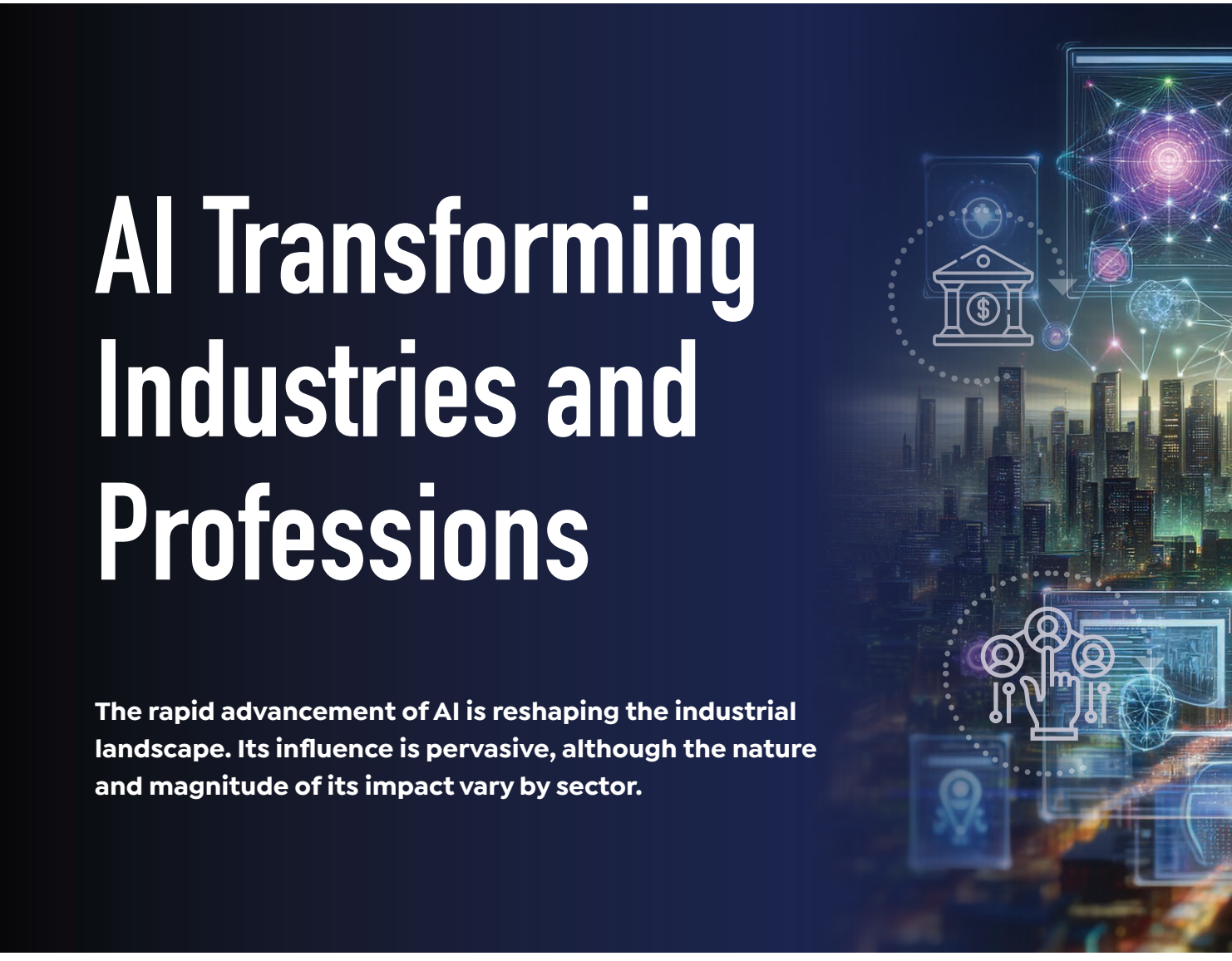
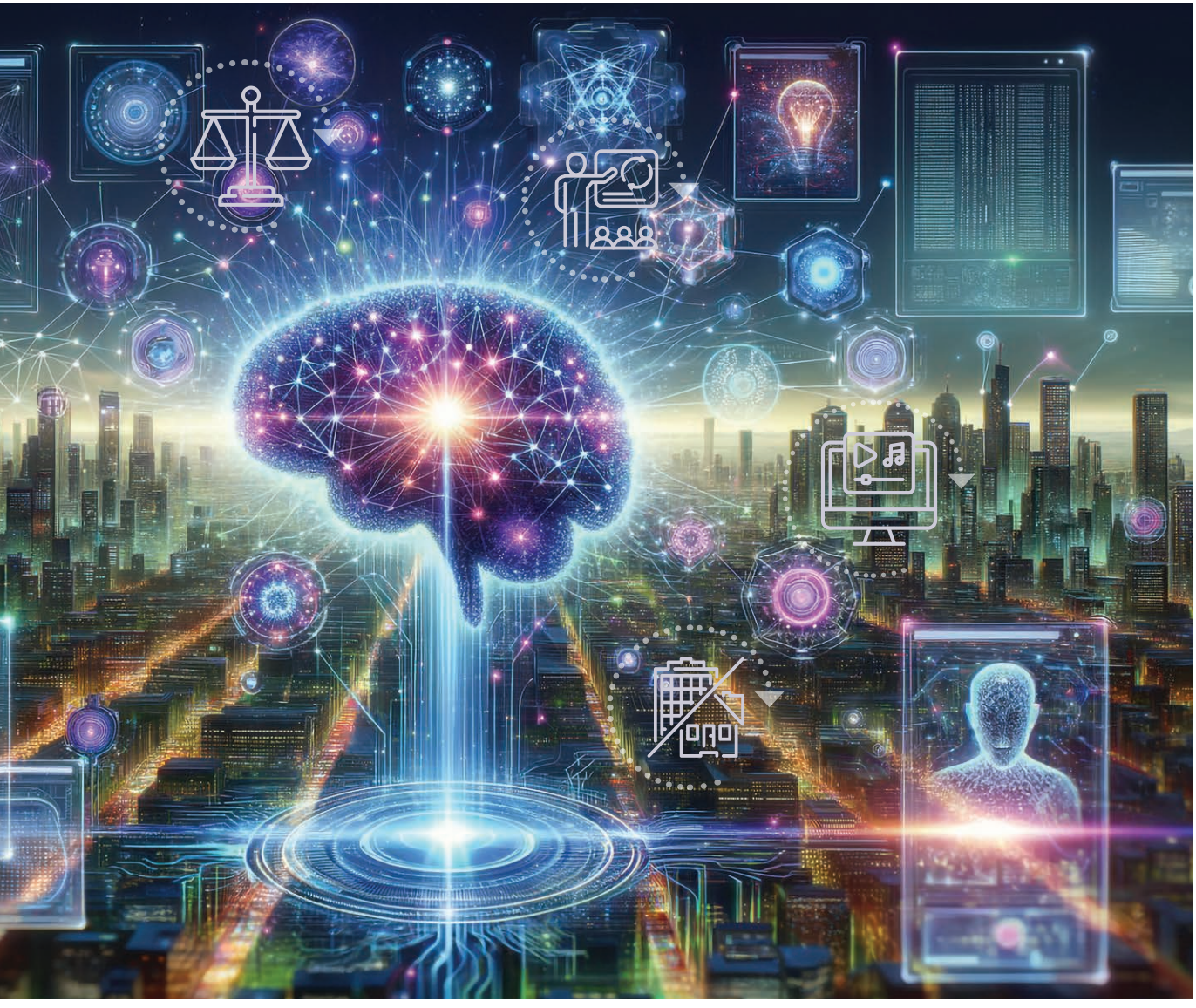
AI Transforming Industries and Professions



The rapid advancement of AI is reshaping the industrial landscape. Its influence is pervasive, although the nature and magnitude of its impact vary by sector.

We asked a diverse group of professionals and practitioners to share their insights on how AI is redefining their professions and industries. Their perspectives, detailed on pages 48 to 59, offer a glimpse into the evolving dynamics of our AI-driven world.

- **Banking**. AI, in particular, GenAI, can enhance customer service, fraud detection and operations. However, its adoption must be governed responsibly to ensure transparency, fairness and regulatory compliance. Success requires focusing on the three pillars of platform, process and people.
- **Career coaching**. AI is enhancing career coaching by improving efficiency, providing data-driven insights, and streamlining administrative tasks. A virtual career coach can free up time for deeper client engagement. While AI enhances decision-making, human connection remains central – coaches who embrace AI will offer more impactful, personalised guidance in the future.
- **Entertainment**. AI offers creative tools that streamline production – from rapid pre-visualisation to high-quality dubbing and localisation. It will boost productivity and



enable global content reach. But these tools serve to amplify human creativity, not replace it.

- **Human capital.** AI is transforming workforce development by enabling personalised learning, skills-based hiring and targeted training. It enhances accessibility, bridges skills gaps and fosters a culture of continuous learning. By leveraging AI-driven insights, organisations can future-proof talent and ensure employees stay relevant in an evolving job market.

- **Legal**. AI can enhance contract drafting, document review and research, like a highly efficient paralegal. With large language models (LLMs) driving adoption, lawyers must master AI tools, manage confidentiality risks and adapt workflows. As reliance on AI grows, future legal teams may include specialists like legal engineers to bridge law and technology.

- **Real estate**. AI is streamlining property transactions, enhancing hospitality through personalised services, room automation and dynamic pricing, and transforming property marketing via virtual tours. Beyond individual properties, it plays a pivotal role in urban development and sustainability. →

AI Transforming Industries and Professions

Banking: Scaling AI Use Responsibly

BY **LIM HIM CHUAN,** Singapore Country Head, DBS

As AI adoption accelerates, banks face the challenge of integrating it into their strategies while ensuring responsible use. The experience of leading financial institutions offers valuable lessons, from data governance to AI-driven productivity.

A 2024 study by McKinsey highlighted the rapid pace of enterprise AI adoption, rising to 72 per cent from 50 per cent six years ago. This trend is expected to continue as more financial institutions embrace generative AI (GenAI).

Implementing an AI strategy can seem daunting, but banks with extensive experience, such as DBS, have gathered valuable insights that may benefit boards and management teams across the financial sector.

DBS' AI journey began as part of a broader digital transformation initiative, starting with experimental projects in collaboration with technology partners such as IBM and A*STAR. Over time, these efforts have evolved into structured institutional programmes that generate enterprise-wide value.

Today, AI is embedded across various banking functions to enhance customer experience and improve operational efficiency. It powers hyper-personalised financial advice, equips relationship managers with deeper customer insights, and supports employees with tailored career and upskilling roadmaps. DBS now deploys over 1,500 AI models across more than 370 use cases, with their economic impact projected to exceed S$1 billion in 2025.

Pillars

To scale AI effectively, banks should focus on three critical pillars: platform, process and people.

- **Platform**. Quality data is the lifeblood of a good AI strategy. A centralised data platform should be implemented to serve as a single source of truth, ensuring data governance, discoverability and security. An AI protocol repository will enable model reusability. DBS' implementations of a data platform and protocol repository have dramatically reduced the time-to-market for AI initiatives from 15 months to just under three months.

- **Process**. Robust governance frameworks will help manage potential risks such as bias in decision-making and data privacy concerns. DBS follows four guiding principles – purposeful, unsurprising, respectful, explainable (PURE) – in its model governance framework. A senior-level committee oversees AI use cases to ensure legal compliance and ethical integrity.

- **People**. Dedicated data teams should drive AI adoption across the organisation. AI professionals can be embedded within cross-functional squads to develop and implement use cases. Beyond data

specialists, banks should invest in AI and data literacy training for all employees, ensuring a baseline understanding of AI across the organisation.

Prioritising GenAI

GenAI presents significant opportunities for banks to enhance customer service, improve operational efficiency and drive innovation.

AI-powered assistants can help customer service officers respond to queries more effectively by transcribing conversations in real-time, retrieving relevant information instantly, and assisting with documentation – reducing call handling times and improving accuracy. Secure in-house GenAI platforms can also support employees with content generation and knowledge retrieval, streamlining workflows across departments.

Beyond productivity gains, GenAI strengthens risk management and compliance by enabling banks to detect fraudulent transactions, assess credit risk, and ensure regulatory adherence more efficiently. AI-driven insights also accelerate product development, allowing banks to analyse unstructured data, such as market reports and customer feedback, to refine offerings and anticipate evolving financial needs. These capabilities provide a competitive edge in an increasingly digital and data-driven industry.

Responsible AI adoption

While GenAI offers immense potential, responsible adoption is critical, particularly in banking. The industry's highly regulated environment, the sensitivity of financial data, and the direct impact AI-driven decisions can have on customers' financial well-being make transparency, fairness and accountability essential.

Banks must establish governance frameworks to ensure AI applications align with regulatory

requirements, ethical standards, and business objectives. This includes implementing principles such as fairness, transparency, and accountability to prevent bias in decision-making, ensure explainability in AI outputs, and maintain trust with customers and regulators.

Additionally, maintaining strong human oversight is essential. While GenAI can enhance efficiency, it should complement rather than replace human judgment, particularly in sensitive areas such as risk assessment and customer interactions. Employees should be equipped with AI literacy to effectively manage and interpret AI-driven recommendations. Furthermore, banks must safeguard data privacy and security, ensuring that AI models are trained on high-quality, well-governed data while protecting customer information from breaches or misuse.

Active participation in industry-wide AI governance initiatives also plays a key role in responsible adoption. Collaborating with regulators, financial institutions and technology experts will help shape best practices and ensure that AI use evolves in a way that balances innovation with risk management.

By integrating GenAI strategically and responsibly, banks can harness its benefits while maintaining the trust and stability that are fundamental to the financial sector. ●

AI Transforming Industries and Professions

Career Coaching: Personally Impersonal

BY **BRIAN TAN,** Deputy Chief Executive Officer, NTUC's Employment & Employability Institute

As AI becomes increasingly pervasive, it is also reshaping the career coaching sector. Tools like a virtual career coach can enhance the ability of coaches to provide targeted advice, freeing up time for more meaningful conversations with clients while complementing human expertise with data-driven insights.

Names like ChatGPT, Copilot, Gemini, Suno AI, Perplexity and Synthesia are becoming commonplace. If you recognise some of these, you have likely begun your journey into generative AI (GenAI), whether in a personal or professional capacity.

According to the EY 2024 Work Reimagined Survey, three in four employees report using or planning to use GenAI – an increase from just under half a year earlier.

AI personally impersonal?

Career coaching is an industry which has traditionally been seen as off-limits to AI due to its personal nature of engagement. Career coaches typically have a one-to-one conversation to help clients through their career journey and goals, helping them identify their strengths and weaknesses, improving their resumes and interviews, and offering advice in job search based on their skills and experience.

How can AI enter this personal space? Would clients feel comfortable engaging AI to assist with their career journeys? Would there be a compromise in service delivery and standards?

These questions were central to the concerns of career coaches, clients and the management team at the NTUC's Employment and Employability Institute (e2i), an organisation dedicated to supporting jobseekers with employment opportunities, skills training and career advice. In October 2024, e2i launched its AI-powered Virtual Career Coach, marking a significant shift in how career coaching services are delivered.

Reshaping the coaching landscape

Broadly, some of the key benefits of adopting AI are improved efficiency and productivity, enhanced decision-making and better customer experience. To realise these benefits in career coaching, e2i re-engineered its processes, yielding several key learnings:

1. **Confidentiality**. Given the sensitivity of career discussions, maintaining data security is critical. AI is currently designed to assist rather than replace coaches, addressing key administrative

pain points to allow for deeper, more personalised client interactions.

2. **Trust**. Clients may be hesitant to interact with AI-driven tools, and coaches may fear job displacement. Clear communication and transparency are essential to reassure all stakeholders that AI is an enabler rather than a replacement.

3. **Information enhancement**. Career coaches may only be able to advise based on their past experiences. To augment this, AI assists in pulling out the relevant information for skills upgrading and conducting research for the career coaches. Career coaches without relevant industry experience can now provide additional areas for the client's consideration that are targeted to the client's background.

4. **Reporting efficiency**. Case notes have to follow a certain format and often depend on the career coaches' writing abilities. AI can help to record, transcribe and summarise coaching conversations, relieving coaches of time spent drafting and editing case notes.

5. **Data-driven analysis**. While these time-saving improvements helped, AI also served at a higher level by integrating multiple data points. AI can obtain data from the labour market and through clients' resumes, and ingest the client's personality, strengths and work values through a personality test. By synthesising these insights, AI can help project potential career pathways, especially for individuals considering industry transitions. This combination of AI-driven analysis and human expertise provides clients with well-rounded, evidence-based career advice. Clients now get the best of both worlds.

Since the implementation of the AI digital assistant, many clients and coaches have benefited. Clients shared that the career coaches were knowledgeable about the industry even though they may not have prior experience in the industry. Career coaches improved their efficiency and productivity by at least 20 per cent. These time savings resulted in the coaches having more meaningful conversations with clients.

Future of AI in career coaching

The integration of AI into career coaching is not about replacing human interaction but enhancing it. By handling administrative tasks, providing data-driven insights and expanding the scope of industry knowledge, AI allows career coaches to do what they do best – connect with clients on a deeper level and offer personalised, strategic guidance.

As AI continues to evolve, so too will its role in coaching. The challenge for career coaches is not to resist change but to embrace AI as a tool that enhances their ability to support job seekers. The most effective coaches of the future will be those who leverage AI's capabilities while maintaining the empathy, intuition and human connection that make career coaching so impactful.

AI Transforming Industries and Professions

Entertainment: The "I" in AI

BY **DONOVAN CHAN,** Founder and Creative Director, Beach House Pictures

The television and film industry is no stranger to disruption. In the 1990s, the arrival of the internet and digital content brought on the seismic shift towards video streaming on demand. Now, as AI ushers in the next era of change, the true spark – the "I" in AI – will emerge not from the artificial but from the human creative spirit.

Despite the doom and gloom in some industry circles and the fear of its negative impact on intellectual property (IP), privacy and workflows, AI promises to enhance creativity and transform content production.

For example, how much of this article you are now reading has been written by AI? The answer, revealed at the end of this article, underscores the emerging role of technology in storytelling.

The next wave of innovation

In July 2024, Netflix co-CEO Ted Sarandos delivered a resounding affirmation that summed up the sentiments of those on the "Yes" camp for AI: "I think that AI is going to generate a great set of creator tools, a great way for creators to tell better stories." And, he noted that the business case for generative AI (GenAI) is not to reduce costs but to improve the quality of storytelling.

Simply put, AI will create the future tools for filmmakers to produce even more refreshing and entertaining TV programmes and movies for global audiences. It could make the world even smaller and more profitable, by further erasing borders with advanced AI dubbing and virtual production.

For example, high-quality Asian content could seamlessly resonate with American audiences, thanks to advanced localisation techniques and consistent production standards. Most crucially, all done more productively than before.

A 2024 report on the state of AI by McKinsey & Company revealed four key insights:

1. AI is already being deployed across the content production value chain. In some areas, AI already creates output that is equivalent to, if not even better than, human output.

2. Technology is projected to be capable of driving potential productivity improvements of 50 per cent in the coming five years.

3. The primary barriers to adoption are the ability to invest, overcoming internal cultural barriers, and the establishment of legal precedent around IP usage.

4. Achieving scale will be required to succeed with AI. This means scaleable investments, partnerships and catalogues. After all, GenAI is a hungry beast that requires as much love, nurturing and data as possible to grow and become more efficient.

These productivity gains do not have to take away from the creative side. A Forbes article in May 2024 on how AI is shaping the media and entertainment economy noted the advances in technology. For instance, visual effects company ICVR's use of GenAI helped take line producers 70 per cent of the way from script to pre-visualisation – so what typically takes one week can be done in hours.

Some AI can also lead to a better product. For example, tools like Flawless AI TrueSync are redefining dubbing by flawlessly converting dialogue into multiple languages while preserving authentic facial expressions.

Impact on film and television

GenAI is being adopted at different speeds across media sectors. The 2024 report *State of Play: Exploring Generative AI's Transformative Effects on the Media & Entertainment Industry* by Bertelsmann, Enders Analysis and Arthur D Little examined more than 200 industry-specific examples of the use of AI.

Thomas Rabe, Chairman and CEO of Bertelsmann, highlighted the need to push for the responsible use of GenAI in an industry that has already incorporated the technology to push the boundaries of creativity and innovation. In particular, he noted the importance of creating effective copyright regulations to protect and appropriately remunerate creators and safeguard investments in creativity.

Yet, using AI tools does not automatically make us experts or improve our business. AI tools are

incredibly powerful assistants, but they do not replace years of experience and creative skills. In fact, AI might lower the barriers of entry for human creators wanting to break into the industry.

Actor Ben Affleck, co-founder of Artists Equity, puts it best. In an interview with CNBC in November 2024, he asserted that AI is like a craftsman. Craftsmen learn by sitting down next to somebody, seeing what their technique is and imitating it. That's how large video models and large language models basically work – nothing new is created.

"Craftsman is knowing how to work. Art is knowing when to stop," he said. "And I think knowing when to stop is going to be a very difficult thing for AI to learn because it's taste. And also lack of consistency, lack of controls, lack of quality."

So, how much of this article was written by AI? Answer: None at all.

Ironically, I tried several times to prompt the perfect read, but frustratingly, it took some old-fashioned research and writing to share my thoughts precisely the way I wanted. The future isn't here just yet, but perhaps this little piece of "I in AI" will play its part in getting us there. ●

AI Transforming Industries and Professions

Human Capital: Transforming Singapore's Workforce

BY **GRACE YIP,** Managing Director, Health & Public Services, Accenture Singapore

The human capital industry in Singapore is undergoing a transformative shift, largely driven by the adoption of AI. As Singaporean professionals increasingly embrace the concept of lifelong learning, AI is playing a critical role in shaping the future of work, talent development and skills advancement.

In Singapore, the spirit of lifelong learning is thriving. Research by Accenture on *Lifelong Learning and Upskilling in Singapore*, involving a survey and interview with professionals and employers, found that 90 per cent of working professionals in Singapore are actively seeking job-related upskilling and reskilling opportunities. This underscores a strong cultural commitment to personal and professional growth, with professionals eager to remain relevant in an ever-evolving job market.

At the same time, three out of five employers enrol their employees in continuing education and training programmes. Lifelong learning is more than a societal value; it is a necessity in today's rapidly changing economy. Technology, market conditions and industry demands are constantly shifting, making it essential for individuals to continually enhance their skills.

The survey indicates that employers who invest in developing specific in-house training find these the most relevant to job roles and the company's strategic goals. However, customising learning content can be time-consuming and resource-intensive. This is where AI has the potential to revolutionise how professionals and organisations approach skills development.

Enhancing the learning experience

AI has the ability to create personalised, data-driven learning experiences. This enables companies to design bespoke upskilling pathways that align with specific organisational goals. By leveraging AI to analyse employee performance data, organisations can identify the precise skills needed to drive business growth. These insights facilitate the development of targeted training programmes that maximise employee potential, reduce learning time and enhance overall job satisfaction.

AI-driven solutions also play a key role in enhancing the effectiveness and accessibility of learning. One of the primary barriers to professional development is the accessibility and flexibility of learning opportunities. Many professionals are discouraged from pursuing further education due to time constraints, the rigidity of traditional learning models, and the overwhelming number of course

options available. AI is addressing these challenges by enabling the development of online learning platforms that offer flexible, on-demand courses accessible from anywhere.

Additionally, AI tools like chatbots, virtual assistants and automated feedback systems provide learners with immediate support and guidance, enhancing their overall learning experience. By processing vast amounts of data, AI can offer real-time assessments, feedback and coaching, significantly enhancing the learning curve.

Addressing the skills gap

AI also supports companies in adopting a skills-first approach to talent recruitment, ensuring the focus is on building the right capabilities rather than relying on traditional qualifications. AI-powered recruitment tools can evaluate candidates' skills through automated assessments, ensuring a more objective, skills-based hiring process, and the matching of the right skills to the right roles.

Given the vast, complex and growing landscape of skills and programmes, skills matching and validation across the ecosystem remain fragmented and disparate.

In Singapore, employers often struggle to define and validate their talents' skills profile, particularly in fast-changing industries. The same survey shows that 70 per cent of small and medium businesses find it difficult to keep their catalogue of required skills up-to-date. Interoperability across the ecosystem is challenging.

Investing in a national infrastructure that moves towards a single skills competency framework, along with the adoption of AI infrastructure, can help to reduce these frictions for employers.

As industries continue to evolve, companies must collaborate with institutes of higher learning (IHLs)

and training providers to develop relevant and effective training programmes. By analysing large data sets from educational institutions and the workforce, AI can pinpoint areas where skill gaps exist and recommend tailored solutions.

By working together, businesses and IHLs can develop curricula that meet the needs of industry and the workforce. AI can help identify evolving trends in the job market and emerging skill requirements, enabling IHLs to adapt their courses accordingly.

Cultivating a culture of skills development

Moreover, AI can assist in fostering a culture of continuous learning by facilitating real-time feedback, skill assessments and personalised learning pathways. With AI tools, companies can continuously measure employees' skills and offer personalised development suggestions, thereby ensuring that upskilling is a continuous process rather than a one-time event.

AI is not only about technology but also about shaping an organisation's culture. To foster an environment where skills development is a priority, companies must integrate a skills-first mindset into their culture. AI can potentially play an instrumental role in this by providing insights into both individual and organisational skills needs and help build a more skilled and adaptable workforce ready to tackle the evolving market landscape. ●

AI Transforming Industries and Professions

Legal: Empowering Lawyers

BY **YEONG ZEE KIN,** Chief Executive, Singapore Academy of Law

Generative AI (GenAI) is transforming the legal landscape by being an effective partner within law firms, helping lawyers automate tasks with a precision and accuracy never seen before.

AI's integration into legal solutions dates back to 2010, with predictive coding in e-discovery and corporate due diligence. However, early adoption was limited. Lawyers found it unappealing as it merely automated classification tasks, and the business case was weak – training predictive coding models required significant effort but lacked scaleability.

This changed in late 2022 with the rise of large language models (LLMs). Unlike earlier AI, they engaged lawyers more intuitively, excelling in language-based tasks such as summarisation, contract drafting and legal analysis. In just two years, AI has become embedded in legal workflows, from document review to research. Its rapid adoption was evident at the Singapore Academy of Law's TechLaw.Fest last September, where AI-driven legal solutions took centre stage.

Using AI tools effectively and responsibly

To remain competitive and deliver the best outcomes for clients, lawyers must learn to use AI effectively and responsibly. Just as they once adapted to keyword searches during the shift from hardcopy to online research, they must now master prompt engineering as search bars give way to chat-based interfaces.

At TechLaw.Fest 2024, the Academy launched a prompt engineering guide to help lawyers develop effective AI queries. The guide highlights AI applications in dispute resolution and corporate law, demonstrating how general-purpose AI tools can assist with legal tasks such as generating alternative contract clauses, analysing documents and compiling tables of issues.

It also outlines best practices and warns against common risks, including hallucination (where AI produces seemingly correct but inaccurate responses) and automation bias (the tendency to over-rely on AI-generated suggestions). Crucially, the guide reinforces a key principle: lawyers remain accountable for the accuracy and quality of their work. Similarly, the Supreme Court's guide on AI use reminds all court users, including lawyers, to ensure the accuracy and relevance of AI-generated content in court documents.

Managing confidential information

As AI becomes more prevalent in legal practice, how will it affect solicitor-client confidentiality?

Many AI tools continuously learn from user inputs, which raises concerns about the handling of confidential client information. Lawyers must be

vigilant about how they manage sensitive documents and review terms of service to ensure data security.

The Academy's guide advises lawyers to use enterprise-grade AI solutions that offer strong confidentiality protections. This reduces the risk of inadvertently exposing client information, particularly in cases where data could be used for ongoing AI training.

Unlocking the power of knowledge management

In larger firms, AI-powered legal chatbots can assist with compliance and legal queries. For instance, A&O Shearman has partnered with Harvey and Microsoft to leverage AI in contract analysis, review and drafting by tapping into their database of legal precedents.

To fully harness AI's potential, law firms, clients and technology providers must work together to address key challenges. One critical concern is ensuring that client- and case-specific information in training datasets is not inadvertently revealed by AI models. To mitigate this, firms must implement robust AI governance policies and adopt technical safeguards.

Preparing future legal leaders

AI-driven legal tools are reshaping the profession. With AI now capable of providing initial legal insights and drafting higher-quality documents, client expectations are evolving. They will demand more bespoke legal advice and higher levels of personal service.

Young lawyers must integrate AI into their core legal training while honing judgment, strategic thinking and problem-solving skills. Their learning curve will be shorter, requiring them to adapt more quickly.

Legal leaders must also think strategically about how AI can be embedded into work processes

for cost-efficiency and new business models.
To support this transition, the Academy has revamped the SAL-INSEAD leadership programme and developed a new training initiative for young lawyers. It is also collaborating with the Institute for Adult Learning Singapore to refine legal training pedagogy.

The future of legal practice

Lawyers who embrace innovation will be better positioned to lead the profession, while those who resist may struggle with disruption. To fully unlock AI's potential, law firms must go beyond mere adoption and integrate AI deeply into their legal teams – possibly even reconfiguring their structures.

Future legal teams will likely include legal engineers – specialists who bridge the gap between law and technology. As reliance on AI grows, firms must rethink team composition, workflows and client service models.

Even in a digital-first world, clients will continue to seek expert legal counsel. Lawyers who understand AI's capabilities and limitations will be best positioned to harness it effectively – using AI as a highly efficient assistant to streamline processes, enhance research and focus on delivering higher-value advisory services. ●

AI Transforming Industries and Professions

Real Estate: Living, Working and Travelling with AI

BY **IVAN NG,** SID Council member

AI is actively reshaping the real estate industry. From streamlining transactions to transforming property management and urban planning, it is rapidly changing the future of how we live, work and travel.

Buying or renting a dream property can often feel exciting, but the reality is usually less rosy. Property is a non-trivial purchase for many, frequently the single biggest family investment.

Often, there is paperwork to contend with, involving multiple documents routed to many parties, including realtors, agencies, regulators, architects, solicitors and developers. All these, coupled with the regulatory processes necessitated by the potential for fraud and money laundering, can add delays and stress.

The good news is that AI is changing all this, making transactions faster, smarter and safer. These are some of the ways in which AI is streamlining real estate transactions.

- **Automated processes**. In Singapore, the real estate ecosystem has embarked on digital platforms enhanced with AI that help automate time-consuming tasks like document verification, scheduling and real-time pricing adjustments. Many property portals and agencies increasingly leverage AI to tailor personalised property recommendations, reducing buyers' time searching for their ideal home.

- **Smart contracts and blockchain**. Several countries, including Sweden and Dubai, have successfully adopted blockchain-backed smart contracts and digital title registries. In turn, because they are now digitalised, AI is becoming a catalyst in facilitating faster transactions and searches. The Singapore government's initiative to integrate these technologies is a step toward a more secure, transparent and efficient process.

- **Enhanced security**. AI also enhances security by detecting fraudulent and suspicious activities early. By analysing patterns and anomalies, AI systems help flag suspicious transactions, ensuring greater transparency and trust. Together with Singapore's regulatory framework, these technologies help secure the real estate environment.

Enhancing hospitality experiences

Within the hospitality industry, AI is also making an impact by enhancing experiences through

personalisation and automation, making stays more enjoyable and tailored. These are some key advancements.

- **Personalised services**. AI-powered chatbots are starting to act as smart concierges, available 24/7 to assist guests with bookings, local recommendations and issue resolution. Hotels are increasingly adopting AI to offer guests personalised services.

- **Room automation**. While automation of room controls like lighting, temperature and even entertainment through voice commands have been deployed for some time, integrating AI allows for better comfort and convenience.

- **Dynamic pricing**. Together with traditional data analysis, AI algorithms also help predict demand and allow dynamic adjustment of room prices. This enables guests to get the best deals while optimising revenues for hotel operators.

Transforming property marketing

AI is redefining how residential and commercial properties are marketed and explored, creating more engaging and convenient experiences. Here are some examples.

- **AI-powered virtual tours**. Traditionally, property purchases and rentals involved physical visits and consultations with agents. Today, AI-powered virtual property tours allow potential buyers to explore properties remotely, often with AI chatbots providing real-time assistance.

- **Immersive experiences**. In hospitality, AI-driven virtual tours enable travellers to explore hotel facilities before booking, increasing confidence in their choices. The Singapore Tourism Board has embraced virtual reality and AI to showcase the country's attractions.

A smarter, greener and more connected future

Beyond individual properties, AI plays a pivotal role in urban development and sustainability. These are some of the features explored.

- **Smart urban planning**. AI is increasingly used to analyse traffic patterns, demographic data and resource demands to support the design of more efficient cities. Singapore and Hangzhou have unveiled various Smart City initiatives to further optimise infrastructure development, from smart traffic systems to efficient waste management.

- **Energy efficiency**. AI-driven energy management systems help reduce waste and lower utility costs. Singapore's developers are increasingly adopting these systems to cut carbon footprints and enhance operational efficiency.

- **Predictive maintenance**. AI, combined with Internet-of-Things (IoT) sensors, enables real-time monitoring of building systems, predicting maintenance needs before issues arise. This extends infrastructure lifespan, minimises downtime, and lowers operational costs.

Thus, AI is more than just a tool for efficiency – it is reshaping the real estate and hospitality industries into smarter, more sustainable and highly personalised spaces.