

## Factsheet

### HAWKERS GO DIGITAL

1. The Hawkers Go Digital programme will help stallholders who have not begun using digital tools to get onboard with digital transformation such as e-payment. This will build on existing efforts<sup>1</sup> to drive adoption among stallholders to help them minimise physical interaction and the handling of cash.

#### Accelerate adoption of the Unified E-payment Solution

2. In this new phase to drive e-payment adoption among hawkers and stallholders, Enterprise Singapore (“ESG”) and the Infocomm Media Development Authority (“IMDA”) are partnering the Housing and Development Board (“HDB”), JTC Corporation (“JTC”) and National Environment Agency (“NEA”) to accelerate the roll-out of a unified e-payment solution nationwide in HDB coffee shops, NEA hawker centres and JTC industrial canteens.
3. This initiative aims to reach out to 18,000 stallholders by June 2021. As of April 2020, approximately 3,500 stalls in these segments have adopted the unified e-payment solution<sup>2</sup>.
4. To encourage adoption, an E-payment Bonus of up to \$1,500 (\$300 per month for any five months) will be given to all stallholders (both existing users and new sign-ups by 31 Dec 2020) who have demonstrated sustained use of the e-payment solution.

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<sup>1</sup> The solution was first rolled out in June 2019 to provide an interoperable system, lower merchant discount rate and quicker crediting of earnings for coffee shops, hawker centres (cooked food and market stalls) and industrial canteens

<sup>2</sup> There are approximately 20,000 stalls in coffee shops, hawker centres (including cooked food and market stalls) and industrial canteens operating in government-owned (HDB, JTC, NEA) premises.

- A Bonus of \$300 will be paid for each month that they have completed at least 20 transactions on the unified e-payment solution, up to a total of \$1,500.
  - Each transaction must be at least \$1 and transactions must be completed by 31 May 2021. The bonus will be paid the following month.
  - First bonus payments will be made to hawkers by the end of July 2020 for transactions made in June 2020.
  - All applicable bonus of up to a total \$1,500 will be paid by 30 June 2021 for transactions made in May 2021.
5. In tandem, IMDA will be encouraging seniors, a key consumer segment for these stalls, to adopt e-payments through its Seniors Go Digital programme. Please refer to the Seniors Go Digital programme Fact Sheet for more details.

### **Eligibility**

6. Both existing users and new sign-ups for the unified e-payment solution will qualify for the E-Payment Bonus. For stallholders who meet these requirements, a bonus of \$300 will be paid to their bank account linked to the e-payment merchant account.

### **Interoperable and open access e-payment solution**

7. ESG, together with HDB, JTC and NEA, officially launched the unified e-payment initiative with NETS as the appointed master acquirer in June 2019, following a Call-for-Collaboration (CFC) in 2018 for a commercially viable, interoperable and open access e-payment solution for HDB coffee shops, JTC industrial canteens and NEA hawker centres.
8. In this new phase of the initiative, the Government will prioritise the deployment of SGQRs for contactless payments<sup>3</sup>. Through the SGQR, stallholders and

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<sup>3</sup> While the Government will prioritise the deployment of SGQRs for contactless payments in the new phase of the initiative, stallholders can still request for payment terminals if they wish to, at an additional cost.

customers will be able to transact through up to 19 different providers, including Dash, GrabPay and local bank offerings such as OCBC Pay Anyone and DBS PayLah!. This will allow businesses to operate safely by reducing contact with customers and minimising the physical handling of cash during transactions.

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### **About Enterprise Singapore**

Enterprise Singapore is the government agency championing enterprise development. We work with committed companies to build capabilities, innovate and internationalise. We also support the growth of Singapore as a hub for global trading and startups, and build trust in Singapore's products and services through quality and standards. Visit [www.enterprisesg.gov.sg](http://www.enterprisesg.gov.sg) for more information.

### **About Infocomm Media Development Authority (IMDA)**

The Infocomm Media Development Authority (IMDA) leads Singapore's digital transformation with infocomm media. To do this, IMDA will develop a dynamic digital economy and a cohesive digital society, driven by an exceptional infocomm media (ICM) ecosystem – by developing talent, strengthening business capabilities, and enhancing Singapore's ICM infrastructure. IMDA also regulates the telecommunications and media sectors to safeguard consumer interests while fostering a pro-business environment, and enhances Singapore's data protection regime through the Personal Data Protection Commission. For more news and information, visit [www.imda.gov.sg](http://www.imda.gov.sg) or follow IMDA on Facebook IMDAsg and Twitter @IMDAsg.

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