

**Specialist Advisors at SME Centres****中小企业中心专业顾问****What is it?**

SME Centres, set up by Enterprise Singapore (ESG) in collaboration with five Trade Associations and Chambers, provide business assistance and drive capability upgrading among micro and small enterprises. Their services include one-to-one business diagnosis and advisory services, capability workshops and group-based upgrading (GBU) projects. In 2020, SME Centres assisted about 32,000 enterprises.

In providing business solutions and advisory services to businesses, SME Centres play an important role in enabling micro and small enterprises to remain competitive, grow and transform. As part of efforts to provide more in-depth support to our enterprises, the centres will be enhanced with Specialist Advisors who will provide support in specific areas of expertise.

**How does it work?**

For a start, there will be Specialist Advisors in two areas:

**a) Financial advice**

Financing Specialist Advisors will provide assistance to enterprises to enable them to better understand the financing ecosystem and the various financing options available to them. They will also receive support to diagnose and strengthen their companies' financial health.

**b) Digitalisation advice**

Enterprises that require more in-depth advice or implementation assistance on their digitalisation needs can access digital Specialist Advisors through the SME Centres.

**When will it be implemented?**

From 1 March 2021, enterprises keen to make an appointment with the financing Specialist Advisors at the SME Centres can visit: [www.enterprisesg.gov.sg/smecentre](http://www.enterprisesg.gov.sg/smecentre).

Details on access to digital Specialist Advisors will be released by Q4 2021.

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**For media enquiries, please contact:**

Ms Lee Ling Ling  
Senior Business Partner  
Corporate Communications  
Enterprise Singapore  
T : +65 6279 3194  
M : +65 9647 8917  
E : [lee\\_ling\\_ling@enterprisesg.gov.sg](mailto:lee_ling_ling@enterprisesg.gov.sg)