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## **PwC commits over US\$4 million in new AI Hub in Singapore; The AI Hub is supported by the Singapore Economic Development Board**

**SINGAPORE, 21 May 2025** – PwC has today launched a new AI Hub aimed at establishing standards to introduce AI technology, develop and scale local AI capabilities, and foster strategic alliances for market entry. A part of the AI Hub is a commitment to invest in the setup of an AI factory to facilitate the efficient development and scaling of impactful AI solutions. To date, some industries that the AI factory have already scaled solutions for, include

financial services, government and public sector as well as transport and logistics. In addition, the AI Hub plans to continue collaborating with institutions of higher education, such as the National University of Singapore, to provide professional learning as well as internship opportunities where students can acquire practical AI engineering skills.

The PwC network will commit over US\$4 million in Singapore over a three-year period to establish this AI Hub, with support from the Singapore Economic Development Board (EDB). Since its inception in January 2025, the AI Hub team has grown from a team of three to 15 employees today, comprising AI Researchers and Data Scientists. PwC aims to grow the team to a strength of 20 within the next twelve to fifteen months.

Said **Marcus Lam, Executive Chairman, PwC Singapore:**

“This AI Hub is a tangible commitment to deliver on our renewed purpose by leveraging AI to scale solutions for our clients and to power the transformation and adoption of AI technologies for close to 4,000 people across the firm. Singapore was the clear choice as the location for the AI Hub, given our strong infrastructure, economic stability and pro-business government policies that support innovation and technological development at scale. As a popular regional HQ hub, Singapore is the natural fit to advance PwC’s AI ambitions.

“We’ve recently rebranded globally, and our new brand positioning and identity better reflect how we work today to support clients to build and sustain value and accelerate momentum for impactful change.”

Said **Jermaine Loy, Managing Director, EDB:**

“We welcome PwC’s AI Hub in Singapore, which will build AI capabilities to support the needs of corporates, unlock in-house AI applications, and provide real-world learning opportunities for students in local educational institutes. Professional services firms like PwC are critical partners for Singapore as we accelerate AI adoption across industries. We look forward to more of such efforts that reinforce Singapore’s position as a hub for AI innovation and talent.”

Said **Joe Atkinson, Global Chief AI Officer for the PwC Network of Firms:**

"Singapore's AI Hub will help power the responsible and trusted development of cutting-edge and scalable AI solutions to serve the leading businesses and innovators in Singapore and across the region. The Hub helps broaden the reach of PwC's global AI factory, which now connects talented developers and engineers across more than 40 territories in the PwC Network."

The recent brand update coincides with PwC's several initiatives to support clients in unlocking the value of AI at enterprise scale. This includes programmes involving agentic AI, technology alliances and leveraging deep industry insights, processes, technology & data models to deliver industry-specific transformation.

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At PwC, we help clients build trust and reinvent so they can turn complexity into competitive advantage. We're a tech-forward, people-empowered network with more than 370,000 people in 149 countries. Across audit and assurance, tax and legal, deals and consulting we help build, accelerate and sustain momentum. Find out more at [www.pwc.com](http://www.pwc.com).

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