

FACT SHEET (June 2009)

- **NEXT GENERATION E-PAYMENTS PROGRAMME**
- **DIGITAL CONCIERGE PROGRAMME**

NEXT GENERATION E-PAYMENTS PROGRAMME

Background

The Next Generation e-Payments Programme aims to promote e-payment adoption and realise the vision of Singapore being a leading e-payment nation, providing convenience to both consumers and merchants and enabling commerce for all. The key strategies of this programme are to accelerate consumer and merchant adoption of e-payment solutions and to support the development of innovative and interoperable e-payment solutions such as mobile payment enabled by Near Field Communication (NFC) technology.

Programme Benefits

- An increased adoption of e-payment by consumers and merchants will result in a reduction in costs of handling payment transactions and increase the overall efficiency of payment infrastructure.
- The deployment of innovative and interoperable e-payment solutions such as mobile payment services enabled by NFC technology will create new applications and services that provide convenience and greater interactivity for businesses and consumers.

Programme Implementation Update

IDA issued a CFC in April 2009 to catalyse the deployment of contactless payment acceptance points across Singapore for the multi-purpose stored value cards used for public transport. As businesses deploy these contactless payment terminals over the next two years, consumers can look forward to more places to use their stored value cards, such as food courts, provision shops and convenient stores. The wide availability of payment acceptance points beyond public transport will serve as a means to effect a change in consumer habits towards e-payment and increase e-payment adoption.

The deployment of these contactless payment terminals will also serve to support future mobile payment solutions, such as those enabled by NFC technology which will allow consumers to make payments conveniently by just tapping their NFC phones on these contactless payment terminals.

The CFC closed on 10 June 2009 and IDA has received 11 proposals. The CFC is expected to be awarded in August 2009.

DIGITAL CONCIERGE PROGRAMME

Background

The Digital Concierge (DC) Programme aims to catalyse the growth of the mobile services ecosystem in Singapore by:

- Encouraging a more pervasive use of the mobile channel by businesses, starting with those in the Retail and F&B sectors;
- Enabling ICT companies to build capability through development of informational, transactional, mobile commerce and location-based services; and
- Encouraging greater adoption and usage of these mobile services by consumers.

Programme Benefits

To Consumers

- Consumers will be able to experience richer and more personalised services through mobile phones while on-the-go. For example, they will be able to search for shops and restaurants in their vicinity using location-based services or complete an entire transaction such as purchasing of movie tickets, making payment and receiving the tickets all through their mobile phones.

To Businesses

- Businesses will be able to leverage the mobile channel to reach out to their customers more effectively through targeted marketing and drive consumption of their goods and services.

Business Opportunities for the Industry

A CFC will be issued in end June 2009 to seek industry collaboration to develop and deploy informational, transactional, m-commerce and location-based mobile services as well as common enabling functionalities that are re-usable by different mobile services.

FOR MORE INFORMATION

IDA Communication Contact:

Mr Sukri KADOLA, Manager, +65 6211 0640, Sukri_KADOLA@ida.gov.sg