

## Quotes from Co-leads Helming Three Workstreams

### Co-lead from Workstream 1 - Supporting Our Hawkers to Adopt Online Ordering Services

“It is important for hawkers to keep up with digitalisation especially during this period where dining-in is restricted. As a hawker myself, I understand the hesitation fellow hawkers have when it comes to tapping on digital platforms as not all of us are digitally-savvy. This workstream brings hawkers together to create a support system where they can exchange ideas and stay updated on the various digital initiatives available. I am excited to co-lead this to instil more confidence and provide assistance to hawkers who want go digital.”

*Mr Anthony Low, Chairman of the Hawker Division at The Federation of Merchants' Associations Singapore (FMAS)*

---

### Co-lead from Workstream 2 - Developing a Sustainable Business Model

“We are grateful for the workgroup’s ideas on how we can keep costs low for hawkers while still sustainably serving the needs of our consumers and delivery-partners. Through the AfA, we have partnered with IMDA to onboard more hawkers at a subsidised commission rate and discounted onboarding fees. We will also launch a new scheme for NEA hawkers on our platform where we will reduce commissions on large orders. This will allow us to expand the impact of our Hawker Centre 2.0 programme, which has helped our 50 participating hawker centres benefit from larger orders via a ‘mix-and-match’ model.”

*Ms Chay Pui San, Director of Public Affairs and Policy, Grab Singapore*

---

“The goal at WhyQ from the very beginning has always been to empower hawkers with zero commissions and a hawker-first business model. As a result, we are able to partner with older and younger generation hawkers, less digitally-savvy and tech savvy hawkers. We have relationships with over 2,500 hawkers across 70+ hawker centres. We always have, and will continue to, charge hawkers zero commissions, zero onboarding fees, and pay them daily.

The Alliance for Action has been a timely and important initiative by the government, and we are grateful to have this opportunity to collaborate with key stakeholders, with the common goal of supporting our hawker heroes. Thanks to this alliance, we will be able to use our resources more efficiently, and work together with industry partners to connect our hawker heroes with millions of Singaporeans affordably and sustainably.”

*Mr Varun Saraf, Chief Executive Officer & Co-Founder of WhyQ*

---

### **Co-leads from Workstream 3 - Activating Demand Amongst Consumers**

“I believe that there are a lot of opportunities out there for hawkers, beyond the Hawker Centre setting. An example is getting hawkers on board digital platforms and establishing community networks where people can come together and support hawker stalls. Through this workstream, we are exploring ways to boost the business of hawkers by creating opportunities for the public to patronise their favourite hawker stalls.”

*Mr Joe Sng, Associate Director of Fei Siong Group*

---

“The COVID-19 pandemic has certainly created a new set of challenges for hawkers, especially for those who depend solely on walk-in business and are based in the Central Business district. Some hawkers, including myself, who have adjusted our way of business and are currently tapping on digital platforms, have seen great improvement to our businesses. Having experienced the benefits of going digital, I wish to encourage my fellow hawkers to also take advantage of the digital platforms available. As such, through this workstream, we want to incentivise more hawkers to consider online ordering and food delivery as part of their business model.”

*Mr Lim Gek Meng, Chairman of the Chinatown Complex Hawkers' Association*

---