

ANNEX

Grow Digital Helps SMEs Go International

About Grow Digital

1. Grow Digital is an initiative by the Infocomm Media Development Authority (IMDA) and Enterprise Singapore (ESG) under the SMEs Go Digital programme. Under this initiative, SMEs can participate in Business-to-Business (B2B) and Business-to-Consumer (B2C) e-commerce platforms to sell overseas without a need for physical presence.
2. These platforms, pre-approved by IMDA and ESG, are selected for their strong networks with complementary business service providers (e.g. logistics and financing), good track records and experience in operating in multiple overseas markets.
3. SMEs that participate on these digital platforms will benefit from:
 - Greater overseas exposure from smart matching to connect with potential clients.
 - Optimised listings on overseas e-marketplaces.
 - Prompt access to financing offers facilitated via the platforms.
 - Cross-border e-payment facilities that alleviate currency risks.
 - Strong partners network such as with logistics companies to facilitate last mile delivery.
 - Training and support to build competencies for cross-border e-commerce.

B2B Platforms

4. The following B2B platforms are currently available under Grow Digital. SMEs that are interested to participate on these platforms can contact the platform providers directly.

Eezee.sg	An e-procurement marketplace for industrial hardware and supplies. To find out more, please send email sales@eezee.com.sg
EzyProcure	A B2B e-procurement platform available in both App & Web versions to support e-ordering of food & beverage products, goods receiving & invoice matching. To sign up, please email: hello@sgebiz.com
Fnbmarket global marketplace	An e-commerce marketplace portal that covers sourcing, selling, procurement to digital payment for food ingredients and processed products. To find out more, please send email to enquiries@bizmann.com
Innovative Hub	The Global Service Partner of Alibaba.com in Singapore for all product categories including chemicals, construction, electronics, business services, machinery etc. To find out how you can adopt Innovative Hub's solution, contact Sandee Wu via email at enquiry@innovativehub.com.sg

5. Another Grow Digital partner is **OneConnect Financial Technology**, which will develop the **Asian SME Hub** to facilitate trusted business matching and transactions with whitelisted merchants in the Chinese market. SMEs sign up to the Asian SME Hub through connected B2B platforms, e.g. Eezee.sg or EzyProcure. Please contact Ms Annie Ong at annieong@ocft.com to find out more.

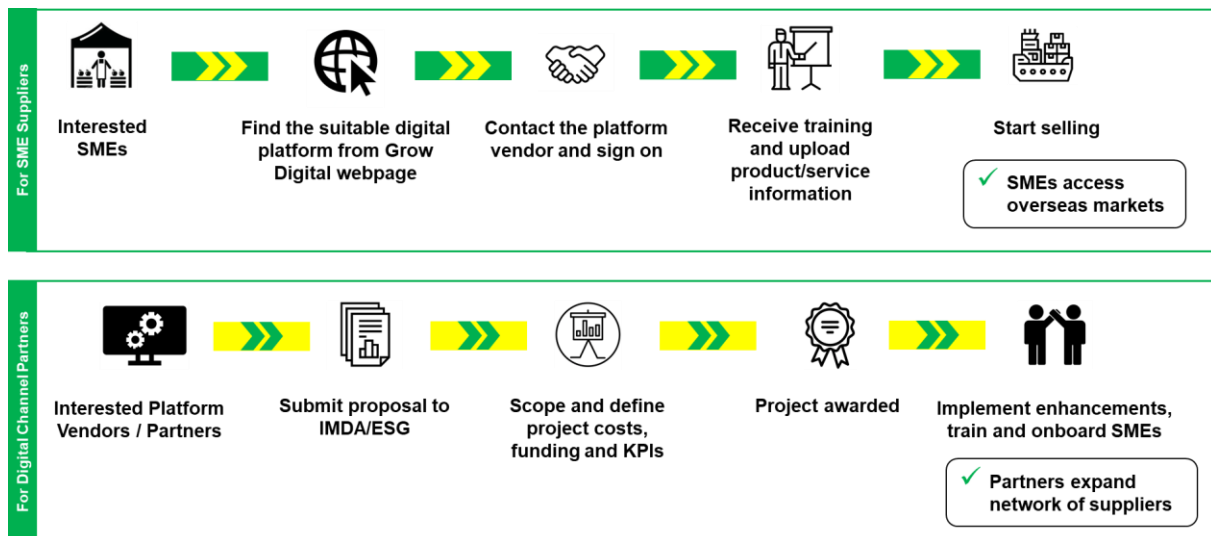
B2C Platforms

6. The Multichannel E-commerce Platform (MEP) Programme enables SMEs to list and sell their products on multiple overseas B2C e-marketplaces. SMEs will benefit from:
 - Rapid access to new markets via multiple overseas e-marketplaces, through a single MEP provider;
 - Digital marketing support to help SMEs increase brand value and drive traffic on e-commerce platforms; and
 - Relevant training programmes to operate an e-commerce business, conducted by the Singapore Institute of Retail Studies.
7. MEP solution packages are currently available from the following Grow Digital Partners:
 - **CombineSell**
 - **SELLinALL**
 - **SingPost e-Commerce**
 - **Synagie**
 - **Vinculum**
8. To contact any of the MEP solution partners, SMEs can visit www.enterprisesg.gov.sg/MEP
9. Besides setting up an online presence in established e-marketplaces, SMEs can also list their offerings under specially created Singapore Pavilions that will showcase home-grown brands to foreign buyers. For a start, a Singapore Pavilion in the WeChat e-marketplace is being developed by **Dodoca** (the WeChat marketing technology specialist) to target the 1.2 billion WeChat consumer base worldwide. The Singapore Pavilion on WeChat will feature products and services from Singapore. To find out more, contact main@dodoca.com.sg or 97363622 via WhatsApp or WeChat.
10. More e-commerce platforms will be added to Grow Digital over time. Further information is available at www.imda.gov.sg/GrowDigital. Platform providers

that wish to participate in Grow Digital can write to SMEs_Go_Digital@imda.gov.sg.

How to participate

11. Interested SMEs and potential Grow Digital Partners can leverage on Grow Digital. The process is illustrated below:



Funding Support

12. Eligible SMEs can receive up to 70%¹ funding to participate in the platforms under Grow Digital. Adoption of the Grow Digital solutions does not count toward PSG funding utilisation, which is capped at a maximum of \$30,000 per SME per year.

Who can apply

13. Any business entity registered/incorporated in Singapore that meet the following requirements:

- At least 30% local shareholding; and

¹ Eligible SMEs who signed up for the MEP Programme from 1 April 2020 to 30 September 2020 will receive a one-time support at 90% (subject to meeting qualifying criteria and deliverables set out for the project) of eligible programme costs for a year.

- Group annual turnover not exceeding S\$100 million per annum based on the most recent audited report, or group employment not exceeding 200 employees.
 - Additional requirement for MEP Programme: annual overseas sales not exceeding S\$100,000 (online) for each of the three preceding years.
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