

Fact Sheet

**EMBARGOED TILL AFTER DELIVERY OF MINISTER'S SPEECH AT
SG:DIGITAL INDUSTRY DAY, 22 NOVEMBER 2018, 1030 HRS**

HELPING ICM COMPANIES ACCELERATE THEIR INTERNATIONALISATION EFFORTS THROUGH IMDA'S NEWEST IN- MARKET LAUNCHPAD PROGRAMME

BACKGROUND

Internationalisation is key for the growth of Singapore ICM enterprises. To support Singapore-based ICM companies in their internationalisation efforts, IMDA, supported by Enterprise Singapore, will be implementing LaunchPad programmes aimed at accelerating the successful entry of ICM companies in overseas markets.

This is developed in response to industry feedback where ICM companies indicated the top challenges faced when exporting products or services: (i) lack of manpower and/or financial resources to support business development and marketing, and (ii) lack of information on opportunities, potential partners, customers and outsourced providers. Some of the key services that industry felt would be useful are understanding technology- related policies, procurement requirements, demand conditions and regulations in the market, more themed seminars or targeted missions, and more networking opportunities.

To address these challenges, the programme will be rolled out in priority markets identified by IMDA to help ICM companies bridge these gaps. The main objective is to equip companies with market knowledge via immersion programmes, create relevant platforms to provide deal landing opportunities, as well as connecting them to established eco-systems for companies to accelerate their in-market expansion.

For a start, Jakarta is identified as a key city for market access in Indonesia due to its large population and high economic growth. In addition, Indonesia's young and digitally-savvy population signals growing consumerism and demand for digital services. While Jakarta remains a tech talent hotspot due to its proximity to start-ups and customers, Bandung and Jogjakarta are important hinterlands with a growing pool of tech talents.

As access to local eco-system and talents are critical for internationalisation, IMDA will work with programme partners to create linkages to in-market talent and partners through the local tech and media eco-system networks in Jakarta, Bandung and Jogjakarta.

The LaunchPad programme(s) will form part of the Global Innovation Alliance network in Jakarta which connects Singapore companies to innovation hubs and talent. Specific to assisting ICM companies, the programme partner will serve as an in-market partner for companies to access local partners, demand opportunities and talent.

The programme will focus on these main activities, and companies can select specific modules which are relevant for them:

- a. Market Immersion for ICM Companies:** Companies will undergo in-market immersion programme in Jakarta and another key city (Bandung or Jogjakarta) to understand on technology-related policies, procurement requirements, demand conditions and regulations in the market. This includes introducing new entrants to the local ICM ecosystem, including connecting to investors, mentors, potential partners and other companies that have been successful in the market.
- b. Demo Day:** Tech Demos and Talent Discovery sessions will be organised on a half yearly or quarterly basis for companies to participate in. The thematic sessions will bring together pre-qualified solution providers and local decision makers to facilitate business interaction and explore new collaboration opportunities. The Demo Day will also serve as a talent discovery platform for the locals to attend and network with potential employers from Singapore.
- c. Curated Professional Services:** In-market resource to support networking and community activities as well as curate a panel of trusted service providers with pre-purchased hours for companies to tap on before deciding on longer term engagement and procurement of their services. Companies can benefit from networking and community activities which will provide linkage to talent, mentorship networks and connecting to local government and institute of higher learning.

BENEFITS TO SINGAPORE-BASED ICM COMPANIES

Singapore-based ICM companies that are new to market or already in market can participate in these activities and access new business networks, demand opportunities, talent and solutions. They can look forward to be connected to the local eco-systems, and gain access to a network of ICM companies with various domain expertise (e.g. in IOT, analytics, cybersecurity).

The programme will help Singapore-based ICM companies by creating platforms to access untapped opportunities for business expansion, shortening the runway for business setup and operations in Indonesia, and creating linkages to in-market demand opportunities and partners. Additionally, it will help companies in accessing the local ICM industry talent pool in order to complement their Singapore-based operations and talent, and concurrently facilitate Singapore-based talent to participate in overseas projects.

The programme is slated to commence in Q1/2019. Companies that are interested to participate are invited to contact us at info@imda.gov.sg.

About Infocomm Media Development Authority (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.

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