

Annex A

Factsheet on Connect by SWDA

About Connect by SWDA

Connect by SWDA is Skills and Workforce Development Agency (SWDA)'s flagship careers and skills service touchpoint for individuals and employers. Located at the Lifelong Learning Institute, Connect by SWDA brings together careers, skills and workforce support in one location, in line with SWDA's objective to provide more integrated support across careers, skills and workforce development needs.

Who is it for?

- **Individuals** seeking to explore career pathways, develop relevant skills or receive support with career transitions and employment opportunities
- **Employers** seeking support for hiring, workplace development and job redesign
- **Career Practitioners** seeking professional development, networking and practice sharing opportunities.

Key Highlights

The Centre offers the following:

- **Careers and skills discovery** – At the ground floor of Connect by SWDA, individuals can explore careers and skills resources at their own pace, with support from on-site Careers & Skills Advisors and AI-powered recommendations, to identify relevant opportunities, courses and funding support. They will receive a personalised readback of their activity results, which will be a useful reference for their follow-on conversations with a Career Coach as they plan for their next career and/or skills development move.
- **Focused support and engagement activities** – The second floor of the Centre provides a dedicated space for deeper and more focused engagement through pre-booked appointments and curated activities. Individuals can access personalised careers and skills support from SWDA's career coaches, while employers can participate in sessions that help them with workforce development, job redesign and capability building. Career practitioners can also access professional development and practice sharing opportunities here.

Through these engagements, Connect by SWDA supports informed careers and skills decisions by individuals, strengthens workforce development efforts by employers, and uplifts the quality of career guidance delivered by career practitioners.

List of Panellists at the SkillsFuture Summit for Businesses Panel Discussion

	Ms Kathleen Kennedy Executive Director MIT Centre for Collective Intelligence Kathleen D. Kennedy is a leader in building intelligent organizations. She holds two leadership roles at the Massachusetts Institute of Technology. As Executive Director of the MIT Center for Collective Intelligence, she works with a multidisciplinary research team on Supermind Design and a new ontology of work. At MIT Open Learning, she leads Workforce Learning, developing global programs that help governments, corporations, and universities build the skills needed to thrive in an AI-driven economy. Over a 25-year career at MIT, Kathleen has launched and led initiatives at the intersection of technology, entrepreneurship, and innovation. She served as President of MIT Technology Review and President of the MIT Enterprise Forum, helped launch The Engine and MIT Solve, and co-founded the innovation festival Hubweek. Kathleen is a frequent global speaker on AI, organizational transformation, and the future of work. She is also an investor and advisor to emerging technology startups and has been recognized as one of Boston's Most Influential Women.
	Mr Bryan Lim Managing Director, Head of Group Talent & Development United Overseas Bank (UOB) As Head of Group Talent and Development at UOB, Bryan owns the bank's workforce transformation agenda, covering talent management, leadership development, and capability building across the Group. He has driven a strong portfolio of initiatives, including the Better U and Better U Pivot reskilling programme, the Leadership Acceleration Programme and the Management Associate Programme. He also leads inclusivity-focused programmes such as Gig+U for older

	workers and Women, U Unleash (co-developed with polytechnics and ITE colleges), and SURF for employees transitioning into retirement or re-employment. Bryan's department coordinated the October 2025 MOU between SWDA, UOB, IBF, and Ngee Ann Polytechnic, committing to a two-year roadmap to accelerate GenAI adoption, strengthen workforce resilience, and advance enterprise-wide transformation. He also has a strong track record of articulating workforce transformation outcomes through past collaborations with SWDA.
	Mr Dave Ng Group Chief Executive Officer Bok Seng Logistics Under Dave's leadership, Bok Seng has grown from a traditional operator into a major Singapore logistics player through digitalisation and is now looking to adopt AI enterprise-wide. Bok Seng has also demonstrated a sustained commitment to workforce transformation, leveraging government initiatives such as the Career Conversion Programme, SkillsFuture Mid-Career Enhanced Subsidy, and the Industry Catalyst Programme, among others. The company was also the first in its sector to sign onto union-backed frameworks supporting flexible work arrangements and work-life harmony. Drawing from his dual vantage point as both an operator and industry representative — and as Chair of the Logistics and Transport committee for the Workplace Safety and Health Council — Dave is well-placed to speak candidly to the realities of workforce and technology transformation on the ground, from early-stage AI exploration within a homegrown SME to the sector-wide manpower and skills challenges the industry is navigating.



Mr Poon King Wang
Chief Strategy and Design AI Officer
Director, Lee Kuan Yew Centre for Innovative Cities (LKYCIC)
Singapore University of Technology and Design (SUTD)

Poon King Wang is the Chief Strategy and Design AI Officer at the Singapore University of Technology and Design (SUTD), and concurrently Director of Lee Kuan Yew Centre for Innovative Cities @ SUTD.

He contributes to SUTD's Design AI strategies in industry, education, lifelong learning, and research. Across these domains, for over a decade, his and his teams' focus is on designing AI that works for people, so that more citizens and enterprises can innovate, stay resilient, and flourish.

King Wang received the Partner of Labour Movement award at NTUC's May Day Awards 2026. He received the Public Administration Medal (Silver) in 2021.



Mr Musa Fazal
Chief Policy and Operating Officer, Advocacy and Policy
Singapore Business Federation (SBF)

In his role as Chief Policy Officer, Musa leads the Advocacy and Policy Division, a team of policy, planning, and research staff that drives SBF's work in advancing the interests of Singapore businesses by shaping policies both locally and internationally. Musa is responsible for SBF's overall advocacy efforts, working closely with businesses, trade associations, foreign chambers, and government agencies. In his role Musa oversees the SME Committee, Fair Tenancy Industry Committee (FTIC), Centre for the Future of Trade and Investment (CFOTI) and Centre for Enterprise Financing Advisory (CEFA).

As Chief Operating Officer, he also oversees the Future Ready Business Accelerator Programme (FRBAP), driving integration and better coordination across SBF programme offices and horizontal job clusters. He supports the CEO in enhancing operational

	excellence, and ensuring internal strategy and resource optimisation. Prior to joining SBF in Nov 2023, Musa spent more than 17 years in the Singapore Public Service in various organisations including the Monetary Authority of Singapore, Ministry of Finance and Ministry of Manpower. He was most recently Senior Director of the Futures, Strategy and Plans Division at the Ministry of Trade and Industry where he drove strategic planning efforts for the Singapore economy and took on various roles including serving as secretary to the Future Economy Council led by then DPM Heng, being a member of the National Wages Council from 2021 to 2023 and leading MTI's efforts under the Forward Singapore exercise.
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Key Events of SkillsFuture Festival 2026
For Individuals

SkillsFuture Roadshow @ PLQ Plaza 16 – 19 September	The opening roadshow will bring together career, skills and job opportunities and support for individuals, reflecting SWDA's integrated approach to helping Singaporeans navigate their career and skills development. Participants can experience how AI and digital technologies are changing the world of work, explore training and job opportunities with participating employers, and speak with Career & Skills Advisors for personalised guidance on their next career or skills move.
SkillsFuture Roadshow @ one-North 21 – 24 September SkillsFuture Roadshow @ UOB Plaza 28 September – 1 October	The two Office District Roadshows will bring career and skills opportunities closer to professionals at their workplaces. Participants can explore in-demand jobs and skills in the Digital, Media and Finance sectors, learn how AI is changing roles and skills needs, and hear directly from industry practitioners and employers about developments in these sectors.
SkillsFuture Festival @ CDCs 2 – 28 October	The five Community Development Councils (CDC) will organise a series of roadshows across the heartlands, bringing career and skills opportunities closer to residents. Participants can explore AI and future skills, discover career opportunities in growth sectors such as Aviation, Connectivity, Digital and Care, and access training, job and career support.
Work Reimagined: AI & Digital Roadshow 8 – 11 October	The roadshow will give participants a hands-on look at how AI and digital technologies are changing the way we work. Through interactive AI experiences and digital challenges, participants can discover emerging jobs and skills and explore training and career opportunities to help them navigate the changing world of work.
Healthcare Jobs and Skills Fair	The Healthcare Jobs & Skills Fair, co-organised with e2i, will bring together healthcare employers and training providers to showcase career and

22 - 25 October	skills opportunities in the healthcare sector. Participants can explore job openings, attend on-site interviews, discover relevant courses and training pathways for healthcare careers.
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For Enterprises

FairPrice Group: AI Accelerator Series, Monetising AI for Business Growth & Systems in Motion 1 October, 23 October	Co-organised with FairPrice Group, this two-part AI Accelerator Series supports SME leaders in the food manufacturing and wholesale retail sectors in building practical AI adoption capabilities. The first workshop helps businesses assess their readiness for AI, identify operational gaps and gain practical insights to avoid costly technology implementation mistakes. Building on this foundation, the second workshop focuses on AI implementation, equipping participants with practical frameworks, project planning tools and funding insights to redesign workflows, automate processes and drive measurable business outcomes.
LLSG x TFC: Thought Leadership Series 22 September, 7 October, 26 October	Jointly organised by Lifelong Learning Singapore and The Financial Coconut, this three-part series traces how AI is reshaping careers and work, moving from the individual to the market to the organisation. Sessions explore the human capabilities behind career resilience, how skills are replacing titles and tenure as the new measure of career value, and how AI-enabled organisations are redesigning work around trust and collaborative intelligence.
IHRP People Behind People (PBP) Conference 2026 & SME Success Track 24 September	Organised by the Institute for Human Resource Professionals (IHRP), the People Behind People (PBP) Conference 2026 will explore how organisations can harness AI and emerging technologies to transform work, develop future-ready talent and build resilient, people-centred workplaces. Complementing the main conference, the SME Success Track will feature business leaders and industry experts sharing practical

	strategies to improve productivity, strengthen workforce capabilities and build organisational resilience through workforce transformation and technology adoption.
Resilient Leaders, Future-Ready Business & AI Ready Changemakers Summit 24 September, 28 September	UOB will organise a two-part masterclass series to equips SME business leaders with practical strategies to strengthen organisational resilience and lead AI-enabled change. Resilient Leaders, Future-Ready Business focuses on building adaptive leadership and HR capabilities, while the UOB AI Ready Changemakers Summit helps participants translate AI adoption into concrete business outcomes.
PDPA Compliance & Business Transformation in the Age of AI 6 October, 8 October	Co-organised with the Singapore National Employers Federation (SNEF), this series strengthens enterprise capability on two fronts: data protection compliance and AI-driven workforce transformation. The first event on 6 Oct, presented with PDPC, deepens SMEs' understanding of PDPA requirements and compliance gaps. The Business Transformation in the Age of AI seminar on 8 Oct brings business owners and HR leaders recommendations of successful AI adoption and expert advisory and grant support for implementing AI in their organisations.
TikTok to AI, How Businesses Can Sell More, Work Smarter & Scale Faster 14 October	Jointly organised by SkillsFuture Queen Bees CapitaLand, Raffles Hotel Singapore and Singtel, together with SIM Academy, this practical masterclass will explore how businesses can leverage TikTok, short-form content and AI to drive customer engagement, growth and productivity. Participants from the hospitality, retail and F&B sectors will gain practical insights and actionable strategies to streamline operations, strengthen digital capabilities and harness emerging technologies to create meaningful business outcomes.

Skills-First: Framework for Action 19 October	The Centre for Skills-First Practices at the Institute for Adult Learning will launch the Skills-First: Framework for Action, bringing together employers, education and training providers, unions, policymakers and ecosystem partners in a shared commitment to advance skills-first practices across Singapore. The Framework outlines key recommendations to strengthen workforce resilience, support career longevity, and enhance business competitiveness amid rapid technological and economic change. The launch event will feature an overview of the Framework and a panel discussion on driving collective action to accelerate skills-first adoption.
SkillsFuture Fellowships and Employer Awards 28 October	The SkillsFuture Fellowships and SkillsFuture Employer Awards recognise individuals who have achieved skills mastery and champion lifelong learning, as well as employers that invest in employee skills development and foster a culture of learning at the workplace. The Fellowships honour individuals who demonstrate deep expertise, a commitment to lifelong learning and the development of others, while the Employer Awards recognise organisations for their efforts in building a skilled and future-ready workforce.