

Quotes from key partners in Kampong Glam's digital journey

"We have received tremendous support from merchants in Kampong Glam since we first embarked on this journey with OKG and IMDA four months ago. Through GrabPay, many of them have been able to market their offerings to a large digital base in Singapore, further expanding their target audience. They've also been able to leverage on the benefits of going cashless, which include better tracking of cash flows and achieving greater productivity gains for their businesses. Today, Kampong Glam has one of the largest concentration of GrabPay merchants per square area in Singapore. We look forward to advancing the historical precinct's digital makeover by piloting more novel initiatives such as extending our transport promotions with cashless payments at Kampong Glam's GrabPay merchants through geofence technology, and running a community mapathon to improve the accuracy of the digital pick-up points in the area for better accessibility."

*Gary Wong, Head of GrabPay Singapore
Grab*

"Kampong Glam has a lot to offer, with merchants specialising in specific merchandise and services such as the luxurious fabrics and carpets at Arab Street, the trendy retail and cafes at Haji and Bali Lane and the delicious Turkish, Lebanese and Mediterranean cuisine at Bussorah street, just to name a few. With a rich cultural and historical flavour, Kampong Glam is a must-visit for everyone. However, locals and tourists alike are unaware of its uniqueness and think that it only comprises of one or two streets.

With our enhanced Augmented Reality features, visitors will be able to use the 'Near Me' function to detect these merchants' shops and to navigate their way. Participating merchants are also offering promotions which will be pushed out to the visitors via our app which they can keep in our app's e-wallet and redeem within the promotional period. Visitors can also capture fun photos using our app's Augmented Reality 2D and 3D models against the scenic hotspots and share immediately on their social media that is on their smartphones. We believe visitors will be more immersed after using LocoMole app and will appreciate the intrinsic value of Kampong Glam."

*Mr Ong Yu Lin, Deputy CEO
and Lead Management in-charge of enhanced Augmented Reality (AR) in LocoMole mobile app:
LDR*

"Riverwood is excited to be part of Kampong Glam's journey, as it moves towards becoming digitally enabled. This journey aligns with Riverwood's core belief to elevate the customer experience through technology and logistics."

*Mr Syafiq Yusoff, Chief Executive
Riverwood*

“Singapore has one of the world’s most advanced digital infrastructure and digital savvy population, it is high time that SMEs digitalise their operations and reap productivity, operational efficiency and service delivery benefits. At StarHub, we believe we must get more involved in helping SMEs to surge forward in the digital economy. In our Smart Retail Programme, we work with various partners to integrate standalone retail digital solutions and offer them as a single, seamless service, to help SMEs digitalise their retail operations. We are very pleased to have the opportunity to collaborate with IMDA, One Kampong Gelam and the many Kampong Glam merchants in modernising one of Singapore’s rich cultural heritage site.”

*Dr Chong Yoke Sin, Chief of Enterprise Business Group
StarHub*

“Temasek Polytechnic is pleased to partner IMDA and the One Kampong Gelam Association in digitalising the precinct. This initiative provides our students with valuable, real-life learning experiences that allow them to deepen their knowledge and apply their skills, while also benefiting the community.”

*Mr Peter Lam, Principal & CEO
Temasek Polytechnic*