

Helping businesses adjust and adapt to the new normal continues to be a priority

ESG and TAC touchpoints ready to support business needs as the economy gradually re-opens

MR No.: 046/20

Singapore, Tuesday, 16 June 2020

1. From 3 April 2020 to 15 June 2020, 110,000 phone and 45,000 email enquiries from businesses impacted by safe-distancing measures were answered through Enterprise Singapore's (ESG's) Enterprise Infoline (6898 1800) and <https://go.gov.sg/sdenquiries>¹. With advisories and guidelines that were applicable to different sectors, the Infoline provided business owners with clarity on the compliance requirements; procedures that can be complex particularly for small and micro SMEs. It also became an invaluable feedback channel for government agencies to understand and rectify challenges that were shared by businesses from different sectors, with the evolving COVID-19 situation. Updated information on the support measures, announced in the four budgets², to help distressed companies stay afloat and re-open safely were frequently addressed through phone and email enquiries³ as well.
2. With the gradual re-opening of the economy, ESG's Enterprise Infoline will continue to assist businesses in adapting and adjusting to the three-phased approach to resume activities safely post circuit breaker⁴. The Enterprise Infoline has employed call centre agents to augment the existing pool of call centre agents since April 2020.
3. During circuit breaker⁵, when safe distancing measures were heightened, close to 800 volunteers from 48 government agencies manned the Enterprise Infoline. On days when significant announcements were made, such as the tightening of essential services and measures, the Infoline was open until midnight. During these periods, up to 60 volunteers answered phone enquires daily whereas 20 volunteers responded to email queries.

¹ <https://go.gov.sg/sdenquiries> is the predecessor to safedistancing@enterprisesg.gov.sg

² Unity, Resilience, Solidarity and Fortitude Budgets

³ For COVID-19 Business Support Measures – Financial Support, Booster Packages, Digital Solutions and General support – refer to <https://www.enterprisesg.gov.sg/covid-19/business-support/covid-19-business-support-measures>

⁴ 2 June 2020 onwards

⁵ From 7 April until 1 June 2020 (inclusive)

Efforts of Trade Associations & Chambers (TACs) to support businesses impacted by safe distancing measures

4. The Singapore Business Federation's (SBF's) COVIDBiz Helpline⁶ (+65 6701 1138) and email channel COVIDBiz@sbf.org.sg also serve as an additional channel for businesses to navigate COVID-19 related government advisories for businesses. SBF's touchpoints have provided companies with updates on the various border restrictions, business support measures and movement of goods in key markets. From 6 April 2020 to 15 June 2020, SBF's COVIDBiz Helpline received about 960 enquiries from over 600 companies.
5. Beside phone and email touchpoints, various other Trade Associations and Chambers (TACs) and their SME Centres have stepped up to assist businesses since circuit breaker. The Singapore Malay Chamber of Commerce and Industry (SMCCI) has engaged over 1,110 companies through their industry group discussions, dedicated member outreach, and webinars from 17 March 2020 to 31 May 2020. The Singapore Indian Chamber of Commerce and Industry (SICCI) has negotiated preferential interest rates with banks and private financial institutions for its members and all Singaporean Indian businesses to address cash flow concerns. Additionally, business advisors from the SME Centres continue to provide advisory services through email and hotline touchpoints as well.
6. Ms Chew Mok Lee, Assistant Chief Executive, "With advisories and guidelines that were applicable to different sectors as the COVID-19 situation evolved, the Enterprise Infoline provided business owners with help to navigate the compliance requirements; procedures that can be complex particularly for small and micro SMEs. It also became an invaluable feedback channel for government agencies to understand and rectify challenges that were shared by businesses from different sectors, with the evolving COVID-19 situation. Updated information on the support measures, announced in the four budgets, to help distressed companies stay afloat and re-open safely were frequently addressed through phone and email enquiries as well."
7. "At the start of the Circuit Breaker, I called the Enterprise Infoline to find out about the definition of essential business, whether my business required a declaration of exemption, and administrative steps needed to process the declaration. At a time when businesses are facing numerous uncertainties, it's a pleasure to receive accurate information and reassurance, as communication is a critical part of our fight against this pandemic," said Deepa Vijayan, Senior Partner, Quantico Communications LLP.
8. ANNEX provides more details on the Enterprise Infoline's operating hours and TAC touchpoints for business owners to be updated on the latest measures.

For media enquiries, please contact

Ms LEE Ling Ling
Enterprise Singapore, Corporate Communications
Email : lee_ling_ling@enterprisesg.gov.sg
Mobile : 9647 8917

⁶ Launched on 6 April 2020

ESG's Enterprise Infoline : +65 6898 1800

Operating Hours : Monday to Friday, 8.30am – 5.30pm
Saturday, 8.30am – 1pm, excluding Public Holidays

Email Channels

(Enquiries on safe distancing and suspension of workplace activities):

<https://go.gov.sg/sdenquiries>

(All other business support and assistance enquires):

enquiry@enterprisesg.gov.sg

TACs' touchpoints to help businesses

- **Association of Small & Medium Enterprises' Contact:** +65 6513 0388
Operating Hours: Monday to Friday, 9.00am to 6.00pm, excluding Public Holidays
- **Singapore Business Federation's COVIDBiz Helpline:** +65 6701 1138
Operating Hours: Monday to Friday, 9.00am to 5.00pm, excluding Public Holidays
Email: COVIDBiz@sbf.org.sg
- **Singapore Chinese Chamber of Commerce and Industry's Contact:** +65 6337 8381
Operating Hours: Monday to Friday, 9.00am to 6.00pm, excluding Public Holidays
- **Singapore Indian of Commerce and Industry's COVID-19 Hotline:** +65 6222 2855
Operating hours: Monday to Friday, 9.00am to 6.00pm, excluding Public Holidays
- **Singapore Malay Chamber of Commerce and Industry's Contact:** +65 9665 1222
Operating Hours: Monday to Friday, 10.00am to 9.00pm, excluding Public Holidays
- **Singapore Manufacturing Federation's Contact:** +65 6826 3000
Operating hours: Monday to Friday, 9.00am to 5.00pm, excluding Public Holidays
- **Heartland Enterprise Centre Singapore's Contact:** +65 6741 3425
Operating Hours: Monday to Friday, 9.00am to 6.00pm, excluding Public Holidays
(*Heartland Enterprise Centre Singapore is a subsidiary of The Federation of Merchants' Associations Singapore*)

SME Centres

SME Centres provide business assistance and drive capability upgrading among SMEs. Their services include one-to-one business diagnosis and advisory services, capability workshops and group-based upgrading projects. Collectively, the 11 SME Centres island-wide have assisted over 28,000 SMEs and initiated 13 new group-based upgrading projects in 2019.

The full list of SME Centres can be found here:

www.enterprisesg.gov.sg/contact/overview

SME Centre@ASME

167, Jalan Bukit Merah
#03-13, Tower 4, Singapore 150167
T +65 6513 0388
E enquiries@smecentre-asme.sg
www.smecentre-asme.sg

SME Centre@SCCCI

Trade Association Hub
9 Jurong Town Hall Road,
Jurong Town Hall
#03-18, Singapore 609431
T +65 6337 8381
E enquiry@smecentre-sccci.sg
www.smecentre-sccci.sg

SME Centre@SICCI

SICCI Building
31, Stanley Street
Singapore 068740
T +65 6508 0147
E sme@smecentre-sicci.sg
www.smecentre-sicci.sg

SME Centre@SMCCI

15, Jalan Pinang
Singapore 199147
T +65 6293 3822
E gadvisory@smecentre-smcci.sg
www.smecentre-smcci.sg

SME Centre@SMF

SMF Building
2985, Jalan Bukit Merah
Singapore 159457
T +65 6826 3020
E query@smecentre-smf.sg
www.smecentre-smf.sg

SME Centre@Little India

Little India Arcade
48 Serangoon Road, #01-22
Singapore 217959
T +65 6508 0149
E littleindia@smecentre-sicci.sg
www.smecentre-sicci.sg

SME Centre@NorthEast

Located at North East Community
Development Council
Our Tampines Hub
51 Tampines Avenue 4
#04-31, Singapore 529684
T +65 6513 0388
E enquiries@smecentre-asme.sg
www.smecentre-asme.sg

SME Centre@NorthWest

Located at North West Community
Development Council
Woodlands Civic Centre
900, South Woodlands Drive
#06-01, Singapore 730900
T +65 6826 3020
E northwest@smecentre-smf.sg
www.smecentre-smf.sg

SME Centre@SouthEast

Located at South East Community
Development Council
1, Engku Aman Turn
#03-02, Wisma Geylang Serai
Singapore 408528
T +65 6513 0388
E enquiries@smecentre-asme.sg
www.smecentre-asme.sg

SME Centre@Central

HDB Hub BizThree

490, Lorong 6 Toa Payoh

#07-11, Singapore 310490

T +65 6715 7580 / +65 9457 2265

E central@smecentre-sccci.sg

www.smecentre-sccci.sg

SME Centre@SouthWest

Located at South West Community
Development Council

The JTC Summit

8, Jurong Town Hall Road

#26-06, Singapore 609434

T +65 6316 1616

E southwest@smecentre-smf.sg

www.smecentre-smf.sg