



ANNEX C

Quotes from Partners

“Our Chinatown with digitalisation is as modern as it is in wealth of heritage and culture. We are grateful for this opportunity to work alongside IMDA for the digitalisation of Chinatown. With this, we are hopeful that our tenants and stakeholders’ digital infrastructure and platforms are multi-pronged and amplified.” - **Mr Bernard Leong, Chairman, Chinatown Business Association (CBA)**

“The birth of SME Centre@Chinatown (SME Centre) reinforces SCCCI’s determination to assist local SMEs to grow stronger locally and internationally. The new SME Centre complements Chamber’s vision in promoting Singapore Culture to overseas markets, as well as empowering local SMEs to tap on the global business network brought about by the new SCCCI Live Streaming Studio, the three Representative Offices in Shanghai, Chongqing, Chengdu, the Singapore Import Pavilion set up in Shanghai and the global Chinese Chambers. Chinatown was once the cradle of early migrants, it witnessed Singapore’s remarkable journey from a trading port to a world-renowned business hub. SCCCI will leverage on borderless digitalisation initiatives to showcase the vibrancy of our Chinatown business community and its rich cultural heritage to the world.” - **Mr Roland Ng, President, Singapore Chinese Chambers of Commerce & Industry (SCCCI)**

“We are extremely excited to play a part in giving the historic gem that is Chinatown a digital boost as part of this collaboration. The initiative not only falls perfectly in line with our mission to equip F&B businesses digitally with purposeful marketing and operational solutions so that they can increase their sales and overall efficiency, but it also embodies our vision to foster discovery among our audience, who still has much to unearth from such a vibrant, remarkable enclave.” - **Mr Xavier Capmarti, Head of Sales, Chope**

“We are honoured to be part of this digitalisation project that will aid our local businesses towards the omni-channel shopping experience of the future. Local businesses are one of our major stakeholders of our e-commerce success in Singapore. Other than the omni-channel shopping experience, this project will also help the businesses to drive footfall to their physical stores in Chinatown. Qoo10 is committed to helping local business to start their e-commerce journey by providing expert training and consultation services.” - **Mr Ku Young Bae, CEO, Qoo10**