

### Quotes from Selected Partner Agencies

#### **Mark Wee, Executive Director, Dsg**

“The positive response garnered from the pilot run of the MAP initiative proves that Singapore companies value the importance of being resilient and adaptable to changes, and increasingly recognise the value of design in helping them to reframe their business challenges or even leverage and capitalise on opportunity areas. Some of these companies have taken further steps to explore and uncover the benefits of design thinking, especially in understanding and serving their customers better, and Dsg is hopeful for more firms to embark on this transformation journey.”

#### **Deanna Ong, Chief People Officer, GIC**

“GIC is pleased to support another run of the MAP initiative to enable more SMEs to be better prepared to take on opportunities and challenges. We are very heartened by the positive responses and believe the GIC structured module content, based on our investing principles of long-termism, value, strengths and risks, will be a useful compass to navigate uncertainties and adapt to change.”

#### **Mr Justin Ang, Assistant Chief Executive, Media & Innovation Group, IMDA**

“IMDA is committed to support all businesses on their innovation journey, as Singapore moves towards a digital future. Industry-wide efforts such as SBF’s MAP initiative is important, as businesses from different sectors are supported in their digitalisation journey. In particular, I am delighted to see companies like SLS Bearings, who has benefitted from IMDA’s Open Innovation Platform (OIP) as part of the SBF’s programme. I hope to see more companies taking advantage of this wonderful initiative in its second run.”

### Quotes from Participants from Pilot Run

#### **Tan Hwee Khim, Chief Operating Officer, SLS Bearings**

“MAP initiative has helped me to develop a strategic road map on the key areas we need to focus on to continue to develop competitive strategies.”

#### **Emily Tan, Director, Quan Shui Wet Market and Food Supplies**

“The MAP initiative provided much needed guidance for our business during unprecedented pandemic times when we had to explore new platforms and avenues of trade. It was comforting and a relief to know that businesses are supported and not left alone to navigate new spaces.”