

Summary for SFIC Members

e-Commerce Booster Package

1. Eligibility

The Singapore e-Commerce Programme supports local retailers, including heartland retailers, with little or no e-commerce presence to go onboard e-commerce platforms to increase and diversify revenue streams during the COVID-19 period.

An interested retailer should meet the following criteria:

- Business entity is registered / incorporated in Singapore;
- Has a minimum of 30% local shareholding; and
- Company's group annual turnover not exceeding \$100 million per annum based on the most recent audited report, or group employment not exceeding 200 employees.

2. How to Apply

The e-Commerce Booster Package comprises the following:

a. e-Commerce for domestic market

In partnership with Amazon, Lazada Singapore, Qoo10 and Shopee, the e-Commerce Programme supports local retailers, including heartland enterprises, to expand your reach in the domestic market.

Each retailer can only apply with one e-Commerce platform. You must not have an existing account with your chosen e-commerce platform.

You can apply with your preferred e-Commerce partner by 30 September 2020. Applications will be assessed by the e-commerce platform providers.

E-COMMERCE PARTNER	WEBSITE	CONTACT DETAILS
Amazon	www.amazon.sg	Anna Nguyen E amazonsellersg@amazon.sg
Lazada Singapore	www.lazada.sg	Derrick See E sales@lazada.sg
Shopee	www.shopee.sg	Jenny Chan E selleronboarding_sg@shopee.com
Qoo10	www.qoo10.com	Hagen Soh E retailers@qoo10.com

b. e-Commerce for overseas markets

Retailers seeking to expand your reach overseas can apply for the **Multichannel E-Commerce Platform (MEP) Programme**. This enables retailers with little or no prior experience in exporting products overseas to do so using digital channels.

You can apply with your preferred directly to your preferred MEP solution provider by 30 September 2020. Applications will be assessed by the e-Commerce platform providers. Applications will be assessed by the MEP solution providers.

MEP PARTNER	WEBSITE	CONTACT DETAILS
CombineSell	www.combinesell.com	Loh June Yong E sales@combinesell.com
SELLinALL	www.sellinall.sg	Cindy Chiah E cindy@sellinall.com
Synagie	www.synagie.com	Gordon Lee E glee@btfl.ly
Vinculum	www.vinculumgroup.com	Krishna E krishna.r@vinculumgroup.com

c. Additional manpower support to kick-start your e-Commerce journey

Retailers participating in the programmes can also apply for additional manpower support to drive your business' e-Commerce efforts. You will receive a one-time support of up to 90% of the qualifying manpower costs for three months.

Details on how to apply for the additional manpower support will be shared by the respective e-commerce platform and solution providers.