

MEDIA FACTSHEET

Enterprise Singapore partners tech industry to expand resources to help more local SMEs build AI capabilities

These include improved access to Microsoft Copilot, AI capability building workshops, as well as collaboration opportunities to develop customised AI solutions for business needs.

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1. Enterprise Singapore (EnterpriseSG), in collaboration with the tech industry, has unveiled new artificial intelligence (AI) resources for Singapore small and medium enterprises (SMEs) today – **Microsoft Copilot for SMEs programme** and the **Applied AI programme at Institutes of Higher Learning (IHLs)**. Announced by Deputy Prime Minister & Minister for Trade and Industry, Mr. Gan Kim Yong at the launch of Microsoft Copilot for SMEs programme event, these initiatives seek to help more Singapore companies access AI solutions and develop related capabilities, with the aim to enhance their operational efficiency and drive business growth.

Microsoft Copilot for SMEs programme

2. Jointly developed by Microsoft, EnterpriseSG and AI Singapore (AISG), this programme aims to drive adoption of the *Copilot for Microsoft 365* solution among companies. SMEs can look forward to working with Microsoft's appointed partners to adopt *Copilot for Microsoft 365* and participate in specially designed training workshops to effectively harness the AI-powered solution for enhanced business productivity. SMEs can also tap on AISG's suite of training programmes and workshops to educate themselves on the broader applications of AI beyond *Copilot for Microsoft 365*.
3. To make it more accessible for SMEs to embark on their AI journey under the programme, EnterpriseSG will defray 50% of the *Copilot for Microsoft 365* license costs for eligible businesses. Each SME will be able to purchase up to 50 licenses at the subsidised rate for a 12-month subscription period. Through the programme, EnterpriseSG aims to support more than 1,000 local SMEs to adopt *Copilot for Microsoft 365*. More information can be found [here](#).

Applied AI programme at IHLs

4. Beyond availing available AI tools for SMEs to adopt, EnterpriseSG will also support those looking for more sophisticated AI integration or unable to find suitable “off-the-shelf” solutions, to develop and deploy customised AI solutions. Under the new **Applied AI programme at IHLs**, we are partnering IHLs who can work directly with SMEs to curate AI problem statements, build customised market-ready AI solutions, and deploy them across various business functions. To help defray some of the associated costs, EnterpriseSG will provide 50% subsidy for eligible SMEs to develop and adopt these customised AI solutions through this programme.
5. The Applied AI programme will start with [Nanyang Polytechnic](#) (NYP) and [Singapore Polytechnic](#) (SP) from June 2024. Leveraging their technical expertise in AI and industry experience, the programme will enable SMEs to identify specific pain points and develop effective AI execution strategies, solutions, and implementation plans. Over the next few years, we will progressively bring onboard more IHL partners and aim to support more than 100 SMEs, under this programme.
6. The Microsoft Copilot for SMEs and Applied AI programmes build on our ongoing efforts to provide more support for local SMEs to harness the benefits of AI to enhance their operations and competitiveness. Earlier this year, EnterpriseSG partnered the Infocomm Media Development Authority (IMDA) to roll out the **Generative AI (GenAI) Sandbox for SMEs**, which focused on helping SMEs elevate their marketing and sales, and customer engagement efforts through the adoption of ready-to-use GenAI solutions. Since the launch, more than 140 local SMEs have incorporated such solutions into their daily operations and have since seen improvements in productivity and customer experiences. Applications to the Sandbox will close on 27 May 2024 and interested applicants can find more information on the initiative [here](#).
7. To facilitate knowledge sharing and help SMEs better appreciate the benefits of AI applications, the SME Centres and EnterpriseSG are jointly organising the upcoming annual **SME Centre Conference** on 31 July 2024. This year’s edition, themed “Unleashing the potential of AI for business growth”, will bring together AI thought leaders and industry experts to share how broad-based SMEs can tap on AI solutions to develop new digitalisation capabilities and scale their businesses. We encourage SMEs who are keen to learn and find out more on the potential applications of AI to participate in this year’s Conference.

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We also support the growth of Singapore as a hub for global trading and startups, and build trust in Singapore's products and services through quality and standards.

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