

Media Factsheet

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HELPING SMES GO DIGITAL

SMEs are at the heart of Singapore's economy, employing two thirds of our workforce and contributing to nearly half of Singapore's Gross Domestic Product (GDP). With digital technology transforming every sector of Singapore's economy, our SMEs have to capitalise on digital technologies to thrive and seize growth opportunities.

Launched in April 2017, the SMEs Go Digital programme by the Infocomm Media Development Authority (IMDA) aims to make going digital simple for SMEs. More than 20,000 SMEs have benefited from the programme.

Industry Digital Plans (IDP) provide sector-specific roadmaps for digital adoption and training

The sector-specific Industry Digital Plans (IDPs) provide SMEs with a step-by-step guide on the digital solutions to adopt and relevant training for their employees at different stages of their growth. The IDPs serve as a common reference for SMEs and they are aligned with the Industry Transformation Maps for each sector.

To date, IMDA has rolled out IDPs for the following sectors – Retail, Logistics, Environmental Services, Security, Food Services, Wholesale Trade, Media, Sea Transport (Harbour Craft and Ship Agency), Accountancy and Hotel. We will develop IDPs for more ITM sectors.

Pre-Approved Solutions with up to 70% grant support

To make it easy for SMEs to adopt digital solutions recommended in the IDPs, IMDA provides a list of pre-approved solutions assessed to be market-proven, cost-effective and supported by reliable vendors. SMEs interested in adopting these solutions can start by visiting Tech Depot¹ and applying for the Productivity Solutions Grant (PSG) through the Business Grants Portal². The Productivity Solutions Grant can help to offset up to 70% the costs of adopting these solutions.

Start Digital, Start Right

Together with Enterprise Singapore (ESG), IMDA launched the Start Digital initiative in January 2019. Start Digital helps newly incorporated SMEs, and those that have yet to go digital, get started with foundational digital solutions in Accounting, Human Resource Management System (HRMS) & Payroll, Digital Marketing, Digital Transactions and Cybersecurity. SMEs can select any two solutions to be included in their Start Digital Pack. The Start Digital Packs are offered by banks and telcos partners – DBS, M1, Maybank, OCBC, Singtel, Starhub and UOB – at competitive prices. SMEs that sign up for a minimum

¹ For more information, please refer to www.smeportal.sg/content/tech-depot/en/home.html

² For more information, please refer to www.businessgrants.gov.sg

18-month contract will receive cost waivers for at least six months. More than 10,000 SMEs have signed up for Start Digital.

Grow Digital Helps SMEs Go Global

Grow Digital is a new initiative jointly developed by IMDA and ESG to support SMEs who are willing and ready to seize business opportunities in overseas markets.

SMEs can go onto established Business-to-Consumer (B2C) and Business-to-Business (B2B) e-commerce platforms pre-approved by IMDA. These platforms will have strong networks with complementary business services providers (e.g. logistics and financing), good track record and experience operating in multiple markets. This will help SMEs get a head start in going global without having a physical overseas presence. Through these platforms, SMEs will also benefit from:

1. Smart matching to connect SME suppliers with potential overseas clients.
2. Optimised listings on overseas e-marketplaces.
3. Prompt access to financing offers facilitated via the platforms.
4. Cross-border e-payment facilities that alleviate currency risks.
5. Integration with logistics companies to facilitate last-mile delivery.

SMEs can also receive training and support to build their competency for cross-border e-commerce.

Grow Digital is expected to be launched in Q2 2020.

Supporting Growth and Innovation through Pilot Projects for SMEs

IMDA collaborates with industry leaders and infocomm media solution providers to pilot new digital solutions. These are typically solutions that meet new business needs in the industry and have the potential to scale up and have a broader impact on the industry. Solutions that are proven to be effective and useful to SMEs in the industry could be considered for pre-approval and supported under the PSG.

Cost-Free Digital Consultancy Services at the SME Digital Tech Hub

The SME Digital Tech Hub³ provides digital consultancy to SMEs who require expert advice in specialised areas such as data analytics, cybersecurity, artificial intelligence and Internet of Things. Established by IMDA and operated by the Association of Small and Medium Enterprises (ASME), the SME Digital Tech Hub complements SME Centres which help SMEs identify the pre-approved solutions that meet their business needs.

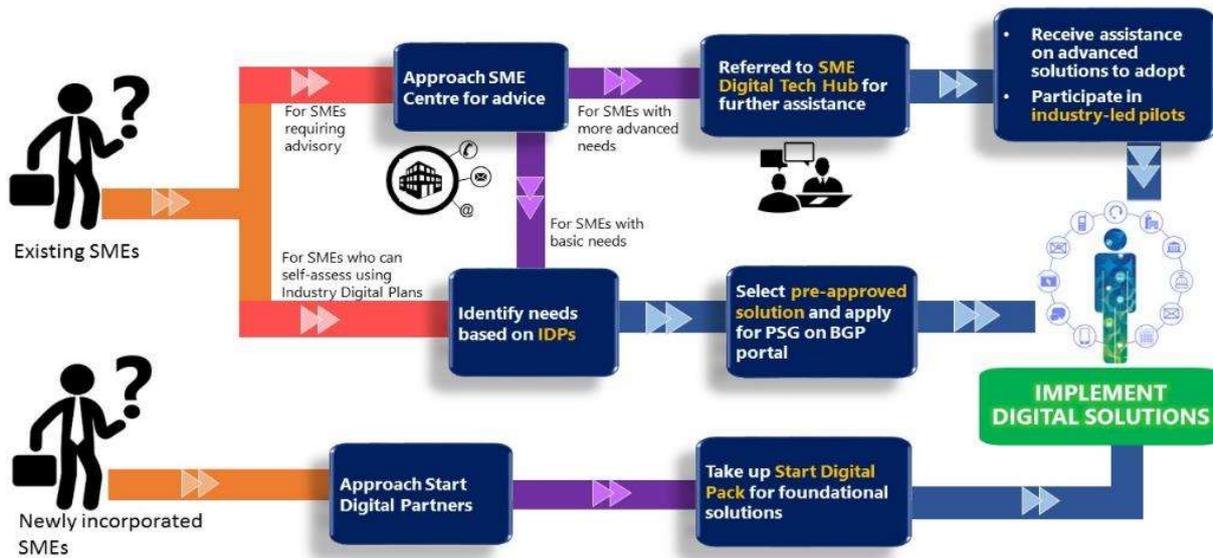
The SME Digital Tech Hub also provides free advisory clinics for SMEs and recommends suitable infocomm technology vendors and consultants.

³ For more information, please refer to www.digitaltechhub.sg.

Digital Project Management Services to help SMEs implement digitalisation

SMEs can engage services from a ready pool of skilled digital project managers, at subsidised fees, to help with implementing their digital solutions. This can include the review of business processes and job redesign so that they can realise the full benefits of going digital. The project management services is provided by the Singapore Manufacturing Federation (SMF) and supported by ESG and IMDA.

How do SMEs get started?



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