

The Future of FinTech :

Navigating Global Trends and Challenges from Singapore



PwC Singapore, EDB and Singapore Fintech Association have published a new report on the opportunities for innovation and growth in these uncertain times. Here's a quick preview:



Key Global Trends & Challenges

1 Adopt effective governance policies to reap the full benefits of AI

Challenge

More than 50% of organisations expect a surge in reportable digital crimes in 2022 compared to 2021 levels. Widespread adoption of AI requires an emphasis on AI governance, with a need to protect AI in training and output.

Opportunity

By designing and implementing an effective digital trust strategy, FinTechs can take full advantage of AI as a powerful tool in their arsenal with increasingly sophisticated use cases in the areas of identity verification, transaction monitoring, and more.



AI Verify is the world's first AI Governance Testing Framework and Toolkit developed in Singapore. It enables industry players to demonstrate their deployment of responsible AI.



2 Shoring up data security is key to winning consumer trust

Challenge

87% of consumers will abandon a service if a data breach occurs. Incident response plans and cyber vigilance training are vital.

Opportunity

FinTechs can gain a competitive edge by prioritising cybersecurity and data protection – even if it raises costs – to win the trust of customers. FinTechs should also work with regulators to ensure that emerging technologies are compliant before launch.

The **SG Cybersafe Programme** aims to help organisations in Singapore better protect themselves in the digital domain and enhance their cybersecurity.



3 Make Environmental, Social, and Governance (ESG) standards your priority

Challenge

Financial transactions are increasingly scrutinised from an ESG perspective, necessitating stronger ESG accounting standards, infrastructure, and reporting. Green financing is on the rise to support climate mitigation and adaptation projects, requiring specialised FinTech solutions. By embracing sustainability, FinTechs can become leaders in responsible finance and contribute to the global sustainability agenda.

Opportunity

FinTechs incorporating sustainability into their plans can tap into this growing trend by developing innovative tools to track and measure the impact of green investments and provide insights into the performance of sustainable projects.



ESGenome provides a digital disclosure portal for companies to report ESG data in a structured and efficient manner and allowing investors to access such data in a consistent and comparable format.



4 Prepare for uncertainty in the talent market

Challenge

In 2022, 73% of the workforce indicated that they intended to seek new job opportunities within the next six months. Some tech workers have explored new opportunities beyond their comfort zones. While there is increased demand for specialised skills in technology, operations, marketing and business, FinTechs are also under pressure to manage wages and deliver profitability at lower costs.

Opportunity

Startups should strategically plan for their evolving talent needs to ensure long-term success in the face of talent uncertainty by implementing agile hiring practices, allowing for quick adaptation to changing skill requirements.

Tech@SG aims to help fast-growing companies access the critical talent they need to grow and scale their business in Singapore and the region.

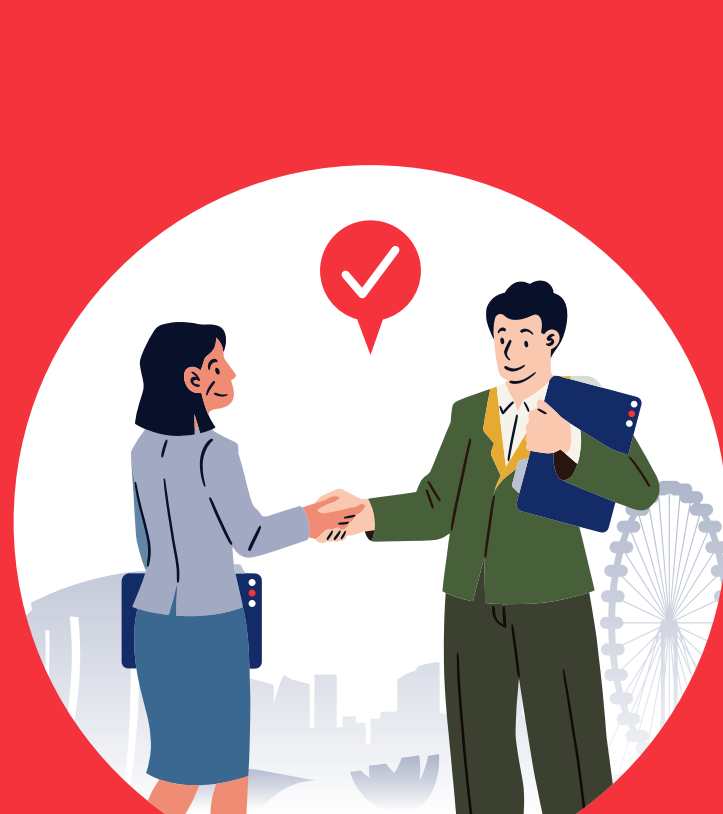


The Singapore Advantage: Enhancing Your Resilience & Growth



Support for Success

Singapore has a number of initiatives, incentives and grants to encourage fintech entrepreneurs and develop the industry. These cover all stages of growth to ensure continuous innovation.



Progressive Regulation

With a collaborative and nimble approach to developing regulatory standards, Singapore offers a dynamic and robust environment for innovation and creativity that FinTechs can plug into.



Your Gateway to the World

Singapore offers access to Southeast Asia's fast-growing markets and a network of international partnerships and agreements. This makes it the ideal springboard for FinTech companies to seize new opportunities.

[Download the report for more details](#)