapore, 28 August 2025 – Singtel today announced the launch of a TikTok Masterclass – a brand-building and e-commerce enablement programme, aimed at helping small and medium enterprises (SMEs) strengthen their digital presence, connect with customers more effectively, and capture growth opportunities in the digital economy.

Developed in partnership with SIM Academy, the Masterclass will equip local enterprises with practical skills to create impactful content, leverage social platforms for business growth, and navigate the opportunities and risks of social commerce. Participants will receive hands-on training in content creation, livestream selling, e-commerce activation and cybersecurity – critical capabilities in today's fast-evolving, mobile-first marketplace. Participants will also benefit from post-workshop support, including engagement with retail merchants to aid e-commerce transition and potential co-marketing opportunities.

Supported by SkillsFuture Singapore (SSG), eligible participants from qualifying SMEs can get up to 90% funding for this programme.

Mr Ng Tian Chong, CEO of Singtel Singapore, said, "With Asia's young, mobile-first population and growing appetite for social commerce, it's vital that our SMEs are equipped with smarter, faster ways to reach their customers. Singtel is proud to provide SMEs with the digital tools, platforms and training to grow and compete in today's connected world. Our new TikTok Masterclass is the latest in our series of efforts to help SMEs achieve more in the digital economy."

Mr Ho Seong Kim, CEO of SIM Academy, added, "We are excited to partner with Singtel on this meaningful initiative to empower SMEs in the digital space. At SIM Academy, we focus on delivering applied, outcome-driven learning through learner-centric course design. The TikTok Masterclass reflects our commitment to equipping businesses with practical skills for their business outcomes in today's fast-changing digital economy."

A hands-on learning experience

The three-day immersive TikTok Masterclass includes three key components:

- **Training:** Learn content creation, TikTok shop setup, and social selling techniques tailored for business growth on social platforms.
- **Application:** Gain practical, hands-on experience at Singtel's TikTok Creator House, located at its 313@Somerset flagship store. Participants will get two hours' complimentary use of the professional-grade studio to create and livestream content in a simulated selling environment.
- **Cyber Awareness:** Develop an understanding of cybersecurity best practices for digital marketing and TikTok, to ensure safe and responsible online engagement.

Financial assistance for SME adoption

The programme fee is \$3,000 per participant (before GST), with up to 90% funding available for eligible businesses under the Enhanced Training Support for SMEs, supported by SkillsFuture Singapore.



To qualify, companies must: meet the following requirements:

- Be registered and incorporated in Singapore
- Have a minimum 30% local shareholding by Singapore Citizens or PRs
- Have an annual sales turnover of not more than S\$100 million or employment size of less than 200 employees

Singtel plans to conduct 24 masterclasses over two years, with each class accommodating approximately 15 SMEs. Businesses interested in the programme can register their interest here: [Singtel TikTok Masterclass for enterprises](#).

Helping SME's to digitalise and innovate

As of 2023, 82% of SMEs in Singapore had adopted at least one digital solution, with 91% having started their digital journey – leading the Asia Pacific region. Despite this progress, fewer than half report fully successful implementation, underscoring the need for continued guidance and support.

This Tik Tok Masterclass is part of Singtel's slew of initiatives to help SMEs digitalise, innovate and grow. In September 2023, Singtel introduced [Cyber Elevate](#) to help businesses bolster their cyber resilience, followed by the [SPEED](#) programme in April 2025, which supports SMEs in digitalising their operations and aligning them with sustainability goals.

As a SkillsFuture Queen Bee, Singtel plays a pivotal role in enabling enterprises – especially SMEs – to upskill, digitalise and innovate. Its end-to-end solutions – spanning mobility and connectivity, to cybersecurity, Internet of Things and collaboration tools – are tailored to evolving business needs, helping SMEs scale sustainably.

For further information on Singtel's full suite of resources for SMBs, visit: [Singtel SMB Solutions](#)

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About Singtel

Singtel is a leading Asian communications technology group, operating next-generation connectivity, digital infrastructure and digital businesses including regional data centre arm Nxera and regional IT services arm NCS. The Group has presence in Asia, Australia and Africa and reaches over 800 million mobile customers in 20 countries.

For consumers, Singtel delivers a complete and integrated suite of services, including mobile, broadband and TV. For enterprises, Singtel offers a complementary array of workforce mobility solutions, data hosting, cloud, network infrastructure, analytics and cyber security capabilities.

Singtel is dedicated to continuous innovation, harnessing technology to create new and exciting customer experiences, support enterprises in their digital transformation and shape a more sustainable, digital future.

For more information, visit www.singtel.com.



About SIM Academy

SIM Academy provides leading-edge professional development and enterprise solutions. SIM Academy offers over 300 executive and business programmes that help almost 10,000 professionals annually on average hone their competencies to drive business value and achieve peak personal and enterprise performance.

Our programmes encompass a comprehensive range of lifelong learning opportunities designed to empower professionals with the knowledge, skills, and competencies necessary to become effective change-makers and leaders in today's volatile and uncertain business landscape.

For more information on SIM Academy, visit sim.edu.sg