

## MEDIA FACTSHEET

### Heartlands Go Digital 3.0

**Embargoed till 11 July 2023, 12pm**

MR No.: 031/23

Singapore, Tuesday, 11 July 2023

#### Background

Our heartland enterprises have made significant progress in upgrading their digital capabilities. The Heartlands Go Digital (HGD) programme was introduced by Enterprise Singapore (EnterpriseSG) in 2020 to spur the adoption of e-payments and digital commerce solutions among heartland enterprises. Since the launch of HGD:

- Nine in ten heartland enterprises across Singapore have adopted at least one E-Payment solution, such as NETS, FavePay, and GrabPay.
- Two in three have onboarded onto digital platforms, such as Google Business Profile, Carousell, Fave, and Shopback.
- Over 200 heartland enterprises have signed up for the Visual Merchandising Programme rolled out in 2021 to improve storefront marketing, build proficiency in visual merchandising strategies, and develop digital assets.

#### What's new?

**Heartlands Go Digital 3.0** will expand partnerships with new private sector partners and Institutes of Higher Learning (IHLs), to support heartland enterprises across a range of capability development areas, including digital marketing, visual merchandising, service excellence, and financial management. This will be conducted through new outreach formats like in-shop training, and group-based upgrading projects across precincts and trade-types.

Beyond increasing the types of advisories available, heartland enterprises can also enjoy greater flexibility in how they undergo training. Merchants can receive one-on-one in-shop training, or join group workshops in their precincts related to Service Excellence and Financial Management that are conducted by Heartland Enterprise Centre Singapore (HECS). The new training formats cater to merchants that may be unable to attend workshops previously for reasons such as scheduling or manpower constraints. These advisories and in-shop training content are curated with partners such as PwC.

#### How to apply?

Interested heartland enterprises can connect with Business Advisors from HECS for a free consultation by calling 6741 3429 or email [enquiries@hecs.com.sg](mailto:enquiries@hecs.com.sg).

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## **Annex: Details on HGD3.0 expansion**

For media enquiries, please contact:

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### **About Enterprise Singapore**

Enterprise Singapore is the government agency championing enterprise development. We work with committed companies to build capabilities, innovate and internationalise.

We also support the growth of Singapore as a hub for global trading and startups, and build trust in Singapore's products and services through quality and standards.

Visit [www.enterprisesg.gov.sg](http://www.enterprisesg.gov.sg) for more information.

<b>Service Excellence advisory and in-shop training</b>	<a href="#">Link</a> The Service Excellence advisory is for heartland enterprises that are interested in enhancing their service experience to attract and retain more customers. Business advisors from HECS will provide tailored advisory and in-shop training in areas related to discovering a shop's unique value proposition, customer journey mapping, and identifying service gaps and opportunities.
<b>Financial Management advisory and in-shop training</b>	The Financial Management programme will support heartland enterprises in deepening their understanding of financial management and improve capabilities. Business Advisors from HECS will share tailored knowledge and advice on bookkeeping, cashflow management etc, to address the challenges faced by the heartland enterprises, through workshops and in-shop advisory.
<b>Enhanced Visual Merchandising (VM) Programme</b>	<a href="#">Link</a> The enhanced VM Programme helps heartland enterprises refresh their store layout and develop capabilities in digital and visual merchandising, <b>with a greater emphasis on helping companies improve customer experience.</b>  The programme has been enhanced to include the following: <ol style="list-style-type: none"> <li>1. Increased qualifying project cost from S\$5,000 to <u>S\$12,000</u>, allowing eligible participants to receive one-time support to defray 70% of solution costs capped at S\$8,400.</li> <li>2. Greater emphasis on consultancy to enhance customer experience through a comprehensive transformation.</li> <li>3. Support to cover extension of shopfront to include Outdoor Display spaces (subject to Town Council's and HDB's requirements).</li> </ol> Support for the programme will be available until 30 September 2024.
<b>Digital Marketing</b>	The Digital Marketing programme will support heartland enterprises that have adopted some form of digital solution, to build further digital marketing capabilities, and create digital assets through workshops and in-shop advisory. The programme will be launched in 2H 2023.