

FACT SHEET (June 2011)

MOBILITY SOLUTIONS CALL-FOR-COLLABORATION FOR THE RETAIL, FOOD & BEVERAGE, HOTELS AND ATTRACTIONS SECTORS

Purpose of the Call-for-Collaboration (CFC)

The Mobility Solutions Call-for-Collaboration (CFC) for the Retail, Food & Beverage, Hotels and Attractions Sectors is a multi-agency effort led by the Infocomm Development Authority of Singapore (IDA) in collaboration with SPRING Singapore, the Singapore Tourism Board and NTUC's Employment and Employability Institute (e2i). A total budget of S\$15 million has been put together by these agencies to support successful proposals awarded through this CFC.

This CFC aims to spur the adoption of mobility solutions across key customer-facing sectors. With the increased availability of smart mobile devices, pervasive wireless and mobile networks today, there are new opportunities for user enterprises in these sectors to enhance customer experience, deepen customer loyalty as well as improve operational efficiency.

Companies are Invited to Submit Proposals

This CFC invites interested ICT companies to collaborate with user enterprises and trade associations in the Retail, Food & Beverage, Hotel and Attraction sectors, as well as other relevant industry players, to propose mobility solutions that will help user enterprises in one or more of the following areas:

- a. Increase workforce productivity;
- b. Increase reach to customers;
- c. Improve customer engagement and service;
- d. Create new lines of businesses and revenue models through innovation; and/or
- e. Share productivity gains with workers.

The proposals submitted should achieve one of these objectives:

- a. Pilot innovative mobility solutions to transform an enterprise;
- b. Deploy mobility solutions that integrate multiple relevant business functions (for example, a mobile menu ordering service that is integrated to a restaurant's point-of-sales system) to maximise productivity gains of each user enterprise and its workers; and/or

- c. Deploy common solutions that facilitate wide adoption among user enterprises. An example is common wireless payment platform that any restaurant can easily subscribe to without having to own multiple terminals for different credit cards payments or incur substantial development efforts.

Outreach to Enterprises

To help interested user enterprises find the suitable mobility solutions, they are encouraged to participate in the CFC briefings and networking sessions to meet potential ICT partners. Through these platforms, user enterprises will be able to explore suitable mobile solutions that can meet their business needs and draw on the incentive support that is offered through this CFC.

Please refer to the below table for the briefing and networking events schedule.

Session	Date	Time	Venue
CFC Industry Briefing	30 June 2011	3pm - 5.30pm	Mapletree Business City, Auditorium
CFC Networking Session	12 July 2011	2pm - 5pm	Mapletree Business City, Seminar Room

Timeline for the CFC

The CFC is issued on 21 June 2011 and will close on 23 August 2011. The announcement of selected proposals and award of grants are expected in end November 2011. For more details on the CFC, please visit www.ida.gov.sg.

For media clarification, please contact:

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