

AFA ON FACILITATING SMART COMMERCE

A STORY OF EMPOWERING LOCAL RETAILERS TO GO GLOBAL THROUGH DIGITALISATION

ONE COMMON GOAL:

Bring Singapore to the world through smart commerce



FACILITATING SMART COMMERCE

Achievement

Developed prototypes of omni-channel retail strategies to create opportunities for the Retail sector to adapt to evolving consumer preferences.

How it was done

Demonstrated the benefits of adopting omni-channel retail strategies to local retailers, through launching the CapitaLand x Shopee 11.11 Campaign and IMM Virtual Mall. Using learning points gathered from the campaigns, the AfA extended its partnership with an “Exporting Singapore Brands” incubator programme, that sought to reduce the lead time for local brands to venture beyond the Singapore market.

Outcomes

- Demonstrated how a collaborative approach could create a mutually beneficial retail ecosystem, and generate a win-win situation for all players.
- Campaigns benefitted more than 70 brands, including local retail brands and F&B establishments, such as SK Jewellery, Skin Inc, and Ajisen Ramen.
- Provided brick-and-mortar retailers and establishments the opportunity to enhance online presence, and expand consumer base beyond our shores.

“It is important for the Government, various agencies, and the private sector to work closely together to reimagine new possibilities, and create new opportunities.”

Lee Chee Koon
Co-Lead, Alliance for Action on Facilitating Smart Commerce
Group CEO of CapitaLand Limited



“I think our role in the AfA is to find out models, do test runs and provide examples for the retailers to experiment and see what works and what doesn't work, and eventually turns out to be something successful for everyone involved.”

Ye Gang
Co-Lead, Alliance for Action on Facilitating Smart Commerce
Co-Founder and Group COO of Sea Limited

