

## Specific companies and products singapore

Across industries, some of the most established Singapore businesses have succeeded by making innovation a core focus and part of their culture. As you kick off the new year, get inspired by these five business stalwarts.

**Charles & Keith:** Singapore's most famous fashion brand. Since its launch in 1996, women's footwear and accessories label Charles & Keith quickly gained a reputation among local shoppers for its fashion-forward designs - all developed in-house - and friendly prices. The brand then began to occupy a new "affordable luxury" niche with ...

In fact, many businesses that have succeeded in Singapore have spread their wings to actually mark their mark overseas and fly the Singaporean flag abroad. From startups like Razer and Secretlab to heritage brands like Old Change Kee, here are 10 local brands that are making waves in more than three countries globally.

That's how your business can continue to stay ahead of the competition amid an uncertain global economic environment. Across industries, some of the most established Singapore businesses have succeeded by making innovation a core focus and part of their culture.

Without any domestic routes to serve, Singapore Airlines (SIA) was faced with the unique challenge of competing with international airlines from the get-go. But it had ideas in spades – and that's how it has stood out from the rest, establishing itself as the world's best.

SIA has achieved many firsts, thanks to its innovations to enhance air travel. For instance, it introduced the world's widest First and Business Class seats which could also transform into fully flat beds. It was also the first airline to introduce iconic console games, such as Fallout and Actua Soccer 3, to its in-flight entertainment platform.

Even during the COVID-19 pandemic, the airline kept its game-changing streak, from being the first to trial and pilot the International Air Transport Association's Travel Pass mobile application for digital health verification, to offering in-flight online shopping.

SIA CEO Goh Choon Phong put it down to having a strong team. He told Aviation Week: "We are fortunate to have people who are dedicated, who are innovative, who are agile, who are resilient. And really, that is what makes Singapore Airlines what it is today and what will ensure that we continue to be successful in the future".

In an interview with The Business Times in 2016, OSIM founder Ron Sim had said: "While (the digital world) disrupts you in some way, it challenges all businesses to take a deeper look to innovate and improve. I

see it as an opportunity for the next leap rather than just disruption.”;

In the fast-changing consumer market, OSIM has done just that – leveraging technology and trends to come up with new, cutting-edge products like the uDream Pro Well-Being Chair. Billed as the world’s first five-senses massage chair, it blends artificial intelligence with the expertise of chiropractic massage experts and offers users comprehensive wellness in a time of rising stress.

With innovative products that increasingly hold universal appeal, OSIM has also been able to expand around the world. Today, it has over 400 stores across 25 countries including Singapore, China, and the US.

A well-known example: how it digitised the giving of ang bao (cash gifts) during Chinese New Year. An innovation that came through the bank’s own accelerator programme, the QR Ang Bao allows users of its payment app to send and receive ang bao digitally, thus reducing paper wastage and queues at bank branches.

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Web: <https://www.sumthingtasty.co.za/contact-us/>

Email: [energystorage2000@gmail.com](mailto:energystorage2000@gmail.com)

WhatsApp: 8613816583346

