**邻里创新挑战计划** **2022**

### HEARTLAND INNOVATION CHALLENGE 2022 (For Enterprises)

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| **公司名称**  Company Name: | | **经营的品牌名称:**  Brand Name (if any): | |
| **公司地址** Business Mailing Address: | | | |
| **网站** Website (if any): | | | |
| **东主姓名** Name of Owner: | | **联系人姓名** Name of Contact Person: | |
| **电话** Tel: | | **手机号码** Mobile: | |
| **传真** Fax: | | **电子邮件**Email: | |
| **公司注册号码** ACRA Registration No.: | | **注册年份** Year of Registration: | |
| **店铺总数**  Total number of outlets: | **邻里社区(非购物中心)的店面数目** Number of outlets in neighbourhood centres (non-mall): | | **购物中心的店面数目**  Number of outlets in shopping centres: |
| **请列出你的店铺地址** Please list the location/addresses of your outlets here: | | | |
| **请简要描述您经营的生意、产品或服务** Describe your business, products or services in point form: | | | |
| **营业额（根据最新的财务纪录）**Sales Turnover (Based on latest ﬁnancial record): | | | |

**须由老板、营运总监、经理 或同等级别的管理人员填写上述内容。**

**To be completed by the Managing Director, Owner or equivalent.**

**特别折扣优惠**

在11月31日之前报名的商家将享有$500\* 的折扣! (T&C applies)

|  |
| --- |
| **1. 综合实际的生意状况，请在申请表格内描述贵公司的背景在申请表格 （不超过40个字）**  **(附件A).**   1. **Description of SME (history, trade type, key target audience, revenue source, etc) (40 words)** |
| **在 HIC 2022 的拟议主题下，请在以下选项框选您希望关注的创新项目之一：**  **Under the proposed themes for HIC 2022, please tick 1 of the boxes below that you would like to focus on for innovation:**  **产品与渠道创新 客户体验与服务创新 环保举措**  **Product & Channel Innovation Customer Experience and Service Innovation Sustainability** |
| **2. 列出您在日常运营中面临的1到2个痛点，或对您长期战略目标的抑制（60字）**  **2. Based on your focus option chosen above, list a few pain points in point form that you are facing during day-to-day operations, or an inhibition to your long-term strategic goals (60 words)** |

**请在以下的格子打勾您所选的配套:**

**Please put a tick in the box below on your chosen Heartland Innovation Challenge Package:**

**APPLICATION FEE: S$1,000 (non-refundable after the matching session is confirmed)**

**附带条款**

1.申请者在提交申请表格时，必须缴付全额的邻里创新挑战计划报名费$1,000 或者以其他方式与主办方安排。

**支票付予：TFMAS**

**或汇款到: DBS 0180101750**

**PayNow支付到: S89SS0010A**



**注意事项：**递交所有文件资料及款项的截止日期是 **2022年3月11日**。

**Please Note:** The closing date for the submission is **11th March 2022**.

**Terms & Conditions**

1. Upon submission of participation form, participants are required to pay the full the Application fee amount of $1,000 or otherwise arrange with the organiser.

* Cheques should be made payable to: TFMAS
* or bank transfer to DBS account number 0180101750
* or PayNow to: S89SS0010A

我了解表格所提供的信息并仅用于“**邻里创新挑战计划**”的评审。所有向本邻里创新挑战计划的评和主办方提供的信息，将被严格保密。我尊重并同意与遵守本邻里创新挑战计划的评选规则以及评委的决定，并承诺提供的一切信息皆属实。

I understand that the information provided in this form will be used for the purpose of the Heartland Innovation Challenge competition only. I agree to abide by the rules of the Heartland Innovation Challenge competition and the decision of the judges, and to provide any necessary information for the purpose of Heartland Innovation Challenge judging.

**签署人姓名**/**公司印章** **签名**/**日期**

Name of Signatory/Company Stamp Signature/Date

**入选标准** **QUALIFYING CRITERIA**

这个新设的邻里创新挑战计划是为了鼓励符合以下标准的邻里企业经营者参加：

**This new Heartland Innovation Challenge is to encourage heartland enterprises who meet the following criteria to participate:**

1. 提交有关公司的100字简介，以及明确的问题陈述，邻里创新挑战计划所需的目标和结果。

**Submit a 100-word brief introduction about the company as well as a clear problem statement, objectives and outcomes desired from the Heartland Innovation Challenge.**

2. 在当前的业务转型中表现出了创新的意愿，例如由于采取了断路器措施，在线上进行传统业务或自动化流程（有助于提高生产力），因此在Facebook上进行实时销售。

**Have shown a willingness to innovate through their current efforts in transforming their business e.g. selling on Facebook live since due to circuit breaker measures, taking a traditional business online, or automated processes which helps improve productivity.**

3. 有资源采取潜在的解决方案，以便着手进行转型。参与公司有必要展示和采用 “新的商机，新的模式和新的功能” 。

**Have the resources to adopt a potential solution to embark on the transformation journey. It is necessary for the participants to demonstrate and adopt "new business opportunities, new models, and new capabilities"。**

**报名公司必须：**

**Applicants must:**

* 是位于邻里社区内营运的店铺 （非购物中心）或为邻里企业经营者提供服务/产品的商家

**be operating outlets located in the neighbourhood centres (non-mall) or providing services/products to heartland neighbourhood operators**

* 是新加坡注册的公司，而新加坡人或永久居民占有至少30%股份

**be incorporated in Singapore at least 30% Singaporean or PR ownership**

* 是新加坡本土品牌

**be home-grown Singapore brands**

* **根据最近的审计报告，公司的集团年营业额每年不超过1亿新元，或者集团雇用的雇员不超过200名。**

**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.**

* **拥有实体店面或商店，并在邻里中心地带营业**

**Has a physical storefront or shop, and operating in the heartlands.**

**提交资料清单** **SUBMISSION CHECKLIST**

在提交前，请确认已准备妥当的以下资料：

Please ensure that you have the following items ready before submission:

1. 填写完整的申请表 (Completed Form with required write up)
2. 最多10张相片 (Up to 10 photographs of your shop front/services and/or products)
3. 公司注册副本 (A copy of ACRA certiﬁcate within last 6 month)

**4.** 基本邻里创新挑战计划报名费S$1,000 (Heartland Innovation Challenge Application Fee of S$1,000)

**条款** **Terms & Conditions**

**•** 参与评比的企业须确认所有的文件在截止日期前, 提交给本次邻里创新挑战计划的组委会。

Participating enterprises have to ensure that all documents are submitted to the Heartland Innovation Challenge Organising Committee before closing date.

**•** 所有提交的文件将严格保密, 仅用于邻里创新挑战计划的评比。

All submitted documents will be kept conﬁdential and used for judging purposes only.

**•** 邻里创新挑战计划的组委会不对与评比相关的文件或付款的任何损失负责。

The Heartland Innovation Challenge Organising Committee will not be responsible for any loss of Heartland Innovation Challenge-related documents and payments.

**•** 参与评比的企业没有破产记录。

Participating enterprises must not be in receivership.

**•** 参与评比的企业应使本次邻里创新挑战计划的组委会及评委免于第三人或企业或公司的侵犯, 以及避免自身违反邻里创新挑战计划的评比规则及所造成的损失。

Participating enterprises shall indemnify the Heartland Innovation Challenge Organising Committee and Judging Committee against all liabilities to any person, ﬁrm or company and against all losses arising from a breach of the Heartland Innovation Challenge’s rules and regulations by the participating enterprises.

**•** 提交材料之后, 便视为参与企业同意本次邻里创新挑战计划的评比规则。若不遵守规则, 本次邻里创新挑战计划的组委会及评委将有权拒绝其参与评比甚至拒绝企业的邻里创新挑战计划申请, 参与的企业不得异议。

By submitting the application, the participating enterprises agree to the Heartland Innovation Challenge’s rules and regulations. Failure to comply with any of the rules and regulations shall grand the Heartland Innovation Challenge Organising Committee and Judging Committee the full rights to reject or disqualify the entry.

**•** 本次邻里创新挑战计划的组委会有权保留直接或间接使用参与企业的品牌名称, 从而达到推广或宣传目的的权利。

The Heartland Innovation Challenge Organising Committee reserves the right to use and amend the participating enterprises’ brands/names for all promotional/publicity purposes either directly or indirectly.

* 本次邻里创新挑战计划的组委会及评委所作出的表决是最终的决定和具有约束力的。

The decision of the Heartland Innovation Challenge Organising and Judging Committees shall be ﬁnal and binding.

**•** 经本次邻里创新挑战计划的组委会批准，参与企业有权使用邻里创新挑战计划的名称作为推广或宣传的工具，只要其确保以正确与合理的方式来使用。

The participating enterprises shall be entitled to use the name for promotional and publicity purposes on condition that they are represented in the correct manner and subject to the approval of the Heartland Innovation Challenge Organising Committee.

**•** 所有的参与企业一旦呈上报名表格，须无条件先支付主办当局所设立的邻里创新挑战计划报名费。基本报名费需支付S$1,000。即使参与企业者得知入选后而临时决定退出，也必须按邻里创新挑战计划配套要求支付全数款额。

All participating enterprises will be required to pay the Application Fee of S$1,000 upon submission of the Application form. The Heartland Innovation Challenge Application fee is chargeable even if the enterprise decides to withdraw from the Heartland Innovation Challenge upon notiﬁcation and announcement of their confirmed matching school team.

**提交资料** **SUBMISSION**

所有文件及款项应提送到 All documents and payments should be sent to:

Blk 1, Joo Chiat Road

#05-1019 Joo Chiat Complex

Singapore 420001

Attn: Mr Leandro Chua/Ms Eileen Ong/Ms Cherie Lim

电话 Tel : **6741 4670 / 6745 0977**

电邮 Email : [**leandro.chua@fmas.org.sg**](mailto:leandro.chua@fmas.org.sg)[**/ eileen.ong@fmas.org.sg/**](mailto:/%20eileen.ong@fmas.org.sg/)[**cherie.lim@fmas.org.sg**](mailto:cherie.lim@fmas.org.sg)

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