

Media Release

EMBARGOED TILL AFTER DELIVERY, 24 MARCH 2021

New digital initiatives and SME Centre for Chinatown businesses

Chope and Qoo10 appointed to help F&B, Retail and Hospitality businesses

Singapore, 24 March 2021: New precinct-level digital initiatives and SME Centre launched to help Chinatown businesses grow their business by attracting more visitors, with dedicated efforts to target the younger and digitally-savvy crowd.

New Digital Initiatives

COVID-19 has impacted Singapore's tourism businesses and precincts, following a significant drop in visitors in 2020¹ compared to previous years. As the majority of businesses in Chinatown traditionally rely on walk-in customers, the Chinatown Digitalisation Committee, led by the Infocomm Media Development Authority (**IMDA**), Enterprise Singapore (**ESG**), Singapore Tourism Board (**STB**), and supported by Singapore Chinese Chamber of Commerce and Industry (**S CCCCI**), and Chinatown Business Association (**CBA**), was set up in July 2020 to help businesses find new ways to increase revenue. The Committee's priorities include helping businesses adopt an online-to-offline strategy, building their digital presence to engage new customers, and using technology to optimise their physical stores.

As a start, the Committee has appointed Chope and Qoo10 to develop digital initiatives that are focused on Chinatown as a precinct. They will educate businesses on the benefits of e-commerce and collaborate closely to win new customers, both online and offline. The two companies will provide dedicated support for digital marketing, outreach, onboarding and training, to interested businesses.

¹ STB Media Release (1 February 2021) - Singapore's tourism sector emerges from 2020 with greater resilience and reinvention

To support F&B businesses, Chope will help feature and onboard businesses on *ChopeDeals*, curating a collection of the best F&B dining deals in Chinatown. These include cash vouchers, 1-for-1 promotions, buffet and set meal bundles to increase awareness of the F&B businesses and attract local customers to visit Chinatown and dine at their physical establishments. For the hospitality sector, Chope will also be extending their Dine & Stay bundled staycation deals for Chinatown hotel businesses. These attractive and heavily discounted food and hotel packages will invite more local visitors to spend more time in the precinct, immersing themselves in Chinatown's rich heritage and offerings.

Qoo10 will also raise greater awareness of the precinct's offerings and generate business opportunities for retail businesses by incentivising visitors to collect location-based vouchers on the Qoo10 platform that can be redeemed at selected Qoo10 stores in Chinatown.

New SME Centre@Chinatown to support businesses' transformation efforts

To complement the Chinatown Digitalisation Initiatives and better support businesses in their transformation efforts, Enterprise Singapore has collaborated with SCCCI to set up SME Centre@Chinatown at Chinatown Point. Building on SCCCI's past efforts in helping the business community, the SME Centre@Chinatown will not only assist businesses in digitalisation, but also provide dedicated business advice in areas such as productivity, innovation and internationalisation. This is the 12th SME Centre in Singapore and the third SME Centre set up by SCCCI and ESG.

Mr Kiren Kumar, Deputy Chief Executive, IMDA, said: "We are excited to launch new digital initiatives with our partners to enable Chinatown businesses to leverage digital capabilities and seize new opportunities. I encourage all businesses in Chinatown to capitalise on the support available to boost your business growth and deliver new experiences in Chinatown for your customers."

Ms Chew Mok Lee, Assistant Chief Executive Officer, Enterprise Singapore, said: "Chinatown is home to many long-established businesses and familiar brands. However, these traditional and brick-and-mortar businesses will need to adapt and go

digital to meet the ever-changing customers' needs. The new SME Centre@Chinatown is conveniently located and will enable businesses within the precinct to easily access business advisory, solutions and initiatives to spark their transformation journey and rejuvenate the precinct. I am confident that the experience SCCCI has built up over the years through running two other SME Centres and other enterprise development initiatives can be readily adapted to suit the needs of the businesses in this area.”

Ms Lynette Pang, Assistant Chief Executive, Marketing Group, Singapore Tourism Board, said: “Businesses in Chinatown have shown great resilience despite the challenges posed by COVID-19, adapting their business models and encouraging locals to rediscover their vibrant precinct. Through these new digital initiatives, we hope Chinatown businesses will continue to innovate and develop new offerings that appeal to local audiences and future visitors from around the world.”

Related Resources

ANNEX A: Tech Partners – ChoPe and Qoo10

ANNEX B: SME Centre@Chinatown

ANNEX C: Quotes from Key Partners

ANNEX D: Business Profiles

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About the Infocomm Media Development Authority of Singapore (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 and Twitter @IMDAsg.



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 start-ups, and build trust in Singapore's products and services through quality and standards. Visit www.enterprisesg.gov.sg for more information.

About the Singapore Tourism Board

The Singapore Tourism Board (STB) is the lead development agency for tourism, one of Singapore's key economic sectors. Together with industry partners and the community, we shape a dynamic Singapore tourism landscape. We bring the Passion Made Possible brand to life by differentiating Singapore as a vibrant destination that inspires people to share and deepen their passions. More: www.stb.gov.sg OR www.visitsingapore.com

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ANNEX A

Technology Partners

Chope: In the spirit of enriching Chinatown's allure to new audiences, Chope will continue engaging F&B businesses through its ChopeDeals arm, which drives e-voucher sales. This cost-efficient initiative aims to accelerate online exposure and amplify foot traffic through attractive and time-based discounts to diners. It involves no upfront cost to businesses, does not require any device installation, and is extremely easy to adopt, even for businesses who are not tech-savvy. Beyond e-voucher sales, Chope provides purposeful reservation and table management services which are offered to relevant businesses in the precinct at very attractive rates (i.e. substantial discounts on both the subscription and variable fee components). As part of its overarching mission to drive awareness, sales and traffic to the Chinatown precinct, Chope will also be creating several content marketing pieces and stories over the next few months (i.e. food maps, videos, content guides, etc), to compel young locals to explore and rediscover the historic gem, and reinject sales amongst its businesses.

Qoo10: Qoo10 will be onboarding businesses onto their omni-channel Chinatown store on their platform, to help drive physical footfall to the precinct by offering in-store pick-ups. Visitors can also play location-based games on Qoo10's mobile app to collect virtual monsters known as ChinatownMons or BrandMons, that are planted across the precinct. The ChinatownMons are Zodiac/Chinatown-themed monsters that can be caught and redeemed as vouchers at any Chinatown Qoo10 stores, while BrandMons are specific monsters designed by individual Chinatown businesses which can only be redeemed as vouchers at that particular store. Qoo10 will also provide businesses with dedicated support for outreach, onboarding and training, to educate them on the benefits of adopting their digital solutions. They will also provide various digital marketing efforts such as free weekly EDMs to feature a variety of Chinatown businesses to help drive online customer traffic to the respective Chinatown Qoo10 stores.

ANNEX B

About SME Centre@Chinatown

SME Centre@Chinatown is a satellite centre of SME Centre@SCCCI and is a joint collaboration between SCCCI and ESG. This is the third centre by SME Centre@SCCCI. The other two SME Centres are located at the Trade Association Hub and HDB Hub.

SME Centre@Chinatown will support Chinatown businesses through:

- 1. One-on-one business advisory** – to provide customised advice to businesses. Once the businesses' needs have been identified, Business Advisors will also support the businesses in their transformation journey.
- 2. Capability development through workshops & events** – to equip businesses with knowledge in areas such as digitalisation, capability building and financial resilience.

Specific to the Chinatown Digitalisation Initiatives, SME Centre@Chinatown will connect interested Chinatown businesses with the two technology partners (Chope and Qoo10) for onboarding and training, or to advise on other digitalisation options as well as business-related schemes and support. Businesses can also benefit from the vast network, events and capability building programmes by SCCCI.

SME Centre@Chinatown is located at Chinatown Point (Unit number #12-06). Businesses can set up an appointment with a Business Advisor from SME Centre@Chinatown on the SME Centre's Appointment Booking Page: <https://partnersengage.enterprisesg.gov.sg/book-appointment> or via email at chinatown@smecentre-sccci.sg. There is currently a total of 12 SME Centres in Singapore, set up by ESG and five main trade associations and chambers².

² The trade associations and chambers are Association of Small & Medium Enterprises, Singapore Chinese Chamber of Commerce & Industry, Singapore Indian Chamber of Commerce & Industry, Singapore Malay Chamber of Commerce & Industry and Singapore Manufacturing Federation.



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**

ANNEX D

Business Profiles

No.	Business Profiles	Interviewee
1	<p><u>Joy Luck Teahouse (欢乐冰室)</u></p> <p><i>Address: 274 South Bridge Road, Singapore 058823</i></p> <p>Robert's longstanding career in TV began when he was 17 years old. His first tenure was at Radio and Television Singapore, where he became Singapore's youngest producer of TV programmes. In 1967, he went to Hong Kong, and over the years became a household name for creating the highly popular variety programme "Enjoy Yourself Tonight (欢乐今宵).</p> <p>Besides being a TV personality, Robert who is passionate in discovering traditional and authentic food, has travelled the world to discover traditional and authentic cuisines. At age 67, he reinvented himself and ventured into the F&B industry, eager to share his love for Hong Kong's best dim sum and roasts with the world. Robert decided to bring the best drinks and delicacies from Hong Kong to Singapore through Joy Luck Teahouse which is famous for their Hong Kong milk tea, pineapple buns, and egg tarts. Joy Luck Teahouse has 6 branches around Singapore with the Chinatown outlet being one of their newest that opened in February 2021.</p> <p>Joy Luck Teahouse has installed a self-service kiosk system at their Chinatown outlet to lighten their cashiers' workload, as well as to shorten queuing and waiting times. Currently their Hong Kong delicacies are only sold in-stores, but have recently ventured online through Qoo10 to reach a wider audience. Robert hopes to drive Chinatown visitors to their store using Qoo10's geo-location game where customers can collect their Brandmon coupons, purchase on Qoo10 and proceed to the Chinatown outlet to collect their orders.</p> <p>Mr Chua said, "Qoo10 helped us with most of the onboarding process, and we look forward to positive sales via Qoo10 in the near future." The onset of COVID galvanised the whole motion of going digital for businesses in Singapore, and Joy Luck Teahouse recognises that this is something that the brand will have to embrace and embark on. Joy Luck Teahouse onboarded Qoo10 in March 2021.</p> <p>(www.joyluckteahouse.com/story/)</p>	<p>Mr Robert Chua 蔡和平 74 years old Founder</p>

<p>2</p>	<p><u>Nanyang Old Coffee (南洋老咖啡)</u></p> <p><i>Address: 268 South Bridge Road, Singapore 058817</i></p> <p>Mr Lim Eng Lam is an enthusiast of “Singapore’s Traditional Coffee” and with his great passion, he founded Nanyang Old Coffee in 2007. Over the years, he has been promoting traditional coffee of its history, culture and heritage to the public, including students, tourists, etc.</p> <p>Despite Nanyang Old Coffee being a traditional business, they have moved into a hybrid model in order to meet with changing times. Their range of products are currently distributed in-stores, and on online platforms such as Chope and Shopee. They also have an online social media presence on Facebook and Instagram.</p> <p>Having been onboarded on Chope’s platform in March 2021 as part of this Chinatown digitalisation initiative, Mr Lim hopes the platform would provide greater reach for Nanyang Old Coffee and attract the younger audience. He also believes that online commerce will be the new normal in the future and Nanyang Old Coffee will need to continually digitalise and adopt innovative tech solutions to improve its customer experience and optimise operations.</p> <p>In other areas of digitalisation, Nanyang Old Coffee implemented a pre-approved retail POS system at a subsidised rate with Productivity Solutions Grant (PSG) support under the SMEs Go Digital programme. The company also received advisory help from SME Centre@Chinatown.</p> <p>www.nanyangoldcoffee.com</p>	<p>Mr Lim Eng Lam</p> <p>林榮南</p> <p>54 years old</p> <p>Founder</p>
<p>3</p>	<p><u>Thye Shan Medical Hall (泰山藥行)</u></p> <p><i>Address: 266 South Bridge Road, Singapore 058813</i></p> <p>Founded in 1955 by her grandfather, the late Mr Chan Chak Poey, Ms Chan Mei Yi, General Manager and third generation of Thye Shan Medical Hall joined the business due to her deep interest in health benefits of herbs and Traditional Chinese Medicine (TCM), and their integration into regular lifestyles to achieve optimal health.</p> <p>With 3 retail outlets in Singapore (2 in Chinatown and 1 in Takashimaya at Orchard Road), Thye Shan also does wholesale trading to other medical halls and department stores both locally</p>	<p>Ms Chan Mei Yi</p> <p>陳美儀</p> <p>41 years old</p> <p>General Manager</p>

	<p>and internationally, and has a herbal tea food factory which supplies to supermarkets such as Sheng Siong, Prime, and Giant Supermarkets.</p> <p>Thye Shan is also extending their presence online on ecommerce marketplaces like Qoo10, Shopee, Lazada, 99SME, and have their own e-commerce website (www.thyeshan.com) as an alternative channel. To reach out to the younger crowd, Thye Shan is also active on social media platforms like Facebook and Instagram.</p> <p>The different platforms provide greater online exposure and awareness to their target audiences, and they are able to optimise their digital marketing efforts and sales to the right channels for greater payoffs. Thye Shan onboarded Qoo10 since December 2020.</p> <p>Thye Shan has also taken up an accounting software with Productivity Solutions Grant (PSG) support, and has also received \$2,500 Digital Resilience Bonus payout in September 2020 for adopting e-commerce solutions.</p> <p>(www.thyeshan.com/our-story/)</p>	
4	<p><u>ST Signature (ST 共居旅店)</u></p> <p><i>Address: 273A South Bridge Rd, Singapore 058822</i></p> <p>ST Signature is an affordable premium co-living hotel brand that has 4 co-living hotels comprising 242 rooms located at Chinatown, Tanjong Pagar, Bugis Beach and Jalan Besar.</p> <p>Given the border closures, travel restrictions, and social distancing measures, hotel occupancy have been severely impacted. Currently, ST Signature leverages on digital interventions to optimise operations by equipping their hotels with self-check-in systems and launched a new offering - ST Signature Lite, which offers flexible hours stay to maximise the use of unused time slots.</p> <p>To further expand its reach to a wider audience and improve revenue, ST Signature onboarded with Qoo10 in January 2021 to offer staycation vouchers.</p> <p>(https://stsignature.com/our-story/)</p>	<p>Mr Alan Goh 吴景轩</p> <p>62 years old Founder, Executive Chairman and CEO</p>