PRESS RELEASE
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Women-owned Suppliers Boost Corporate Revenue by 2.2% in Southeast Asia

Report by The American Chamber of Commerce in Singapore (AmChamSG), Accenture and WEConnect International show that supplier diversity drives revenue growth, but women entrepreneurs continue to face structural barriers in procurement

[From Left to Right] Ms. Bani Trehan, Managing Director, Accenture; Mr. Anoop Sagoo, CEO, Southeast Asia at Accenture; Ms. Yeo Wan Ling, Assistant Secretary-General, National Trades Union Congress (NTUC) and Member of Parliament, Punggol GRC; Dr. Hsien-Hsien Lei, CEO, AmChamSG; and Ms. Minnie Venkatachalam, Regional Director, Southeast Asia, North Asia & Oceania, WEConnect International

October 11, 2025, SINGAPORE - The American Chamber of Commerce in Singapore (AmChamSG), in collaboration with Accenture and WEConnect International, launched 'The Diversity Dividend: Why it Pays to Engage Women Owned Businesses in Southeast Asia' at the 2025 AmChamSG SME ACCelerate Forum with Ms. Yeo Wan Ling, Assistant Secretary-General, National Trades Union Congress (NTUC) and Member of Parliament, Punggol GRC.

The report includes analysis of the supplier diversity of 631 companies in Singapore, Vietnam and Indonesia, and found that corporate revenue growth increases by 2.2% when suppliers increase women representation in leadership by 5%.

At the forum, Anoop Sagoo, Chief Executive Officer, Southeast Asia at Accenture, highlighted findings from the report, noting that “companies embracing supplier diversity experience tangible benefits, including enhanced performance and revenue growth. By implementing the recommendations in this report, stakeholders can unlock the full potential of women-owned businesses, fostering a more inclusive and resilient business ecosystem.”

Based on a survey of 121 women entrepreneurs in Singapore, Vietnam and Indonesia, structural barriers in the procurement environment like overly complicated processes and long payment terms continue to limit access for women entrepreneurs.

- Only 23% of women-owned businesses in Singapore supply large buyers, compared to 34% in Vietnam and 58% in Indonesia.
- In Singapore, long payment terms or delayed payments and meeting complex procurement requirements or certifications are the biggest obstacles for women-owned businesses (70%).
- Lack of transparency in the selection process and lack of mentorship or support navigating corporate procurement processes are the biggest obstacles for women-owned businesses in Indonesia and Vietnam.
- Women-owned businesses in Singapore cited visibility and recognition in the business ecosystem as the area where they need the most support (79%).
- In Indonesia and Vietnam, training in finance, operations or marketing were highlighted as the most requested forms of support (84-86%).

"Anytime a company selects a new vendor in search of innovation, there is a risk. However, it is also a risk to hire the same vendor year over year that may or may not offer the best total value over time," noted Elizabeth Vazquez, CEO and co-founder of WEConnect International.

Dr. Hsien-Hsien Lei, Chief Executive Officer of AmChamSG said, “Business networks can bridge the gap between MNCs, SMEs, investors and policymakers. Through platforms like the SME ACCelerate Forum, AmChamSG provides opportunities for valuable connections that are vital for opening doors for SMEs to participate in large-scale supply chains.

Supplier diversity is not just about inclusion – it is business advantage.”

Download the full report ‘The Diversity Dividend: Why it Pays to Engage Women Owned Businesses in Southeast Asia’ here: https://amcham.com.sg/wp-content/uploads/2025/10/The-Diversity-Dividend-Final-Version-Website.pdf

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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 nearly 700 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

About WEConnect International

WEConnect International is the leading global non-profit dedicated to driving money into the hands of women business owners by connecting them with large corporate, multilateral and government buyers around the world. Its 180+ member buyers represent more than $4 trillion in annual purchasing power and are committed to sourcing more from women-owned businesses in over 135 countries. WEConnect International identifies, educates, registers and certifies businesses that are at least 51% womenowned, managed and controlled, providing Women's Business Enterprise Certification in over 60 countries. With a global network of 20,000+ women-owned businesses, WEConnect International is committed to unleashing the full economic potential of women-owned businesses worldwide. Visit: www.weconnectinternational.org

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