

MEDIA RELEASE

Enterprise Singapore and Grab team up to increase footfall to local F&B businesses and equip them with data insights

MOU leverages Grab's consumer reach to drive traffic to local F&B businesses; partnership to also provide data insights and upskilling programmes

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1. Enterprise Singapore (EnterpriseSG) and Grab have signed a Memorandum of Understanding (MOU) to strengthen the resilience of Singapore's F&B sector by addressing key challenges such as rising operating costs and manpower constraints. The three-year partnership will see over 12,000 companies gain access to key data and industry insights to help refine their growth strategies, with more than 400 companies each year participating in capability building masterclasses and gaining increased visibility from Grab's Dine Out.
2. The partnership is centred on two complementary pillars that collectively enhance the competitiveness and resilience of F&B businesses regardless of size. The first pillar enhances market visibility and customer demand, while the second empowers businesses with new capabilities and data insights to drive transformation and growth.

Increasing visibility and driving footfall

3. F&B businesses have faced softening consumer demand and reduced footfall, which impact revenue and commercial sustainability. To help businesses navigate this, the partnership will tap Grab's Dine Out to launch targeted campaigns in selected precincts, enabling diners to discover new F&B options while driving demand for participating merchants. The campaigns will comprise a combination of consumer promotions and marketing efforts to profile participating businesses to Grab's extensive pool of users. The first group of precincts include Jalan Besar, Holland Village, and Tanjong Pagar, with additional locations to be identified.

Empowering local F&B with data and new capabilities

4. As digital tools, platforms, and consumer touchpoints evolve rapidly, many businesses may struggle to keep pace with new technologies and effectively leverage them for growth. To bridge this gap, the MOU provides free access to industry insight reports focusing on key business aspects such as consumer trends and digital marketing best practices. These reports translate Grab's extensive industry insights into actionable data for F&B businesses, providing them with a better understanding of consumer preferences to anticipate market trends.
5. For businesses to apply these insights to decision making, GrabAcademy will conduct workshops and masterclasses on refining business strategies and optimising operations. Drawing on GrabAcademy's experience in upskilling F&B businesses, these workshops will comprise practical, hands-on sessions that combine panel discussions with industry experts and insights from both Grab and Enterprise Singapore. Each workshop will engage up to 50 companies at a time, to ensure focused and interactive learning for businesses.
6. **Ms Jeannie Lim, EnterpriseSG's Assistant Managing Director, Services and Growth Enterprises, said,** "The F&B sector's resilience depends on its ability to adapt and innovate in response to evolving consumer behaviours and market conditions. Partnerships with key industry players like Grab help us provide our F&B businesses with meaningful data insights and the digital capabilities needed to stay ahead especially in times of uncertainty. This collaboration underscores EnterpriseSG's commitment to working with the industry to create tangible value for local businesses."
7. **Mr. Alejandro Osorio, Managing Director, Grab Singapore, said,** "As the lifeblood of our neighbourhoods, local F&B businesses underpin Singapore's cultural and economic vibrancy. Through this partnership, we hope to offer support that goes beyond numbers to deliver the digital tools and precinct-level support necessary for merchants to thrive in an evolving landscape. We are fueling the revitalisation of local businesses and building the resilience required to safeguard livelihoods and keep our communities thriving for the long term."

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For media enquiries please contact:

Andrea Tan
Business Partner
Corporate Communications, Enterprise Singapore
M: +65 9188 1679
E: andrea_tan@enterprisesg.gov.sg

About Enterprise Singapore

Enterprise Singapore is the government agency championing enterprise development.

The agency partners committed companies to build capabilities, innovate, and go global. It drives growth – empowering local businesses and shaping industries, anchoring Singapore as a trade and startup hub, and establishing trust in products through quality and standards.

Enterprise Singapore is here for wherever businesses are growing. Visit www.enterprisesg.gov.sg for more information.

About Grab

Grab is a leading superapp in Southeast Asia, operating across the deliveries, mobility and digital financial services sectors. Serving over 800 cities in eight Southeast Asian countries – Cambodia, Indonesia, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam – Grab enables millions of people everyday to order food or groceries, send packages, hail a ride or taxi, pay for online purchases or access services such as lending and insurance, all through a single app. We operate supermarkets in Malaysia under Jaya Grocer and Everrise, which enables us to bring the convenience of on-demand grocery delivery to more consumers in the country. As part of our financial services offerings, we also provide digital banking services through GXS Bank in Singapore and GXBank in Malaysia. Grab was founded in 2012 with the mission to drive Southeast Asia forward by creating economic empowerment for everyone. Grab strives to serve a triple bottom line – we aim to simultaneously deliver financial performance for our shareholders and have a positive social impact, which includes economic empowerment for millions of people in the region, while mitigating our environmental footprint.