

**Media Release
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**SRA collaborates with TikTok Shop and Workforce Singapore
to reskill the retail industry's workforce to take on Social Commerce roles**

Singapore, 30 March 2026 In an important step towards the growth and digital transformation of Singapore's retail sector, the Singapore Retailers Association (SRA), TikTok Shop and Workforce Singapore (WSG) signed a Memorandum of Understanding (MOU) this afternoon at SRA Retail Forum 2026, to establish a strategic partnership to identify, research, develop, and deploy social commerce solutions, training programmes, and supporting infrastructure to advance the competitiveness, digital readiness, and sustainable growth of the Singapore retail industry.

The signing of the MOU at the Raffles Hotel Singapore, was witnessed by Guest-of-honour Minister of State Mr Alvin Tan, Ministry of Trade and Industry & Ministry of National Development.

Mr Ernie Koh, President of Singapore Retailers Association, said that “the collaboration represents a key component of Singapore's broader retail sector digitalisation strategy, which includes artificial intelligence adoption, omnichannel integration and data-driven customer engagement solutions”. He added, “experiential retail integration serves to bridge the gap between physical and digital spaces and, social commerce is one of several digital transformation pathways helping retailers enhance their competitive edge in an increasingly connected marketplace”.

The collaboration between SRA, TikTok Shop Singapore and WSG establishes a holistic approach to social commerce that extends beyond on-camera presentation skills. It covers the full spectrum of social commerce operations, including pre-stream planning and content curation, behind-the-scenes technical setup and promotional design, live audience engagement and sales conversion, post-stream analytics and follow-up activities.

Through job redesign and reskilling, this partnership will strengthen career pathways for retail professionals while helping local retailers build essential digital commerce capabilities. The collaboration addresses three distinct professional roles essential for successful social commerce operations:

- Social Commerce Host serves as the on-camera presenter, planning engagement scripts and adapting real-time interactions based on audience response metrics.

- Social Commerce Lead functions as the behind-the-scenes business development specialist, analysing and tracking sales metrics and performance, implementing promotional campaigns, and managing inventory and pricing in real-time.
- Social Commerce Engineer provides technical expertise, optimising audio-visual setups, monitoring stream quality, directing transitions, and troubleshooting technical issues to ensure seamless customer experiences.

"We've seen firsthand how livestream commerce can transform brands. By equipping them with the right tools, training, and data-driven insights, TikTok Shop enables businesses of all sizes to increase discoverability, drive meaningful sales growth, and scale more effectively. Through this Memorandum of Understanding, we look forward to working together with Singapore Retail Association and Workforce Singapore to help retailers build these capabilities and participate more confidently in the growing social commerce economy," said Leon Koh, Fashion Cluster Lead & Head of Seller Management, TikTok Shop Singapore.

At the SRA Retail Forum 2026, more than a hundred of Singapore's retailers were privy to TikTok Shop's presentation of an onsite livestreaming booth showcasing live sessions by Shiseido Singapore, OSIM International and fashion brand, Young Hungry Free. The activation demonstrated how social commerce content engaged online audiences while showcasing products at the forum, in the lead up to the Singapore Retail Festival (SRF) where retailers are encouraged to 'engage online, experience offline'.

TikTok Shop Singapore has played a significant role in shaping the online commerce in Singapore by empowering sellers and SMEs to turn creativity into sustainable growth, building trusted discovery-led shopping experiences, and strengthening the omnichannel retail ecosystem through skills, data, and innovation.

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About Singapore Retailers Association (SRA)

Singapore Retailers Association (SRA) was founded in 1977, originally as the Singapore Retail Merchants Association by 10 leading retailers. It is a non-profit, independent/non-governmental retail trade body in Singapore, funded entirely by the private sector. Led by 18 Council Members from leading companies and SMEs, SRA's vision is to be the respected and collective voice of the retail industry and advance the interests of the retail industry via insights, education and strategic collaborations. SRA organise a wide range of year-round programmes ranging from industry events and conferences, market insights sharing sessions, training and masterclasses, local learning journeys and overseas study missions as well as professional guidance and mentorship for retailers brand growth and business development.

Our membership of almost 600 members reflects the diversity and vibrance of Singapore's retail industry – Fashion Apparel/& Accessories, Furniture and Furnishings, Electrical & Electronics, Watch & Accessories, Beauty & Wellness, Telecommunications, Specialty and Food Retail, Department Stores and Supermarket/Convenience Stores. Collectively, they employ more than 80,000 workers, own or resell more than 4,500 brands, own more than 14,000 local stores, and account for more than \$30 billion in operating receipts annually.

About TikTok Shop

TikTok Shop is a one-stop e-commerce solution for driving brand growth and sales directly on TikTok. With TikTok Shop, sellers can tap into a full-commerce experience with the capability to upload products and manage everything from shipping to fulfillment and point of purchase. Products are recommended to TikTok audiences through shoppable content formats such as in-feed short videos (embedded with product links), live shopping events, as well as a marketplace through the Shop Tab.

About Workforce Singapore (WSG)

Workforce Singapore (WSG) is a statutory board under the Ministry of Manpower dedicated to building a competitive, inclusive, resilient and employable workforce. Our mission is to enable Singaporeans to access good job opportunities and build their careers at every stage of life. WSG strives to cultivate a culture of career planning, where every Singaporean is empowered to take charge of their career health. In partnership with various stakeholders, WSG supports employers in workforce transformation through job redesign and reskilling, enabling them to create good jobs for Singaporeans and develop an agile workforce.

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