

Fact Sheet

EMBARGOED TILL AFTER DELIVERY OF MINISTER'S SPEECH AT SG:D
INDUSTRY DAY, 21 MAY 2018

SUPPORTING DIGITAL TRANSFORMATION OF SMES THROUGH SMES GO DIGITAL'S DIGITAL PROJECT MANAGEMENT SERVICES

SMEs are at the heart of Singapore's economy, employing two thirds of our workforce and contributing nearly half of Singapore's Gross Domestic Product (GDP). With digitalisation transforming every sector of Singapore's economy, it is essential that we ensure our SMEs capitalise on digital technologies to seize growth opportunities.

Overview of SMEs Go Digital

Launched in April 2017, the SMEs Go Digital programme aims to make going digital simple for SMEs.

Through this programme, SMEs can refer to the sector-specific digital roadmaps or Industry Digital Plans for SMEs (IDPs) for a step-by-step guide on the use of digital technology at different stages of their growth. SMEs can refer to the IDPs to easily deploy pre-approved digital solutions and participate in industry-led pilot projects to improve operational efficiency and enjoy new growth. To build their digital capabilities, SMEs can consult the principal consultants at the SME Digital Tech Hub.

Efforts to further build on SMEs Go Digital

To reap the full benefits from going digital, SMEs will need to change their business processes, redesign jobs and better manage the implementation of digital technology. This will require the expertise of digital project managers or consultants to oversee the entire transformation process.

Under the SMEs Go Digital Programme, the Infocomm Media Development Authority (IMDA) will look to enhance our efforts to make going digital simple for SMEs. IMDA will partner the National Trades Union Congress (NTUC), Enterprise Singapore, SkillsFuture Singapore

(SSG), and Workforce Singapore (WSG) to provide SMEs that are embarking on digital transformation with in-house experts to drive a more holistic and sustainable implementation of digital technology. This will be a three-year pilot initiative.

Ready pool of digital project managers to help SMEs maximise implementation of digital projects

The digital project management services is the first collaboration that aims to help SMEs that are embarking on digital projects by tapping on experienced Professionals, Managers and Executives (PMEs).

Groups of SMEs with similar digital projects can engage the services of a ready pool of skilled digital project managers in areas such as business process re-engineering (BPR) and job redesign (JR) to maximise the value of digital projects implementation.

The Singapore Manufacturing Federation (SMF) will be appointed as the first operator of this initiative. SMF will help to train, certify and mentor experienced PMEs, and match them individually as in-house digital project manager to the SMEs.

SMF will work with industry partners such as Trade Associations and Chambers (TACs) and Industry Leaders who can help digitalise the SMEs they work with, to provide digital project management services to SMEs in their industry-led projects.

For a start, SMF is partnering the merchant association, One Kampong Gelam, the Singapore Academy of Law (SAL) and Institute of Singapore Chartered Accountants (ISCA), to deliver digital project management services to help digitalise small and medium-sized retail and food establishments, as well as law and accounting firms.

This initiative supports the productivity strategies of the Industry Transformation Maps (ITMs) and helps to translate the ITMs into impactful outcomes for SMEs and PMEs. SMEs can engage the professional experience of the PMEs to support their digital transformation and create higher value jobs for their employees.



Under the initiative, SMEs looking to engage the digital project managers can receive funding support of up to 70% of the qualifying costs.

For more information on the initiative, please visit: www.imda.gov.sg/SMEsGoDigital.

Additional Resources:

Annex A: Quotes from Partners

Annex B: Profile of SME and Project Manager

About Infocomm Media Development Authority (IMDA)

The Infocomm Media Development Authority (IMDA) leads Singapore's digital transformation with infocomm media. To do this, IMDA will develop a dynamic digital economy and a cohesive digital society, driven by an exceptional infocomm media (ICM) ecosystem – by developing talent, strengthening business capabilities, and enhancing Singapore's ICM infrastructure. IMDA also regulates the telecommunications and media sectors to safeguard consumer interests while fostering a pro-business environment, and enhances Singapore's data protection regime through the Personal Data Protection Commission.

For more news and information, visit www.imda.gov.sg or follow IMDA on Facebook [IMDAsg](#) and Twitter [@IMDAsg](#).

For media clarifications, please contact:

Chloe CHOONG (Ms)
Senior Manager, Communications and Marketing, IMDA
DID: (65) 6211 0527
Email: Chloe.Choong@imda.gov.sg

Quotes from Partners

Partnership with Enterprise Singapore

“Many SMEs understand the importance of embracing digital technologies to stay ahead, but may not have the resources and know-how to do so. The Pre-approved Digital Project Management Services initiative will help fill a gap in the market, enable more SMEs to strengthen their digital capabilities, and facilitate their access to new markets and opportunities.”

– Ms Chew Mok Lee, Assistant Chief Executive Officer, ICM & Digitalisation, Enterprise Services & New Industries, Enterprise Singapore.

Partnership with National Trades Union Congress (NTUC)

“The collaboration between IMDA, ESG, SSG, WSG and NTUC U SME will help both the SME employers and employees embark on, and adapt to digital transformation. We will be working closely with all SME partners to leverage this initiative so that they can put in place digital initiatives with the help of digital professionals which they previously did not have access to. Such efforts would be useful in transforming business operations, making it more productive and efficient, at the same time, create better jobs or make SME jobs less labourious. More importantly, this initiative also helps train, upskill and match PMEs to take on such projects, enhancing the employability and career progression of our PMEs.”

– Mr Yeo Guat Kwang, Assistant Director-General, National Trades Union Congress

Partnership with Workforce Singapore (WSG)

“Workforce Singapore supports employers on their transformation journey to help them remain competitive and offer good jobs. Through the SME Go Digital Project Management Services initiative, SMEs can tap on the digital experience and knowledge of PMETs to drive their business transformation journey.”

– Mr Tan Choon Shian, Chief Executive, Workforce Singapore

Partnership with SkillsFuture Singapore (SSG)

“SkillsFuture Singapore will continue to focus on helping our enterprises, in particular SMEs, ride the wave of technological change and benefit from it. It is therefore critical that we build a digital workplace that is adept in harnessing technology efficiently and effectively. This programme aims to enable more PMETs to develop digital skills and help SMEs leverage on technology for greater productivity and business growth.”

– Mr Ng Cher Pong, Chief Executive of SkillsFuture Singapore

Partnership with Singapore Manufacturing Federation (SMF)

Digital transformation is not all about technology, it will require the right project management to help drive effective transformation. Through this partnership, SMF will train and certify a pool of experienced digital project managers to be assigned to a group of SMEs to support their implementation of digital projects.”

– Mr Douglas Foo, President, Singapore Manufacturing Federation



Profile of SME

Organisation : **RB Hospitality**

Spoken Language : English

Brief write-up

RB Hospitality Pte Ltd is a hospitality assets owner and operator that strives to provide excellence in service and guest experience.

The Digital Project Management Services has been instrumental in driving and coordinating the deployment of the integrated point-of-sale (POS) system by merchant partners at RB Hospitality's Cube Boutique Capsule Hotel in Kampong Glam. Significant changes were made to the order management and billing process that created additional revenue stream for the merchants.

Quote:

"At RB Hospitality, we believe that going digital will enrich the retail and dining experience for our guests and visitors in Kampong Glam. Our merchant partners are integral to this vision. We are pleased to have Chor Hoong, the digital project manager, work with us to redesign their processes and implement the integrated POS. We are projecting a 15% increase in sales for our merchants as a result of the process redesign."

– **Benedict Choa**, Director, RB Hospitality

Profile of Digital Project Manager

Name: **Tan Chor Hoong (Ms)**

Years of experience in Project Management: **30 years**

Areas of expertise: **Business Process Reengineering, Quality Management, Business Excellence**

Quote from Project Manager:

I am delighted to use my Business Process Reengineering expertise to help KokonoE and Gloria Jean's Coffees go digital. Besides earning an income, I am able to enrich my experience. Being able to help our local SMEs grow is an immensely satisfying."

– **Tan Chor Hoong**, Digital Project Manager