

28 September 2020

To Whom It May Concern

**Deployment of Digital Ambassadors (DA) and Business Advisors (BA)**

1. In line with the government's move to support digital transformation of local companies, Enterprise Singapore (ESG) and Infocomm Media Development Authority (IMDA) are partnering with the Heartland Enterprise Centre Singapore (HECS), SME Centres and Singapore Digital Office (SDO) to drive digital transformation in heartland precincts.
2. To facilitate and support the heartland enterprises on their digitalisation journey, ESG has worked with IMDA to appoint the bearer of this letter as a **DA/BA** to conduct outreach activities in heartland precincts, including one-to-one engagements with the heartland merchants.
3. Should you need clarification on any matter, please do not hesitate to contact us via our hotline: 6741 3429. Thank you.

Yours Sincerely,  
Amreeta Eng  
Director  
Enterprise Services

*[This letter is computer generated. No signature is required.]*