CAREER CONVERSION PROGRAMME FOR SME PROFESSIONALS
PROGRAMME FACTSHEET (SNEF)

Small and Medium Enterprises (SMEs) form 99% of all enterprises in Singapore and have an important role to play in Singapore's economy. SMEs currently employ around seven out of every ten workers and contribute close to half of Singapore's Gross Domestic Product (GDP).

As SMEs transform to meet evolving business needs, enhancing HR practices and talent acquisition strategies are necessary to support and sustain growth. SMEs are increasingly open to hiring mid-career jobseekers from adjacent job roles and sectors, valuing transferable skills and adaptability in candidates. This shift provides local Professionals, Managers, Executives and Technicians (PMETs) jobseekers access to a wide range of career opportunities within the SME ecosystem. Job seekers can now explore new roles within SMEs or transit from non-SME environments, benefiting from the adoption of skills-first hiring practices.

About Career Conversion Programme (CCP) for SME Professionals

The CCP for SME Professionals helps PMETs by:

- Providing access to a wide range of career opportunities within the SME ecosystem;
- Equipping them with new skills to take on new job roles in SMEs;
- Adjusting them to an SME working environment; and
- Providing the necessary foundational skills across areas like artificial intelligence, digitalisation, human resources, finance, admin and operations, sales and marketing. The CCP also equips them with basic knowledge and skills on leveraging AI and digitalisation to improve operational efficiency in SMEs.

For PMETs joining from non-SMEs, the CCP will help them to adjust to the SOPs and processes in SMEs, which may include multi-tasking and taking on enlarged job scopes.

The programme also benefits SMEs by providing salary support for SMEs to reskill jobseekers in new job roles. SMEs will work with Skills & Development Workforce Agency (SWDA) or the Singapore National Employers Federation (SNEF) on improving Human Capital (HC) capabilities and implementing progressive HR practices such as Structured Career Planning (SCP), which will give them access to a wider pool of jobseekers.

Programme Details

Newly hired PMETs will undergo a 3-month programme, which includes a 3-day workshop and structured On-The-Job Training (OJT) at the hiring SME.

Updated as of Jun 2026

3-day Workshop
Day 1 • PMETs will learn techniques to help them acclimatize to the SME working environment. **Day 2** • PMETs will learn foundational skills in various key business functional areas necessary to operate effectively in an SME environment, with topics such as leveraging on AI and digitalization to improve operational efficiency in SMEs. **Day 3** • Joint session between PMETs and their SME supervisor* to: ▪ Facilitate interaction and align work expectations according to job descriptions, job tasks and expected deliverables. ▪ Encourage structed career planning whereby SME supervisors will discuss with PMETs on the latter's career progression such as potential higher value roles that the PMETs could take on over time. **An employer toolkit will be provided to the SME supervisors for pre-reading*

Funding Support for CCP participants

SWDA's Funding to Employers	Standard Rate	Enhanced Rate*
Salary Support	Up to 70% of monthly salary for CCP training duration (capped at $5,000 per month)	Up to 90% of monthly salary for CCP training duration (capped at $7,500 per month) **For Singapore Citizen (SC) and Permanent Resident (PR) trainees who are unemployed and actively seeking employment for six months or more, and/or SC and PR trainees aged 40 years and above in the year of commencement of the CCP.*

Job Roles under CCP for SME Professionals

The CCP for SME Professionals offers a wide range of job roles in SMEs in areas such as:

- Leadership and Management
- Sales and Marketing, Business Development
- Project Management
- Operations and Administration, which could include HR elements (i.e. for roles that are purely HR function, companies should apply for a specialized CCP such as CCP for Human Capital Professionals)

Eligibility Criteria

For SMEs:

- Companies[1] registered or incorporated in Singapore;
- Employment size[2] of not more than 200; OR Annual sales turnover[3] of not more than S$100 million;
- Must be able to offer employment with a fixed monthly salary of at least $3,500 and at least a 12-month employment contract;
- Must put in place structured OJT for the candidate;
- Must commit to CCP training arrangements for the trainees;
- Must complete an assessment of the company's HC practices using Institute for Human Resource Professionals (IHRP)'s Human Capital Diagnostic Tool (HCDT); and
- Be committed to work with SWDA or SNEF on improving HC capabilities and implementing progressive HR practices such as SCP.

For PMETs:

- Be a Singapore Citizen or Permanent Resident aged 21 years and above, who is keen to pursue a full-time career in an SME;
- Must be a newly hired PMET (not more than 3 months from date of employment);
- Have graduated or completed National Service (NS) at least 2 years[4] prior at the point of application;
- New job role trained for under the CCP should be substantially different from previous job role; or
- Has held a similar role previously but was from a non-SME prior to joining the company;
- Must not have connections to the CCP participating company:
    a. Shareholder of CCP company or its related companies[5];
    b. Related[6] to the owners[7] of the CCP company; and
    c. Immediate ex-staff of the CCP company or related entities
- Must not be undergoing any programmes funded by SWDA concurrently;
- Must not have enrolled into the same programme previously.

---

[1] "Companies" is used as a generic term and is intended to include non-business entities not registered with ACRA such as VWOs and societies, among others.

[2] A company should include in its employment size any persons employed under a contract of service in accordance with the Employment Act. This is regardless of the nationality of the employee.

[3] Annual sales turnover refers to the revenue or sales turnover stated on the company's income statement.

[4] This will be counted from the date of graduation from the latest qualification, or date of completion of NS, whichever is later.

[5] This does not apply to shareholders who hold publicly traded shares in listed companies.

[6] Related individuals refer to these 4 groups:

- Spouse/Ex-spouse
- Children
- Parents/Parent-in-Law
- Siblings

[7] For non-publicly listed companies, refer to individuals with shareholding per ACRA profile.

How to Apply

For **SMEs** looking to apply for the CCP for SME Professionals, you can reach out to SNEF for more information and enquiries:

Programme Manager	Contact Number	Email
Singapore National Employers Federation (SNEF)	6827 6977 (Ext 1)	ccpsme@snef.org.sg

For **individuals** looking to apply for roles under the CCP for SME Professionals, kindly visit "SWDA's CCP Portal" to submit an online application using the link below:

- Singapore National Employers Federation (SNEF)