

Our Heartlands 2025

2025 邻里新天地

What is it?

The 'Our Heartlands 2025' programme will help heartland merchants grow their revenue, boost their operational efficiency and attract more customers into the heartlands. It is developed by Enterprise Singapore (ESG) to help heartland merchants stay relevant and competitive.

Our Heartlands 2025 focuses on three areas:

- Deepening digital capabilities and upskilling the heartland workforce by:
 - Increasing revenue streams and improving operational efficiency through the Heartlands Go Digital Programme.
 - Strengthening customer engagement and digital marketing skills, as well as improving product display through initiatives such as the Visual Merchandising Programme to enable heartland merchants to attract more customers and improve offline capabilities.
- Upgrading capabilities of heartland Trade Associations and Chambers to amplify and multiply government initiatives in heartland precincts through manpower support and internal digital capability development.
- Enhancing the liveliness of the heartlands through upgrading the precincts and stores, as well as organising events such as the Heartlands Festival, which will raise the profile of heartland merchants, and attract new customers to the heartlands.

How does it work?

The programme which is estimated to cost \$50 million over the next four years, will build on existing initiatives and schemes such as the Heartlands Go Digital Programme¹. It will support heartland shops to adopt digital solutions, participate in training workshops, build capabilities and run promotional activities.

ESG will also work with heartland TACs such as the Federation of Merchants' Associations Singapore (FMAS), Heartland Enterprise Centre Singapore (HECS), local merchants' associations (MAs), as well as government agencies such as the Housing & Development Board (HDB) and the Infocomm Media Development Authority (IMDA) to implement these programmes.

Who is it for?

Heartland shops and heartland TACs are eligible for various programmes under Our Heartlands 2025, subject to the eligibility criteria for the respective programmes. Interested heartland shops and heartland TACs may refer to

¹ The Heartlands Go Digital Programme provides up to 80% funding support for heartland shops to adopt digital solutions such as e-payment and digital commerce solutions; it also provides support for them to create an online presence on Google My Business at no cost.

www.enterprisesg.gov.sg/non-financial-assistance/for-singapore-companies/digital-programmes/heartlands-go-digital/overview for more information. More details on other schemes available under Our Heartlands 2025 will be shared at a later time.

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For media enquiries, please contact:

Ms Andrea Tan
Assistant Business Partner
Corporate Communications
Enterprise Singapore
T : +65 6337 6898
M : +65 9188 1679
E : andrea_tan@enterprisesg.gov.sg