

## Heartlands Go Digital

### Take your first step in going digital

Heartland enterprises play a crucial role in Singapore, from providing convenience, affordable goods and services to residents to helping to preserve an important piece of our local culture.

In today's digital economy, heartland enterprises will need to embrace digitalisation to remain competitive. To help you kickstart your digital transformation journey and prepare your business for the post-COVID future, we have lined up a few initiatives.

### Go contactless with e-payment and take your business online

Enterprise Singapore ("ESG"), together with the Infocomm Media Development Authority ("IMDA"), Singapore Digital Office ("SDO"), Heartland Enterprise Centre Singapore ("HECS") and SME Centres have launched the Heartlands Go Digital programme to support our heartland enterprises in adopting two key digital solutions – e-payment and digital commerce – and in transforming your business models.

#### **E-payment**

Get more convenience and engage your customers better when you adopt e-payment!

By signing up with any of our partners (Fave, Grab and NETS), you can:

- View real-time transactions with an easy-to-use app
- Reduce cash handling and improve business efficiency
- Make it more convenient for your customers to pay – just tap and scan!

#### **Digital commerce**

Get one-on-one support to create an online presence for your business!

By signing up with any of our digital commerce partners (Carousell, Fave and Shopee), you can:

- Reach out to more customers online and improve your sales
- Access partners' advertising and promotion tools to increase your business profile
- Receive funding support of up to 90% to offset solution costs

## Eligibility Criteria

Interested applicants will need to meet the following criteria:

- Business entity is registered and incorporated in Singapore;
- Have a minimum of 30% local shareholding;
- Group annual turnover not exceeding S\$100 million per annum based on the most recent audited report, or group employment not exceeding 200 employees;
- Have a physical storefront or shop, and operating a business in the heartlands.

For support on digital commerce solutions:

- Business incorporation date should be on or before 1 October 2020 to qualify for the digital commerce support;
- Each heartland enterprise can only apply for the digital commerce solution with one vendor, and it must not have an existing account with its chosen vendor on or before 1 October 2020.

## How to Sign up

Starting from October 2020, Heartlands Go Digital Ambassadors (SG Digital Ambassadors and business advisors from HECS and SME Centres) will be deployed across the island to provide one-on-one support and encourage all our heartland enterprises to adopt e-payment and digital commerce solutions. Keep a lookout for them!

**Step 1.** Talk to your friendly Heartlands Go Digital Ambassador

**Step 2.** Sign up for the digital solutions with any of our partners with the required basic documents<sup>1</sup>

For more information, you can fill up the interest form [here](#) or call 6741 3429.

<sup>1</sup> Below are the basic documents that you will need when signing up with our partners. Respective solution providers will follow up with you if there are other documents required:

- **E-payment solutions:**
  - NRIC of Business Owner, ACRA document, application forms, and bank account details
- **Digital commerce solutions:**
  - NRIC of Business Owner, ACRA document, and application forms

An initiative by:

**Enterprise  
Singapore**

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