

ANNEX B

June 2014

FACTSHEET *iPACT*

Background

Singapore is pushing towards becoming a world leading Smart Nation, one that will improve the quality of life for individuals and business productivity for enterprises. The new iPACT (Partnership for Capability Transformation for the Infocomm Sector) will seek to enable greater productivity among local tech companies, and enable greater partnerships between large tech companies/end-user enterprises and local tech companies.

The Partnership for Capability Transformation (PACT) programme was introduced in 2010 to incentivise large enterprises to work with local companies in the manufacturing sector to raise the latter's capabilities, and enable them to become preferred suppliers. The programme was further expanded to engage companies in other sectors such as Food Services, Infocomm and Construction sectors. The expanded PACT will also support initiatives that improve local companies' productivity and capabilities, which includes supporting deeper collaboration between large enterprises and local companies.

The three main types of partnerships include:

- Knowledge transfer from large enterprises to local companies;
- Capability upgrading of large enterprises' new or existing suppliers; and
- Development and test-bedding of innovative solutions between large enterprises and local companies.

About iPACT

An amount of S\$15 million has been set aside for the iPACT initiative scheme over three years till March 2017.

In each iPACT partnership, the Lead Partners can work with multiple local tech companies on different development projects. Each Lead Partner should work with at least 3 local tech companies, in which the duration (of each iPACT partnership) is up to 24 months.

Benefits to Local Tech Companies

Through the iPACT partnerships, the local tech companies can benefit from:

1. **Access to market demand** – to have market inputs and requirements and build a product with better market fit;
2. **Access to domain expertise** – to augment the capabilities and knowledge of the local tech companies with the Lead Partners’ technical and domain expertise in developing the product for various markets; and
3. **Opportunities to scale to international markets** – by leveraging the Lead Partners’ local and international sales and marketing network.

Benefits to Lead Partners

Through the iPACT partnerships, the lead partners can:

1. **Enhance business offerings** – by bundling or adding new applications to existing platforms or solution offering;
2. **Align local tech companies’ development efforts to product / technology roadmap** – provide input and co-develop products that are in line with business or technical requirements; and
3. **Build network of partners or suppliers** – grow a base of local technology partners to support business needs.

Current Lead Partners under iPACT

Microsoft Singapore

Through our initiatives such as BizSpark, Microsoft Innovation Centre and Business Enablement Program, Microsoft believes in robust partnerships with local SMEs in Singapore to contribute to our IT ecosystem. With iPACT, and in collaboration with IDA, we hope to further strengthen our partnership with these SMEs. By using the new/enhanced solutions that have been co-developed with these companies, we also hope to be able to align selected SMEs with our CityNext initiative; which could potentially enable these SMEs with access to global markets.

Motorola

The objective of the partnership is to accelerate the co-development of new/enhanced solutions between Motorola and local tech companies to meet market demand and joint sales engagement and execution on business opportunities in sectors such as healthcare and retail. More sectors may be added as and when new market demand and partnership opportunities arise.

Razer

The objective of the partnership is to architect and drive collaborative research and co-development projects between Razer and local tech companies. The focus areas

include interactive digital entertainment, health & wellness, education and lifestyle solutions.

Starhub

The objective of the partnership is to catalyse the co-development of new/enhanced products between StarHub and local tech companies to meet market demand, and accelerate the growth of local tech companies' collaboration with StarHub for joint sales engagement & go-to-market execution on business opportunities in targeted sectors.

The focus areas include Entertainment, Health & Wellness, Travel, Commerce, Lifestyle, Education and Social, Smartfoundry Platform including Telco API and other mobile applications development, and Wearables.

For media clarification, please contact:

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