

## EXCLUSIVE INTERVIEW



“ One of the key lessons from Singapore’s fintech journey is the importance of collaboration between fintechs, regulators, industry players, and government agencies. Strong partnerships are essential for building a resilient ecosystem ”

**Ms. Holly Fang**  
President,  
Singapore FinTech Association

**ICMA:** How is the Singapore FinTech Association driving fintech innovation in Singapore?

**Holly Fang:** At the Singapore FinTech Association (SFA), our mission is to help our members succeed while strengthening Singapore’s position as a global fintech hub. We do this by fostering engagement, building partnerships, and sharing knowledge across the ecosystem, while also serving as a bridge between the private sector and government agencies to ensure innovation is supported by an enabling environment.

Our programs focus on three pillars: Know your industry, which builds cross-sector understanding and collaboration; Strengthen your business, which connects members to talent, funding, partners, and regulatory engagement; and Grow your business, which leverages our networks to unlock business opportunities and international expansion.

Through these efforts, SFA creates the right conditions for collaboration, growth, and trust, empowering our members to scale and uphold Singapore’s reputation as a world-class fintech hub.

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I am also proud that 5 out of the 11 members of my Executive Committee are women, reflecting our commitment to gender diversity in leadership across the fintech ecosystem

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**ICMA:** How does SFA work with regulators to create a supportive environment for fintech growth?

**Holly Fang:** SFA works closely with various teams within the Monetary Authority of Singapore (MAS) to bridge policymakers and the fintech community, sharing insights through white papers, partnerships, closed-door engagements, roundtables, and working groups. These efforts help MAS design more effective programs while ensuring fintechs stay informed on new initiatives and regulations.

**ICMA:** What initiatives does SFA have to promote diversity and inclusion within the fintech community?

**Holly Fang:** SFA champions diversity and inclusion through initiatives such as the Women in FinTech subcommittee, a collective of 10 female industry leaders. The subcommittee drives inclusive growth by supporting, empowering, and elevating women in fintech, curating programs that advance professional development and foster representation at all levels. I am also proud that 5 out of the 11 members of my Executive Committee are women, reflecting our commitment to gender diversity in leadership across the fintech ecosystem.

**ICMA:** How does SFA assist members in expanding their businesses beyond Singapore?

**Holly Fang:** SFA actively supports our members in expanding beyond Singapore by equipping them with practical insights on market nuances, regulatory landscapes, and effective go-to-market strategies, drawing on knowledge built from years of business missions and strong regional networks. We also co-founded the Asia FinTech Alliance with 14 other fintech associations across the region, giving our members a powerful platform to access new markets, build partnerships, and scale internationally.

**ICMA:** What lessons from Singapore's fintech ecosystem could benefit Pakistan and the wider region?

**Holly Fang:** One of the key lessons from Singapore's fintech journey is the importance of collaboration between fintechs, regulators, industry players, and government agencies. Strong partnerships are essential for building a resilient ecosystem. Singapore's experience demonstrates that a forward-looking regulatory approach, accessible digital infrastructure, and a skilled talent pool together create the right conditions for growth. FinTech associations like SFA further strengthen this by connecting stakeholders and supporting companies at every stage, helping them navigate both opportunities and challenges in the market.

**ICMA:** What is your vision for Singapore's fintech industry over the next five years?

**Holly Fang:** Over the next five years, my vision for Singapore's fintech industry is to reinforce its position as a leading global hub, while driving home-grown innovation and entrepreneurship. We want Singapore to remain at the forefront of technology innovation and adoption, supported by continuous investment in a

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future-ready talent pool. At the same time, fostering deeper collaboration between regulators, government agencies, corporates, and fintechs will be key to ensuring Singapore stays a vibrant and attractive hub for global businesses to set up and scale.

*The Editorial Board thanks Ms. Holly Fang, President, Singapore FinTech Association for sparing her precious time to give an exclusive interview for Chartered Management Accountant Journal.*