



PRESS RELEASE

For immediate use

AmChamSG Launches Singapore Business Launchpad Commemorating 60 Years of U.S.-Singapore Relations

New ASEAN Business Outlook Survey found 87% of ASEAN Enterprises Have Deployed AI Agents, yet Only 7% Are Ready to Scale



(From Left to Right) Mr. Adam Click, AmChamSG Chairman and Regional Lead, Global Business Organizations, Google; H.E. Anjani Sinha, U.S. Ambassador to Singapore; Mr. Gan Kim Yong, Deputy Prime Minister and Minister for Trade and Industry (Trade), Republic of Singapore; AmChamSG CEO Dr. Hsien-Hsien Lei and Mr. Mark Tham, Country Managing Director, Accenture Singapore at the 2026 AmChamSG Regional Economic Conference

September 8, 2026, SINGAPORE – The American Chamber of Commerce in Singapore (AmChamSG) launched 'Singapore Business Launchpad – Perspectives on Growth, Innovation and ASEAN Expansion' at the 2026 AmChamSG Regional Economic Conference: Business Outlook on Resilience and Growth from Singapore to commemorate 60 years of diplomatic relations between Singapore and the United States, as well as the 250th anniversary of

American independence. Mr. Gan Kim Yong, Deputy Prime Minister and Minister for Trade and Industry (Trade), Republic of Singapore, was the Guest-of-Honour at the conference.

AmChamSG CEO Dr. Hsien-Hsien Lei said, “ASEAN’s strategic importance continues to grow, even as businesses become more deliberate about where and how they invest. *Singapore Business Launchpad* reflects Singapore’s enduring role as a trusted base for companies navigating these shifts and pursuing new opportunities across the region.”

Reflecting the views of AmChamSG member companies on Singapore’s ASEAN Chairmanship priorities, the publication offers practical guidance for businesses navigating the Asia-Pacific region. It also includes the ASEAN Business Outlook Survey (ABOS), in partnership with Accenture and Google, which measures the pulse of the business environment across ASEAN including the adoption and impact of agentic AI.

“Singapore is uniquely positioned to lead ASEAN’s agentic AI transformation — but the data should give every business leader pause. Across the region, our report found 87% of enterprises have agents in pilot or production, yet the average readiness score sits at just 42 out of 100, and only 7% are truly prepared to scale. That gap is not a technology problem. It is an organizational one, said Mark Tham, Country Managing Director, Accenture Singapore.

“Culture and change management remain the single biggest barrier to unlocking the full value of agentic AI, and no amount of deployment can substitute for the foundations underneath it. Singapore has the talent, the infrastructure and the institutional frameworks to set the standard for how ASEAN closes that gap but the window to act is narrowing. Leaders who move now with clear accountability structures, AI-ready data and market-by-market fluency will define the competitive landscape for the next decade.”

Key highlights from the 2026 ABOS include:

- 68% rate ASEAN markets outside Singapore as very important, an increase of 22 percentage points from 46% in 2022.
- Supply chain resilience and diversification from China-concentrated operations now rival consumer market growth as key drivers of investment in ASEAN.
- Culture and change management is the single biggest internal barrier to scaling agentic AI (27%) — ahead of legacy IT and data readiness.
- 87% of large enterprises already have AI agents in pilot or production. Yet average readiness score is just 42 out of 100, and only 7% are ready to scale.

“AI has the potential to drive a tremendous wave of growth across ASEAN, but it won’t happen automatically. In Singapore, Google’s Majulah AI and other partnerships across government, industry and education, are helping building skills and capabilities ASEAN needs to turn AI’s potential into real growth and innovation for everyone who lives here,” said Adam Click, Regional Lead, Global Business Organizations, Google and Chairman of the AmChamSG Board of Governors.

- End -

About AmCham Singapore

Established in 1973, the American Chamber of Commerce in Singapore (AmChamSG) is the largest and the most active international business association in Singapore and Southeast Asia, with over 600 American and other global companies with significant U.S. business interests. AmChamSG is an independent, non-partisan business organization with the goal of offering insights and facilitating access and connections that provide members with a comprehensive understanding of the local, regional, and global operating environments. Our mission - to create value for our members by providing advocacy, community, and thought leadership.

Visit: www.amcham.com.sg

MEDIA CONTACTS:

Ms. Rachel Phay

Associate Director,
Special Projects and Government Relations
rphay@amcham.com.sg

Ms. Alsofiena Alphonso

Senior Executive,
Government Relations
aalphonso@amcham.com.sg