

ANNEX B-1: ENABLING STRONGER PARTNERSHIPS AND DEEPENING ENTERPRISE CAPABILITIES

(I) Enabling Stronger Partnerships

I-1. Executive-in-Residence Programme

The Executive-in-Residence (EIR) Programme is a two-year pilot programme. It will help Trade Associations and Chambers (TACs) and enterprises engage the services of experienced professionals with relevant expertise as EIRs, to drive industry and enterprise transformation efforts.

Enterprise Singapore will support TACs in identifying, engaging and matching these professionals with interested enterprises. Enterprise Singapore will defray up to 70% of the TACs' costs of engaging EIRs.

The EIR programme is part of the Local Enterprise and Association Development programme, which supports TACs in spearheading industry transformation projects.

More details will be shared at the MTI COS. For more information, please contact Enterprise Singapore at enquiry@enterprisesg.gov.sg.

I-2. Heartland Enterprise Upgrading Programme

The Heartland Enterprise Upgrading Programme (HEUP) aims to accelerate the rejuvenation of commercial precincts and the transformation of enterprises in the heartland, and contributes to creating more vibrant precincts with distinctive themes and identities. This will be implemented through Merchants' Associations (MAs), with support from Town Councils, Citizens' Consultative Committees, grassroots organisations and relevant government agencies. The HEUP is jointly administered by Enterprise Singapore and the Housing and Development Board, with support from Heartland Enterprise Centre Singapore.

The HEUP will support selected MAs in developing and implementing 4-year precinct rejuvenation plans that encompass infrastructure improvements, place-making activities, capability upgrading projects, and training for enterprises and workers. Heartland enterprises will also receive further assistance to improve productivity through business advisory, digitalisation road-mapping, and brand transformation.

More details will be shared at the MTI COS. For more information, please contact Enterprise Singapore at enquiry@enterprisesg.gov.sg.

I-3. Enhancing Digital Connectivity

The following initiatives seek to digitalise trade processes and enhance digital connectivity with overseas traders. They provide businesses and traders in Singapore with more efficient trade processes and expanded market access. They will also bring about opportunities for new services and solutions that our businesses can tap on.

- a) The Nationwide E-invoicing Network allows suppliers to send e-invoices via this network to the Government, from January 2020.

For more information, please visit www.imda.gov.sg/einvoice or contact the Infocomm Media Development Authority (IMDA) at einvoice@imda.gov.sg.

- b) The Networked Trade Platform (NTP) supports international trade data exchange. Currently, Singapore is collaborating with China, Indonesia and the Netherlands to allow the international exchange of customs declaration data, and the use of this data by the importing country for both trade facilitation and risk assessment, thereby expediting cargo clearance process and improving supply chain security.

For more information, please contact Singapore Customs at customs_feedback@customs.gov.sg.

- c) Digital Economy Agreements (DEAs) provide a government-to-government (G2G) framework to facilitate seamless end-to-end digital trade, promote digital flows, and foster greater international cooperation on emerging digital issues such as Artificial Intelligence. In January 2020, Singapore, Chile and New Zealand announced the substantial conclusion of the first DEA, called the Digital Economy Partnership Agreement (DEPA).

For more information, please contact Mr. Shaik Umar (Shaik_UMAR@imda.gov.sg) or Ms. Jileen Yong (Jileen_YONG@imda.gov.sg) from Technology Governance Office (TGO)/IMDA.

(II) Deepening Enterprise Capabilities

II-1. Starting Up

(a) Enhancements to Startup SG Equity (Financing for Early Stage Deep-Tech Startups)

Deep-tech startups usually require larger investments and longer gestation periods relative to general technology startups. This may make deep-tech startups less attractive to private investors, even though they may have strong intellectual property content in their products that can be developed into sustained competitive advantages.

The enhancement to Startup SG Equity dedicates an additional \$300 million to catalyse private investment into Singapore-based deep-tech startups in key emerging sectors. These sectors include pharmbio and medtech, advanced manufacturing, and agri-food tech. Under Startup SG Equity, the Government may partner qualified third-party investors to make direct co-investments into eligible startups, or invest in funds through a fund-of-funds approach.

Over time, this will help to expand the pool of independent investors and venture builders with the expertise and risk appetite to invest in deep-tech startups. In turn, increased venture capital funding will enable startups to gain easier access to capital, expertise, and industry networks, which are vital to startups' growth.

More details will be shared at the MTI COS. For more information, please contact Enterprise Singapore at enquiry@enterprisesg.gov.sg.

II-2. Enterprise Grow Package

(a) Launch of GoBusiness including e-Adviser

The GoBusiness platform streamlines and digitalises transactions between the Government and businesses. It is envisioned to be a central platform for businesses to transact with the Government. The GoBusiness Licensing portal was launched as a pilot in October 2019 for the food services sector, providing new businesses in the sector with a guided, streamlined journey for licensing applications.

The portal will now be made permanent, and will have the following features:

- i. Licensing. There are plans to expand the guided licensing journey that was done for the food services sector to other sectors with a relatively high number of enterprises, and multiple touch-points with government agencies, such as the retail sector.

- ii. **E-adviser.** Beyond streamlining licence applications, the GoBusiness platform will also streamline other interactions that businesses have with the Government. For a start, the Government will streamline the process of accessing government assistance, instead of having businesses gather information on various schemes from different sources. The e-adviser will recommend the most suitable government assistance, based on answers to a series of questions on the individual business's needs.

More details will be shared at MTI COS. For more information, please contact MTI Pro-Enterprise Division at MTI_PEPSEC@mti.gov.sg.

(b) Expansion of SMEs Go Digital

Announced in Budget 2017, SMEs Go Digital aims to help small and medium enterprises (SMEs) build digital capabilities. It includes the following main components:

- i. **Industry Digital Plans (IDPs).** Each industry-specific IDP is a step-by-step guide to help SMEs select appropriate digital solutions and skills training programmes relevant to them at each stage of their growth. Thus far, IDPs have been rolled out to 10 Industry Transformation Map (ITM) sectors (Accountancy, Environmental Services, Food Services, Hotel, Logistics, Media, Retail, Sea Transport, Security, and Wholesale Trade), with development efforts ongoing for more sectors.
- ii. **Start Digital** helps newly-established SMEs adopt digital solutions from the start. IMDA and Enterprise Singapore work with partners such as banks and telcos to offer basic digital solution packages to SMEs with an 18-month subscription period, of which the first six months will be free.
- iii. **Pre-approved Digital Solutions.** SMEs can receive up to 70% Government co-funding for pre-approved digital solutions through the Productivity Solutions Grant (PSG).
- iv. **Pilot Projects.** SMEs can also participate in pilot projects that are shaped jointly by IMDA and industry leaders.

SMEs Go Digital will be further expanded to drive greater adoption of digital technology. IMDA will:

- i. Develop more Industry Digital Plans (IDPs) or their equivalents, and pre-approve more digital solutions. Collectively, these will cover the different needs of 23 ITM sectors, up from the current 10 sectors. Some of the new sectors that will benefit are Healthcare, Food Manufacturing, Adult and Early Childhood Education.

- ii. Together with Enterprise Singapore, introduce Grow Digital to enable SMEs to access overseas demand for both business-to-business (B2B) and business-to-consumer (B2C) businesses through global digital marketplaces.

For more information, please contact IMDA at SMEs_Go_Digital@imda.gov.sg or Enterprise Singapore at enquiry@enterprisesg.gov.sg.

(c) Grow Digital

Grow Digital is a new initiative (part of the SMEs Go Digital programme) to enable SMEs to access global markets via B2B and B2C digital channels. The IMDA and Enterprise Singapore will:

- i. Support SMEs to participate in B2C e-commerce platforms. Eligible SMEs will be co-funded at 70% for Multichannel E-commerce Platform solution packages. These equip SMEs with the capabilities to reach out to new customers online, diversify into new markets, and optimise sales on multiple overseas e-marketplaces.
- ii. Support SMEs to participate in B2B marketplaces to benefit from overseas procurement demand, starting with industrial hardware and food supplies. Details will be announced by IMDA and Enterprise Singapore in 2Q 2020.

For more information, please contact IMDA at SMEs_Go_Digital@imda.gov.sg.

(d) Enhancement to Market Readiness Assistance (MRA)

Introduced in 2013, MRA is a broad-based enterprise grant scheme that provides support to companies taking their first steps overseas. It supports pre-scope activities to help SMEs set up overseas, identify business partners, and promote their products and services.

To accelerate the internationalisation efforts of SMEs, MRA will be enhanced to:

- i. Expand the scope of supportable activities to include: (a) Free Trade Agreement (FTA) consultancy services to support companies in better leveraging FTAs; and (b) in-market business development;
- ii. Increase the grant cap from \$20,000 per year to \$100,000 per new market per company over the enhancement period of FY20-22; and
- iii. Extend 70% support level for another 3 years, until 31 March 2023.

More details will be shared at the MTI COS. For more information, please contact Enterprise Singapore at enquiry@enterprisesg.gov.sg.

(e) GlobalConnect@Singapore Business Federation (SBF)

In partnership with Enterprise Singapore, GlobalConnect@SBF has been set up to assist Singapore enterprises which are looking to internationalise for the first-time, as well as enterprises which are expanding and deepening their presence in key Southeast Asian markets (e.g. Vietnam, Indonesia, Thailand, Myanmar) and emerging markets (e.g. Africa, Middle East, Central Asia).

It will also have a team of market advisors to assist SMEs through face-to-face market advisory services.

SMEs can expect to benefit from other services such as:

- i. Networking opportunities;
- ii. Business matching to overseas contacts;
- iii. Referrals to in-market consultants, partners and government contacts;
- iv. FTA education and advisory;
- v. Market insight and research; and
- vi. Belt and Road Initiative business matching.

GlobalConnect@SBF will be officially launched in April 2020.

For more information, please contact GlobalConnect@SBF at globalconnect@sbf.org.sg or at +65 6701 1133.

(f) Enhancement of SME Centres

Introduced in 2013, SME Centres offer general business diagnosis and advisory services, capability workshops and group-based upgrading projects¹. There are currently 11 SME Centres operated by five TACs², with support from Enterprise Singapore. In 2019, the SME Centres assisted over 28,000 SMEs and initiated 13 new group-based upgrading projects.

Over the next two years, the SME Centres will implement a pilot initiative for promising micro and small enterprises. Enhanced support will be available to local enterprises that SME Centres identify as demonstrating growth ambition, having a good track record of

¹ Involves the curation and deployment of collective solutions for a group of enterprises in a particular trade or locality.

² These are the Association of Small & Medium Enterprises (ASME), the Singapore Chinese Chamber of Commerce and Industry (SCCCI), the Singapore Indian Chamber of Commerce and Industry (SICCI), the Singapore Malay Chamber of Commerce and Industry (SMCCI), and the Singapore Manufacturing Federation (SMF).

growth, or having a scalable or unique business model. Business Advisors at the SME Centres will provide enhanced support to qualifying enterprises, such as:

- i. One-on-one in-depth business diagnosis;
- ii. Development of business plans (e.g. business and digital transformation, talent development, internationalisation);
- iii. Business coaching; and
- iv. Implementation of growth roadmaps, including referrals to relevant schemes and partners.

SME Centres will also continue to provide general business advisory to all other SMEs.

More details will be shared when the programme is launched in 2020. For more information, please contact Enterprise Singapore at enquiry@enterprisesg.gov.sg.

(g) Enhancement to Productivity Solutions Grant (PSG)

The PSG provides support to businesses in their transformation journey through funding support for the adoption of IT solutions, and equipment that have been pre-identified by the Government.

The PSG will be enhanced to offer a more comprehensive suite of pre-approved solutions. PSG's support will be expanded to include consultancy services, starting with job redesign. The number of sector-specific solutions on the PSG will also be increased.

More details will be shared at the MTI COS. For more information, please contact MTI's Grant Management Office at MTI_GMO@mti.gov.sg.

II-3. Enterprise Transform Package

(a) Enterprise Leadership for Transformation (ELT)

The ELT programme is a three-year pilot that supports business leaders of promising SMEs in achieving the next bound of growth. The programme offers:

- i. Structured modular training in business growth capabilities, with focus on using frameworks and case studies to address actual business problems;
- ii. Coaching by advisors and industry practitioners, who will guide business leaders in the development of a business growth plan;

- iii. Access to alumni engagement and networking, to enable peer learning and collaboration; and
- iv. Support for implementation of business growth plans, depending on the enterprises' respective needs.

The programme will be delivered in partnership with Institutes of Higher Learning (IHLs), banks, and experienced industry experts.

Business leaders with the ambition and commitment to transform their business can apply for the ELT.

More details will be shared at the MTI COS. For more information, please contact Enterprise Singapore at enquiry@enterprisesg.gov.sg.

(b) Expansion of Enterprise Transformation Support

Enterprise Singapore will scale up its support for enterprise transformation by:

- i. Supporting up to 3,000 enterprises in FY20 in their transformation journey through the Enterprise Development Grant (EDG). The EDG provides SMEs with up to 70% support in three areas: Core Capabilities, Innovation and Productivity, and Market Access.
- ii. Facilitating more than 50 projects in FY20 with a significant multiplier effect, such as a new Foundation programme to be launched by the Intellectual Property Office of Singapore with support from Enterprise Singapore. Over the next three years, this programme will help close to 100 companies identify their intangible assets and develop strategies to harness them.

For more information, please contact Enterprise Singapore at enquiry@enterprisesg.gov.sg

(c) Open Innovation Platform Sector-Wide Challenges

Launched in 2018, the Open Innovation Platform (OIP) is a virtual crowd-sourcing platform which bridges business needs with digital solutions. Enterprises place their business challenges on the platform, and are matched to tech firms to develop solutions.

For Budget 2020, to accelerate enterprise transformation and co-innovation, IMDA will:

- i. Provide 70% co-funding of prize monies for sector-wide challenges for industries to co-innovate and develop good digital solutions, with potential to benefit the entire sector. In such challenges, IMDA works with partners like TACs on innovation calls, to allow problem solvers to tackle issues on a larger scale and deploy good solutions across sectors.
- ii. Lower the barrier to entry to innovation, by taking on upfront innovation risk in tech firms' prototype development phase. IMDA will pay out the first tranche (30%) of the prize monies to shortlisted tech firms at the point of award, before prototype delivery. The remaining 70% will be paid out after prototype delivery. This will be effective for the current 5th Innovation Call, as well as 3 future Innovation Calls from 1 April 2020 to 31 March 2021.

IMDA is planning 6 new sector-wide challenges between April 2020 to March 2021.

For more information, please visit www.openinnovation.sg or contact info@openinnovation.sg.