

**Fact Sheet**

**Kampong Gelam: Singapore's First Digitally Enabled Retail Neighbourhood**

**Background**

Kampong Gelam launched its precinct digitalisation programme in July 2018. As a traditional neighbourhood rich in culture and heritage, the journey to transform the precinct and its merchants is aimed at:

- Enhancing the digital capabilities of merchants in the neighbourhood; and
- Transforming the visitors' experience in Kampong Gelam, catering to both locals and overseas visitors

The Infocomm Media Development Authority (IMDA), Enterprise Singapore, key Kampong Gelam stakeholders including the Singapore Malay Chamber of Commerce and Industry (SMCCI) and One Kampong Gelam Association (OKG), as well as industry partners, have collaborated in making the Kampong Gelam precinct Singapore's first digitally enabled retail neighbourhood.

The precinct is looking to deepen its level of digitalisation through:

- Adoption of deeper digitalisation solutions by merchants in areas beyond e-payment, into other areas such as digital marketing;
- Precinct-level digital initiatives to enable cross marketing of businesses within Kampong Gelam;
- Set up of Kampong Gelam Digital Transformation Office (KGDTO)

## **Upcoming digital initiatives and partnerships**

**Grab:** To deepen the level of digitalisation beyond GrabPay, Grab will offer the merchants more digital products that will help them expand their reach and encourage more traffic to their shops. For example, they can offer promotions such as bundled deals or discounts for specific products under “GrabPay Deals” or participate in GrabRewards’ Challenges to encourage Grab users to visit their shops. These digital services will give them good access to an increasing digital consumer base and enable them to expand their reach beyond their shops’ vicinity.

**ShopBack:** Kampong Gelam has collaborated with ShopBack to create its first precinct-wide cashback programme that will engage and attract customers through ShopBack’s digital platform. The programme allows participating merchants in Kampong Gelam to run new and innovative digital marketing campaigns to engage their customers better. The programme, titled “GO Makan at Kampong Gelam” encourages customers to accumulate S\$120 spend at participating Kampong Gelam outlets to stand a chance and win S\$120 in bonus cashback.

**MC Payment:** MC Payment is a regional business and payment partner of Tencent/WeChat Pay. MC Payment will work with SMCCI and OKG to enhance awareness of Kampong Gelam amongst tourists. In addition to introducing WeChat Pay to merchants as a transaction tool, MC Payment will also work with the precinct stakeholders on an official WeChat account and its marketing platforms for Kampong Gelam to introduce the precinct’s historical background and merchants’ offerings.

**DEI:** Local e-commerce platform DEI, will be introducing a Kampong Gelam site, *first of its kind*, where products from the Kampong Gelam merchants will be available for consumers online. Merchants can list their products on the Kampong Gelam site as well as offer e-vouchers.

**Kampong Gelam's Digital Transformation Office (KGDTO)**

To further drive the efforts of the precinct's digitalisation, a dedicated office will be set up to coordinate, conceptualise and operationalise digital transformation initiatives.

This department is the first of its kind within the Trade Chamber and Association (TAC) ecosystem, which is dedicated to the digital transformation of a precinct.

The objectives of the Kampong Gelam Digital Transformation Office (KGDTO) are as follows:

- Drive digitalisation of Kampong Gelam;
- Identify and work with both new and existing technology partners to co-innovate and implement solutions in Kampong Gelam;
- Coordinate and integrate efforts between key stakeholders, including technology partners and various agencies, e.g. URA, STB, Enterprise Singapore and IMDA;
- Drive tech capabilities development workshops to educate and on-board merchants

**Quotes from key partners in Kampong Gelam's digital journey**

“We are pleased to share that we have been making good progress in Kampong Gelam. The merchants who have adopted GrabPay as a payment mode in their shops find it useful especially when engaging with younger customers. We want to help these merchants tap into a larger base of customers on our platform as a next step. This can be done via a range of digital services such as our GrabPay Deals that help to increase merchants' visibility; GrabRewards' Challenges programme that allows direct brand engagement; as well as digital stamp cards, which incentivise repeat purchases. Merchants can choose to adopt one or more of these services to increase their reach beyond their shops' vicinity without having to expand physically.” ~ *Mr Gary Wong, Head of GrabPay Singapore*

“Kampong Gelam is a diverse cultural precinct, and its journey to become a digitally enabled precinct is very exciting. This resonates with ShopBack, as we are always seeking new and interesting ways to bring greater value to our customers and merchants. This precinct-wide campaign is a first of its kind for ShopBack. We believe the campaign will offer our customers a different experience to explore the many offerings of Kampong Gelam.” ~ *Mr Vincent Wong, Head of ShopBack GO*

“Kampong Gelam has a lot to offer, with a variety of products and heritage. We are pleased to work closely with the precinct partners to see how we can reach out to the tourists with interesting facts and info about Kampong Gelam with a one-stop digital platform.” ~ *Mr Anthony Koh, CEO, MC Payment*

“Dei is pleased to launch a unique product for Kampong Gelam to get them on the e-commerce space. We work with technology partners to introduce technology, improve productivity and reduce costs for the merchants.” ~ *Mr Jay Varman, CEO, Dei Holdings*

Merchants Profile

No.	Merchant Profiles	Owner's Name
1.	<p><b><u>Taliwang Restaurant</u></b> <i>Address: 26 Kandahar Street, Singapore 198888</i></p> <p>Mr Eddie Hamzah Salim established Taliwang Restaurant, a casual dining out venue on Kandahar Street. Taliwang restaurant offers diners the chance to sample their favourite Indonesian and South Asian Food in a relaxed setting. Seeing how times and consumer patterns have changed, being open to the idea of digitalisation has enabled Mr Eddie to take the first step to learn how to digitalise his business to drive more customers to his restaurant.</p> <p>Mr Eddie utilises digital platforms such as “Halalfoodhunt” and “Have Halal, Will Travel” to have a stronger presence in the digital space as well as provide discoverability to the Muslim market, both locally and overseas. Mr Eddie leverages on online platform such as “Halal Food Blog” to provide information on his dishes available at Taliwang Restaurant.</p> <p>As part of the Kampong Gelam Digital Transformation programme, Taliwang Restaurant is on – board ShopBack to engage its customer through the loyalty programme on the ShopBack’s platform.</p>	Mr Eddie Hamzah Salim

2.	<p><b><u>Habib Crafts Pte Ltd</u></b>  <i>Address: 44 Bussorah Street, Singapore 199462</i></p> <p>Mr Abdus, together with his sister, Ms Sabiamma, are the owners of Habib Crafts Pte Ltd, a retail shop in Kampong Gelam that offers a wide variety of souvenirs and handicrafts such as rattan goods. Before selling handicrafts, their main business was textiles.</p> <p>Mr Abdus took over the business from his father, Mr Anuardeen in 2002. At that time, Mr Abdus faced transactional challenges as both locals and tourists often do not hold enough cash on them when purchasing goods from his shop. The lack of ATMs around Kampong Gelam worsens this issue.</p> <p>As part of the Kampong Gelam Digital Transformation programme, Mr Abdus has adopted e-payment modes such as GrabPay, which catered to large base of customers locally and from neighbouring Southeast Asian countries. This solved the transactional challenge of cash payment.</p> <p>Due to the strong drive of digitalisation in Kampong Gelam, Mr Abdus will be working with online marketplace, Dei, to digitalise his business operations via e-commerce. This platform allows the listing of Habib Crafts' products on Dei's platform, as well as the collection and delivery of goods to customers.</p> <p>Mr Abdus is excited to venture into e-commerce, and believes that this digital initiative will bring higher sales to his business.</p>	Mr Abdus Safoor
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